



Ipsos Creative Excellence Awards: Super Bowl LVIII



For many of us, the commercials are the highlight of the Super Bowl: Brands bring their A game (and their A++ budgets). This year we saw an avalanche of celebrities, references to movies and shows, cross platform activations, industry inside jokes and some strong brand integration. Ipsos analyzed reaction using surveys, social listening and live communities – a combination of approaches that provides a more robust and nuanced picture of Super Bowl success.

Here are our awards for the top performers.



Happy CFO

Yes! Amid a flood of celebrity-led ads, Reese's unveils a new Big Cup variant with caramel, letting the product carry the weight. Without the high expense of a celebrity endorsement, the ad uses lighthearted humor to keep viewers engaged and shows high in-market potential for driving sales, indicated by a Creative Effect Index of 187, sure to please the CFO.



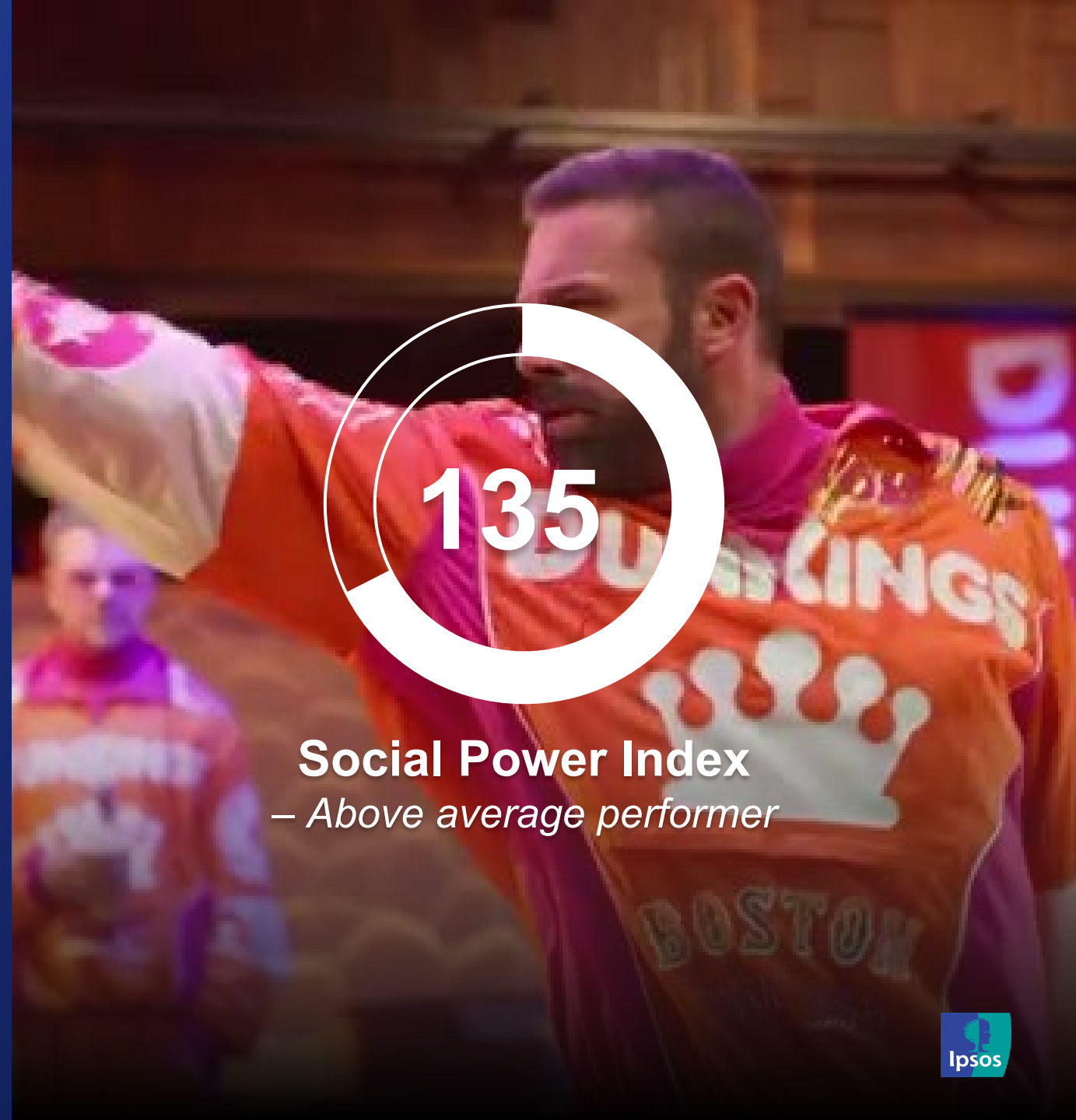
Creative Effect Index (CEI)
–Top 7% performer of Ipsos database



Ads that have a high Creative Effect Index deliver 44% greater sales lift vs. poor performers (as validated by Ipsos MMA).
Learn more about [Creative | Spark](#)

TikToking for the Win

Ben Affleck is back, and this time he has the band! With an over-the-top story and obnoxiously awesome branded sweat suits, viewers intuitively knew the ad was for Dunkin'. Plus, Matt Damon, Tom Brady and Jennifer Lopez helped to keep the audience entertained. The DunKings made sure to keep the beats popping over on TikTok by leaning into creative codes leveraging creators and behind-the-scenes clips.



