



SUPER BOWL ADS IN THE PERIOD FROM 2017-2022

Slavko Alčaković*

Singidunum University
Belgrade, Serbia

Abstract:

Advertising during Super Bowl commercial breaks has become a crucial part of brands' marketing strategies, offering them the chance to reach a huge audience. Over the past six years, Super Bowl ads have been diverse and captivating, showcasing products from various categories such as food and beverage, cars, beer and financial and online services. The article provides a brief and overall analysis of Super Bowl ads from 2017 to 2022. The database used in the analysis was taken from the world-famous database at adsoftheword.com. This research analyzed the length, logo viewability and product category, presence of celebrities, animals, humor and the average likability score from Ad meter in Super Bowl ads from 2017 to 2022. This analysis shows the changes in marketing strategies highlighting the growing sophistication of the advertising industry.

Article info:

Received: February 13, 2022
Correction: March 9, 2023
Accepted: March 17, 2023

Keywords:

advertising,
super bowl,
humor,
celebrity,
animals,
likability of the ads.

INTRODUCTION

The Super Bowl is the biggest sports event in the USA and one of the biggest television events in the world. Ever since the Super Bowl started in 1967, it has been the prime place for TV ads (Brooks, Bichard, & Craig, 2016). The viewership has risen up to staggering 112.3 million viewers US and estimated total worldwide viewers of 208 million plus in 2022 (NFL, 2022). The influence the Super Bowl has globally can be seen in the fact that over 130 countries buy broadcast rights for this global sporting event (Wiggins, 2009, History, 2018).

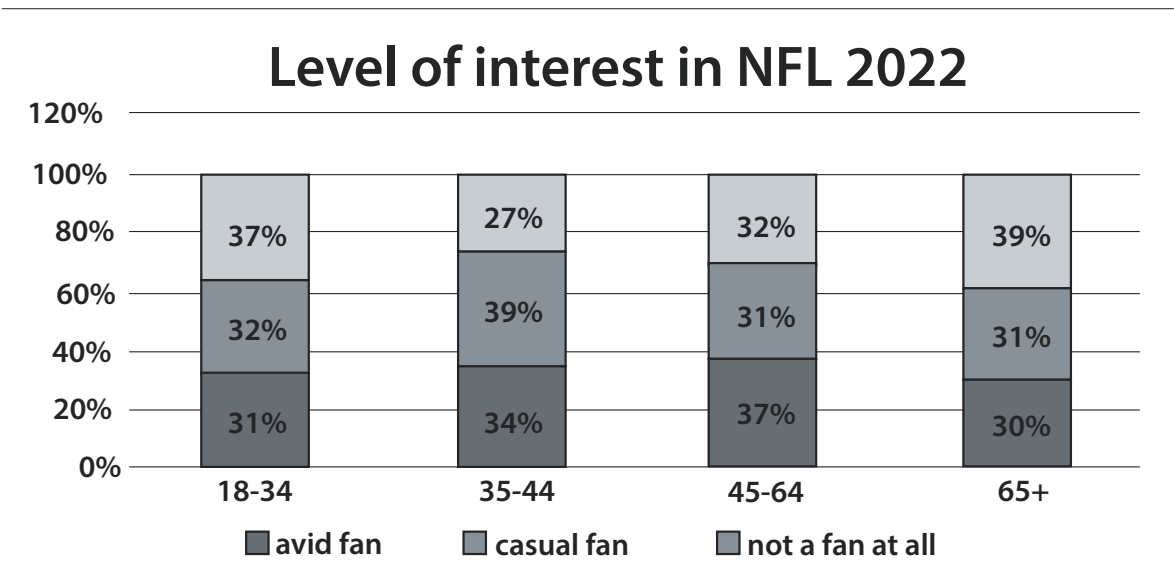
Research showed that 4 out of 5 viewers in the US (the sample was around 2,200) were planning to watch the Super Bowl and that there was a constant interest for this event among the population of 44-year old and younger (Silverman, 2022). This is in the line with the data which shows that the 18–49-year-old are the most important demographic group for the companies that advertise themselves during the Super bowl (Sherman, 2021). It is worth noting that the median age for the Super Bowl 2020 was 49.1, and the Super Bowl 2019 was 47.7 (Colangelo, 2020).

