

# How to Score a Super Bowl Ad

## Scoring Criteria



### Stopping Power

- Does the ad capture attention?



### Clarity

- Is it easy to grasp what is being sold, what it does and why to buy it?



### Persuasion

- Does it make a viewer who buys in the relevant category want to buy the product?

### Engagement

- Does it foster engagement (e.g. sharing on social media)?

### Emotional

- Does it generate feeling (e.g. joy, sadness, inspiration, etc.)?

### Newness

- Does it tell the viewer something new?

### Credibility

- Is it believable?

Yes

No

Continue

Grade F



Continue

Grade C



Number of "Yes"

1 of 5 = Grade B-

2 of 5 = Grade B

3 of 5 = Grade B+

4 of 5 = Grade A-

5 of 5 = Grade A

# Scorecard

Company/Ad	Stopping power	Clarity	Persuasion	Engagement	Emotional	Newness	Credibility