



Creative Effectiveness Report
2024 Top Performing Ads

February 12, 2024



67

Ads measured
as they broke

Through [LINK AI](#), Kantar's creative measurement solution is built on the world's largest creative normative database.

12

Ads reached "top
performer" status

Among priority Super Bowl measures: impact, power, and enjoyment.

110m+

Viewers



Building on **consumer
trends** to drive ROI

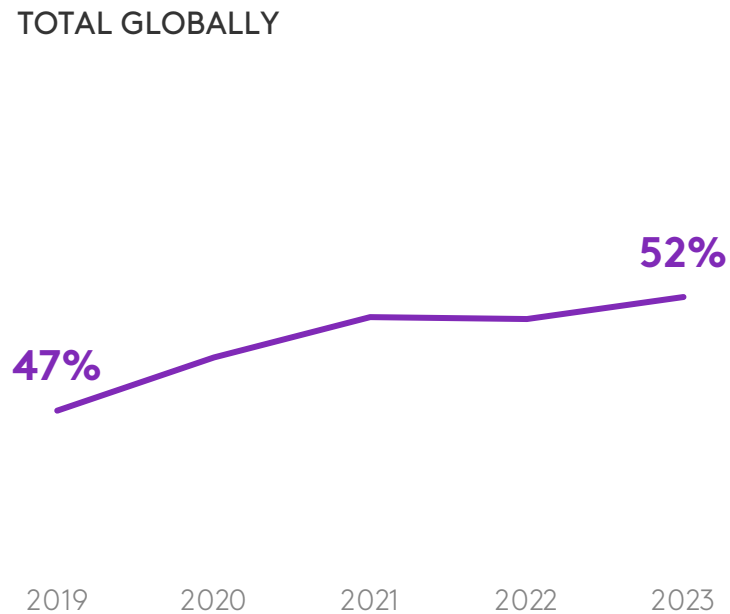


Shifting values

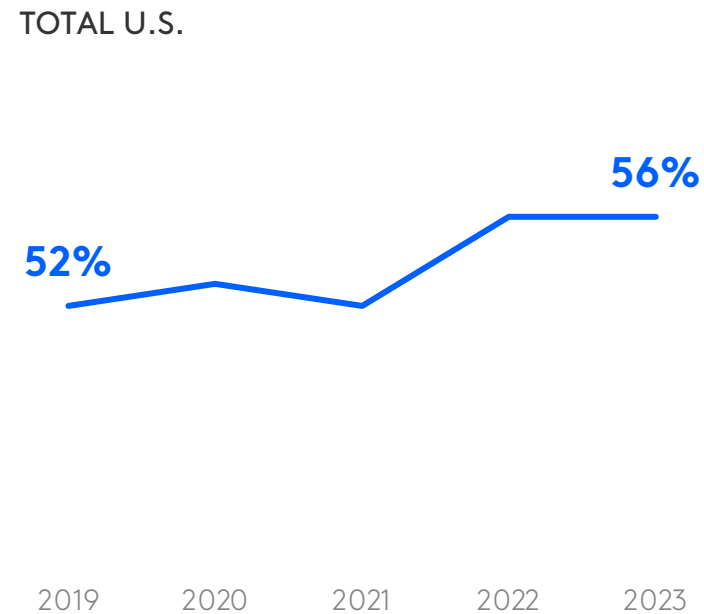
Escapism rises – both globally and in the U.S.

TAKING BREAKS TO GET AWAY FROM MY EVERYDAY WORRIES
EXTREMELY / VERY IMPORTANT PERSONAL VALUE

TOTAL GLOBALLY



TOTAL U.S.



“Brands are meeting consumers where they’re at when it comes to design, **in need of escape.**”

ADWEEK

CONSUMER INSIGHT

Positivity, lightness, and comfort are in high demand as consumers turn selfward. We have seen most advertisers follow suit with the tone of their ads during the Super Bowl.