*E-mail: salcakovic@singidunum.ac.rs



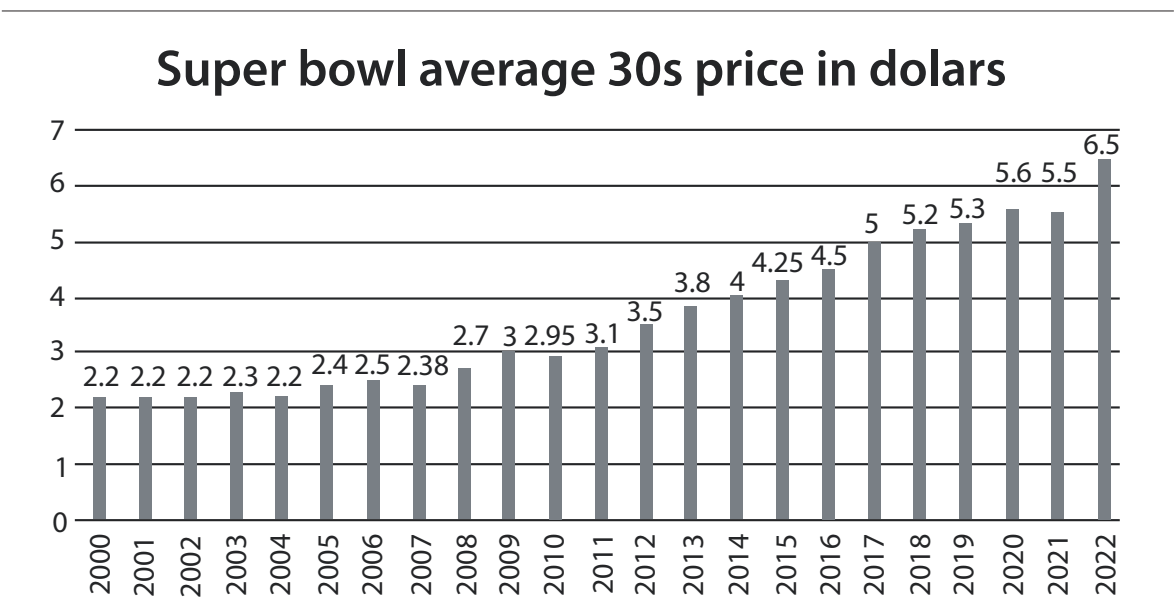


Figure 1. Level of Interest for US football¹



Many companies such as Coca-Cola, Pepsi, Budweiser, Doritos, and General Motors spend millions of dollars on advertising during the game, knowing that the large and engaged audience presents a unique opportunity to reach potential customers. The “advertising second” has skyrocketed in the last 20 years where the average price for the average 30s slot went from 2.2 million dollars in 2002 to 6.6 million dollars in 2022, which is illustrated in Figure 2 below. Compared to these numbers, the cost of the first advertising slot, which was 42 000 dollars for 30s in 1967 (Tomkovick, Yelkur, Rozumalski, Hofer, & Coulombe, 2011), sounds crazy today - the main question always arising is whether this big exposure and brand recognition coming with it are worth the price.

Figure 2. Advertising second price 2000-2022²



1 <https://www.statista.com/statistics/1098885/interest-level-football-age/>, date 12/3/2022

2 The Figure 2 was created with the data from: <https://www.statista.com/statistics/217134/total-advertisement-revenue-of-super-bowls/> and <https://www.superbowl-ads.com/cost-of-super-bowl-advertising-breakdown-by-year/>, date 12/3/2022



Advertisers pay large sums for Super Bowl commercials because it receives a high level of attention. In such a time where consumer attention is valuable, the Super Bowl is one of the few places where advertisers can guarantee that their ads will be watched and not skipped. Both sports and non-sports fans often turn off their distractions, like laptops and cell phones, to watch not just the game but also the new commercials, which they will discuss afterward (Kim & Cheong, 2011).

The connection between consumers and technology/internet has expanded beyond traditional offline spaces, with cyberspace now being significant for companies to advertise. Super Bowl ads tend to drive online traffic to advertisers' websites before, during, and after the game (Kim & Cheong, 2011). In 2019, 641,000 hours were spent watching Super Bowl ads on YouTube (Meng & He, 2022). Nowadays, advertisers do not pay just for the air time but also for the social media moment, as a well-received ad may be shared, liked, and discussed on social media, providing additional exposure for the brand (Hewett, Rand, Rust, & Van Heerde, 2016). The 2020 Super Bowl caused 43.9 million social media interactions (Wilkinson, Michelson, & Webster, 2021) showing the continued impact of Super Bowl ads in the digital space and enhanced experience even after the game (Li & Watanabe, 2022). Nevertheless, not only can we consider the online exposure on social platforms but the internet today is a part of the broadcast space; for example, NFL in 2022 showed the data that there were 11.2 million streamers who watched the game online in 2022 (with OTT platform).

