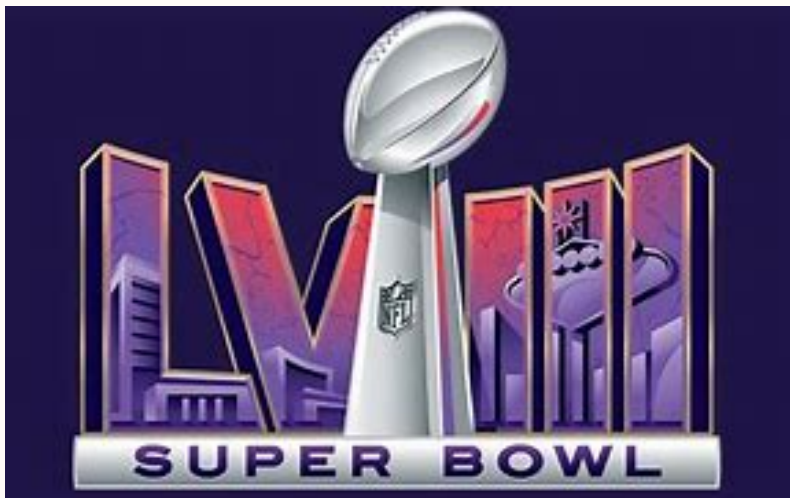




Amidst the excitement of touchdowns and halftime shows, **the Super Bowl has become synonymous with another spectacle: the battle of the commercials.** From brand name repetition to celebrity endorsements, each ad is meticulously crafted to leave a lasting impression on viewers and drive consumer action. As millions of viewers tune in for the game, advertisers compete to create memorable moments that will linger long after the final whistle blows.



Among the commercials aired during Super Bowl LVIII, one standout is the **MTN Dew advertisement**. This ad cleverly employs a play on words and brand name repetition to captivate its audience. By constantly referencing the product's name, "Baja Blast," MTN Dew ensures that it becomes ingrained in viewers' minds. The use of a famous personality adds to the allure, drawing attention and creating a memorable experience. The playful slogan, "wherever you are, you can always have a blast with BAJA blast," not only reinforces the product name but also evokes a sense of fun and enjoyment. This strategic approach ensures that consumers not only remember the ad but also associate the product with positive emotions, increasing the likelihood of purchase.

Similarly, **Budweiser's advertisement** follows a formula that has proven successful year after year. This year Budweiser evoked feelings of nostalgia and sentimentality by bringing back a familiar duo, the iconic Clydesdale horses and Labrador puppy. Eliciting an emotional response from viewers as well as the ad's simplicity is what makes it effective. The commercial's ability to tug at the heartstrings ensures that it will be remembered long after the game is over.

Uber Eats' advertisements, which feature an ensemble cast of A-list celebrities like Jennifer Aniston, David Schwimmer, Usher, and the Beckhams, grab your attention from the start. The ads cleverly use the tagline, 'in order to remember something, you've got to forget something else,' adding a blend of nostalgia and humor by crafting memorable moments, such as Aniston forgetting Schwimmer's identity despite being long-standing costars in the past. Uber Eats' ads show the effectiveness of using celebrities to connect with audiences on a personal level.

The strategies behind Super Bowl ads are as diverse as the brands themselves. From brand name repetition to emotional storytelling and celebrity endorsements, each commercial aims to capture the attention of millions and leave a lasting impression through creativity, relevance, and the ability to connect with viewers on a deeper level.