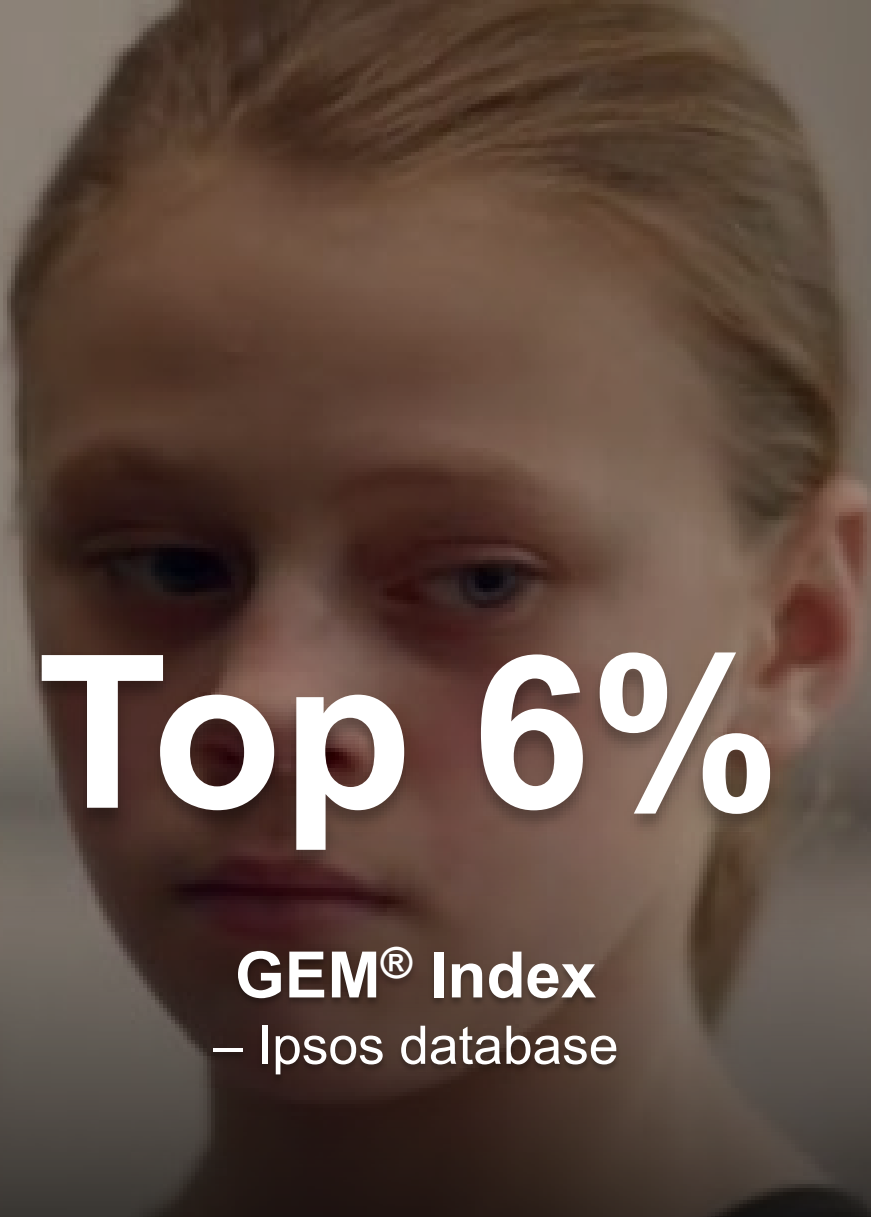
135

Social Power Index
– Above average performer




Brand Purpose

Dove crafted an engaging spot promoting body positivity among girls, enabling them to persist in sports. Leveraging its authoritative stance as a pioneer in inspiring women, the ad's tone and message strongly resonated with viewers. With high brand impact potential, the ad ranked in the top 6% of Ipsos' global GEM[®] index, marking it as an exceptional piece of creative work.



Top 6%

GEM[®] Index
– Ipsos database

 Ads that deliver positive portrayal of women or girls are 24% more effective at driving business results. Read more [HERE](#)





Made for the Super Bowl

Merging Michael Cera with extensive promotion across multiple channels, the CeraVe ad marked an engaging departure from conventional, often dull, skincare advertisements. The quirky narrative resonated strongly with viewers in the lead up to the game with a twist in the TV spot.



