

A wide-angle, low-perspective shot of a football stadium at night. The field is a vibrant green, with white yard lines and numbers visible. The end zone is in the distance. Two massive stadium light towers on either side of the field are turned on, casting a bright, hazy glow over the scene. The sky above is dark and cloudy. The overall atmosphere is dramatic and anticipatory.

2022 Super Bowl Ads

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on the left and right sides of the frame. The field is marked with white yard lines and numbers. The sky is dark, and the stadium seating is visible in the background, though mostly in shadow.

Ad #1



Ad #1 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on the left and right sides of the frame. The field is marked with white yard lines and numbers. The sky is dark and cloudy. A large, semi-transparent white rectangle is overlaid in the center of the image, containing the text "Ad #2".

Ad #2



Ad #2 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. Two large, bright floodlights are visible in the upper corners, casting a strong glow over the scene. The football field is a vibrant green, with white yard lines and numbers clearly visible. The end zone is in the foreground, and the rest of the field stretches out towards the horizon. The sky is dark, and the stadium's seating area is visible in the background, though mostly in shadow.

Ad #3



Ad #3 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on the left and right sides of the frame. The field is marked with white yard lines and numbers. The sky is dark and cloudy. A large, dark, circular object, possibly a planet or a large moon, is visible in the sky on the right side. The overall atmosphere is dramatic and high-contrast.

Ad #4



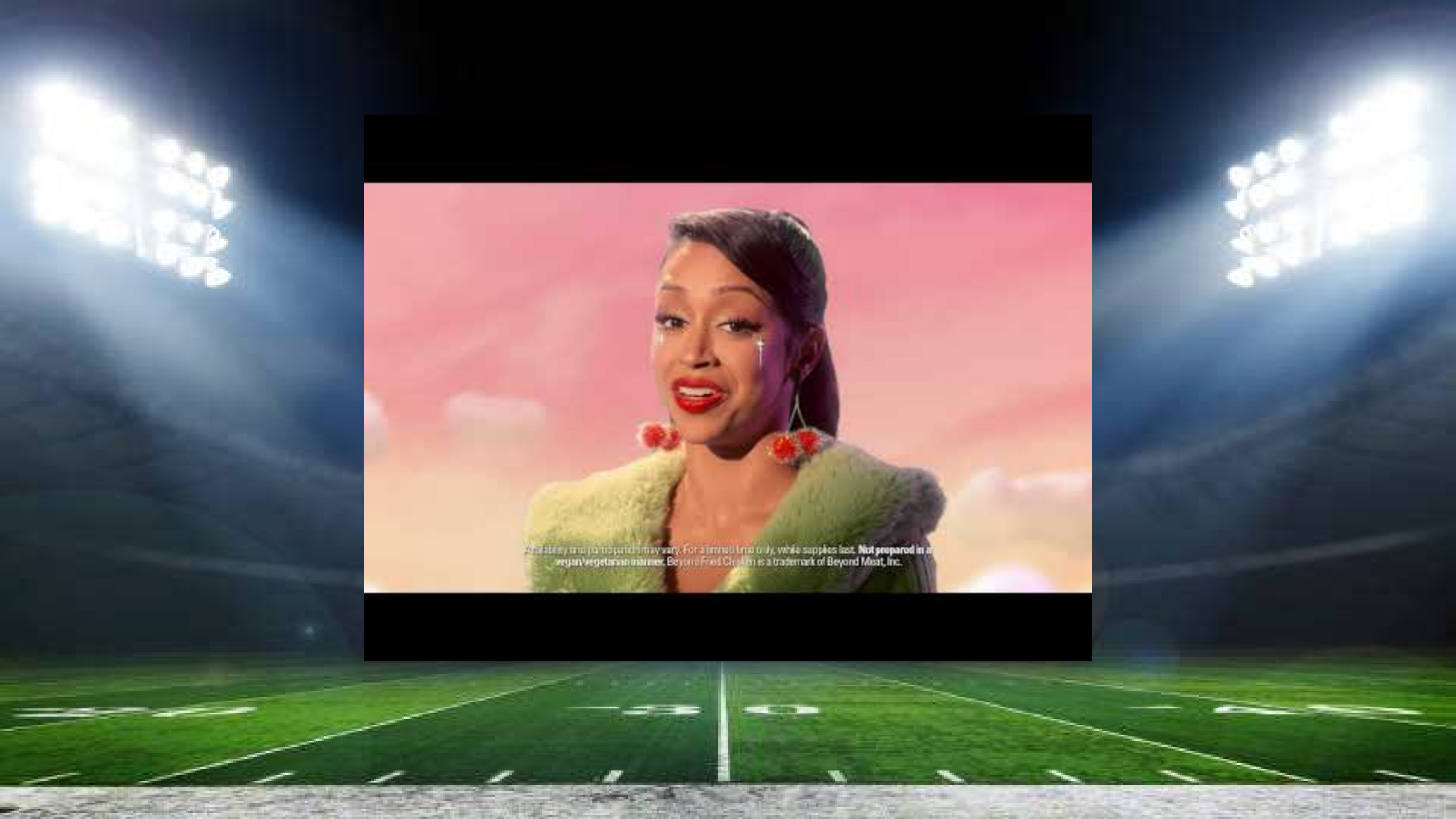
COCA-COLA AND COKOL ARE REGISTERED TRADEMARKS OF THE COCA-COLA COMPANY. CONTAINS NO PRESERVATIVES. CONTAINS ADDED FLAVOURS.