Advertising in the Super Bowl works

Multiple Kantar Super Bowl advertising studies over the years validate that **Super Bowl advertising is very effective.**

Super Bowl ads not only shape and improve brand perceptions, but they also **drive incremental sales and ROI.**

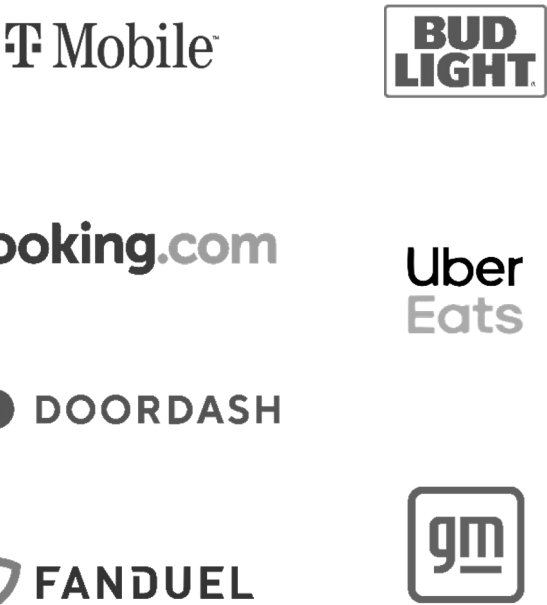
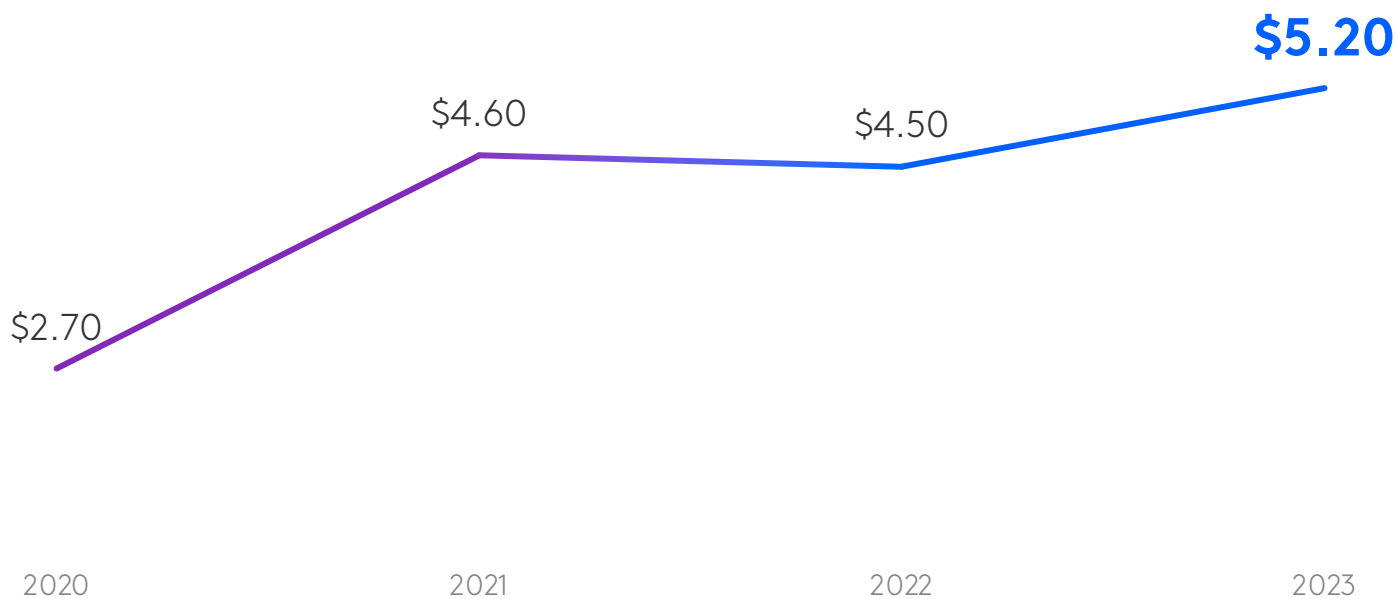




On average, one Super Bowl ad is **20x more effective** than a regular TV ad at driving brand perceptions.