SUPERBOWL ANALYSIS THROUGH YEARS

The Super Bowl is known for its high-quality and creative advertisements. These ads are often highly anticipated and can be a major talking point both before and after the game. Advertisers put a lot of effort into creating commercials that will stand out and be remembered by viewers, and this often leads to ads that are truly creative and innovative.

One reason for the creativity of Super Bowl ads is the sheer number of resources that are devoted to their production. Because the Super Bowl is such a high-profile event, advertisers are willing to invest significant amounts of money in order to create ads that will grab the attention of viewers and stand out from the competition. This means that advertisers have the budget to hire top creative talent and produce ads with high production values.

Another factor that contributes to the creativity of Super Bowl ads is the fact that the game is a high-stakes event. (Taylor, C. R., Mafael, A., Raithel, S., Anthony, C. M., & Stewart, D. W., 2019; Sant, S. L., Maleske, C., Wang, W., & King, E. J., 2022). Because the Super Bowl is watched by millions of viewers, advertisers have the opportunity to reach a massive audience and make a big impact with their ads. This can be a great motivator for advertisers to create truly innovative and attention-grabbing ads, as they know that their work will be seen by a large number of people and could have a significant impact on their business.

Super Bowl advertising has been widely studied and analyzed by academic researchers, advertisers, and marketing professionals. The main themes that have emerged from these studies include humor, celebrity endorsements, emotional appeal, brand identity, and creative marketing strategies. (Taylor R. E., 1999, Kelley & Turley, 2004, Blackford, Gentry, Harrison, & Carlson, 2011, Kim & Cheong, 2011 Lu, Das, Huh, & Srivastava, 2022)



A study published in the *Journal of Marketing Communications* investigated the use of animals in Super Bowl ads and found that ads featuring animals were more likely to be remembered and elicit a positive emotional response from viewers (Tomkovick, Yelkur, & Christians, 2001). Taylor C. (2016) noted that the use of animals in commercials has become a popular creative tactic, with the majority of Super Bowl ads featuring animals to some extent, where the dogs can have a bigger impact than other animals.

Because of the focused attention of the viewer, the viewability of the logo is also very important for the researchers. Logos serve as visual shorthand for a brand and help consumers quickly identify the brand and associate it with certain attributes and characteristics (Aaker & Joachimsthaler, 2000, Van Grinsven, B., & Das, E. 2016, Kim, M. J., & Lim, J. H. (2019). Studies have found that the placement of a brand logo in a television commercial can impact brand recall and recognition. A study published in the *Journal of Advertising Research* (Park & Young, 1986) found that logos displayed at the end of the commercial had a greater impact on brand recall than logos displayed at the beginning of the commercial, while logos displayed throughout the commercial had the greatest impact on brand recognition. Another study published in the *Journal of Consumer Research* (Feick & Price, 1987) found that logo exposure, even for a brief period of time, can significantly impact brand recognition and recall.

The importance of Super Bowl advertising lies in the impact that well-received ads can have on a brand's reputation, product recognition, and overall success. The likability of an ad is crucial in determining its effectiveness, as a highly relatable and well-received ad can lead to increased brand recognition, positive word-of-mouth, and increased sales. Researchers have found a positive correlation between likable ads and the purchase intention of the target audience (Tomkovick, Yelkur, & Christians, 2001, Yelkur, Tomkovick, Hofer, & Rozumalski, 2013, Li & Watanabe, 2022).

METHODOLOGY

Sample

For the current analysis, all Super Bowl ads were from Super Bowl LII (2017), Super Bowl LIII (2018), Super Bowl LIV (2019), Super Bowl LV (2020), Super Bowl LVI (2021) and Super Bowl LVII (2022). The world advertising archive website www.adsoftheworld.com was used to produce a list of advertisements. Ads that were not graded in the database of admeeter.com were excluded from this database for the analysis. As a result, 227 ads were analysed for this study. Sometimes, because of technical issues with the adsoftheworld.com website, commercials had to be viewed by searching on the YouTube platform.

