



**ANGUS REID**  
GROUP™

**ANGUS REID GROUP**  
**SUPER BOWL LV AD ASSESSMENT**  
**FEBRUARY 8, 2021**



# Methodology



## STUDY

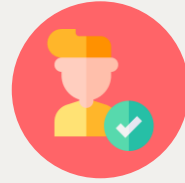
In the immediate aftermath of Super Bowl LV, the Angus Reid Group commissioned a rapid deployment survey when the event had completed (10pm EST).

The purpose of this study is to gauge commercial recall and understand how audiences reacted to them



## FIELD DATES

February 7 – 8, 2021



## SAMPLE



**N=905**

A sample of n=905 Super Bowl watchers who are members of the Angus Reid Forum USA.

For comparison purposes only, a probability sample of this size would yield a margin of error of +/- 3.1 percentage points, 19 times of out 20.



## NOTE

Throughout the report,  and  are used to denote statistically significant differences between subgroups at the 95% confidence level.

# Five Things You Should Know

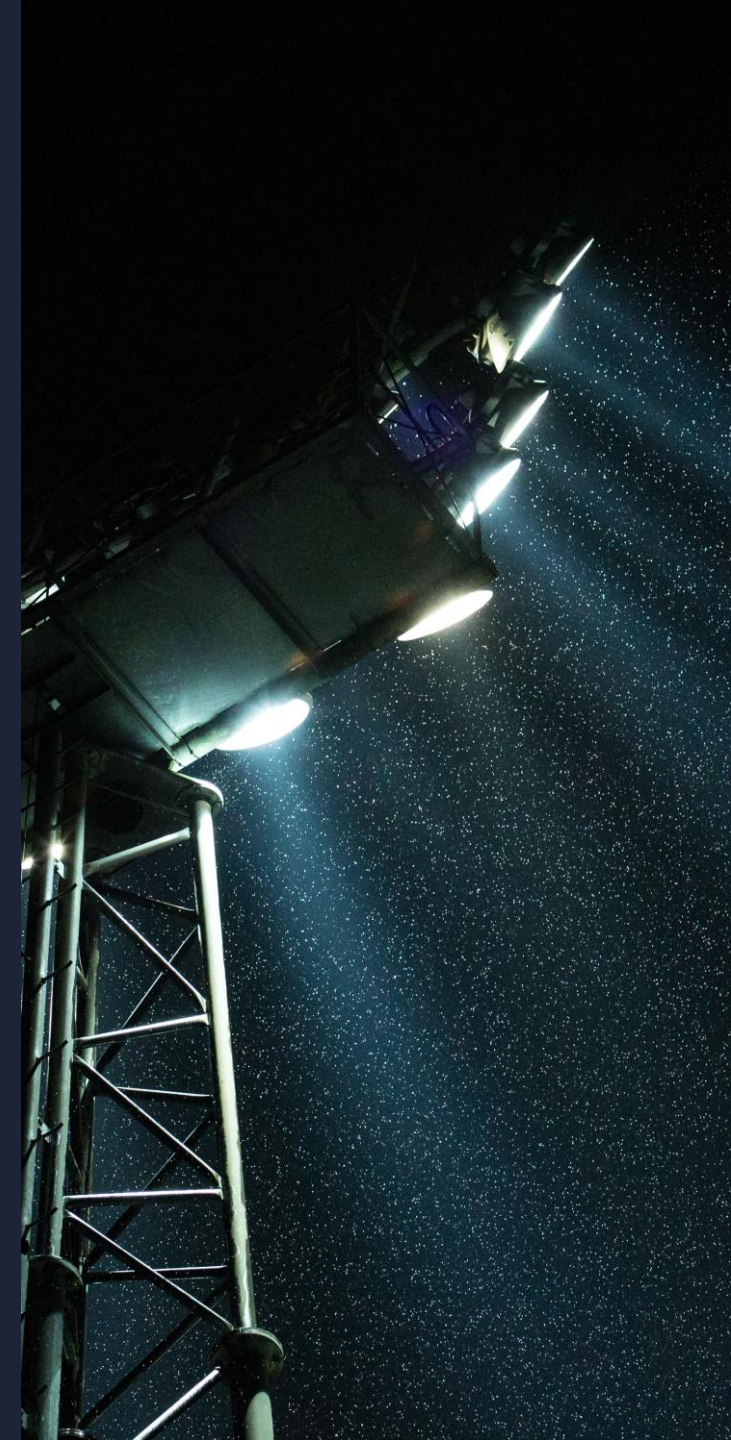
**1 The stadium crowd gets the thumbs up:** American Super Bowl watchers were largely fine (72%) with seeing crowds in the stadium during Sunday's event. Two-in-five (42%) would like to see this more often for other concerts and sporting events while others were okay with it because the Super Bowl is a special event (30%).