Ad #4 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The field is a vibrant green, with white yard lines and numbers (10, 20, 30, 40) visible. The end zone is a darker shade of green. Two massive stadium light towers, each with multiple bright lights, are positioned on either side of the field, casting a powerful glow. The sky above is dark and cloudy. A large, semi-transparent white rectangular box is centered horizontally across the middle of the image, containing the text "Ad #5" in a bold, black, sans-serif font.

Ad #5



And always use your patch. May vary. For a limited time only, while supplies last. **Not prepared** is a
vegan vegetarian meal. Beyond Fried Chicken is a trademark of Beyond Meat, Inc.

Ad #5 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The field is a vibrant green, with white yard lines and numbers (10, 20, 30, 40) visible. The end zone is in the distance. Two massive stadium light towers on either side of the field are turned on, casting a bright, hazy glow over the scene. The sky is dark and cloudy. A large, semi-transparent white rectangular box is centered horizontally across the middle of the image, containing the text "Ad #6".

Ad #6



Ad #6 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. Two massive floodlights on the left and right sides of the frame cast a bright, hazy glow over the scene. The green grass of the field is visible, with white yard lines and numbers (10, 20, 30, 40) extending towards the horizon. The sky is dark and cloudy. A large, semi-transparent white rectangular box is centered horizontally across the middle of the image, containing the text "Ad #7".

Ad #7



Ad #7 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on the left and right sides of the frame. The field is marked with white yard lines and numbers. The sky is dark and cloudy. A large, dark, circular object, possibly a planet or a large moon, is visible in the sky on the right side. The overall atmosphere is dramatic and high-contrast.

Ad #8

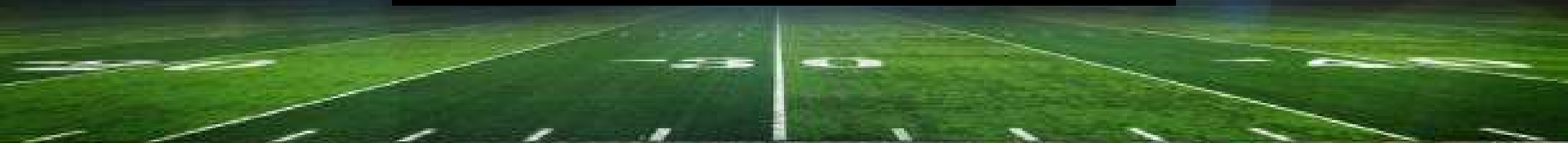


Ad #8 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The field is a vibrant green, with white yard lines and numbers (10, 20, 30, 40, 50) visible. The end zone is in the distance. Two massive stadium light towers on either side of the field are turned on, casting a bright, cool white light that illuminates the field and the dark sky above. The stands are mostly empty, and the overall atmosphere is one of a quiet moment before a game or a late-night event.