Coding process

Prior to coding, the researcher spent a significant amount of time analyzing the categories to create the codebook. All participants were introduced to the guidelines presented in Davis (1997), which explained the coding categories in a specific manner. After completing the codebook, each individual independently coded 10 randomly selected Super Bowl ads. Following discussions of coding discrepancies, the coders separately examined 30% of the total number of ads, which were randomly selected, to determine intercoder reliability. The remaining Super Bowl commercials were then divided among the coders to complete the content analysis. The coding process was conducted in accordance with the procedures outlined in Brooks, Bichard, and Craig (2016).



RESEARCH ELEMENTS

Logo

The logo is an important component of a company's brand identity and is often a key factor in consumer recognition and brand recall. In television advertising, logos are typically displayed at the beginning or end of the commercial, or throughout the advertisement as a visual representation of the brand. For the purposes of this research, the position of the logo during the commercial was marked in 3 categories: first 5s, during the ad (after 5s), and last 5s.

Length

In the research proposal, the coding sheet allowed researchers to mark the distribution of ad lengths in seconds for the years 2017 to 2022. The ad lengths are categorized into four intervals: 30s, 31s to 60s, 61s to 120s, less than 30s and more than 120s.

Type of products advertised

The research showed the distribution of product categories in ads over the years 2017 to 2022. The categories included a wide range of categories, which was subsequently grouped in such a way that the chosen categories comprise more than $\frac{3}{4}$ of total ads (79.7%) and the other category was 20.3. The Categories that were chosen as individual categories were: airline service, beer, betting, cars, clothing, delivery service, electrical/computers, entertainment, financial services, food and beverages, home security service, household, insurance, online services, personal care, pet care and food, politics, restaurants, retail, snacks, sports leagues, telecoms, tourism, and other.

Element in ads (humor, animals, celebrities)

Based on the examination of the Super Bowl commercials aired by Tomkovick *et al* (2001), the presence of variables such as humor, animals, and/or celebrity was analyzed. The presence was analyzed with clear Yes or No answers.

Level of likability

The likability of advertisements during the Super Bowl is of great importance for brands as it can impact consumer purchasing behavior and brand perception. Likability can be measured through a number of methods, including consumer surveys and ad meter scores. USA Today's Ad Meter is a useful tool for brands to understand consumer preferences for Super Bowl commercials. It's a public opinion poll that requires US participants to register and rate all nationally aired Super Bowl ads on a scale of 1-10. The commercial with the highest ratings is declared the top Super Bowl ad of that year (Suter, 2022). The Ad Meter has been used in studies on Super Bowl commercials by scholars, including (Tomkovick, Yelkur, & Christians, 2001, Blackford, Gentry, Harrison, & Carlson, 2011, Johnson & Lee, 2011, Deitz, Royne, Peasley, & Coleman, 2016). This study will analyze the Ad Meter ratings from 2017-2022 with the aim to explain the effect of message appeals and creative strategies on consumer voting.



RESULTS AND DISCUSSION

The most common ad length (table 1) was between 31 to 60 seconds in 2018 and 2020 (42% of total ads), with 15 and 30 occurrences respectively. In 2019, the number of ads in this length range decreased to 17. Ads of 30 seconds duration had the second highest occurrences, with 6 in 2018 and 2019 and 13 in 2021. However, the number of ads of this length dropped significantly in 2022 to only 4. Ads between 61 to 120 seconds had fewer occurrences, with the least number of ads being in the range in 2019 with only 1 ad.

Table 1. Ad length in seconds

	2017		2018		2019		2020		2021		2022	
	N	%	N	%	N	%	N	%	N	%	N	%
30s	3	17%	6	13%	6	13%	12	22%	13	30%	4	21%
between 31 -60s	10	56%	15	33%	17	94%	30	55%	14	32%	10	53%
between 61 -120s	4	22%	4	9%	1	6%	9	16%	10	23%	5	26%
less than 30s	0	0%	20	44%	20	111%	2	4%	7	16%	0	0%
more than 120s	1	6%	0	0%	2	11%	2	4%	0	0%	0	0%

Note: N – number of ads; % - percentage of total number of ads in years 2017-2022

Table 2 shows the distribution time position when the logo is shown in relation to the total ad length in seconds for the years 2017 to 2022. The logo is shown either in the first 5 seconds, after 5 seconds, or in the last 5 seconds of the ad. The data shows that the highest percentage of logos being shown in the first 5 seconds of an ad was in 2018 and 2019, with 44% or 48% of the ads showing the logo in this time frame respectively. The percentage of logos shown after 5 seconds was the highest in 2020 with 44% of the time, whereas the lowest was in 2017 with 28%. The percentage of logos shown in the last 5 seconds of an ad had the highest percentage in 2017, with 50% of the logos being shown in this time frame. This percentage decreased over the years and reached its lowest point in 2022 at 32%.