**2 Two-thirds watch the commercials:** We know that Super Bowl commercials have become an attraction on their own. Two-thirds (68%) said that they paid attention to the ads – a higher proportion than those who paid attention to the half-time show (62%).

**3 Do Super Bowl Watchers remember the commercials?** Immediately after the game, there was plenty of recall for the 40 ads that were tested in this study. Not surprisingly, recall is highest for the most popular commercials.

**4 Winners and no losers:** Cheetos, Doritos, State Farm and M&Ms scored highest as the favorite ads of the night. Jeep stood out as an ad that was inspirational, eliciting hope during the pandemic and being an unexpected ad from the brand. No ad stood out (or even registered higher than 5%) in terms of being disliked.

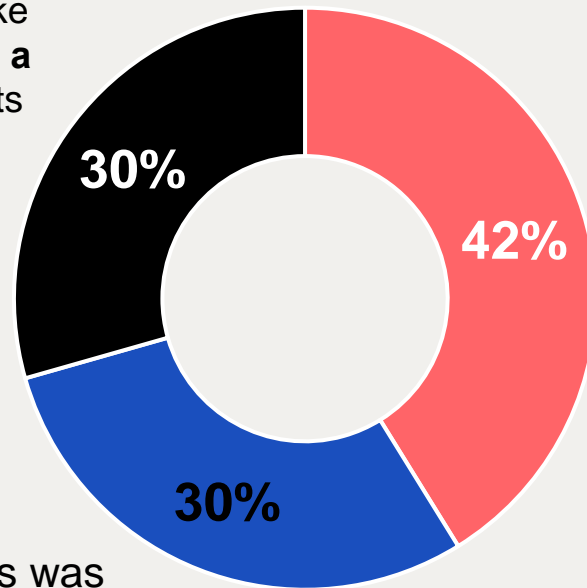
**5 Playing it safe during the pandemic:** Generally speaking, scores were rather muted for this year's Super Bowl commercials: the top "entertaining ad" only scored at 53%; the most inspiring ad was judged this way by 21% and the most memorable ad would only be remembered a month from now by 28% of those who saw it.



# Key Findings

# Crowds at the Stadium During a Pandemic

I think **it was okay** to have a crowd like this only for the Super Bowl **since it's a special event**, but not for other events (like other sports or concerts)



