

# NFL 'Giants Dancing' CASE STUDY SNEAK PEEK



'The 2018 Superbowl saw a brilliant game play out between the Philadelphia Eagles and the New England Patriots. However, off the field, the battle between the big brands was just as intense. 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 NFL wanted to create a funny and memorable ad to encourage people to watch the football. Study's on previous Superbowl ads found that positive emotional connections received the most engagement and drive higher memory activation (branding).

Check out the ad [here!](#)

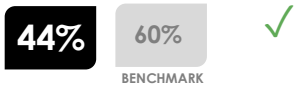


# The Results

## KEY PREDICTOR MEASURES

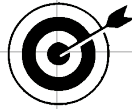


**ATTENTION**  
Will the ad get noticed?



**BONDING**

Does it strengthen brand feelings?



**MESSAGE TAKEOUT**  
What messages are communicated?

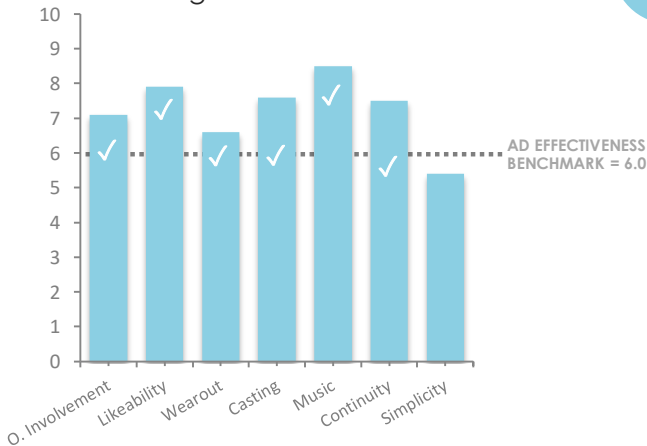
**BRANDING**

Is the brand the hero?

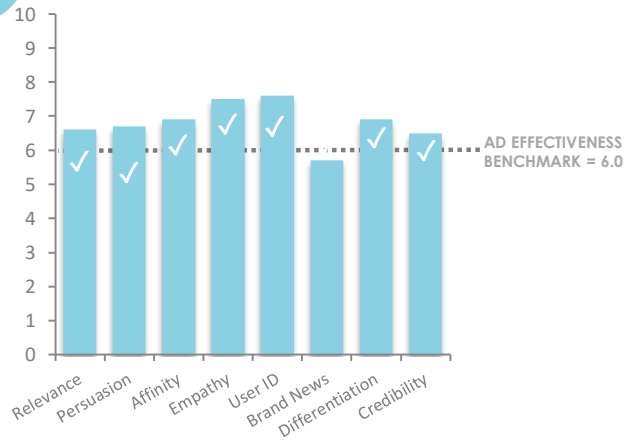


## DIAGNOSTICS

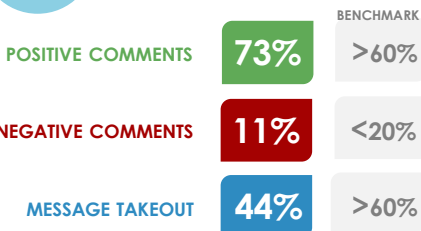
### Attention Diagnostics Strengths & Weaknesses



### Bonding Diagnostics What is driving Brand Feelings?



**Qualitative Analysis**  
What are they saying?



"I thought it was very funny, cute, and creative."

"Loved this ad! Original, great tune, funny!"

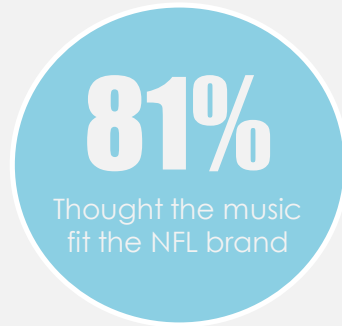
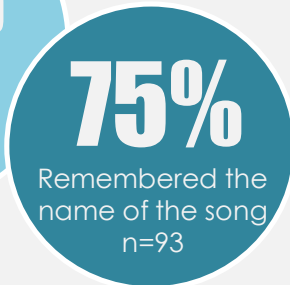
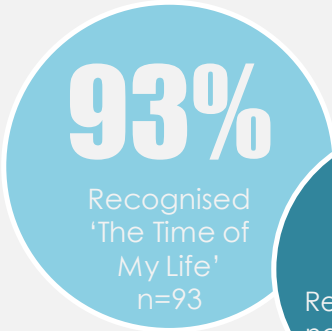
"I loved it and could not help but laugh. Also, 'Dirty Dancing' was one of my favourite movies, so this ad was great."

