



# Twenty Years of Super Bowl Ad Likability (1989-2008): A Predictive Model



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## Abstract

Ads appearing during the Super Bowl contain an element and level of likability unparalleled to ordinary primetime and daily spots. With the cost of a 30 second advertisement averaging \$2.7 million in 2008, there has been an increasing interest in this mega event. A 2001 study by Tomkovick, Yelkur and Christians predicted Super Bowl ad likability using merely the presence or absence of five factors. This study helps predict ad likability more thoroughly over an expanded period of time (1989-2008). With the help of a panel we examine and code nine predictors of ad likability on a five-point scale.

## Hypothesis

- ❖ H<sub>1</sub>: U.S.A. Today's Ad Likability scores will be a stable measurement of Ad Likability over time
- ❖ H<sub>2</sub>: There will be a significant linear relationship between the average ratings of the eight categories and the Ad Likability Scores of advertisements

## Methodology

Identified Super Bowl Ads using U.S.A. Today's Ad meter

Had a panel of students watch all ads airing from 1989-2008 and code nine variables (see Variables)

Music, Humor, Celebrity, Animals, Sex Appeal, Kids, and Product Information were coded on a five-point scale (see Coding Scale)

All other variables were paired against Ad Likability in a multiple regression and Average Ad Likability for each year was found

## Variables

- |                         |                               |
|-------------------------|-------------------------------|
| 1. Ad Likability Score  | 1 - Not present               |
| 2. Ad Length            | 2 - Present but insignificant |
| 3. Music*               | 3 - Plays a minor role        |
| 4. Humor*               | 4 - Plays a major role        |
| 5. Celebrity*           | 5 - Plays a dominant role     |
| 6. Animals*             |                               |
| 7. Sex Appeal*          |                               |
| 8. Kids*                |                               |
| 9. Product Information* |                               |

\* Indicates variable was coded using the above scale

## Coding Scale

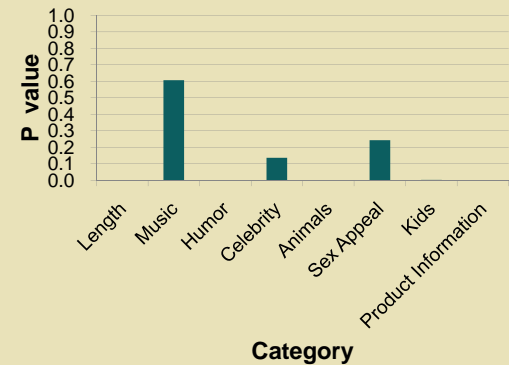
## Average Ad Likability Score (1989-2008)



## Results

- ❖ As shown above, average Ad Likability varied slightly over the 20 years of data, with a minimum of 6.01 and a maximum of 7.09, but on a 10 point scale the variance is insignificant
- ❖ A multiple regression of the average score of the eight categories vs. the Ad Likability Scores showed a R Square value of .446 and p=.000
- ❖ As shown above right, only the categories of Music, Celebrity, and Sex Appeal were found to be insignificant drivers of Ad Likability at p<.05

## Category Significance in Driving Ad Likability Score



## Future Research

- ❖ We used a panel of three college students, ages 19-21. Future Research should look at a larger panel as well as additional demographics.
- ❖ Future research should also examine advertisements by industry or product category to see if one or more product categories have significant differences in Ad content

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