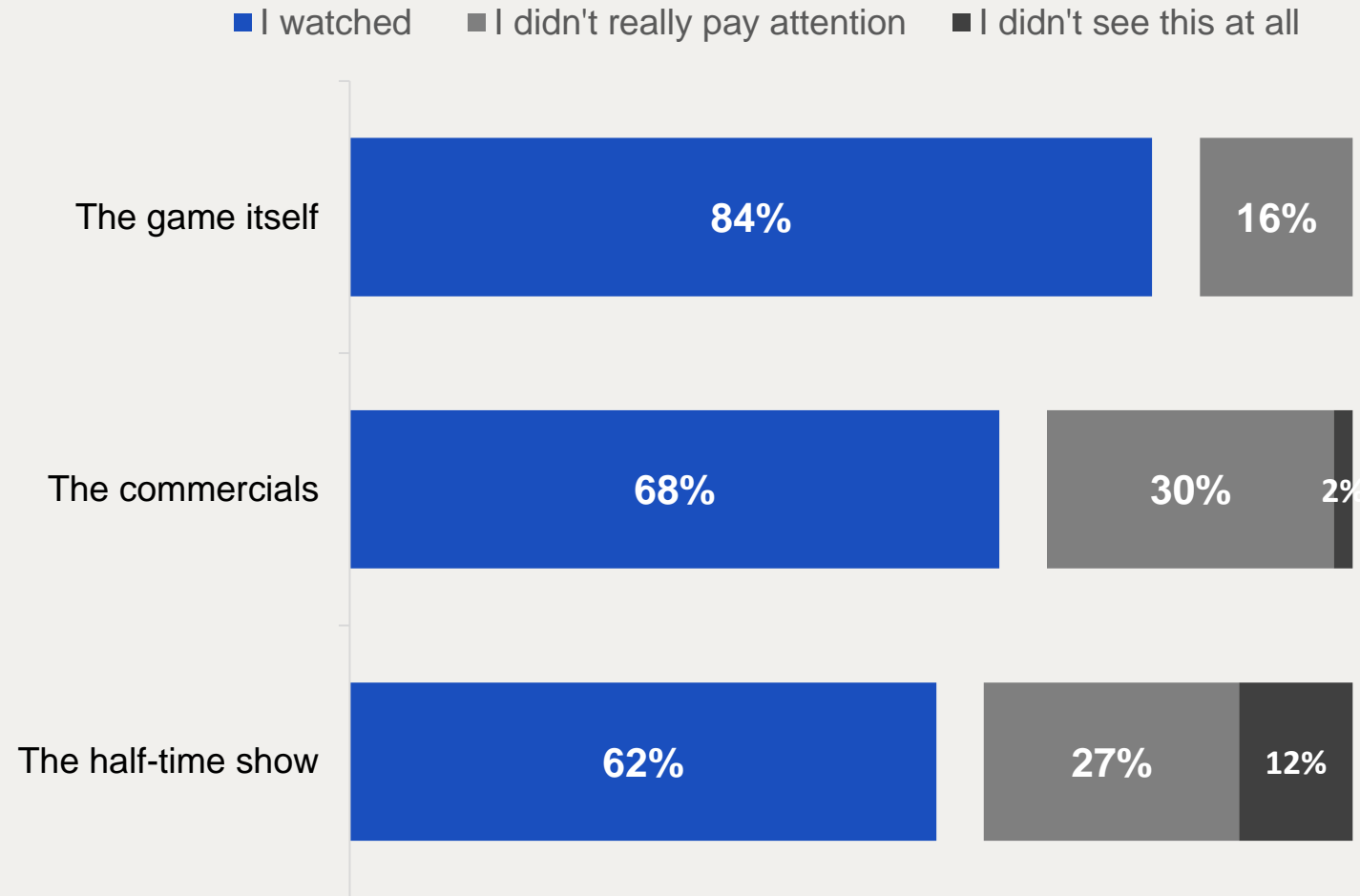
I **would like to start seeing more crowds** like this for other sporting events or concerts

I think this was **unacceptable**

Base: Super Bowl Watchers (n=905)

Q: In this year's game, you may have noticed that the stadium was filled with fans watching the game. In light of the pandemic, how did you feel about this?