Table 2. Logo viewability

	2017		2018		2019		2020		2021		2022	
	N	%	N	%	N	%	N	%	N	%	N	%
When the logo is shown												
First 5s	4	22%	20	44%	22	48%	14	25%	11	25%	7	37%
After 5s	5	28%	13	29%	14	30%	24	44%	16	36%	6	32%
In the last 5s	9	50%	12	27%	10	22%	17	31%	17	39%	6	32%

Note: N – number of ads; % - the percentage of total number of ads in years 2017-2022



The data in Table 3 shows that the most common product category in ads from 2017 to 2022 was cars, accounting for 18% of all product categories. The second most common was food and beverages, accounting for 12% of all categories. The third most advertised group of categories included: beer (9%), online service (9%), and financial services (9%). The least common product category was betting, with only 1% of all ads falling into this category, which will be changed in the future with legalized betting activity in the USA since 2018 (Liptak & Draper, 2018). Other low-frequency categories include airline service, pet care and food, tourism, and retail. The data also shows that the product categories in ads have remained relatively stable over the years, with few significant changes in their frequency.

Table 3. Advertised products

Product category	2017	2018	2019	2020	2021	2022	
	N	N	N	N	N	N	Total percentage
Airline service	0	1	1	0	0	0	1%
Beer	2	5	6	1	4	3	9%
Betting	0	0	0	0	0	1	0%
Cars	2	12	5	11	6	5	18%
Clothing	0	0	1	1	2	0	2%
Delivery service	0	0	0	1	2	1	2%
Electrical/Computers	0	0	1	1	1	0	1%
Entertainment	0	2	4	3	1	0	4%
Financial services	2	4	2	3	7	2	9%
Food and beverages	4	5	5	8	4	2	12%
Home security service	0	0	2	0	0	0	1%
Household	2	3	1	3	1	0	4%
Insurance	0	0	1	2	1	0	2%
Online services	2	4	3	7	3	1	9%
Personal care	0	0	1	1	1	1	2%
Pet care and food	0	0	1	0	0	0	0%
Politics	0	0	0	2	0	0	1%
Restaurants	0	1	1	1	2	0	2%
Retail	0	0	0	1	0	0	0%
Snacks	2	2	4	4	4	3	8%
Sport leagues	0	0	1	2	0	0	1%
Telecoms	1	3	4	3	1	0	5%
Tourism	0	1	1	0	0	0	1%
Other	1	2	1	0	4	0	4%

Note: N – number of ads;



Table 4 shows the usage of celebrities in ads as a marketing and communication strategy over the years 2017 to 2022. The data show that the use of celebrities in ads has increased over the years. In 2017, 44% of the ads featured celebrities, while in 2022, 63% of the ads used celebrities. In 2020, the highest number of ads featuring celebrities was recorded, with 85% of the ads using them. In 2021, the number of ads featuring celebrities decreased to 52%, but in 2022 it increased again to 63%. Overall, the data suggest that the use of celebrities in ads is present in marketing strategy, with an increasing trend in their usage over the years.

Table 4. Celebrity presence in ads

Celebrity	2017		2018		2019		2020		2021		2022	
	N	%	N	%	N	%	N	%	N	%	N	%
Yes	8	44%	23	51%	30	65%	47	85%	23	52%	12	63%
No	10	56%	22	49%	16	35%	8	15%	21	48%	7	37%
Total	18	100%	45	100%	46	100%	55	100%	44	100%	19	100%

Note: N – number of ads; % - the percentage of the total number of ads in years 2017-2022

Humor is one of the most used elements in advertising. Table 5 shows the presence of humor in Super Bowl advertisements over the years 2017 to 2022 and the analysis shows that the use of humor in ads has fluctuated over the years. In 2017 and 2020, a majority of the ads used humor, with 56% and 55% of ads using humor respectively. However, in 2018 and 2021, the number of ads using humor decreased to 42% and 36% respectively. In 2022, the number of ads using humor increased again to 53%. Overall, the data suggest that the use of humor in ads is an effective marketing strategy, but its usage varies from year to year.