Ad #9

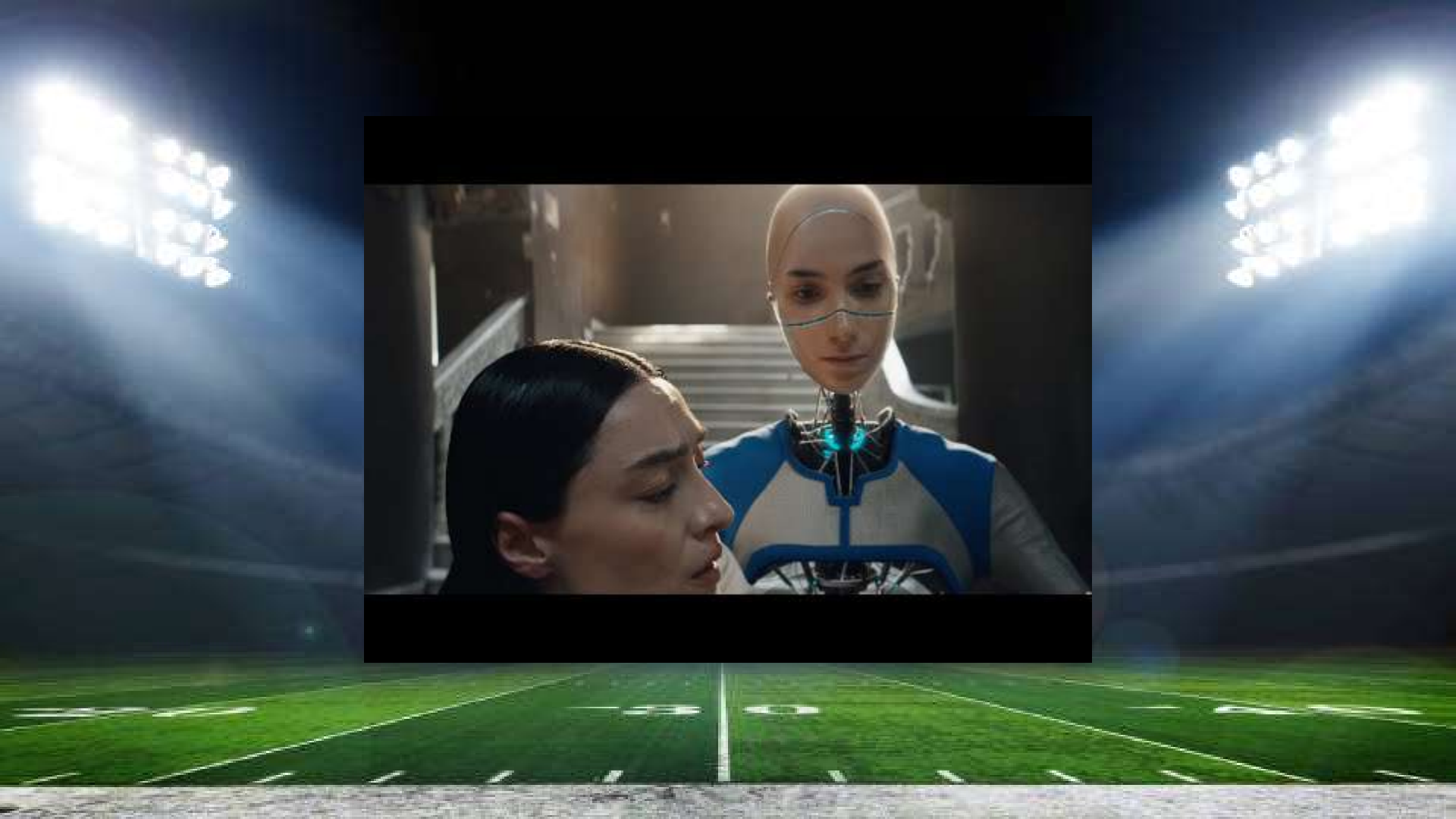


Ad #9 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The field is a vibrant green, with white yard lines and numbers (10, 20, 30, 40, 50) visible. The end zone is in the distance. Two massive stadium light towers on either side of the field are glowing brightly, casting a strong light across the scene. The sky above is dark and cloudy. A large, semi-transparent white rectangular box is centered horizontally across the middle of the image, containing the text "Ad #10".