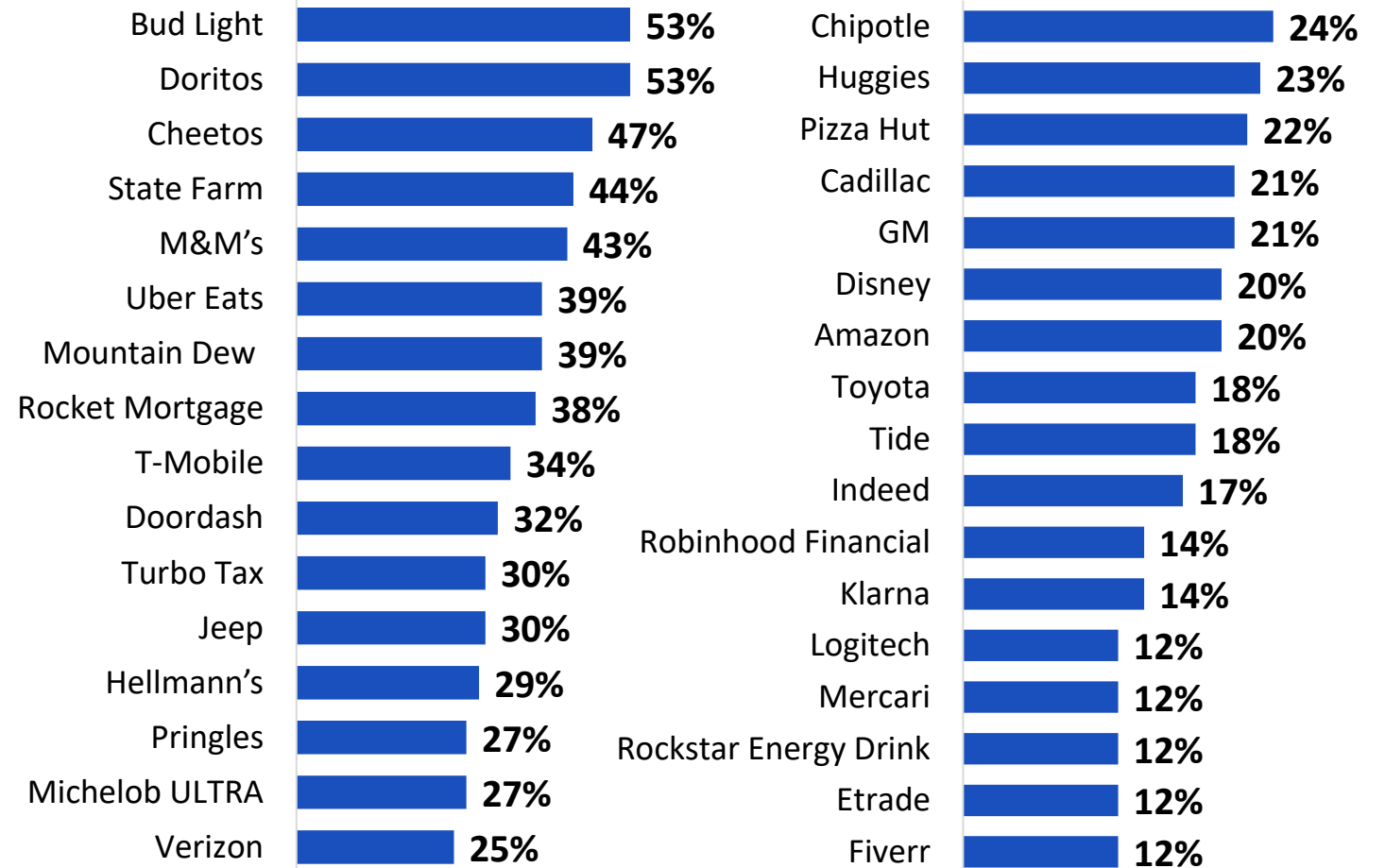
# How Closely Did You Pay Attention To...?



