

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 one of anticipation and grandeur.

# **2023 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 cloudy. A large, semi-transparent white rectangle is centered over the middle of the image, containing the text "Ad #1".

**Ad #1**

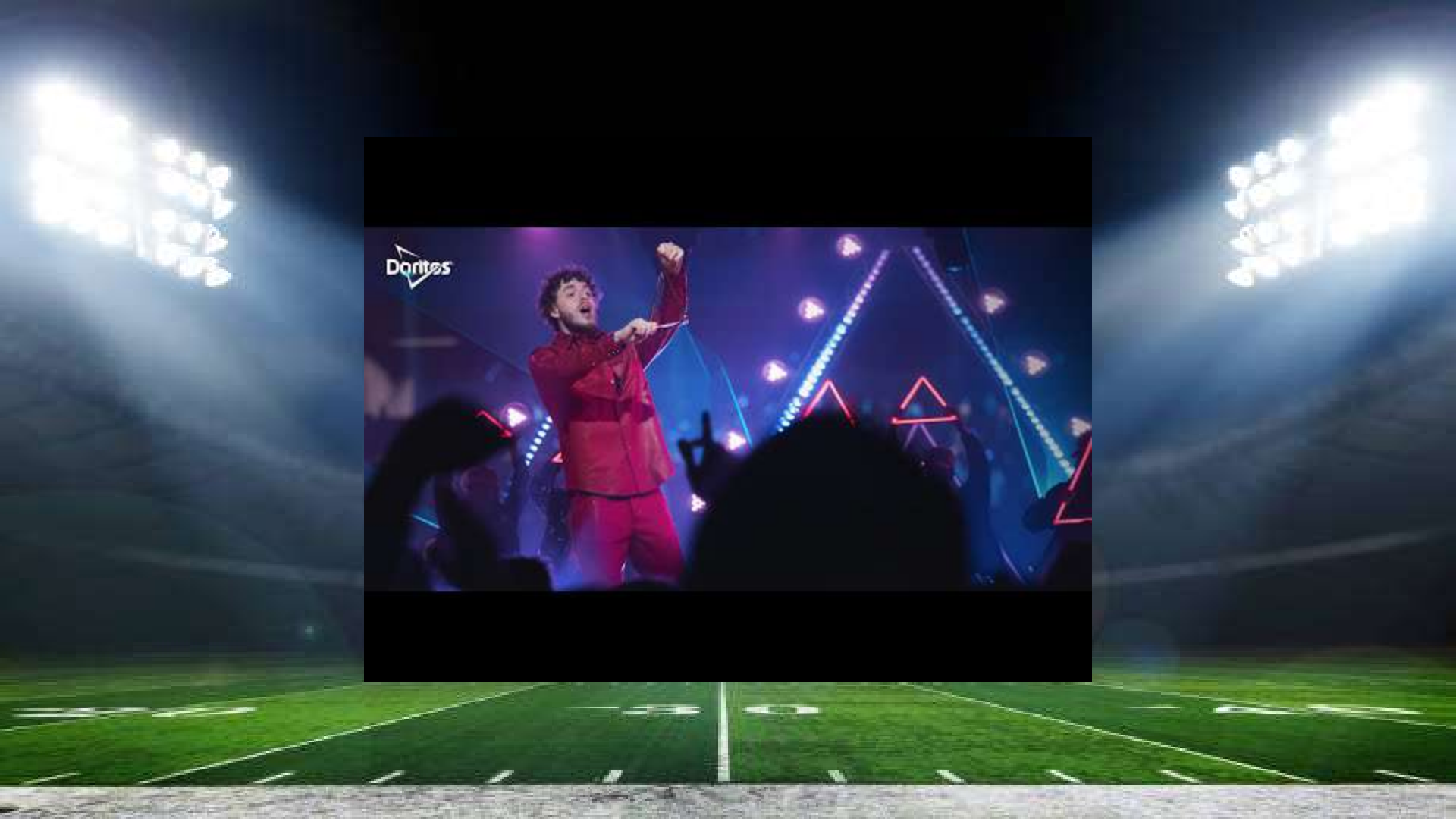


# Ad #1 Analysis

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

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on either side, creating a strong contrast with the dark sky. The white yard lines and the center line are clearly visible on the grass. The stands are dark, and the overall atmosphere is dramatic and high-contrast.

**Ad #2**



Doritos



# Ad #2 Analysis

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

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 the left and right sides of the frame are turned on, casting a bright, hazy glow over the field and creating a dramatic atmosphere. 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 #3".