Ad #10



Ad #10 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on the left and right sides of the frame. The field is marked with white yard lines and numbers. The sky is dark, and the stadium seating is visible in the background.

Ad #11



Ad #11 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on the left and right sides of the frame. The field is marked with white yard lines and numbers. The sky is dark and cloudy. The overall atmosphere is dramatic and high-contrast.

Ad #12

**FINAL
TRAILER**

S C R E A M



Ad #12 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on the left and right sides of the frame. The field is marked with white yard lines and numbers. The sky is dark and cloudy. A large, semi-transparent white rectangle is centered over the middle of the image, containing the text "Ad #13".

Ad #13

BEI AIR

TRAILER



Ad #13 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The field is a vibrant green, with white yard lines and numbers (10, 20, 30, 40) visible. The end zone is a darker shade of green. Two massive stadium light towers, each with multiple bright lights, are positioned on either side of the field, casting a strong glow. The sky above is dark and cloudy. A large, semi-transparent white rectangular box is centered horizontally across the middle of the image, containing the text "Ad #14" in a bold, black, sans-serif font.

Ad #14

A promotional image for an HBO documentary. It features a central black rectangular frame containing a photograph of Terry Bradshaw. He is an older man with white hair, wearing a light blue button-down shirt, and is speaking into a black microphone. The background of the photo is dark. The entire frame is set against a larger background of a football stadium at night, with bright stadium lights visible in the upper corners and a green field with white yard lines in the lower half.

HBO®

TERRY BRADSHAW: GOING DEEP
OFFICIAL TRAILER

Ad #14 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The field is a vibrant green, with white yard lines and numbers (10, 20, 30, 40, 50) visible. The end zone is in the distance. Two large, bright stadium lights are positioned on either side of the field, casting a strong glow. The sky is dark and cloudy. A white rectangular box is superimposed over the center of the image, containing the text "Ad #15".