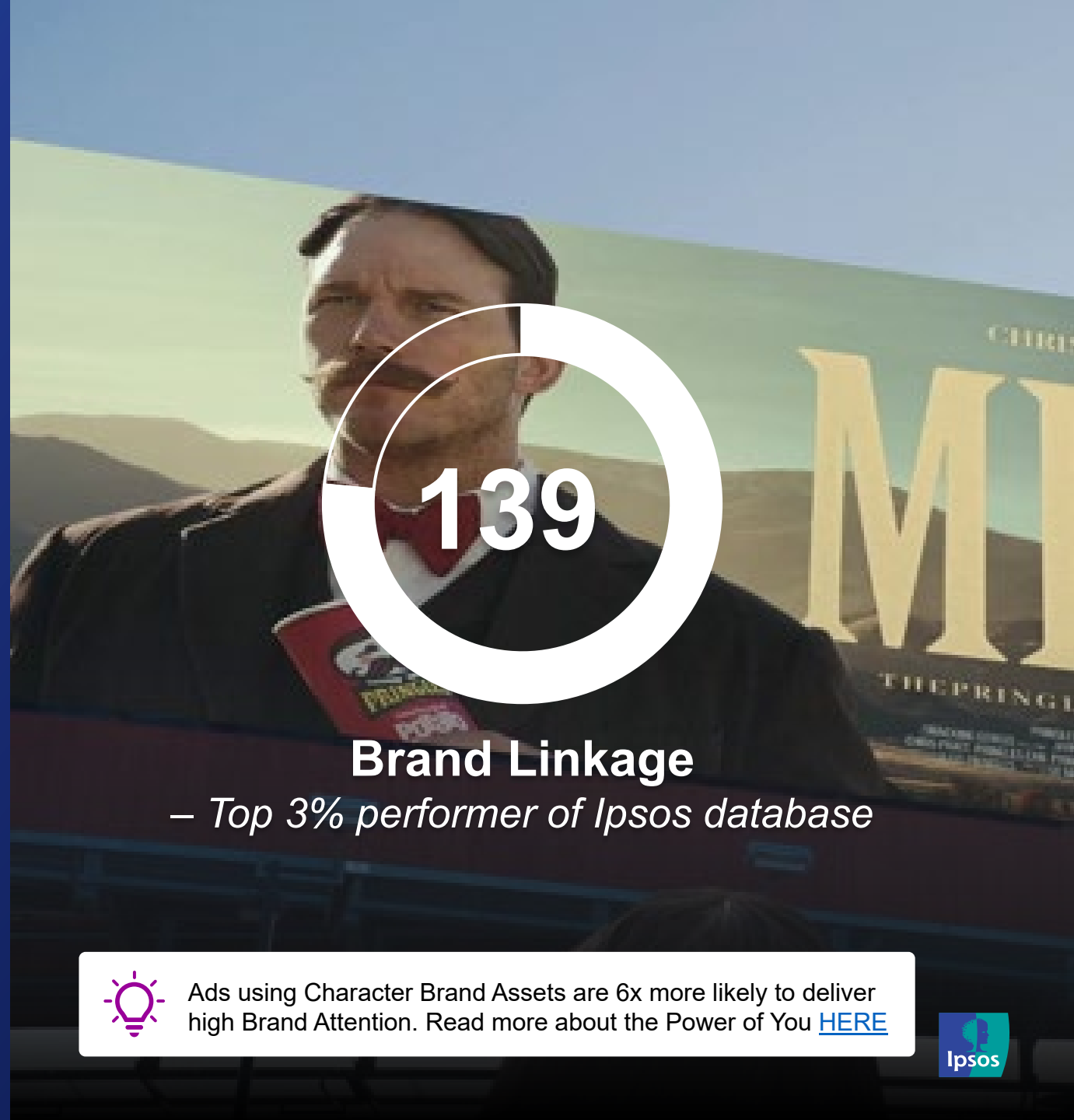
Social Power Index
– Above average performer





Best Brand Assets

What if a celebrity turned into a brand logo character? That's the question Pringles asked in this year's Super Bowl. Chris Pratt grew a killer handlebar mustache, enabling him to become one with the mascot and keep Pringles front and center throughout the entire spot. This resulted in the highest brand linkage score of the Super Bowl ads tested this year.



Brand Linkage

– Top 3% performer of Ipsos database



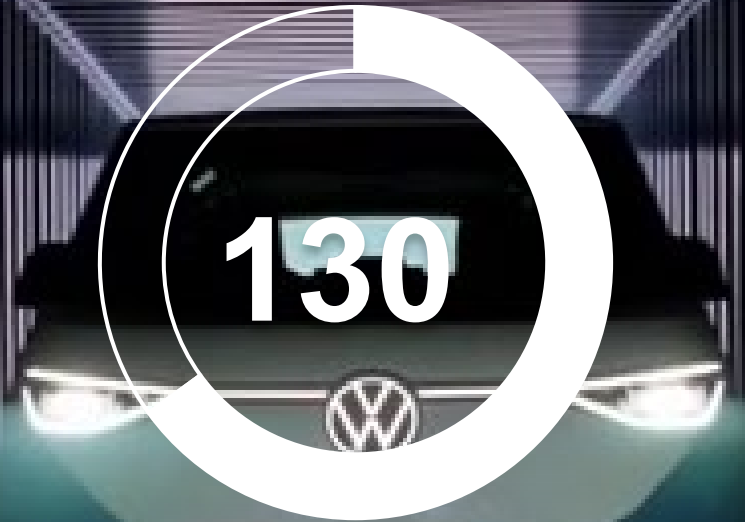
Ads using Character Brand Assets are 6x more likely to deliver high Brand Attention. Read more about the Power of You [HERE](#)





Best Use of Nostalgia

Nostalgically revisiting the iconic VW Bug, the ad carved out a spot within popular culture and evoked strong emotional responses among viewers. This strategy differentiated the brand and will help to put VW into the consideration set for consumers.



