



The Super Bowl is more than just a football game, it showcases American culture.

It has a lot of viewers; they want to look at the game of course. But believe it or not they also enjoy looking at the commercials.

So, this is a golden opportunity for companies to show their products. But it's expensive a 30 second commercial cost \$5.6 million in 2020. The price of a Super Bowl commercial has nearly doubled in one decade.

<https://bleacherreport.com/articles/2874157-super-bowl-commercials-2020-updated-ad-costs-value-and-leaks-info>

Your mission is to choose one Super Bowl ad and to analyse it.

Friday 27 Mars we will do a test connection to ZOOM at the beginning of your lesson. I will send your ZOOM invitations to your email. At the end of your lesson send me the commercial you want to work on and what you have done so far in written form.

Friday 3 April do your oral presentation on ZOOM. It's graded.

You can use these questions as a guideline for your reflection. You can work in groups if you want or alone.

PRODUCT AND TARGET AUDIENCE/CONSUMERS

-What product or service is being advertised?

-Who do you think is the primary target audience for this product or service?

PLOT AND CHARACTERS

-What is the story line or plot of the commercial?

-Who are the main characters, and how are they presented?

-What key qualities or traits are significant about the main characters?

-What secondary characters are used to enhance the plot or setting, and what are their roles?

-How does the story line relate to the use and purpose, or the image, of the product or service?

-What visual effects are used, and what is their effect?

-How would you describe the commercial's tone?

THEMES AND ELEMENTS

- What themes or values are presented in the commercial?
- How might these themes relate to the product or service?
- What attitude or opinion do you think the commercial expresses?

ASSESSMENT

- What judgment might you make about the product and its consumers based on the commercial?
- How successful do you think it is in enticing viewers to buy the product or service?
- Might you use or buy it as a result of this commercial? Why or why not?
- How might the commercial influence viewers to consider, question or act on the political or social themes presented?