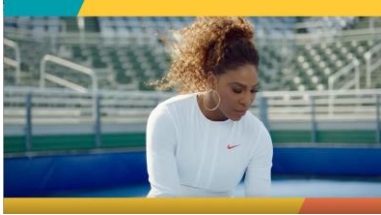


Bumble *'The Ball is in her Court'*

CASE STUDY SNEAK PEEK

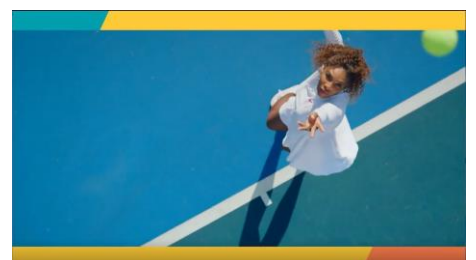
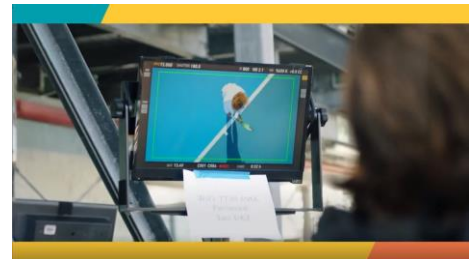
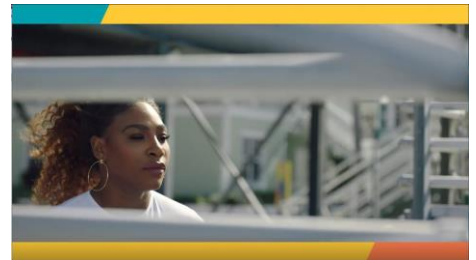


'The 2019 Superbowl was another competitive year both on and off the field. With 113M viewers tuned into the game, brands were fighting hard to get their ads to stand-out. With 30 second slots costing upwards of US\$5 million, how did brands cut through to capture the hearts and minds of consumers?'

Background

The online dating app featured Serena Williams in their empowering ad – 'The Ball is in her Court'. The ad discussed female empowerment and took us through Serena's journey as an elite athlete, business woman and a mum.

Check out the ad [here!](#)



The Results

KEY PREDICTOR MEASURES

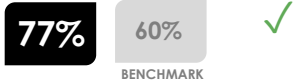
'The Ball is in her court' got people's attention, and conveyed its message well. However, it did not bond with the audience so.



ATTENTION
Will the ad get noticed?



BONDING
Does it strengthen brand feelings?



MESSAGE TAKEOUT
What messages are communicated?

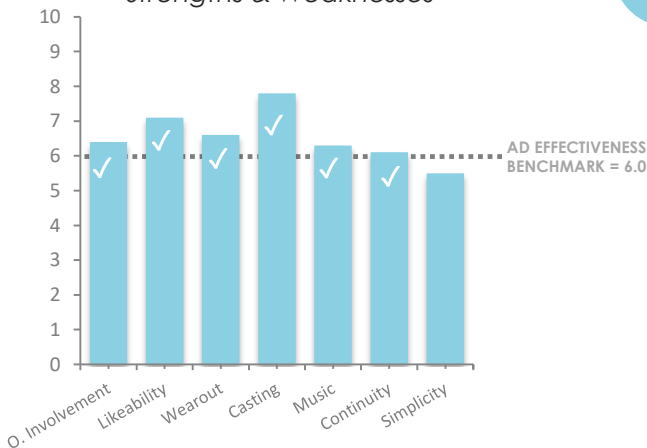


BRANDING
Is the brand the hero?

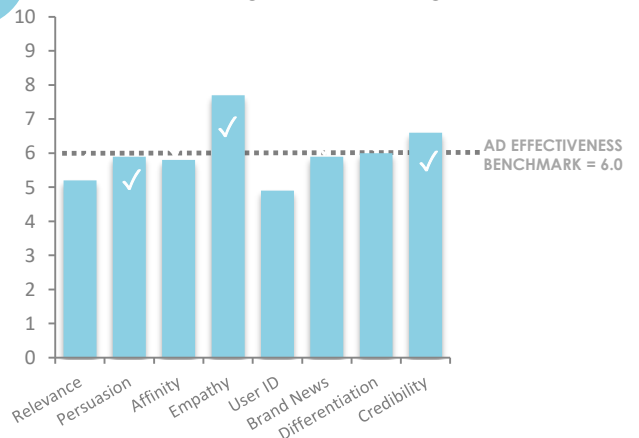
DIAGNOSTICS

While most of the attention scores reach benchmark, many of the bonding ones didn't. Many viewers did not find the ad relevant.