Brand Attention
– *Above average performer*

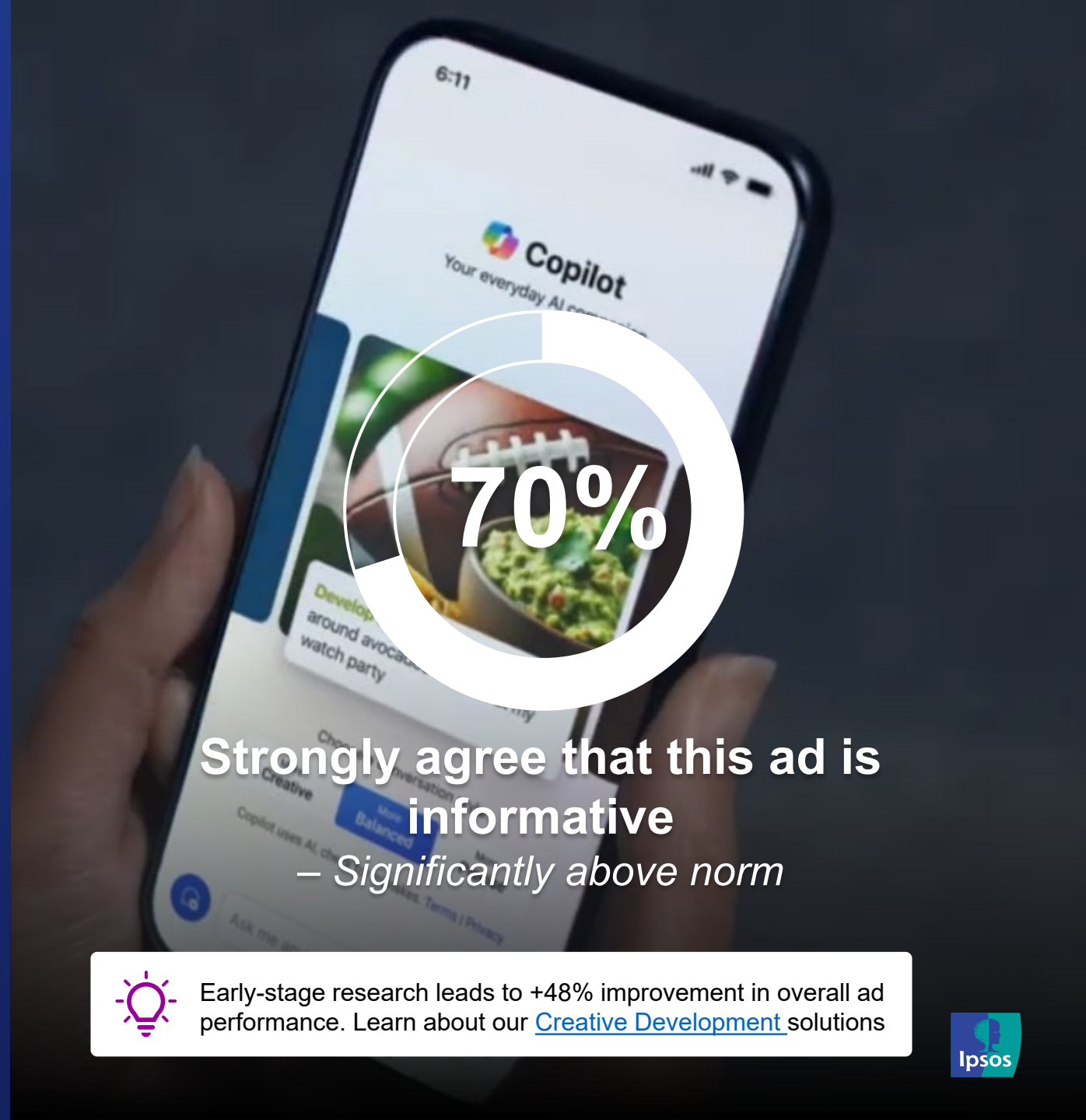


Using aspects of a brand's history or heritage in ads boosts brand attention by 8%. Read Ipsos and Effie report on Nostalgia [HERE](#)



Nailed the Brief

Customers often grapple with applying AI in their everyday lives. Microsoft's new app, Copilot, aims to dismantle these barriers, as demonstrated by various use-case examples in the ad. Coupled with a significant Social Power, the ad successfully differentiates the brand by effectively communicating something innovative and informative.



Strongly agree that this ad is informative
– *Significantly above norm*



Early-stage research leads to +48% improvement in overall ad performance. Learn about our [Creative Development](#) solutions

