

Conventional and Social Value Marketing Strategies Used in Super Bowl Advertisements

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ABSTRACT

Advertising is a financial expense that companies spend on because advertisements led to an increased demand of a product which causes an overall increase in revenue (Schuman, Wangenheim, & Groene, 2014). During the increase of social movements in the year 2016 spiked by large influencers such as Colin Kaepernick kneeling during the national anthem in support of racial equity, the researcher analyzed whether or not large companies would begin to use social values such as women empowerment, racial equity, etc. in their advertisements in order to appeal to a larger audience. Thus, in this research paper, the researcher performed a content analysis of a series of advertisements released through the 2016-2019 Super Bowls using a mixed qualitative and quantitative method of coding to determine which variable was most often found in Super Bowl advertisements: conventional marketing strategies or social value strategies.

Introduction

Advertising is an important aspect of a company's expenses and overall revenue because an advertisement's intended purpose is to increase the demand of a company's product by showcasing it in an effective and appealing way to a consumer audience. Thus, research typically shows that there is a direct connection between advertising, marketing strategies, and a company's sales because companies spend money on advertising and other marketing tools to support their products' demand in hopes of increasing revenue (Schuman, Wangenheim, & Groene, 2014). Furthermore, during the year 2016, the powerful cultural movement known as the Black Lives Matter movement (BLM) witnessed an emergence of social and political consciousness coming from star athletes such as Colin Kaepernick (Arnold, 2017). Therefore, because of the increase cultural movements such as the BLM spiked by large influencers such as Colin Kaepernick kneeling during the national anthem in support of racial equity, the researcher analyzed whether or not large companies would begin to use social values in SuperBowl advertisements such as women empowerment, racial equity, etc. in their advertisements as a way of increasing overall demand for their product.

Celebrity Appeal and Specific Audiences in Advertisements:

One prime example of a way that companies are attracting consumers to their products is through the utilization of celebrities in advertising. In an experiment conducted by Kevin YC Chung, Timothy P. Derdenger, and Kannan Srinivasan, professional marketing scientists, the researchers sought to determine the effect of Tiger Woods' endorsement deal with Nike on the overall sale of Nike golf balls. The researchers discovered that from the year 2000 to 2010, the Nike golf ball division reaped an additional profit of \$103 million as a result of having an endorsement deal with Tiger Woods (2014). Hence, Nike's usage of Tiger Woods as the representative of its golf-line revealed that companies use celebrities as a way to increase profit in divisions of the company relating to the sponsored celebrity's respective career. By using celebrities, companies are trying to send the message to consumers that since these celebrities, very

influential/prominent figures in society, are using these products the average consumer should be too. This ultimately reveals that consumers are more likely to find a product appealing if they recognize a celebrity who is promoting it.

In a different research study now conducted by E. Bun Lee and Louis A. Browne, which was done to determine the effects of television advertising on African American teenagers, the researchers found out that representation of African Americans in advertisements began to increase significantly over the years as African Americans were now beginning to spend more money on their desires in the economy (Lee, Browne, 1995). To summarize, the research study concluded that the increase in the number of products that African Americans were purchasing in the economy led to an increased representation of African American celebrities in advertisements. Moreover, in the same research study, E. Bun Lee and Louis A. Brown continued to emphasize how Nike used Micheal Jordan and Spike Lee as a way to sell more Jordans, a type of shoe, to an African Americans audience since they are the largest shoe-buying race (Lee, Browne, 1995). Essentially, Nike specifically chose to incorporate Micheal Jordan and Spike Lee in their advertisements in order to market a specific product (Jordan shoes) that they know is popular with a specific race. By choosing to use these celebrities that were well renowned amongst a younger African American audience, Nike hoped to increase their sales by allowing children to believe that if they bought the same shoes as Micheal Jordan, subjectively one of the greatest basketball players, that they could potentially be as good as him. As seen by this group of research studies, companies specifically integrate celebrities in their advertisements as a way to appeal to consumers that these are the products that they should be buying in order to be like the celebrities seen on TV. Thus, the desire to be like a celebrity, singer, athlete, etc. drives consumerism to higher levels.

Another important factor when considering how to advertise is having an intended audience to target as the main consumer for your product which can be connected back to the research study by Lee and Browne. The purpose of an advertisement is to get more people to buy their products, and if a company keeps releasing their advertisement to their intended audience, the rate at which their product is being sold stays consistent, benefiting the company. Similarly, in a different experiment conducted by Jan H. Schumann, Florian von Wangenheim and Nicole Groen who attempted to determine how targeted online advertising leads to an increased amount of company sales, argue that selectively displaying advertisements according to users' browsing behavior, sociodemographics, and interests increases the revenue of the company (Schumann, Wangenheim, & Groene, 2014). In other words, selectively choosing a certain group of people can lead to an increased amount of company sales. Specifically, companies market their advertisements to people who are more likely to buy their product in order to maximize profit.

