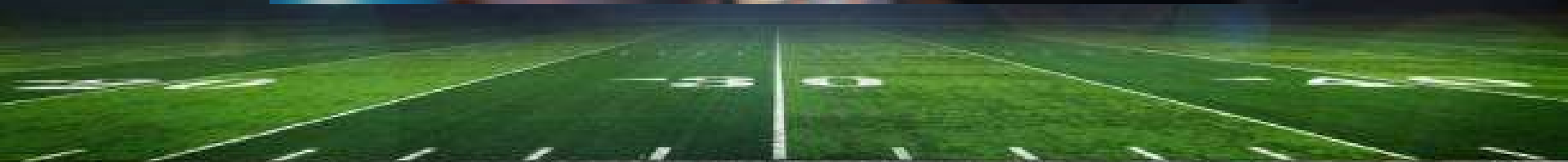


A wide-angle, low-perspective shot of a football stadium at night. The field is a vibrant green, with white yard lines and the 50-yard line clearly visible. Two massive stadium light towers on either side of the field are turned on, creating a bright, hazy glow that fills the upper portion of the frame. The sky is dark, and the overall atmosphere is one of anticipation and grandeur.

# **2024 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

<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 #2**



# 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. 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) stretching towards the horizon. The sky is dark and cloudy, and the overall atmosphere is dramatic and high-contrast.

**Ad #3**





# 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. A large, semi-transparent white rectangle is centered over the middle of the image, containing the text "Ad #4".

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

**Ad #5**



Uber Eats

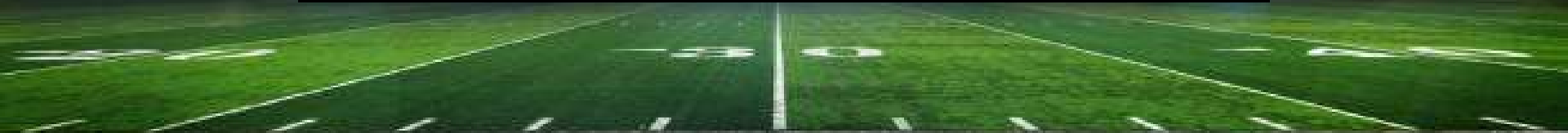
# Ad #5 Analysis

<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, 50) 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. 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

<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 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 is dark and cloudy. A large, semi-transparent white rectangular box is centered horizontally across the middle of the image, containing the text "Ad #8" in a bold, black, sans-serif font.

**Ad #8**





# 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. Two massive floodlight towers on the left and right sides of the frame cast a brilliant, hazy glow over the scene. The football field is a vibrant green, with white yard lines and numbers clearly visible. The 50-yard line is prominent in the center. The stadium seating is visible in the background, mostly in shadow. The overall atmosphere is dramatic and high-contrast.

**Ad #9**



# 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 either side, creating a strong contrast with the dark sky. The field's yard lines and the 50-yard line are clearly visible. A white rectangular box is superimposed over the center of the image, containing the text "Ad #10".

**Ad #10**



# 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 either side, creating a dramatic effect with lens flares. The white yard lines and the center line are clearly visible on the grass. The stands are dark, and the sky above is a deep, dark blue.

**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 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 large, bright stadium lights are positioned on either side of the field, casting a strong glow. The sky is dark, and 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 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**



# 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**



# 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 pitch. The green grass of the field is clearly visible, with white yard lines and the center line 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**



# 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 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**

The image features a woman with brown hair and glasses, wearing a floral-patterned top, sitting on a blue couch. She is holding a blue smartphone and looking at it. The background shows palm trees and a bright sky. The entire scene is framed within a rectangular inset that is placed on a larger background of a green football field with white yard lines and two large, bright stadium lights on either side.

Booking.com

**Tina hires  
body doubles**

# 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 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 #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**





# 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. A large, semi-transparent white rectangle is centered over the middle of the image, containing the text "Ad #20".

**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>	