

## ***Research Super Bowl Television Ads***

Teams of 2-4 students

**Activity-** Go online and research the commercials recently shown during the Super bowl football game. Your teams' job is to rate your teams Most favorite and Least favorite commercials shown and to answer the following questions:

1. After watching each of these commercials, which of them did you have no idea what the selling message was or what the company were trying to sell? (list any 3 commercials)
2. List any commercials which influenced you to buy the product.
3. List any commercials which annoyed you and explain.
4. Decide as a group and rate your top 10 Super Bowl Commercials this year. (#1 as most popular and #10 as least popular)
5. Lastly, go online to Sun-Sentinel.com and list the top 5 commercials and the worst 5 commercials selected by consumer research.