Table 5. Humor presence in ads

Humor	2017		2018		2019		2020		2021		2022	
	N	%	N	%	N	%	N	%	N	%	N	%
Yes	10	56%	19	42%	22	48%	30	55%	16	36%	10	53%
No	8	44%	26	58%	24	52%	25	45%	28	64%	9	47%
Total	18	100%	45	100%	46	100%	55	100%	44	100%	19	100%

Note: N – number of ads; % - percentage of total number of ads in years 2017-2022

From 2017 to 2022, the data on the presence of animals (Table 6) show that there was no consistency. In general, the majority of the time (78% to 83%) the category was not featured. In the years when it was featured, the percentage was lower (17% to 35%). The highest percentage of times the category was featured was in 2020 with 35%, while the lowest was in 2019 with 17%.



Table 6. Animals presence in ads

Animals	2017		2018		2019		2020		2021		2022	
	N	%	N	%	N	%	N	%	N	%	N	%
Yes	4	22%	10	22%	8	17%	19	35%	8	18%	4	21%
No	14	78%	35	78%	38	83%	36	65%	36	82%	15	79%
Total	18	100%	45	100%	46	100%	55	100%	44	100%	19	100%

Note: *N* – number of ads; % - the percentage of the total number of ads in years

Table 7 presents the level of likability of the ads shown during Super Bowl commercial breaks. The statistics used for this measure is the metric called "ad meter score". It can be seen that the average scores have remained relatively stable over the years, with only a slight fluctuation. The highest average score is 5.741 in 2021, and the lowest average score is 5.44 in 2018. It can be seen that the standard deviation ranges from 0.599 to 0.9459, which is relatively small. This suggests that the scores for the likability of the ads are clustered around the mean score and are not too spread out. The minimum and maximum scores also show some variability over the years, with a low of 3.1 in 2020 and a high of 7.7 in 2019. The standard error also shows some variability over the years, ranging from 1.038 in 2017 to 1.014 in 2022. Overall, the average scores indicate that the likability of the ads has been consistently moderate over the years.

Table 7. Yearly average Ad meter scores

Year	M	N	SD	Min	Max	SE
2017	5.567	18	0.599	4.1	6.8	1.038
2018	5.44	45	0.7399	3.8	7.2	0.695
2019	5.485	46	0.9459	3.6	7.7	0.688
2020	5.505	55	0.8657	3.3	7	0.634
2021	5.741	44	0.8033	4	7.4	0.702
2022	5.605	19	0.8644	4.3	6.8	1.014

Note: *N* – number of ads; % - the percentage of the total number of ads in years 2017-2022



CONCLUSION

Super Bowl advertising has long been considered a significant opportunity for brands and companies to showcase their products and reach a large audience. The annual event consistently draws millions of viewers from across the globe, making it an attractive platform for advertisers to invest in. In conclusion, the phenomenon of Super Bowl advertising has been extensively investigated with an emphasis on creative marketing tactics and advertising efficiency. The significant themes that have arisen from these studies include the employment of humor, celebrity involvement, emotional connection, brand recognition, and a concise and pertinent brand message. Additionally, the utilization of product placement and animals in commercials has been demonstrated to greatly influence advertising efficiency.

These findings underline the significance of various factors in the development of Super Bowl commercials, such as humor, celebrity endorsements, and the use of animals, as they can significantly impact the commercial's likability and effectiveness in guiding consumer behavior.

A summary of the data in this article suggests that celebrity endorsements have been a popular choice for advertisers, with a majority of ads featuring celebrities in 2018, 2019, 2020, 2021 and 2022. Humor was another commonly used tactic in Super Bowl ads, with a majority of ads being humorous in 2017, and 2020. In 2018 and 2021, the percentage of humorous ads decreased but still remained the majority. The use of animals in ads was relatively less frequent, with only a minority of ads featuring animals in all the years under consideration.

The data from the likability scores of the ads, as measured by Ad meter, showed that the average score remained relatively stable over the years, hovering around 5.5. The standard deviation of the scores, however, varied, with the highest standard deviation observed in 2019 and the lowest in 2017. The minimum and maximum scores also showed some fluctuation, with the lowest minimum score observed in 2020 and the highest maximum score in 2019.

In conclusion, the data provides a glimpse into the advertising trends and tactics used during the Super Bowl in recent years. The continued popularity of celebrity endorsements and humor as advertising techniques highlights their effectiveness in capturing the audience's attention and delivering a memorable message. The stability in the average likability scores suggests that the advertisements shown during the Super Bowl have consistently been well-received by the audience. Further research is needed to understand the impact of these advertisements on consumer behavior and brand perception.



