

# Super Bowl Ad Analysis Worksheet

Super Bowl Ad Analysis Worksheet created by Frank W Baker, Copyright 2018 [permission is granted to duplicate for educational purposes] Download as [one page PDF here](#); See also [“Using Super Bowl Ads In The Classroom”](#)

1. Product(s) advertised	2. Who is the target audience?	3. Visuals	4. Audio	5. Message/ Slogan	6. Call to action	7. Appeal	8. Your vote

1. See a partial list of “Who’s Buying Ad Time” [here](#).
2. Be specific: who is this ad most likely to appeal to? (kids, teens; young adults, older adults; gender: men, women, both) how do you know this audience type is targeted?
3. What visuals stand out in this ad; what do you remember seeing?
4. What sounds (including music) did you hear that made it memorable?
5. What message is this ad/product sending to the audience? Was there a memorable slogan?
6. Did the ad encourage you to do something—like go on social media; include a hashtag; keep the conversation going? Did you do what the ad asked?
7. Which [arguments](#) and/or [technique of persuasion](#)(s) were used; were they effective?
8. Thumbs up or thumbs down? Did you like the ad? If so, why? If not, why not?  
MORE questions to consider:
9. How many ads featured men in a dominant role? Women?
10. Why do these ads cost between \$6 million and \$7 million dollars?

11. Did any ad reflect issues/topics that might have been in the news recently? If so which ads; which topics?
12. Which ad(s) featured: sports celebrities; TV stars; movie stars; models; regular people?
13. Who benefits from the ad?
14. Was any person/gender, impacted/harmed/embarrassed by this ad? If so, how?
15. How did the ad make you feel?
16. Did you go on social media to comment/share the ad in question? If so, which one(s)?
17. Was social media used in the commercials?
18. Older students can research who is the parent company/corporation of the brand.