

vidmob × EDO

SUPER BOWL ADS:

The Creative Elements that Drove Success

Super Bowls 2022 + 2023



INTRODUCTION

With Super Bowl LVIII just around the corner, fans and brands alike are getting ready for the year's most exciting evening of TV spots. At the center of all the hype sits the coveted Super Bowl TV ads — those high-stakes moments of creative ingenuity that mix marketing mastery with consumer engagement. With millions at stake and often less than 30 seconds to get it right, advertisers need to be as strategic and precise as the players on the field.

In order to help marketers prepare for the bright lights of the Big Game, EDO, the TV outcomes company, teamed up with Vidmob, the leading creative data company, to combine our expertise for deeper insights into the creative choices that drive results on TV advertising's biggest night.

Since 2015, EDO has scored every Super Bowl ad on its predictive impact on business outcomes, measuring increases in consumer engagement for a brand or product in the minutes immediately following a TV ad. Vidmob then used its AI-powered analytics platform to extrapolate creative data from the TV spots that ran during the 2022 and 2023 Super Bowls — totalling 176 Big Game ads — to pinpoint creative elements correlated with higher performance.

If past Big Games are any indicator, we can expect this year's game to bring more sweeping vistas, moving voiceovers, laugh-out-loud moments, real-time interaction, brand partnerships, and even multimedia experiences during Usher's 13-minute Apple Music halftime performance.

For this Big Game analysis, network promo spots, as well as pre- and post-game ads were excluded. Combining this powerful dataset and analysis, Vidmob and EDO identified the following five creative insights for top performing Super Bowl advertising.

Methodology

Using AI-powered Analytics, Vidmob and EDO analyzed 176 ads and 18.4 billion impressions from brands that ran advertising during the 2022 and 2023 Super Bowls to identify key visual elements and creative strategies that successfully boost engagement.

TIMELINE	2022 & 2023
PLATFORM	TV
IMPRESSIONS	18.4 B
ADS	176
OBJECTIVES	Consideration
KPI	Creative Engagement Rate
REGION	U.S.A

Vintage Vibes Reign Supreme

No surprise — nostalgia emerged as a force within Super Bowl ads, transcending time to weave narratives that resonate deeply with audiences. VidMob's analysis revealed that integrating nostalgia, iconic music, and timeless talent (aged 65 and above) resulted in a **+36%** increase in EDO's Creative Engagement Rate. Ads featuring nostalgia showed a **35%** greater engagement rate than the median ad, while ads featuring music showed a **15%** greater engagement rate, and ads starring 65+ers showed a **57%** greater engagement rate.

In this soon-to-be timeless T-Mobile ad from the 2023 Super Bowl, John Travolta teamed up with Scrubs besties Zach Braff and Donald Faison to sing a rendition of Grease classic Summer Nights about T-Mobile's Home Internet. The nostalgia-laced Super Bowl spot was **4.4x more engaging** than the median ad in the Big Game that year.



T-MOBILE "NEW YEAR. NEW NEIGHBOR"

For this year's ads, we assume the harmonious blend of throwback tunes and revered older celebrities will continue to bridge multi-generational audiences, forging deeper brand connections.

INSIGHT

KPI: Creative Engagement Rate

+35% ↑ with nostalgic tone

+57% ↑ with talent ages 65+

+15% ↑ with music

Expansive Panoramas Propel Engagement

Viewers were ready for the great escape, and many Super Bowl ads delivered. Our analysis revealed a notable **+64%** surge in Creative Engagement Rate related to grand, expansive settings, aerial adventures, and even outer space! The idea of being surrounded by colossal canvases aligned with the monumental scale of the Big Game — captivating audiences with visuals matching the event's grandeur while embedding firmly within relatable, cultural significance. Scenes of cities and aerial views drove **66%** and **50%** greater engagement, respectively, while scenes of astronomy delivered an out-of-this-world **125%** greater engagement than the average Super Bowl ad analyzed.

In this...stellar Super Bowl spot by Salesforce, Aeronaut Matthew McConaughey promotes environmentalism in a light-hearted spot, which is definitely not a trailer for Interstellar 2. This out-of-this-world ad was **4.8x more engaging** than the median ad in the Big Game that year.

Look for more artful, transportive experiences in the Big Game. We expect multiple ads to whisk viewers away on visual vistas that transcend the ordinary — perhaps even to the stars and beyond.

INSIGHT

KPI: Creative Engagement Rate

+66% ↑ with city landscapes

+50% ↑ with aerial views

+125% ↑ with astronomy



SALESFORCE "NEW FRONTIER"

Driving Ignites Excitement—Beyond Automotive Brands

Vidmob found a compelling **+62%** increase in Creative Engagement Rate associated when scenes featured folks behind the wheel, even if the commercial wasn't for a car brand. Ads featuring cars and the road boosted engagement lift **80%** and **44%**, respectively.