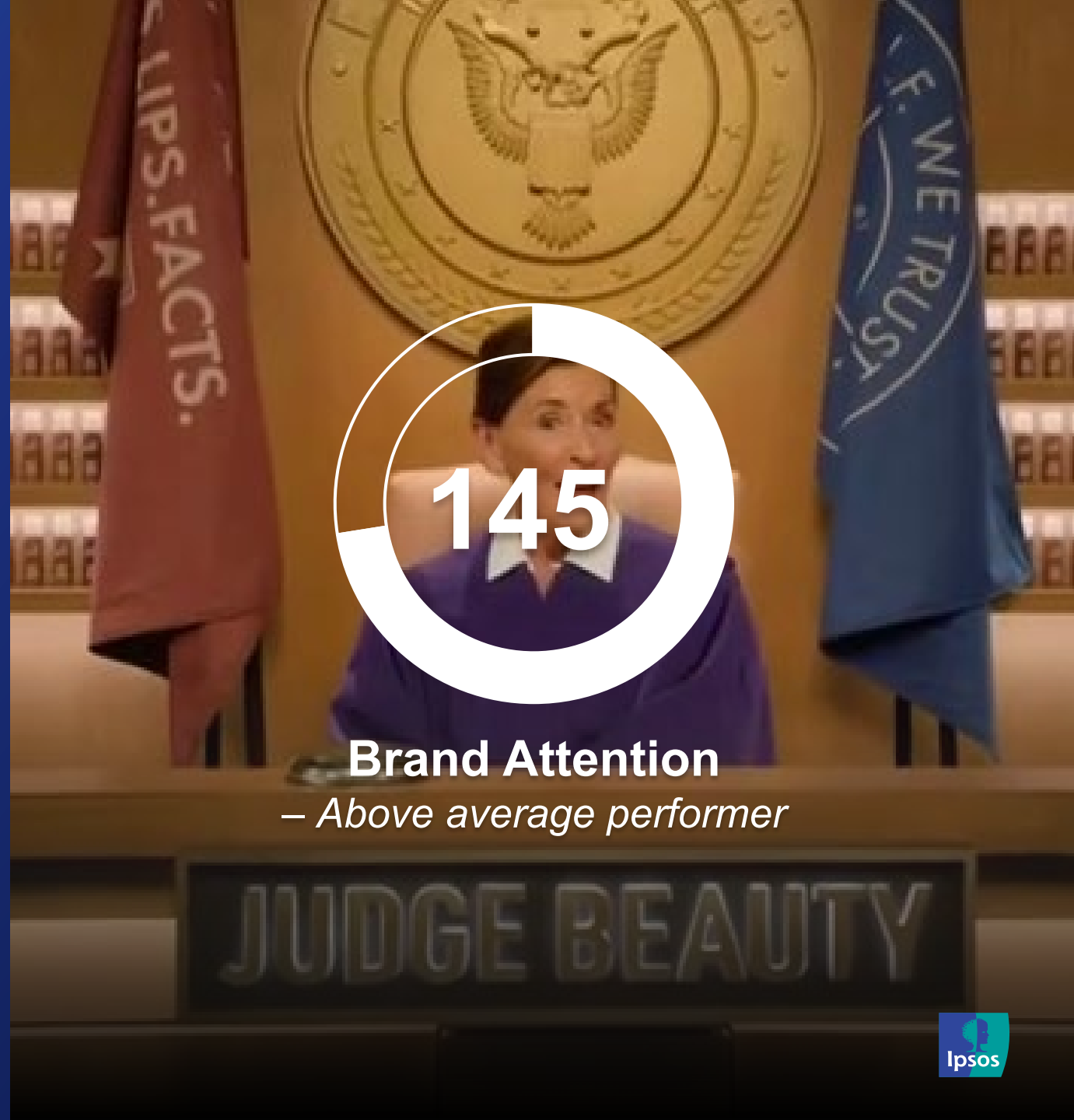




e.l.f.

Best Celebrity Sighting

Are pricey beauty products worth the hype? Judge Judy puts them on trial, while Louis Litt of “Suits” argues the case. The verdict from the jury, including Meghan Trainor, favors e.l.f. With strong brand attention and potent message delivery, this e.l.f. ad is a great example of leveraging celebrity power to support the brand's message.



145

Brand Attention*– Above average performer*



Streamer Wars

Free TV? Indeed, Pluto TV's "Couch Potato" ad piques viewer interest. Offering a broad spectrum of genres and popular titles at no cost, the ad conveys a unique, informative, and pertinent message in a very crowded category. Landing in the top 10% the Ipsos database, this ad possesses significant potential for user base expansion.



Top 3%

**Of Ipsos database on
Creative Effect Index**



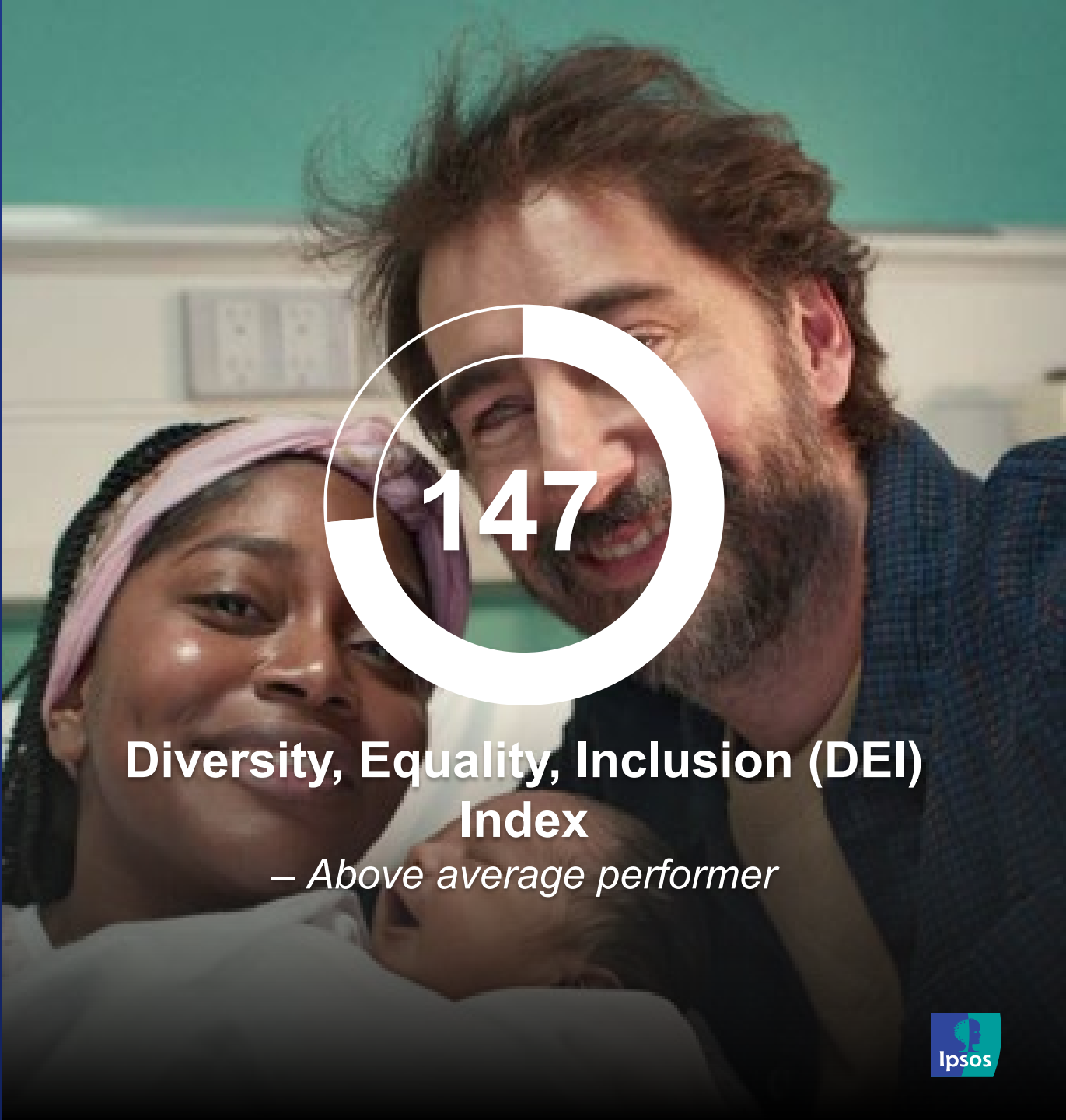
Read more about how streaming services can Thrive Between the Hits [HERE](#)