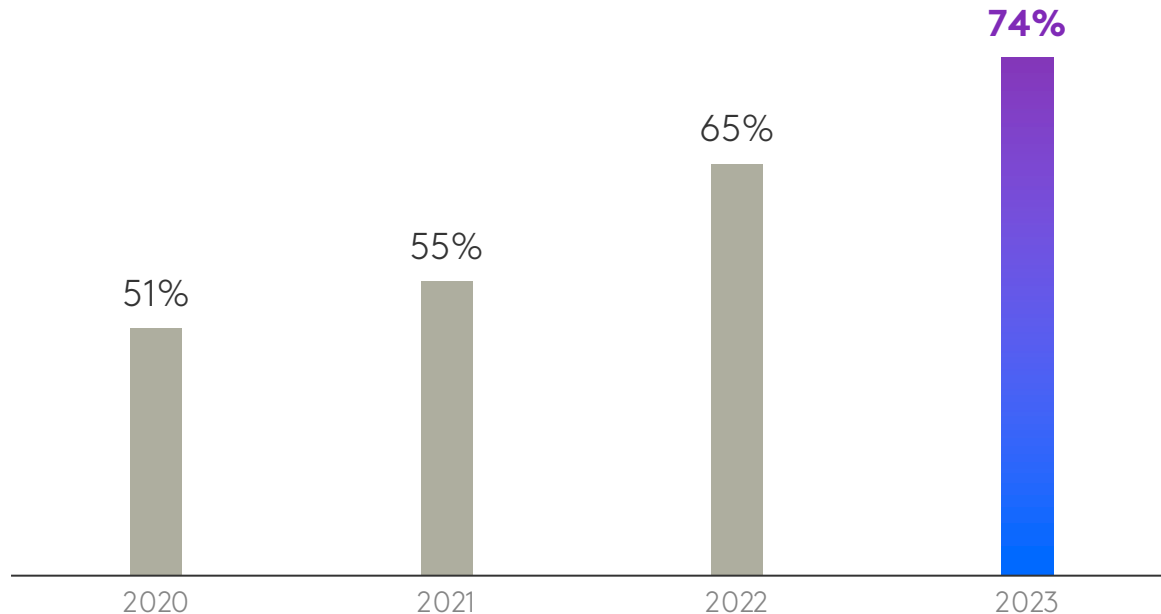
The average ROI of Super Bowl ads has increased over time

Last year, Super Bowl ads delivered an average ROI of \$5.20 for every dollar spent, with many brands in the double digits



Leveraging celebrities in Super Bowl ads helps drive memorability and performance but is not a guarantee

SUPER BOWL ADS WITH CELEBRITIES



The average ROI for Super Bowl ads with celebrities is typically higher than ads without celebrities. Last year was an exception: **ROI for Super Bowl ads without celebrities was higher (\$5.30 vs. \$5.10 for every dollar spent)**.

Be mindful of celebrity saturation: having multiple celebrities in Super Bowl ads doesn't necessarily translate into better ad performance. **Brand linkage is the most important element to achieve.** Chosen celebrities must make sense for the brand and storyline if they are not already a recognizable spokesperson/cue.

Creative trends in Super Bowl 2024



Creating an ad for the masses in the age of personalization is no easy task.

The Super Bowl stands alone as a mass-marketing opportunity on television.

“\$7m for 30 seconds? To advertisers, the Super Bowl is worth it.”

The New York Times

What could possibly go wrong?

Creating an ad that knocks it out of the park is difficult. **Ads are less successful when:**

1. **The brand doesn't play a leading role** in the ad's storyline (can the story be told without the brand, or is the brand revealed at the end?)
2. **The ad doesn't portray the brand in a meaningful or different way.**
3. **A celebrity does not have a clear relationship or alignment** with the brand.
4. **Brands dumb it down for the masses and play it safe;** they risk low engagement and social media activity.



Methodology

For the fourth year in a row, Kantar has run Super Bowl ads through [LINK AI](#), which predicts creative effectiveness and is validated to in-market results

Scores reflect the percentile score compared to all of the ads in the Kantar creative normative database (the world’s largest). For example, when Reese’s scores an 86 in Impact, it scores higher than 85% of all other ads in our database (or in the top 15%).