# Aided Ad Recall

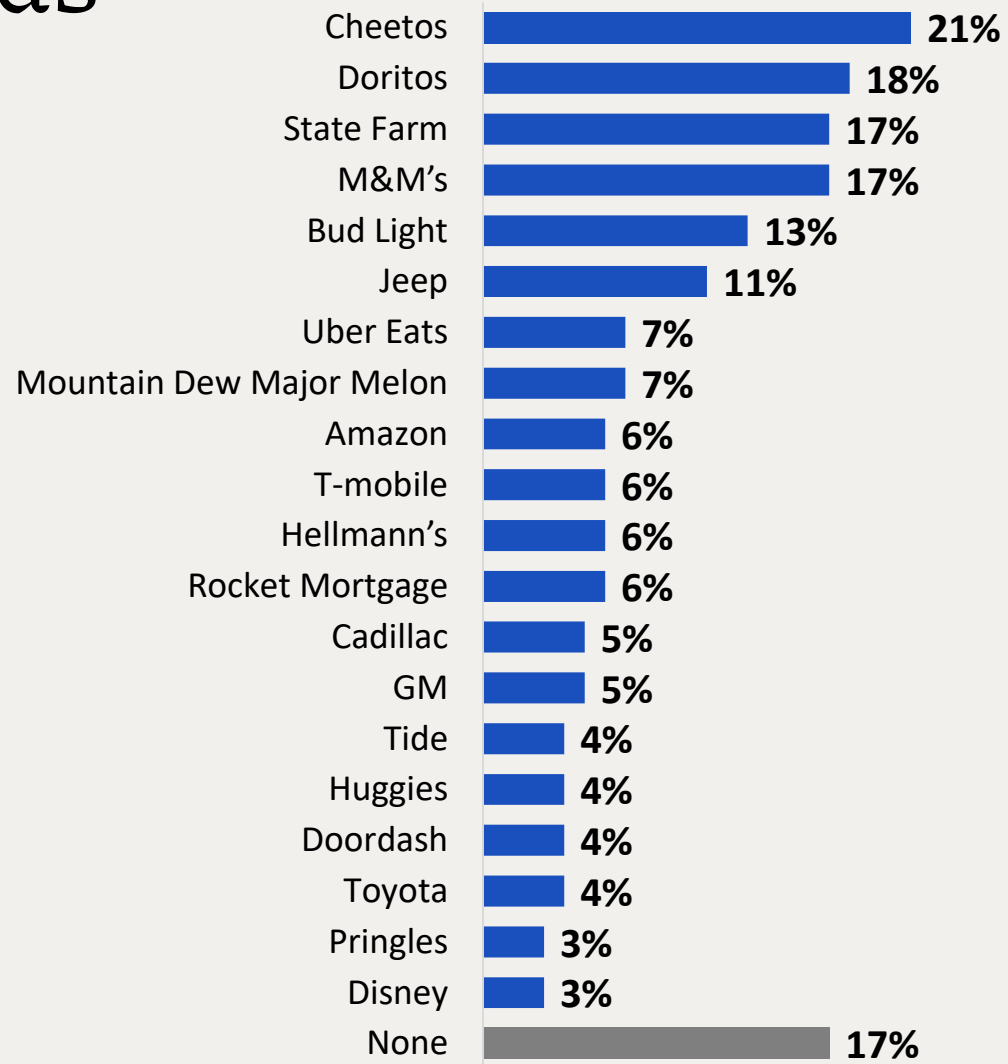
Which commercials do you recall from the Super Bowl?

**5%  
Recalled  
No Ads**



Ads under 11% recall not shown

# Favorite Ads



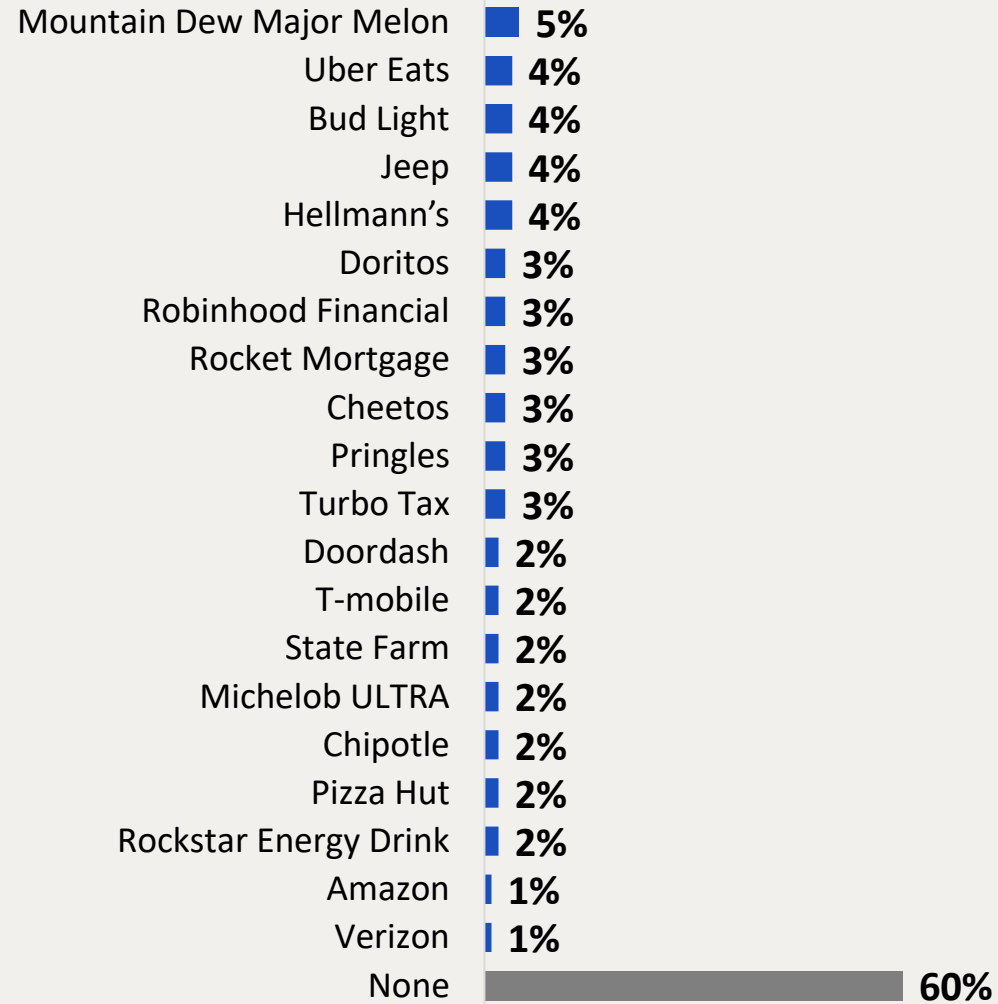
Base: Recall commercial (n=845)