Exclusively Inclusive

Google's Pixel ad narrates a touching story. It enables a visually impaired man to capture significant life moments using the AI camera feature. The ad's positive portrayal of the protagonist captivated audiences, leading to an Ipsos DEI index score of 147.



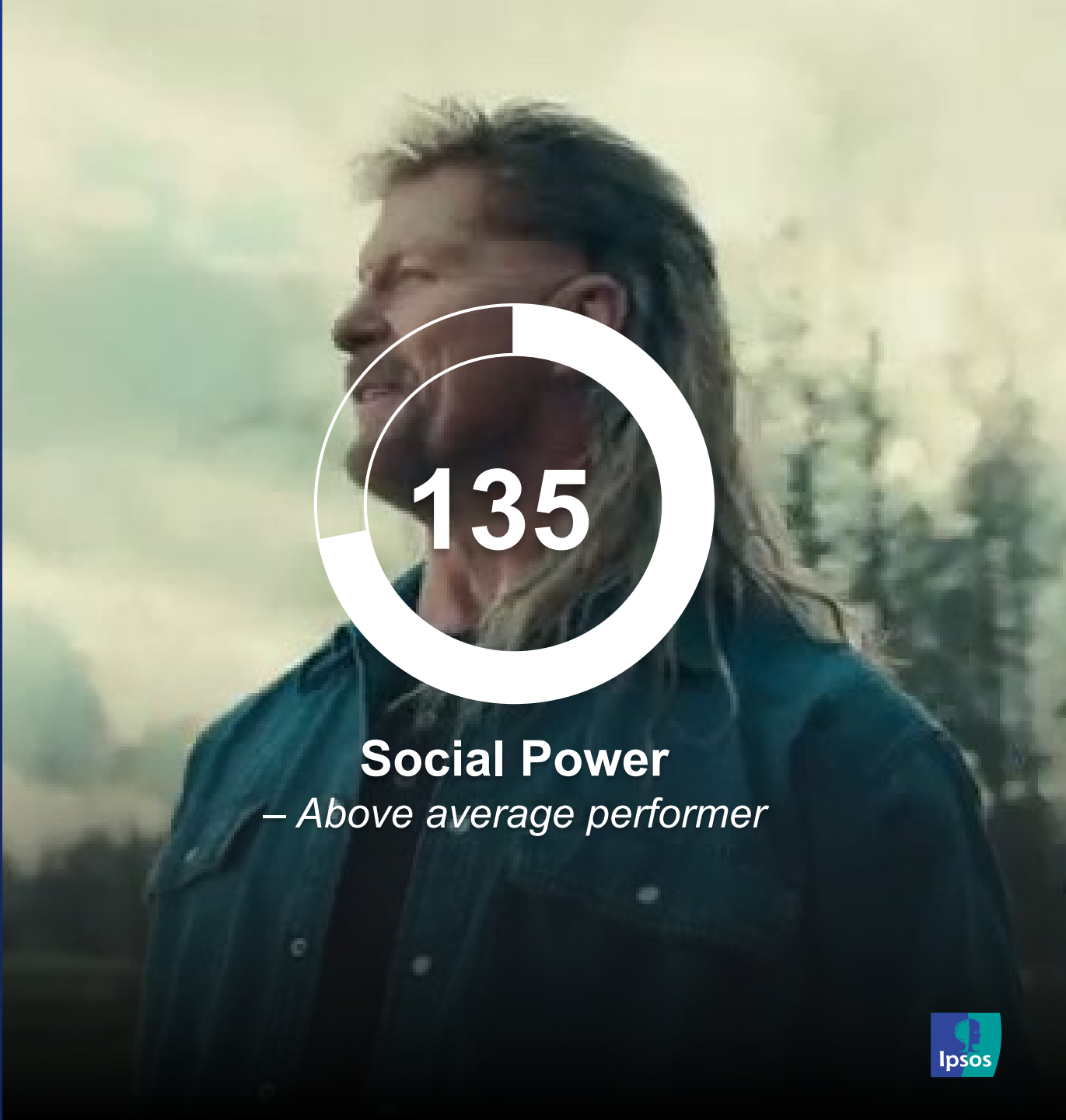
Diversity, Equality, Inclusion (DEI) Index
– Above average performer





Best Product Demo

Mullets, 'Merica, and the “business in front, party in the back” mantra; who said product ads need to be boring? Kawasaki demonstrated self-deprecating humor via audacious hairstyles and were rewarded by viewers. By conveying fresh information via an entertaining narrative, the ad's significant social power will have audiences discussing the Ridge long after the game's conclusion.