Attention Diagnostics
Strengths & Weaknesses



Bonding Diagnostics
What is driving Brand Feelings?



INSIGHTS: Gender



The strong majority of people believe it is important for brands to take a strong stand on social issues. Almost half the audience 'agreed' or 'strongly agreed' this ad challenged stereotypes.

48%

The ad challenges stereotypes

36%

Reflects Today's World

61%

Believe it is important for brands to take a stand on social issues

INSIGHTS: CELEBRITIES



Serena Williams got one of the highest recognition and good fit scores. She has a great positive equity and was highly effective.

74%

think was a good fit

89%

Recognised
Serena
Williams

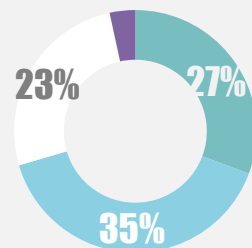
Like them very much

Like them

Neutral

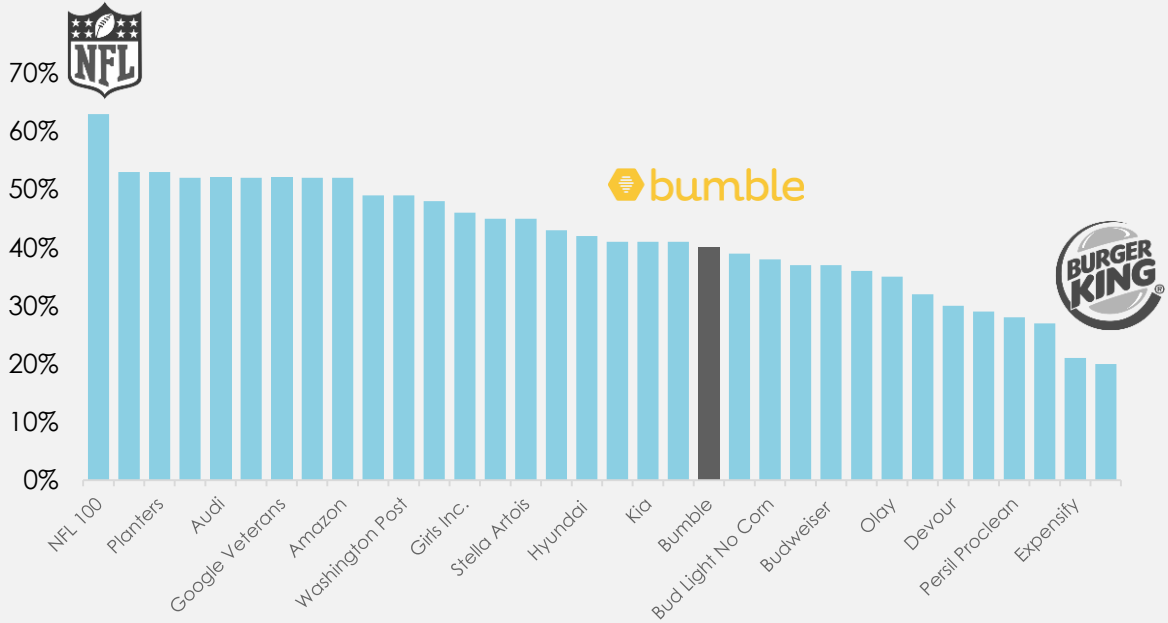
I dislike them

I dislike them very much



ADD+IMPACT® RANKING

When compared against the other 32 ads tested as part of our 2019 Superbowl Study, 'The Ball is in her court' ranks 21st



RECOMMENDATIONS



- Casting (7.8) was thought to be well-suited and drove the ads memorability and cut-through.
- This ad's message was clear and to the point.
- This ad's Bonding Score was just below benchmark, with most metrics falling short apart from empathy and credibility (of which were driven by Serena's Story).
- The ad does not successfully link with Bumble, with viewers unsure of the brand behind the ad.



This was just a glimpse at what insights we can uncover! Talk to us about some of the exciting new tech we're using, including real-time reactions and eye tracking