"I only recognized the football player named Manning, but I wasn't really sure what they were trying to advertise."

INSIGHTS: MUSIC



'The Time of My Life' (Bill Medley and Jennifer Warnes) resonates extremely well with the audience, with the vast majority recognising the song.

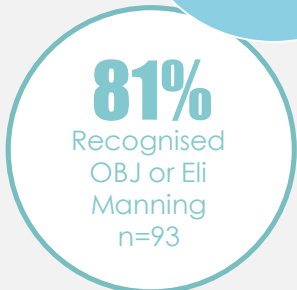
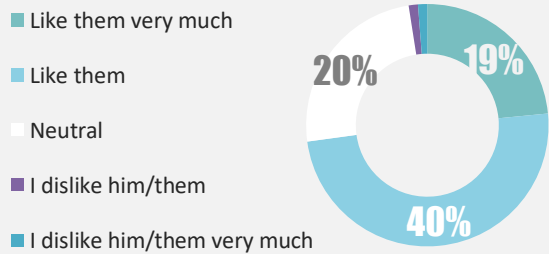


*"Great. Dirty dancing  
music. Very funny."*

INSIGHTS: CELEBRITIES

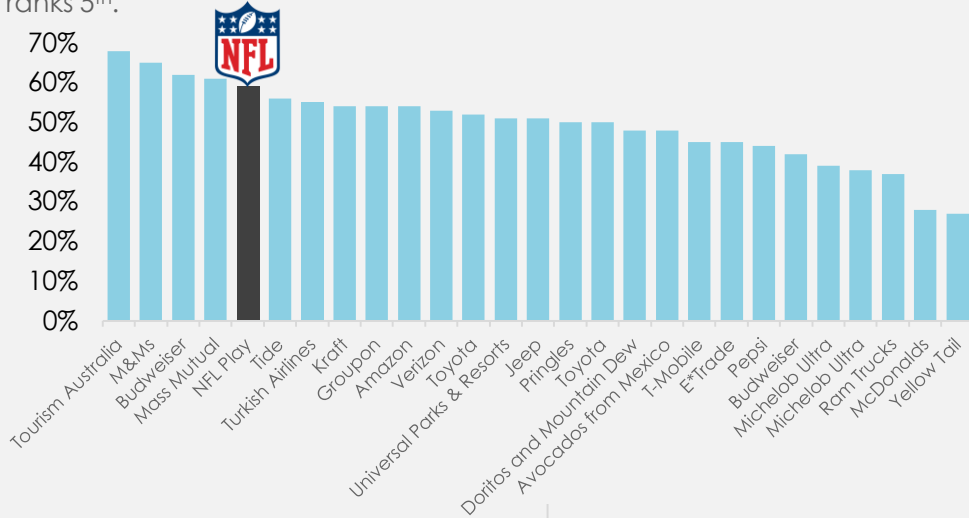


The duo sportsman are relatively well-known and liked by almost 2/3 of the viewers. Over 70% think they are a good match for the brand.



## ADD+IMPACT® RANKING

When compared against the other 27 ads tested as part of our 2018 Superbowl Study, 'Dancing Giants' ranks 5<sup>th</sup>.



The ad ranks in the **top 5%** of all ads tested in the USA

USA ads (470 ads)

## RECOMMENDATIONS



- Music (7.5) enhanced the viewers' overall memorability of the ad and the casting were thought to be well-suited for the ad.
- This ad's message was lost on the audience, with many confused about the branding or unsure of the ad's humor.
- This ad tends to increase the audience's bonding to the NFL thanks to impressive user identification and differentiation.
- The ad does not successfully link with the NFL, with many 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