Social Power
– *Above average performer*





Best TikTok & Spot Combo

Mountain Dew's Baja Blast gave fans of "Parks and Recreation" a reason to celebrate. Or more specifically have a blast. Its clever wordplay helped to put the brand at the center of the story, plus the inclusion of Aubrey Plaza and Nick Offerman had the audience cheering. Mountain Dew was a big winner by effectively using TikTok to leverage creative codes and activations, resulting in 190% increase in videos mentioning the brand over Super Bowl weekend, compared to the day before.



64%

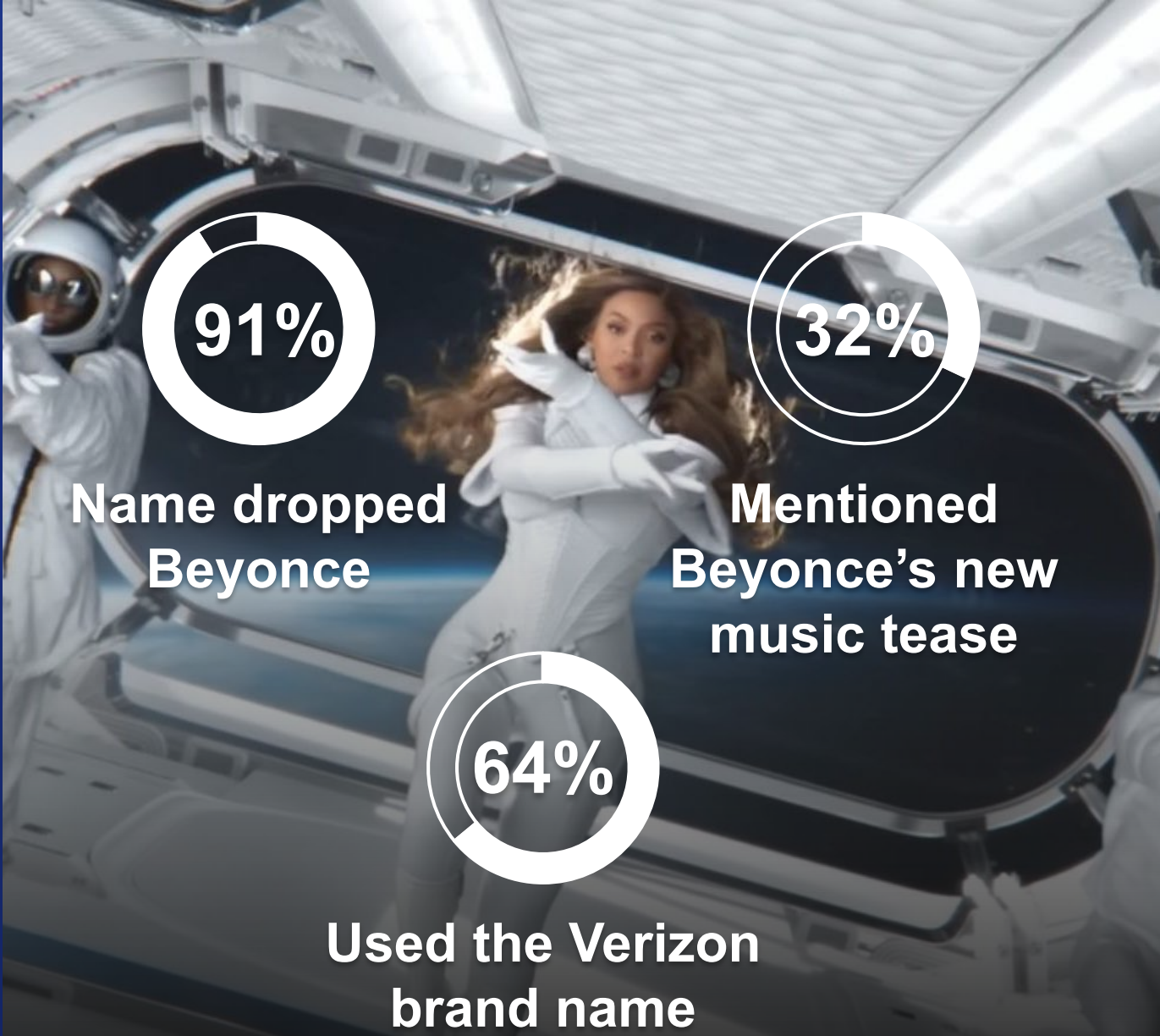
Positive Mentions

- Highest positive brand mentions during the game



Best Social Conversation

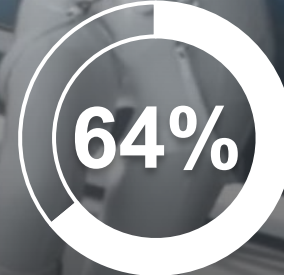
Queen Bey is out of this world! Star power was undeniable this Super Bowl and an obvious tactic for brands to gain online conversations. Beyonce's incorporation into this spot, especially of the new album teaser, connected with her large loyal fanbase and generated high online conversations, album speculation and engagement.