REFERENCES

- Aaker, D. A., & Joachimsthaler, E. (2000). *Brand leadership*. New York, NY: Free Press.
- Blackford, B. J., Gentry, J., Harrison, R. L., & Carlson, L. (2011). The prevalence and influence of the combination of humor and violence in Super Bowl commercials. *Journal of Advertising*, 40, 123-134. DOI: 10.2753/JOA0091-3367400408
- Brooks, M., Bichard, S., & Craig, C. (2016). What's the Score?: A Content Analysis of Mature Adults in Super Bowl Commercials. *Howard Journal of Communications*, 27(4), 347-366. DOI: 10.18778/1899-2226.22.1.06
- Colangelo, M. (2020, February 5). Does the NFL have an aging fan problem? Retrieved November 25, 2022, from USA Today: <https://touchdownwire.usatoday.com/2020/02/05/super-bowl-average-age-viewer-steaming-tv-deals-cba-viewership-numbers-television-rights-streaming-rights/>
- Davis, J. (2019). *Advertising research: Theory and practice*. New York: Pearson.
- Deitz, G. D., Royne, M. B., Peasley, M. C., & Coleman, J. T. (2016). EEG-Based measures versus panel ratings: Predicting social media-based behavioral response to Super Bowl ads. *Journal of Advertising Research*, 56, 217-227. DOI: 10.2501/JAR-2016-030
- Feick, L., & Price, L. L. (1987). The market mavens: People who influence the opinions of others. *Journal of Marketing*, 51(1), 83-97.
- Hewett, K., Rand, W., Rust, R. T., & Van Heerde, H. J. (2016). Brand Buzz in the Echoverse. *Journal of Marketing*, 80(3), 1-24. DOI: 10.1509/jm.15.003
- History. (2018, May 18). History. Retrieved December 14, 2022, from Super bowl history: <https://www.history.com/topics/sports/super-bowl-history>
- Johnson, J. E., & Lee, D. (2011). Super Bowl commercial and game consumption for the college demographic. *Sport Journal*, 14, 1-17.
- Kelley, S. W., & Turley, L. W. (2004). The effect of content on perceived affect of Super Bowl commercials. *Journal of Sport Management*, 18(4), 398-420. DOI: 10.1123/jsm.18.4.398
- Kim, K., & Cheong, Y. (2011). Creative strategies of Super Bowl commercials 2001-2009: an analysis of message strategies. *International Journal of Sports Marketing and Sponsorship*, 13(1), 2 - 17. DOI: 10.1108/IJSMS-13-01-2011-B002
- Kim, M. J., & Lim, J. H. (2019). A comprehensive review on logo literature: research topics, findings, and future directions. *Journal of Marketing Management*, 35(13-14), 1291-1365. DOI: 10.1080/0267257X.2019.1604563
- Li, D., & Watanabe, N. M. (2022). Effects of Super Bowl advertising on online brand search: ten years of insights from 2011 to 2020. *International Journal of Sports Marketing and Sponsorship*, 23(4), 841-854. DOI: 10.1108/IJSMS-07-2021-0151
- Liptak, A., & Draper, K. (2018, May 14). Supreme Court Ruling Favors Sports Betting. Retrieved February 8, 2023, from Nytimes: <https://www.nytimes.com/2018/05/14/us/politics/supreme-court-sports-betting-new-jersey.html>
- Lu, X., Das, D., Huh, J., & Srivastava, J. (2022). Influence of Consumers' Temporary Affect on Ad Engagement: A Computational Research Approach. *Journal of Advertising*, 51(3), 352-368. DOI: 10.1080/00913367.2021.1977202
- Meng, Q., & He, Y. (2022). Prerelease Consumer Buzz: Current State of Research and Future Research Ideas. *Journal of Sensors*, 2022, 2948653. DOI: 10.1155/2022/2948653
- NFL. (2022, March). Super Bowl LVI total viewing audience estimated at over 208 million. Retrieved December 12, 2022, from NFL: <https://www.nfl.com/news/super-bowl-lvi-total-viewing-audience-estimated-at-over-208-million>
- Park, C. W., & Young, S. M. (1986). Consumer response to television commercials: The impact of involvement and background music on brand attitude formation. *Journal of Marketing Research*, 23(2), 130-137. DOI: 10.1177/002224378602300102



