



Predicting Super Bowl Ad Likeability in the New Millennium

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Abstract

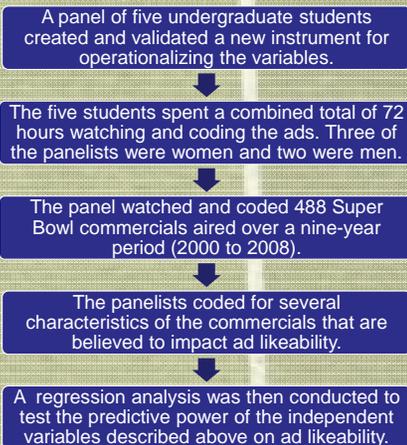
U.S. advertisers love the Super Bowl because it reaches a huge and highly receptive audience. One metric Super Bowl advertisers watch closely is ad likeability, since this is correlated with sales success. This study is a replication and extension of the 2001 Tomkovick, Yelkur, and Christians research of Super Bowl ads in the 1990's. We explored 488 ads from the nine Super Bowls during the years 2000-2008. Our findings show humor, animals, product category, product information and presence of children all significantly impacted ad likeability. Implications for advertisers are presented as are study limitations and directions for future research.



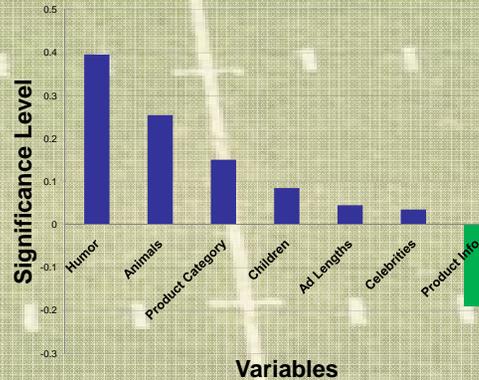
Hypothesis

- ▶ H₁: **Humor** → Positive relationship with ad likeability
- ▶ H₂: **Animals** → Positive relationship with ad likeability
- ▶ H₃: **Food and Beverage (Product Category)** → Positive relationship with ad likeability
- ▶ H₄: **Advertisement Length** → Positive relationship with ad likeability
- ▶ H₅: **Celebrities** → Positive relationship with ad likeability
- ▶ H₆: **Product Information** → Negative relationship with ad likeability
- ▶ H₇: **Children** → Positive relationship with ad likeability

Methodology



Significance of Variables in Super Bowl Commercials



Results

- ▶ Of the seven variables, five significant independent variables explained nearly 47 percent of the variance in ad likeability. Humor was the most influential variable in the equation with a Beta Coefficient of .396, indicating that the use of humor has a significant positive impact on Super Bowl ad likeability.
- ▶ As predicted, an inverse effect was detected. That is, the more product information in the ad, the less likable the ad is. Conversely, the less product information in the ad, the more likable the ad is.
- ▶ The use of celebrities and ad length did not have significant predictive power to affect ad likeability.

Super Bowl Ad Likeability Model



Future Research

- ▶ While this study solidified the evidence of the correlation of several variables to ad likeability, more research may be performed to further explore the topic.
- ▶ This study examined the Super Bowl ads from the years 2000-2008. Future research could also include analysis from prior years.
- ▶ This study utilized the likeability measure based on the *USA Today's* Ad meter poll. Future research could examine other measures of ad popularity.
- ▶ Additional research could determine whether the implications from this study hold true in future years and in a variety of contexts.

Conference Presentation

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