MKT101 Topic 10 Worksheet 1

Super Bowl Commercials

Your Task

Conduct research on how leading brands use consumer insights to create successful Super Bowl Commercials. How do those leading brands evaluate the success of their advertisement?

Your lecturer will assign you to a breakout room for this learning task. Complete the following tasks:

* Select at least two (2) Super Bowl advertisements
* Research the insights that informed the decision-making process for the development of these advertisements.
* Discuss what impact the ads had on their brand and sales.

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