Sex Portrayal in advertising:

In addition to focusing on audience and celebrity, companies also utilize sex and gender in advertising because male and female ad representations differ according to the type of advertisement and who the intended audience is. Advertisements that have been targeted towards male audiences have shown to have a higher number of sales compared to the portray female actors, which reveals how advertising with male audiences has a higher chance of selling company products. In an experiment involving rhesus macaques, a species of old-world monkey, Yavuz M. Acikalin, a PHD Stanford marketing specialist, wanted to find out whether or not monkeys have behavior that is similar to humans in response to sex and social status in advertising. In the experiment, rhesus macaques were shown two different types of advertising, one with a female monkey and one with a male monkey. The researchers found out that Monkey's preferred advertising that showed male genitals and a higher status of power (Acikalin, Watson, Fitzsimons, & Platt, 2018). As a result, this can be compared to humans because these researchers also claim that our results support the hypothesis that the power of sex and status in advertising emerges from the spontaneous engagement of shared, ancestral neural circuits between Rhesus macaques and humans (Acikalin, Etc, 2018). Thus, humans, like Rhesus macaques, are more likely to buy a product with male representation in advertising than females. Overall, companies need to keep in mind that gender-representation is an important aspect of advertising because using a specific gender either female or male could increase the number of company sales over the others. Hence, people are more likely to

want to see a male representative to promote a product rather than a female representative; therefore, large retailers are promoting products through male representatives more often than females.

Values Behind advertising:

Essentially, advertisements are one of the techniques used by companies to engage with their audiences in order to increase the economic wealth of their businesses. Hence, companies spend a plethora of resources in order to ensure that their advertisements persuade people into buying their products. In Ksenia Popova's research to determine the most effective strategies behind advertising, Popova claims that people are more prone to buy products if the advertising has problem-solving advice, appeal to emotions, or empathy (Popova, 2018). Kalina Degrauwe-Mikołajczak and Malaika Brengman support Popova's claim about advertising being more effective when it incites some type of emotion in consumers in the *Journal of Behavior Addictions* where they assess the influence of advertising on compulsive buying. Degrauwe-Mikołajczak and Bregma support Popova's findings about how a consumers' feelings can influence them to buy something because they state that compulsive buying appears to be positively related to the attitudes towards advertising such as if the advertisement makes you feel happy or excited you are more likely to compulsively buy (2014). In other words, there is a connection between people who compulsively buy items to their attitudes towards advertising. By making an audience feel good about the products through their advertising, consumers are more likely to buy their products which is going to increase their sales. Companies, therefore, understand that through their advertisement they can increase the sales of the products they are advertising, and all they need to make an audience feel confident and positive about the product they are going to buy.

Overall Gap:

After analyzing some of the strategies that companies use in their advertisements, the literature review shows that companies use conventional marketing strategies in their advertisements such as celebrity appeal, specific audiences, and sex to send specific messages to consumers in order to persuade certain groups of people into buying their products. Shi Qi, in an experiment to determine the impact of advertising regulation on the cigarette industry, claimed that in 1971, the cigarette advertising ban led to an increase of Ad spending in the upcoming years led large companies increased their advertising up to 74%, which resulted in people smoking more frequently as a result of these advertisement (Qi, 2013). In other words, the increase of advertisements for tobacco led to an increase of frequent smokers. Despite people wanting to ban nicotine, advertising, even for addictive and harmful substances such as nicotine, can still drive consumers to buy products from their companies. Hence, Qi's research shows how advertising has the ability to shape human behavior because despite tobacco being a harmful substance for humans, people are still willing to listen to advertising and smoke. In other words, Qi's research suggests that advertisements can persuade people to feel a certain way over a social issue.

Moreover, a social issue is a conflict that influences a group of people typically in a negative way. This means that a social conflict is something that is happening in society at the moment that causes a turmoil of emotions. To be specific, Jeffery R. Hoffman, in his experiment wanted to determine whether or not social marketing can be used to solve problems such as water and environmental issues. Using professionally produced advertisements and paid media, Hoffman therefore focused his message on water conservation to extend the current water supply, and by the third year of the campaign, a sense of social responsibility was instilled in the public (Hoffman, 2006). This shows how advertising can have a clear effect on the audience and the issues they face.