**Ad #3**





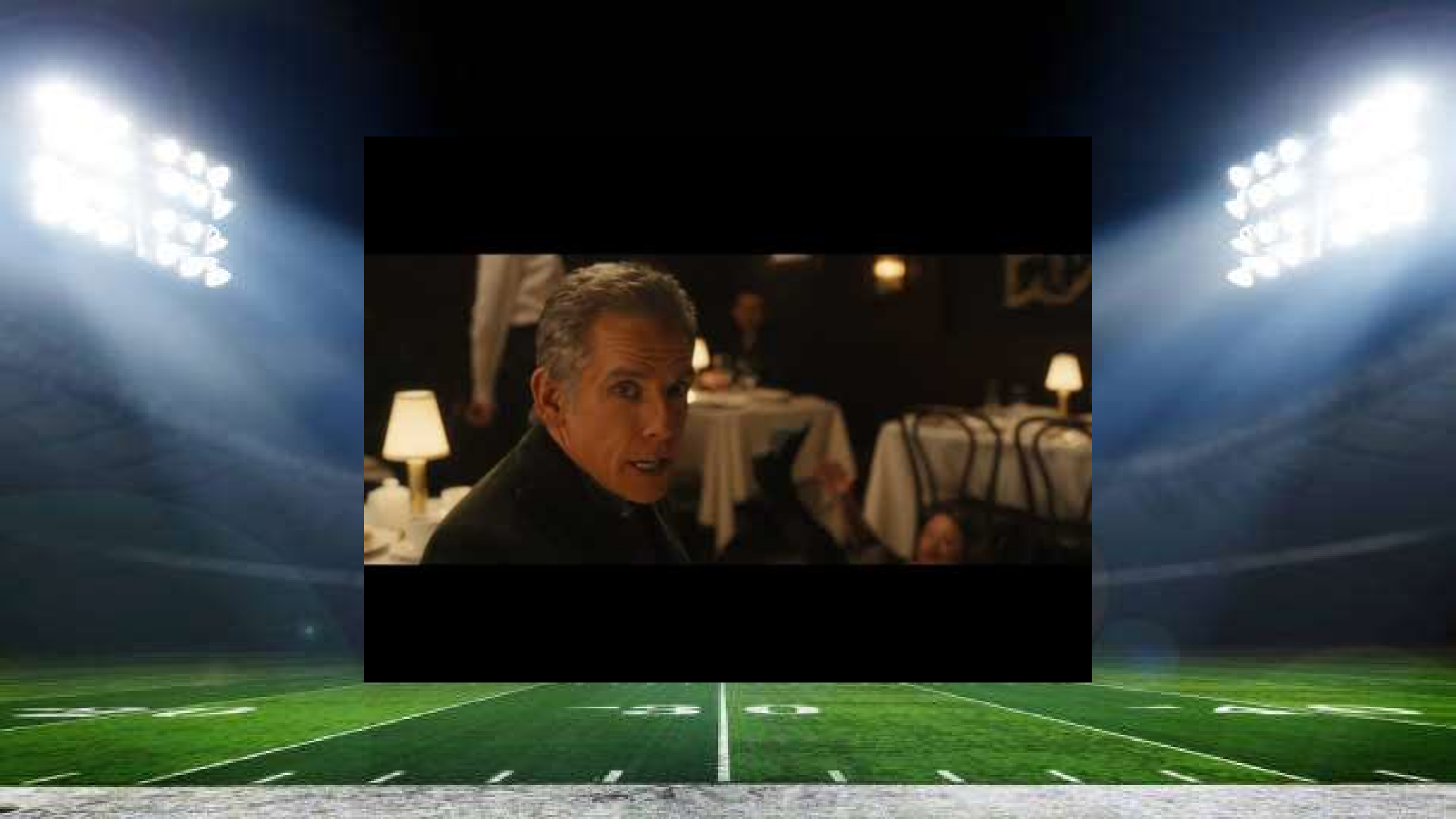
AMERICA RUNS ON  
**DUNKIN'**

# Ad #3 Analysis

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

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, and the stadium seating is visible in the background.

**Ad #4**



# Ad #4 Analysis

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

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 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 #5**



# Ad #5 Analysis

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



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 on the left. Two massive stadium light towers are positioned on either side of the field, 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

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

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, 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 #7".

**Ad #7**



# Ad #7 Analysis

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

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 #8**



Break into  
Some Thing Good™



# Ad #8 Analysis

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

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 #9**



Binky Dad | The Kia Telluride X-Pro

# Ad #9 Analysis

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

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 #10".