Q: Which of these brand's commercials were your favorites?

Note: Top 20 brands displayed



# Most Disliked Ads



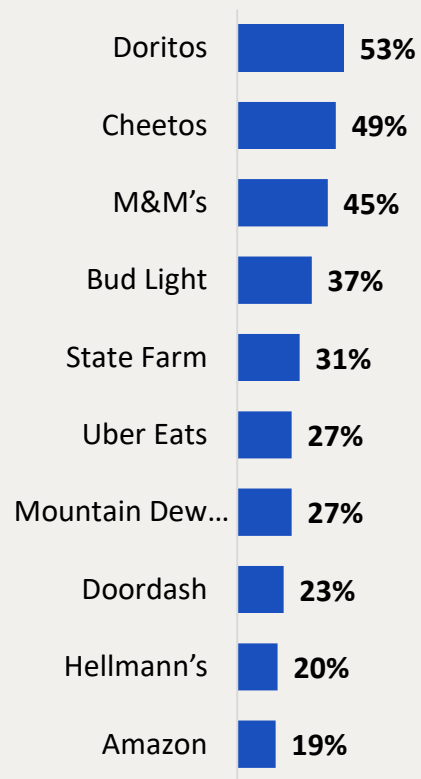
Base: Recall commercial (n=845)

Q: Did you dislike or were you turned off by any of the ads?

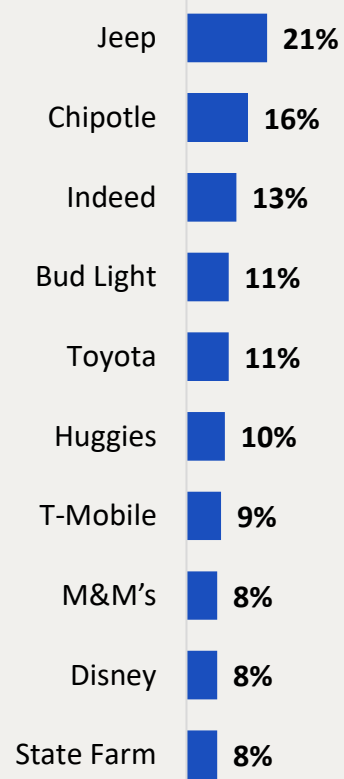
Note: only 20 most disliked brands displayed