A company that capitalizes on the usage of conventional marketing strategies and social value strategies is Nike. Specifically, in one of Nike's most recent Emmy Winning Advertising campaigns, "Dream Crazy", Nike utilizes ex-NFL athlete Colin Kaepernick as a way to target minority communities after his forceful departure from the NFL to send a more empowering message to never give up on the dreams one has. Colin Kaepernick was forcefully removed from the NFL for kneeling during the national anthem because he thought the rights of minorities were not being

listened to by the government. Therefore, Nike created an advertisement after seeing that people were upset about Kaepernick's removal from the NFL because they wanted to make people feel as if their brand was with them and not other companies. By using Colin Kaepernick in the "Dream Crazy" campaign, Nike is able to create a connection between the audience of minorities and the message of the advertisement. Hence, by using a combination of specific strategies in "Dream Crazy" such as celebrity appeal (Colin Kaepernick), companies are more likely to attract consumers to their products through basic marketing strategies. Because of an ever-changing market, specific marketing strategies such as the usage of celebrities in advertisements, companies need to understand and adapt to what is going to persuade consumers into buying their products.

However, while there is research on the specific marketing strategies used in advertisement there is little to no research that looks into whether or not companies are following the footsteps of Nike and using instances of social value or conventional marketing strategies in Super Bowl advertisements after 2016. From an economic perspective, this research is important to consider because it allows companies to understand what factors make their sources of advertisement more effective: Social Value or Conventional Marketing Strategies. Companies can, thus, take the results from this research and apply them when coming up with an advertisement to effectively maximize their product sales. This is valuable to companies because they will now be able to make advertisements that will most of the time persuade people into buying the products that they are selling. In accordance with the researcher's topic of inquiry, the researcher hypothesized that after the year 2016 large companies were going to use advertisements that contained social values more often than conventional marketing strategies.

Methodology:

In this study, the researcher performed a content analysis of a series of advertisements released through the 2016-2019 Super Bowls using a mixed qualitative and quantitative method of coding to determine which variable was most often found in Super Bowl advertisements: conventional marketing strategies or social value strategies. A content analysis was performed in order to determine the specific strategies that companies were using in Super Bowl advertisements, and whether or not the social movements during the year 2016 using more social value strategies in advertisements.

In order to address the gap of research on whether or not companies are using social value strategies in their advertisement, the researcher will conduct a content analysis of advertisements aired over the years of 2016 and the 2019 Super Bowl. The researcher will employ a content analysis, which, according to Robert C Angeli from the Journal of Conflict Resolution defines as, "the term given to any systematic attempt to codify the matter contained in a defined set of communications." (1964). Hence, a content analysis would be appropriate for the researcher's study because the researcher is going to be looking into coding what he is seeing in Super Bowl advertisements. In utilizing this, the researcher can more effectively follow what is going on in the Super Bowl advertisement while coding what is happening in the advertisement.

Moreover, to determine what conventional marketing strategies the researcher was going to be looking for, the researcher looked back at the conventional marketing strategies found within the literature review in order to see if companies were using similar or different advertising techniques in the Super Bowl. This means that these marketing strategies were found to be already effective. First, one of the qualitative codes that is most frequently found in the advertisement is the use of celebrity appeal meaning that companies use celebrity representatives in their advertisement to sell more of their product. E. Bun Lee and Louis A. Browne, professionals from the Journal of Black Studies, emphasize how Nike used Micheal Jordan and Spike Lee as a way to sell more Jordans. Nevertheless, this does not only happen within Nike advertisements, but this is also a common trend that can be found within multiple company's advertisements, which results in the researcher's first code: Celebrity Appeal.

The second qualitative code for measuring conventional marketing strategies was the company targeting a specific audience. To determine this code, the researcher built off the ideas of Jan H. Schumann, Florian von Wangenheim and Nicole Groen, in their experiment to determine how targeted online advertising leads to an increased amount of company sales, argue that selectively displaying advertisements according to users' browsing behavior,

sociodemographics, and interests increases the revenue of the company (Schumann, Wangenheim, & Groene, 2014). In other words, these researchers make the argument that choosing to release advertisements to a specific audience leads to higher revenue. The researcher, hence, using the work of Schumann, Wangenheim, and Groen decided to use targeted audience as one of their qualitative codes. Thirdly, another code found within the literature review of the researcher is male sex appeal. In other words, the usage of male representation to sell more products. Yavuz M. Acikalin, et al helped the researcher determine this qualitative code because the researchers found out that Monkey's preferred advertising that showed male genitals and higher monkey status and that there is a common ancestor between Monkeys and Humans (Acikalin, et al, 2018). As a result, in advertisement, there is a large number of male representations in comparison to females so the usage of male representation in ads is a more frequent conventional marketing strategy. Therefore, the researcher decided to use "sex appeal" as one of their qualitative codes. Social value strategies are more difficult to determine due to the fact that the researcher has to create a set of analyzed codes with accurate definitions.