Reese’s – “Yes”

Impact:	86
Enjoyment:	76
Brand equity:	73

The Super Bowl is an event, and we recognize that building brand equity is a priority over driving short-term sales for most advertisers, so we focus on these three measures:

Impact
the ability to be noticed and create advertising memories for the brand.

Brand Equity (Brand Power)
The ad’s potential to contribute to long-term brand equity.

Enjoyment
Table stakes for the Super Bowl.

As of Monday, February 12, 2024, at 12 am EST, we measured 67 national ads that ran during the game. Of those ads, we identified the top performers, which score in the top 30% (or close) in 2 out of 3 measures.

This study did not include CBS promotional ads, movie trailers, and local ads.

How to get it right

Three ways in...

Appeal to the widest audiences in a distinctive way



Reese's – "Yes"

Impact: **86**
Enjoyment: **76**
Brand equity: **73**

Start a provocative conversation with millions of people at the same time



Dove – "Hard Knocks"

Involvement: **73**

Develop expansive campaigns and use the game as an event



Coors Light – "Chill Train"

Impact: **80**
Enjoyment: **79**

Note: Scores reflect the percentile score compared to all of the ads in the Kantar creative normative database (the world's largest). For example, when Reese's scores an 86 in Impact, that means it scores higher than 85% of all other ads in our database (or in the top 15%).

Ads work hard if you're in on the joke

But still perform well even if you're not

Break through with high profile celebrities



Booking.com – “Tina Fey Books Whoever”

Impact: 91
Enjoyment: 88
Brand equity: 89

Lean into popular cultural moments



Uber Eats – “Don’t Forget Uber Eats”

Impact: 85
Brand equity: 61

Share memories whether they are old or new



Hellmann’s – “Mayo Cat”

Impact: 81
Brand equity: 76

Sustainability and DEI – dropping the bullhorn

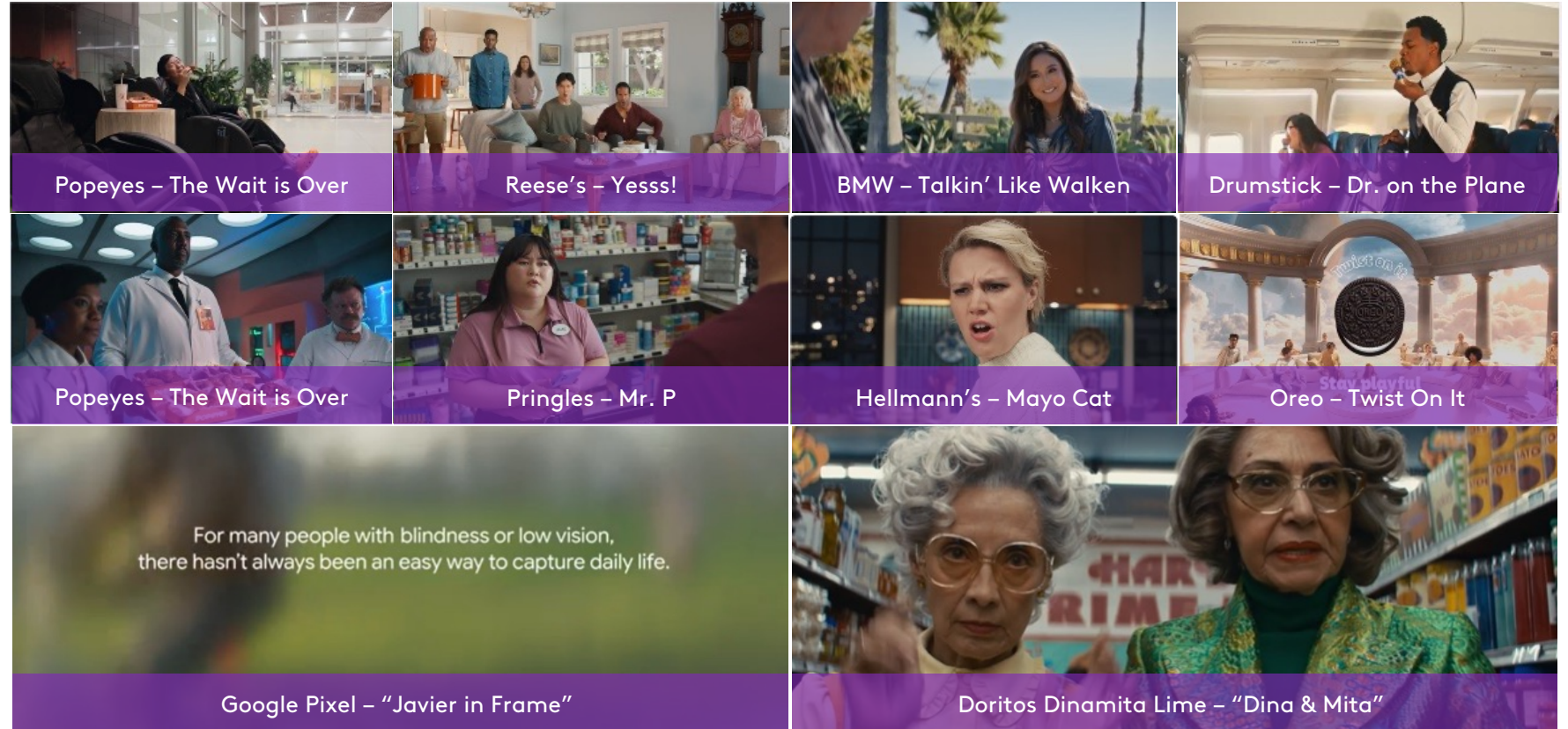
Inclusive casting that is culturally relevant, but broader in its appeal