Ad #15

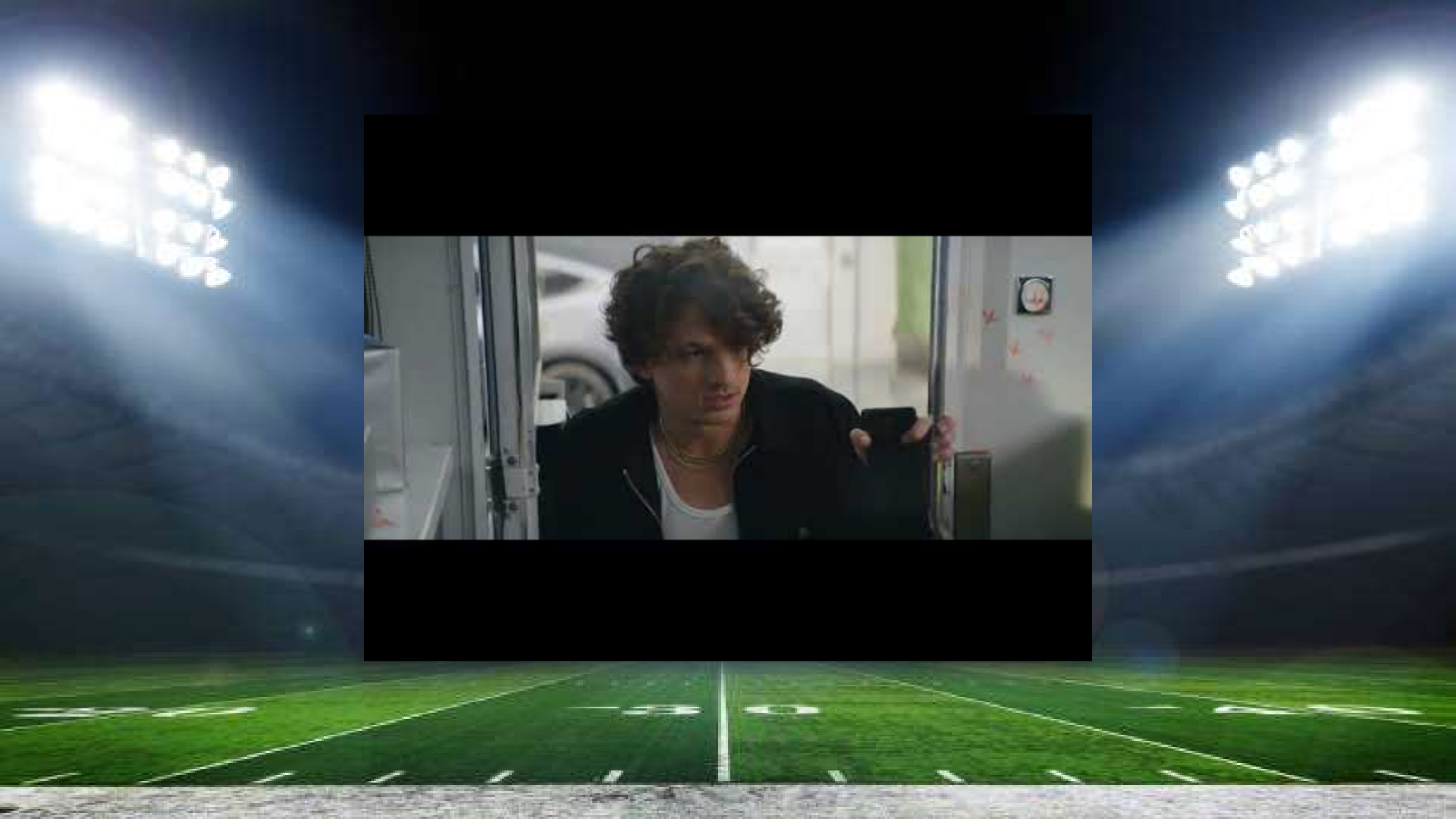


Ad #15 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on the left and right sides of the frame. The field is marked with white yard lines and numbers. The sky is dark and cloudy. A large, semi-transparent white rectangle is centered over the middle of the image, containing the text "Ad #16".

Ad #16



Ad #16 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on the left and right sides of the frame. The field is marked with white yard lines and numbers. The sky is dark, and the stadium seating is visible in the background.

Ad #17



Ad #17 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle shot of a football stadium at night. Two large, bright floodlights on the left and right sides of the frame illuminate the scene. The green grass of the football field is visible, with white yard lines and numbers (10, 20, 30, 40) marked on it. The sky is dark and cloudy. A large, semi-transparent white rectangular box is centered horizontally across the middle of the image, containing the text "Ad #18" in a bold, black, sans-serif font.

Ad #18



Ad #18 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on the left and right sides of the frame. The field is marked with white yard lines and numbers. The sky is dark and cloudy. The overall atmosphere is dramatic and high-contrast.

Ad #19



ZEUS & HERA

Ad #19 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on the left and right sides of the frame. The field is marked with white yard lines and numbers. The sky is dark and cloudy. A large, semi-transparent white rectangle is centered over the middle of the image, containing the text "Ad #20".