- Sant, S. L., Maleske, C., Wang, W., & King, E. J. (2023). Leveraging sport events for the promotion of human rights in host communities: diffusion of anti-trafficking campaigns at Super Bowl LIV. *Sport Management Review*, 26(2), 1-21. DOI: 10.1080/14413523.2022.2120010
- Sherman, A. (2021, February 13). The Super Bowl is losing viewers under 50, reflecting how American media has fragmented. Retrieved December 1, 2022, from CNBC: <https://www.cnbc.com/2021/02/13/why-the-super-bowl-is-losing-the-18-49-demographic.html>
- Silverman, A. (2022, August 2). Super Bowl Viewership Poised to Increase This Year Thanks to Gen Zers, Millennials. Retrieved December 8, 2022, from Morning consult: <https://morningconsult.com/2022/02/08/super-bowl-viewership-increase/>
- Suter, R. (2022, October 21). USA TODAY Ad Meter 2023: FAQs for panelists, brands and agencies. Retrieved February 7, 2023, from <https://admeter.usatoday.com/2022/10/25/usa-today-ad-meter-super-bowl-commercial-rating-2023-faqs/>
- Taylor, C. (2016). Some Interesting Findings about Super Bowl. *International Journal of Advertising*, 35(2), 167-170. DOI: 10.1080/02650487.2016.1156294
- Taylor, R. E. (1999). A six-segment message strategy wheel. *Journal of Advertising Research*, 39(6), 7-7.
- Taylor, C. R., Mafael, A., Raithel, S., Anthony, C. M., & Stewart, D. W. (2019). Portrayals of minorities and women in super bowl advertising. *Journal of Consumer Affairs*, 53(4), 1535-1572. DOI: 10.1111/joca.12276
- Tomkovich, C., Yelkur, R., & Christians, L. (2001). The USA's biggest marketing event keeps getting bigger: an in-depth look at Super Bowl advertising in the 1990s. *Journal of Marketing Communications*, 7(2), 89-108. DOI:10.1080/13527260121725
- Tomkovich, C., Yelkur, R., Rozumalski, D., Hofer, A., & Coulombe, C. J. (2011). Super Bowl Ads Linked to Firm Value Enhancement. *Journal of Marketing Development & Competitiveness*, 5(2), 23-43.
- Van Grinsven, B., & Das, E. (2016). Logo design in marketing communications: Brand logo complexity moderates exposure effects on brand recognition and brand attitude. *Journal of marketing communications*, 22(3), 256-270. DOI: 10.1080/13527266.2013.866593
- Wiggins, D. K. (2009). *Sport in America, Volume II: From Colonial Leisure to Celebrity Figures and Globalization*. Champaign, Illinois, USA: Human Kinetics.
- Wilkinson, B. C., Michelson, M. R., & Webster, A. (2021). Social Science Quarterly. *Sports elites, counter-stereotypical statements, and immigration attitudes*, 102(6), 2996-3006. DOI: 10.1111/ssqu.13065
- Yelkur, R., Tomkovich, C., Hofer, A., & Rozumalski, D. (2013). Super Bowl ad likeability: Enduring and emerging predictors. *Journal of Marketing Communications*, 19(1), 58-80. DOI: 10.1080/13527266.2011.581302



SUPER BOWL OGLASI U PERIOD OD 2017-2022

Rezime:

Oglašavanje tokom reklamnih pauza za Super Bowl postalo je ključni deo marketinških strategija brendova, koje im nudi priliku da dosegnu brojnu publiku. Tokom proteklih šest godina, Super Bowl oglasi su bili raznovrsni i zadivljujući, prikazujući proizvode iz različitih kategorija, kao što su hrana i piće, automobili, pivo, finansijske i onlajn usluge. Rad daje kratku i sveobuhvatnu analizu Super Bowl oglasa u periodu od 2017. do 2022. Baza podataka korišćena u analizi preuzeta je iz svetski poznate baze podataka, dostupne na sajtu adsofthevord.com. Ovim istraživanjem analizirani su dužina, vidljivost logotipa i kategorija proizvoda, prisustvo poznatih ličnosti, životinja, humor, kao i prosečna ocena dopadljivosti sa merača oglasa u Super Bowl oglasima od 2017. do 2022. Ova analiza pokazuje promene marketinških strategija koje naglašavaju rastuću sofisticiranost reklamne industrije.

Ključne reči:

reklama,
Super Bowl,
humor,
poznate ličnosti,
životinje,
dopadljivost reklama.