Name dropped Beyonce



Mentioned Beyonce's new music tease



Used the Verizon brand name

 Interested in AI powered social conversations? Learn more about [Synthesio's](#) offerings





The Tearjerker

Super Bowl ads don't necessarily require celebrities or excessive humor to be effective. Kia proves this by presenting viewers with a deeply touching narrative that places the brand at the heart of the story.

Although the story might leave viewers reaching for the tissues, high brand linkage and an above-average CEI of 132 are nothing to weep over for Kia.

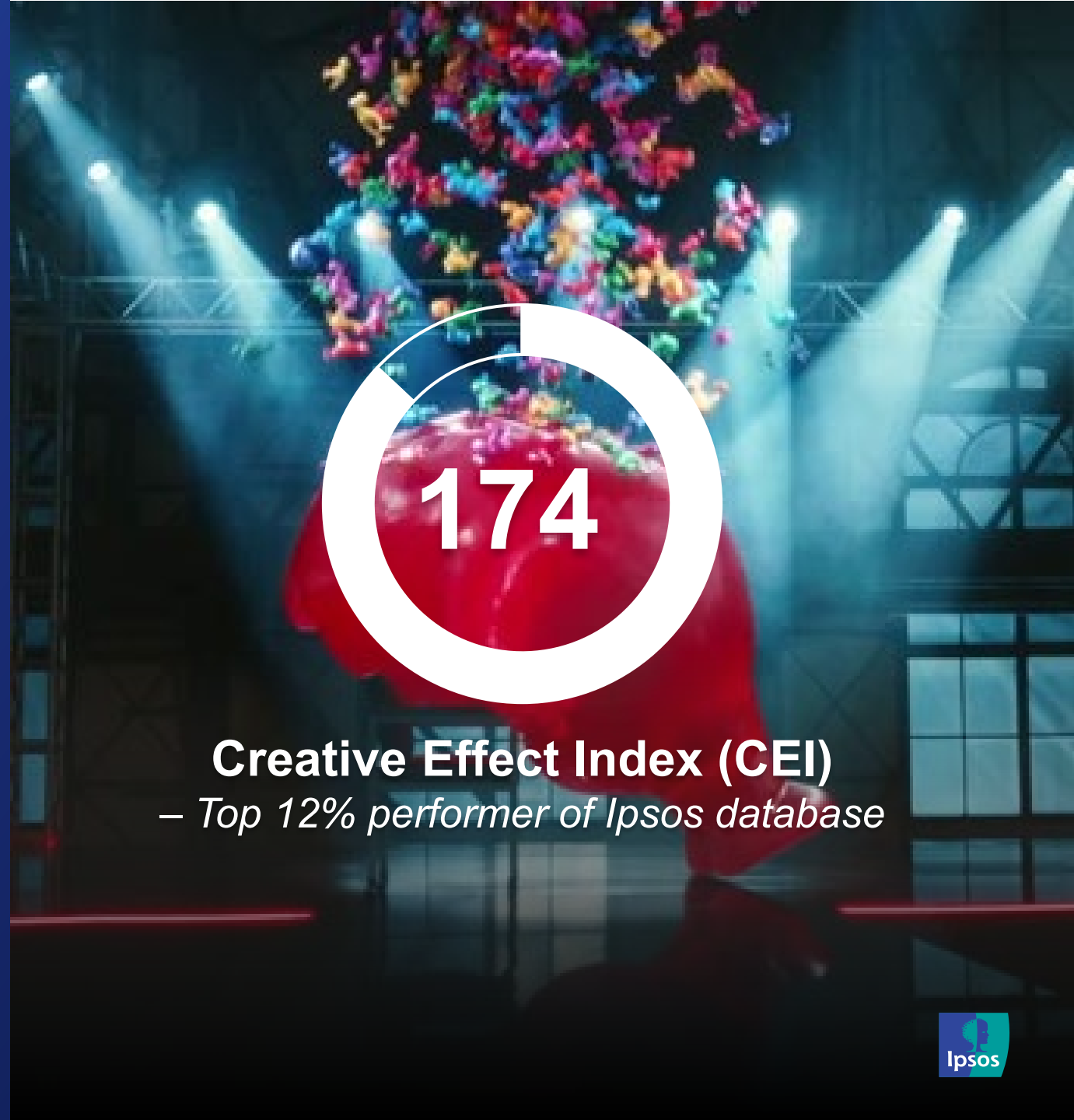


Creative Effect Index (CEI)
– *Above average performer*



Best Use of Song

The brand revisited the classic “What a Feeling” song, re-enacting the iconic Flashdance scene to pique interest in Nerds' gummy cluster snack. The ad's distinctive and entertaining use of the song ensured the message resonated with viewers. A promising Creative Index Effect of 174 suggests the brand will sustain this impact.



Creative Effect Index (CEI)
– Top 12% performer of Ipsos database



Ipsos combined 3 different data sources to provide a fast, agile and accurate look at the holistic performance of Super Bowl commercials:

1 Creative|Spark: Super Bowl ads were tested for robust evaluation for creative effectiveness. Sample: 150 general population respondents per ad. Creative | Spark fuels the creative process by helping advertisers and agencies quickly learn, evaluate and optimize creative to power brand growth. The average range for Creative & Equity Effect is between 70-130.

2 Fast Facts: After the game, Ipsos surveyed 1,000 adults on its Ipsos Digital platform. Fast Facts lets you create your survey questions and get fast answers from our quality sample. View results in an interactive dashboard, export charts in PowerPoint or tables in Excel.

3 Ipsos Synthesio: The Ipsos Synthesio team used their AI-enabled consumer intelligence platform to track and analyze 2.2 million Super Bowl-related social mentions.



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