**Ad #10**



**BRADLEY'S MOM  
KNOWS BEST**

# Ad #10 Analysis

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

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**



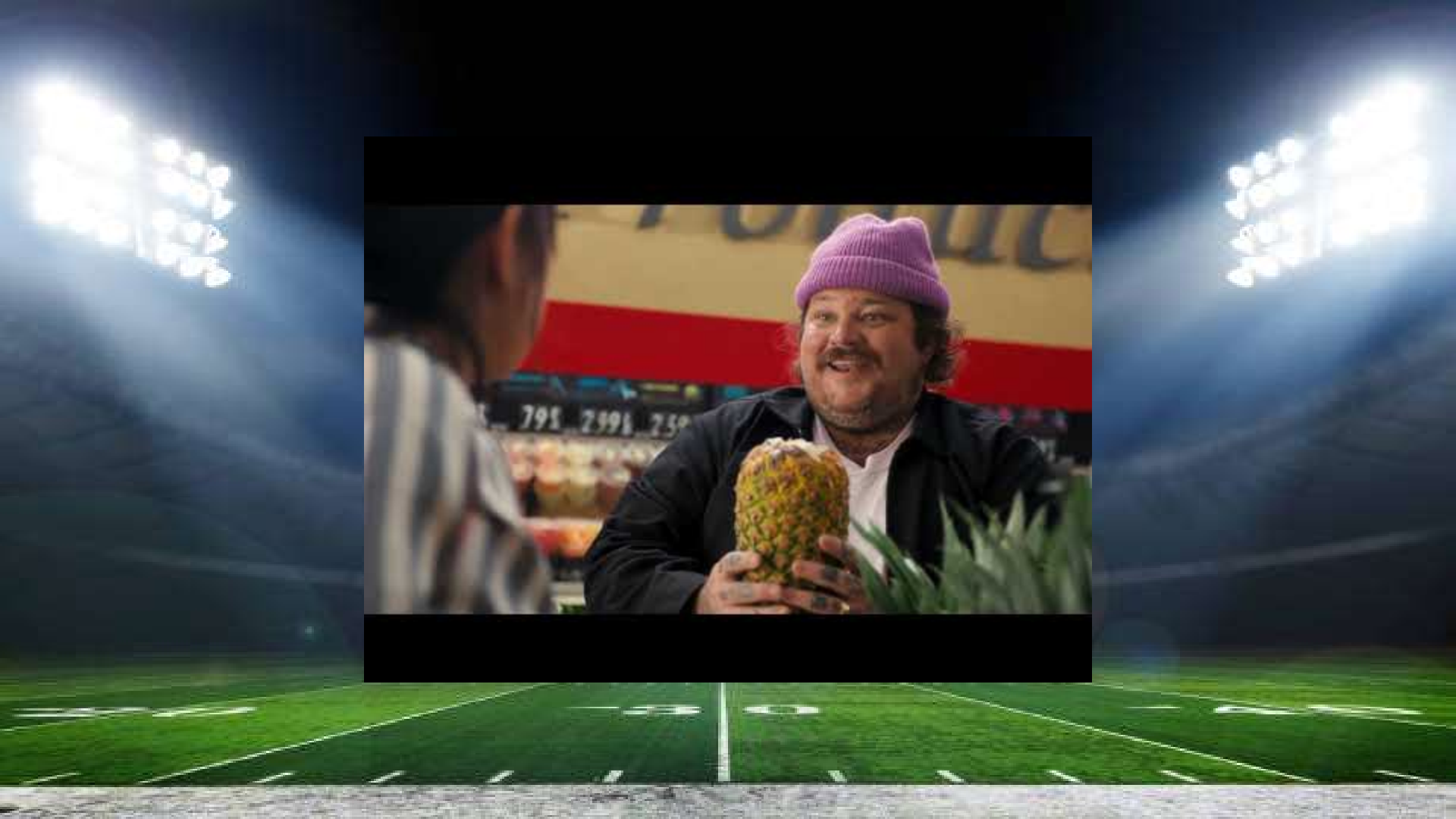


# Ad #11 Analysis

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

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**



# Ad #12 Analysis

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

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 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 #13".

**Ad #13**



# Ad #13 Analysis

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



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 #14".

**Ad #14**



**Dieunerst Collin**

Erzähler Mense / Football Player / Popeyes Spokesperson

# Ad #14 Analysis

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

A wide-angle, low-perspective shot of a football stadium at night. Two massive floodlight towers on the left and right sides of the frame cast a bright, cool white light onto the field. The field itself is a vibrant green, with white yard lines and numbers (10, 20, 30, 40, 50) clearly visible. The 50-yard line is in the immediate foreground, with the rest of the field receding into the distance. The sky above is dark and cloudy, and the stadium seating is visible in the background, mostly in shadow.

**Ad #15**



Booking.com

**Melissa needs  
a vacation**

# Ad #15 Analysis

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

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

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

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, 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 #17" in a bold, black, sans-serif font.

**Ad #17**



# Ad #17 Analysis

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

A wide-angle, low-perspective shot of a football stadium at night. The green field is illuminated by two large, bright floodlights on either side, creating a strong contrast with the dark sky. The white yard lines and the center line are clearly visible on the grass. The stands are dark and mostly empty, with some faint lights visible in the distance. The overall atmosphere is dramatic and focused on the field.

**Ad #18**



# Ad #18 Analysis

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

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 #19**





Morning Consult, 2020

# Ad #19 Analysis

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

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, and the stadium seating is visible in the background.

**Ad #20**



# Ad #20 Analysis

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