

Super Bowl Ad Assignment

As you know, Sunday's Super Bowl is as much about the ads as it is the game. Regardless of whether or not you watch the Super Bowl, you can do this assignment as I will provide a link to a web site where all of the commercials.

Part 1: Pick **(5)** commercials from the Super Bowl and fill in the below chart. Provide detailed information about the commercial (i.e. Do NOT just say Doritos – give me specifics about the commercial), who you believe the target market is for the product/service being advertised, and a rating on its effectiveness.

- Rank each commercial:
 - 1 star = bad
 - 2 stars = fair
 - 3 stars = average
 - 4 stars = good
 - 5 stars = awesome

	Commercial Description (Be Specific)	Target Market / Audience	Your Ranking	Worth the \$7million
1				
2				
3				
4				
5				



Part 2: Answer the below questions based on the chart on the previous page.

1. What ad(s) did you find most entertaining, and why? (be specific)

2. What ad(s) did you find the most dull, and why?

Part 3: Pick your favorite Super Bowl commercial and answer the following question:

1. And now the \$7 million dollar question (remember the average 30 second ad cost the advertising company \$7 million).

The purpose of the advertising and marketing behind this commercial is to:

- inform
- reinforce
- change behavior
- generate sales.

In your opinion, will the ad you have chosen do these things? Why or why not.