In this SKECHERS ad from the 2023 Super Bowl, Snoop Dogg hits the road - in his sweet green ride from the tarmac to his golden wheels to the Oval Office (with Martha Stewart), driving **1.8x greater engagement** than the average Big Game ad that year.



SKECHERS "SLIP INS, SNOOP DOGG"

This Super Bowl Sunday, expect to see advertisers build compelling narratives with kinetic energy, driving impact with dynamic motion, and heightening audience engagement with the excitement of exploration.

INSIGHT

KPI: Creative Engagement Rate

+80% ↑ with cars

+44% ↑ with roads

+55% ↑ with talent driving

Embrace the Allure of Outdoor Escape

Marketers aren't the only ones seeking an escape from their screens this February. Many winter-trapped audiences found freedom—and engagement—with ads taking them on a visual journey into the great wide open.

Our analysis noted a significant **+59%** increase in Creative Engagement Rate linked to ads with scenes shot in nature, often accentuated by outdoor attire. Outdoor visuals played a crucial role with contributing to a **25% lift in engagement**. However, it was the gear that had an even more significant engagement impact, with creative featuring jackets and footwear driving a **53%** and **78%** increase in engagement, respectively.

In this Toyota Tundra ad from the 2022 Super Bowl, many a Jones (Tommy Lee, Leslie, Rashida, and even a Jonas) are seen ruggedly racing through sand, snowy peaks, and valleys - driving **8x greater engagement** than the average Big Game ad that year

This outdoor allure doesn't solely stem from pandemic-induced desires but also taps into our timeless aspirations of escape and rejuvenation found in nature. In the highly manufactured setting of the Super Bowl, it's likely 2024 ads will feature outdoor settings to strike a chord with viewers seeking respite and connection beyond synthetic and digital walls.

INSIGHT

KPI: Creative Engagement Rate

+25% ↑ with outdoor views

+53% ↑ with talent in jackets

+78% ↑ with talent in footwear



TOYOTA TUNDRA "THE JONESES"

Big Gains for Bold Claims

Sometimes less can be more. VidMob's analysis showed that simple, declarative statements - often claims around a brand, product, or benefit - drove a **33% lift**. At first glance, simply placing words on screen like 'This', 'It's', and even "No" may seem basic, but when used within bold, branding statements, they correlated directly to higher performance. And with such statements, a slower cadence can also make a difference.

In one of 2022's top performing Super Bowl ads, Polestar showcased its Polestar 2, the 100% electric five-door liftback. With an ad showing one word per second in clear, thought-provoking statements, the brand drove **23x greater engagement** than the median Big Game ad that year.

As consumers increasingly understand what's on the line for advertisers (more than \$7 million per spot) on one of advertising's biggest stages. Thoughtful brands who are willing to slowly unveil powerful messages will command engagement, distinguish themselves, and no doubt carve out space as a Super Bowl advertising winner.



POLESTAR'S "NO COMPROMISES"

INSIGHT

KPI: Creative Engagement Rate

+45% ↑ using the word "this"

+39% ↑ using the word "it's"

+16% ↑ using one word per second

No Super Bowl playbook is complete without actionable creative analysis

The Super Bowl is the ultimate proving ground for brand advertisers wanting to showcase their creative chops. For those that are willing to play, the challenges are great, but the rewards can be greater. Investment in the Big Game offers unparalleled reach and the rare opportunity for advertising creative to engage a massive, captive, and diverse audience. And when that ad leaps from advertising's biggest stage into the hearts and minds of your customers? Your investment in creativity leads to real business outcomes.



ABOUT VIDMOB

Vidmob is the leading creative data company that empowers marketers to make decisions that improve media, brand and business outcomes. With unmatched AI & ML technology paired with the most connections to the world's leading digital channels like Google, Meta, Amazon Ads, TikTok, LinkedIn, Twitter, Snap, Pinterest, Hulu and Reddit, Vidmob delivers powerful creative analytics that result in meaningful business impact.

Vidmob is a mission-driven organization, donating over 1% annually to Vidmob Gives, a 501c3 committed to giving back to our communities through service work, donations, and the development of pro bono creative for nonprofits.

Learn more about Vidmob at www.Vidmob.com and Vidmob Gives at www.vidmob.com/vidmob-gives

ABOUT EDO

EDO is the TV outcomes company — a leading platform measuring predictive behaviors driven by Convergent TV advertising. By combining real-time engagement signals with world-class decision science, EDO data maximizes creative and media performance. We work with modern marketers at leading brands, TV networks, entertainment studios, and ad agencies. EDO's investment-grade data align advertising investments to business results — with detailed competitive, category, historical, and predictive intelligence. For industry intel, success stories, and top ads, visit EDO.com.