Ad #20

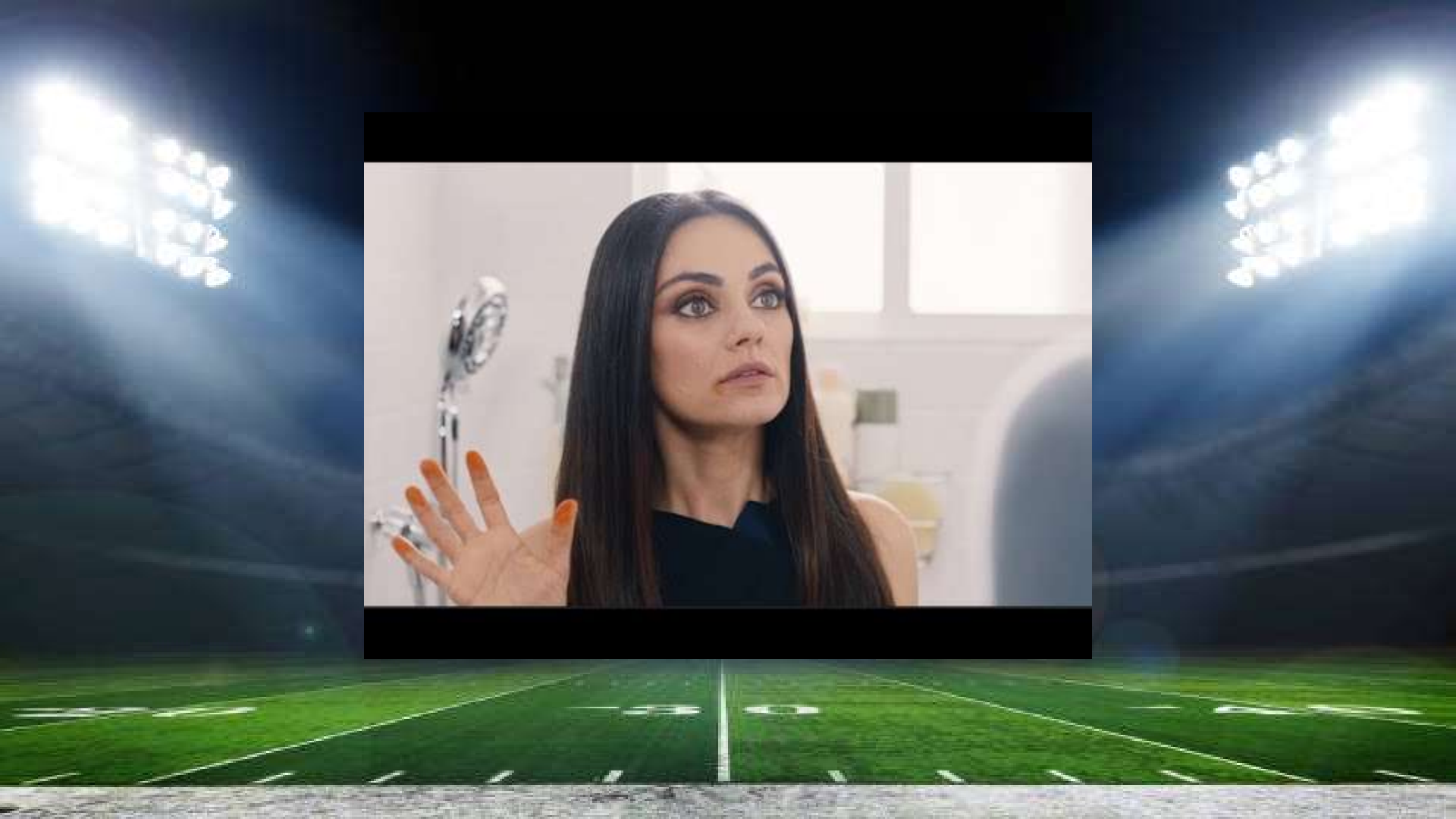


Ad #20 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The field is a vibrant green, with white yard lines and numbers (10, 20, 30, 40, 50) visible. The end zone is a darker shade of green. The stadium seating is dark and mostly empty, with some faint lights visible in the upper tiers. Two large, bright stadium lights are positioned on the left and right sides of the frame, casting a strong glow over the field. The sky above the stadium is dark and cloudy. A large, semi-transparent white rectangular box is centered horizontally across the middle of the image, containing the text "Ad #21" in a bold, black, sans-serif font.