# Ad Attributes

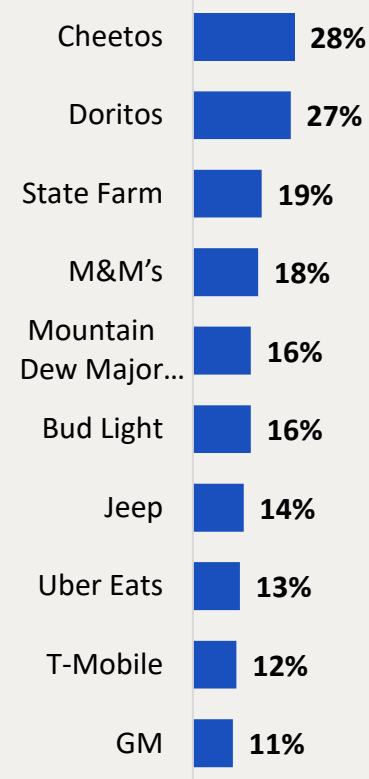
## Entertaining



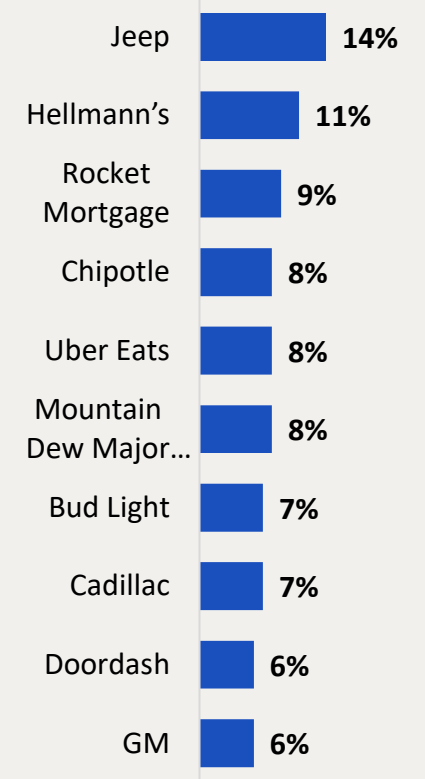
## Inspiring



## Memorable



## Unexpected



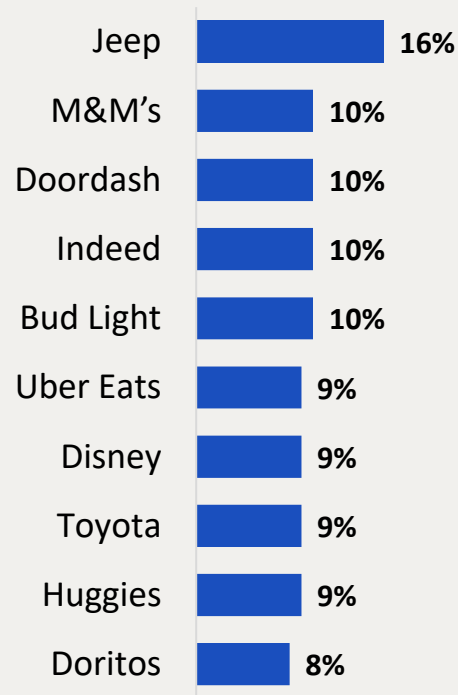
Base: Recall commercial (sample size varies)  
 Q: Which of these ads did you associate with the following attribute?

- This ad is entertaining
- This ad is inspiring

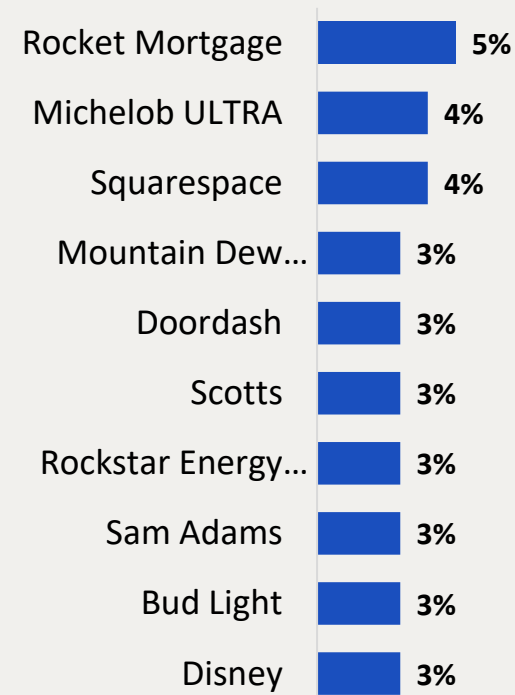
- This is an ad I will remember a month from now
- I did not expect that this brand would make an ad like this

# Ad Perceptions Related to COVID-19

**This ad makes me feel hopeful during this period of the COVID -19 crisis**



**Because of the COVID-19 situation, I don't like the tone of this ad.**



Base: Recall commercial (sample size varies)

Q: Which of these ads did you associate with the following attribute?

- This ad makes me feel hopeful during this period of the COVID -19 crisis
- Because of the COVID-19 situation, I don't like the tone of this ad.



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