56%

prefer Super Bowl ads that are **more inclusive and diverse**.

61%

state it's important for brands to be committed to **making society better**.



2024: Top performers

Ads that score in the top 30% in 2 out of 3 KPIs or higher



Booking.com – “Tina Fey Books Whoever”
Impact: 91
Enjoyment: 88
Brand equity: 89



Reese’s – “Yes”
Impact: 86
Enjoyment: 76
Brand equity: 73



Squarespace.com – “Hello Down There”
Impact: 83
Enjoyment: 80
Brand equity: 73



Toyota Tacoma – “Dareful Handle”
Impact: 87
Enjoyment: 80
Brand equity: 72



Doritos – “Dina and Mita”
Impact: 93
Enjoyment: 74
Brand equity: 61



Popeyes – “The Wait is Over”
Impact: 92
Enjoyment: 78
Brand equity: 53

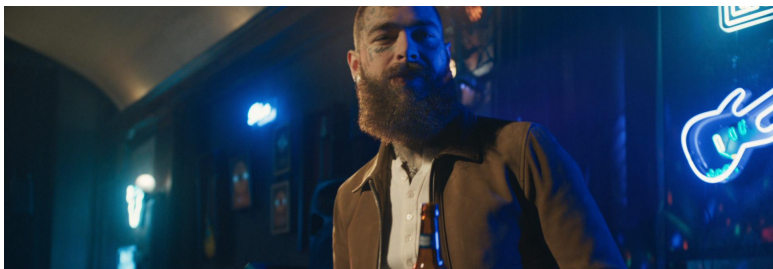
2024: Top performers

Ads that score in the top 30% in 2 out of 3 KPIs or higher



M&M's – “Almost Champions”

Impact:	90
Enjoyment:	44
Brand equity:	71



Budlight – “Easy Night Out”

Impact:	87
Enjoyment:	84
Brand equity:	37



Hellmann's – “Mayo Cat”

Impact:	81
Enjoyment:	67
Brand equity:	76



Coors Light – “Chill Train”

Impact:	80
Enjoyment:	79
Brand equity:	31



Oreos – “Twist On It”

Impact:	69
Enjoyment:	80
Brand equity:	80



Michelob Ultra – “Superior Beach”

Impact:	71
Enjoyment:	82
Brand equity:	30

As the backbone of this study, we used LINK AI to analyze creative effectiveness across all Super Bowl ads.

LINK AI allows you to test ads at scale, using artificial intelligence with results in 15 minutes.

[Learn more about LINK AI](#)



Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies, including 96 of the world's 100 biggest advertisers. We combine the most meaningful attitudinal and behavioural data with deep expertise and technology platforms to track how people think and act. We help clients develop the marketing strategies that shape their future and deliver sustainable growth.