Ad #21

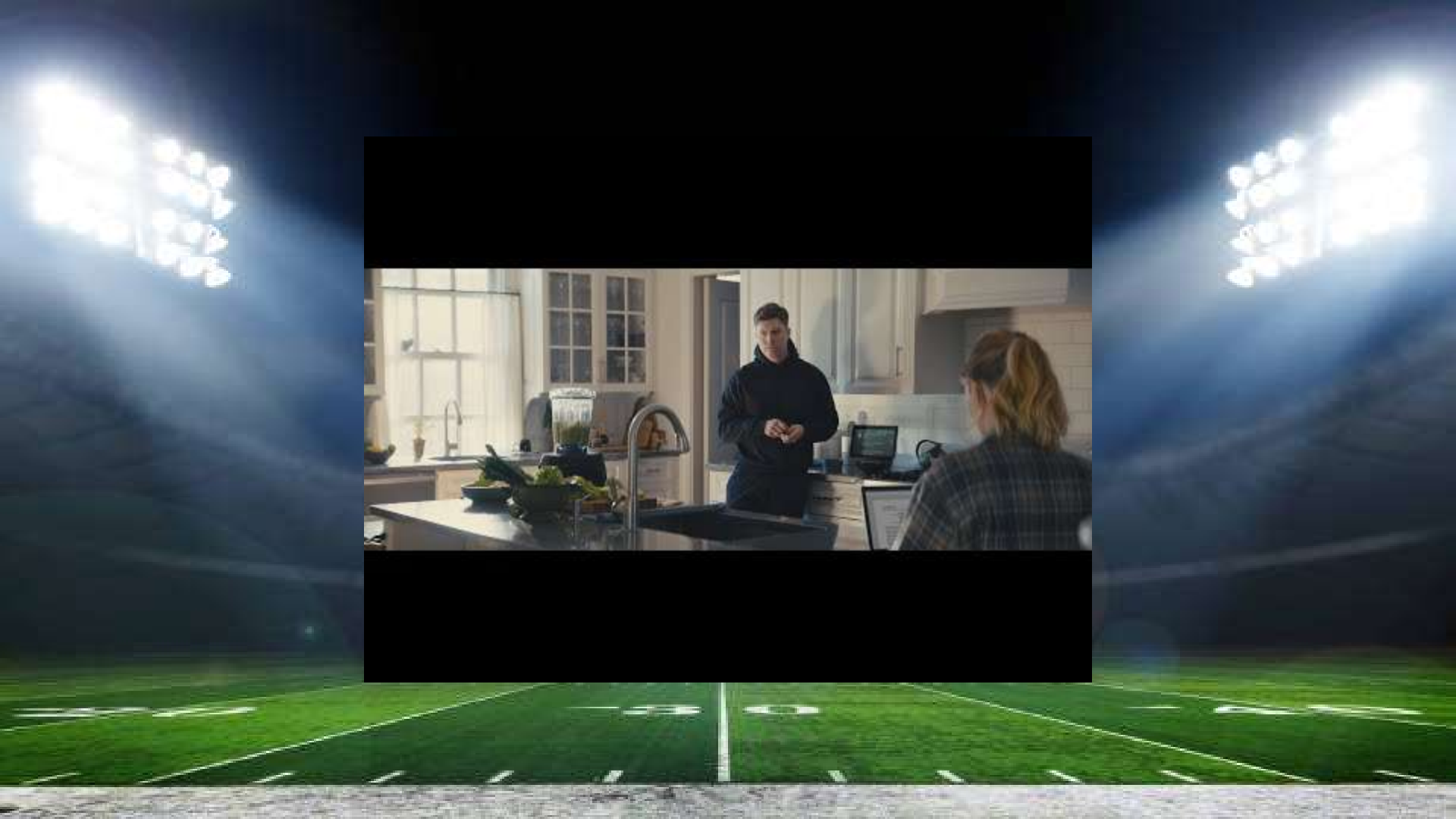


Ad #21 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The field is a vibrant green, with white yard lines and numbers (10, 20, 30, 40, 50) visible. The stadium is filled with spectators, their lights creating a hazy, atmospheric glow. Two large, bright floodlights are positioned on the left and right sides of the frame, casting a strong light over the field. The sky is dark, and the overall scene conveys a sense of anticipation and excitement.

Ad #22



Ad #22 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The field is a vibrant green, with white yard lines and numbers (10, 20, 30, 40, 50) visible. The end zone is a darker shade of green. The stadium seating is visible in the background, mostly in shadow. Two large, bright stadium lights are positioned on the left and right sides of the frame, casting a strong glow over the field. The sky above is dark and cloudy. A large, semi-transparent white rectangular box is centered horizontally across the middle of the image, containing the text "Ad #23".

Ad #23



IN WEST
PHILLY
BORN
AND
RAISED

peacock

Ad #23 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on the left and right sides of the frame. The field is marked with white yard lines and numbers. The sky is dark and cloudy. A large, semi-transparent white rectangle is overlaid in the center of the image, containing the text "Ad #24".

Ad #24



Ad #24 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on the left and right sides of the frame. The field is marked with white yard lines and numbers. The sky is dark and cloudy. A large, semi-transparent white rectangle is centered over the middle of the image, containing the text "Ad #25".

Ad #25



FALCONS' QUARTERBACK

MATTY ICE

Ad #25 Analysis

Product(s) Advertised:	
Target Market:	
Explain how you know this is the target market?	
Message/Slogan of Ad:	
Your rating (1 - 10):	
Explanation of your Rating:	