Moreover, in order to determine the qualitative codes for the social values found within the advertisement, the researcher decided to preview a series of advertisements from large scale companies. After watching a series of Nike advertisements from the "Dream Crazy campaign" that contain some form of social value, the researcher found the qualitative codes that were most prevalent within these advertisements. For example, Serena Williams, a renowned tennis player, and social activist uses her influence to speak out against things she sees is wrong with society such as racial inequalities (Douglas, 2012). Serena Williams is often found on Nike Advertisements encouraging women to become the next greatest athlete; therefore, one of the qualitative codes is "Women Empowerment". This process of analyzing a series of pre-advertisements, using a random number generator on advertisements that had social value in order to remove bias, was used to determine the most common themes of social value present in advertisement and they were: women empowerment, defying adversity, justice for minorities, contributing back to the community, and overcoming poverty.

The sample the researcher is going to be using for their content analysis is a fraction of the advertisements released in the Super Bowl from the years 2016 and 2019 as a result of the fact that companies spend thousands to millions of dollars in Super Bowl advertisements since millions of people tune into such a large event; therefore, they must selectively decide how to appeal to an audience. Thus the researcher chose this sample in order to see if companies had decided to incorporate social values and social justice issues within their advertisements as a result of the kneeling of Colin Kaepernick during the national anthem and removal of the NFL for this protest. Hence, the way the researcher is going to do this is he is going to analyze the advertisements released in the Super Bowl from the years 2016 and 2019. In order to not oversample which is where a researcher takes more than 10% of the total population, the researcher is going to take a sample of 10 percent from the overpopulation. Thus, the researcher is going to assign each Super Bowl commercial a number based on their year. To be specific, a sample of 10 percent of ads is going to be taken out for every year of Super Bowl commercials rather than a whole. The researcher is then going to use a random number generator to achieve this sample.

After the researcher has the sample and codes for the advertisements going to be analyzed, the researcher began recording data. First, the researcher will start by watching each advertisement three times to ensure that every qualitative code being shown in the advertisement is accounted for. The advertisements will be watched by year starting with 2016, 2017, 2018, and 2019. The researcher will start in 2016 and resume watching the advertisements picked out chronologically. Every time the researcher sees something that pops up in the advertisement that falls such as the usage of a celebrity, in line with the qualitative codes, the researcher is going to pause the advertisement and tally up the total amount of codes seen in the advertisement. At the end of each AD, the frequency of how much each code came up is going to be taken and this is going to be repeated for all of the advertisements that are randomly selected, and this is going to help the researcher understand what specific strategies companies are using in the Super Bowl.

Qualitative Findings:

Code:	Example:
Celebrity Appeal	<ol style="list-style-type: none"> 1. In the 2016 Super Bowl advertisement “Ryanville” by Hyundai, the advertisement presents Ryan Reynolds as a distraction to drivers to promote the product that Hyundai is the safest car in the market. 2. In the 2017 Super Bowl ad “Believer” by Nintendo, the company uses the Song <i>Believer</i> by Imagine Dragons as a way to promote their new Nintendo Switch.
Specific audience	<ol style="list-style-type: none"> 1. In the 2018 Super Bowl ad “Vikings” by Ram, the advertisement presents a group of Vikings as a way to emphasize that this truck was built for strong men. 2. In the 2019 Super Bowl Ad “The Pure Experience by Michelob”, the advertisement promotes a light beer and shows a female character drinking it, so it can be implied that this beer is for women.
Male Portrayal	<ol style="list-style-type: none"> 1. In the 2017 Super Bowl ad “Buschhhhh” by Busch Beer, the ad presents this idea of masculinity by portraying a strong, independent, and fearless man making a living in the woods accompanied by Busch Beer. 2. In the 2019 Super Bowl ad “Trojan Horse Occupants” by Budlight, the ad presents this idea of that the fierce warriors inside of the trojan horse were all-male and needed bud light to fight.
Appeal to emotions	<ol style="list-style-type: none"> 1. In the 2016 Super Bowl ad “PuppyMonkeyBaby” by Mountain Dew, the advertisement tries to take a comedic approach of promoting Mountain Dew's new flavor by weirdly combining a puppy, a monkey, and a baby all in one body. 2. In the 2017 Super Bowl ad “Not so Pee-Wee” by Buick, the advertisement attempts to make the audience laugh by showing Cam Newton completely dominating a pee-wee game of football vs children.
Problem-Solution	<ol style="list-style-type: none"> 1. In the 2016 Super Bowl ad “Give a Damn” by Budweiser, the advertisement offers a solution to drinking and driving which is don't do it all or have someone else drive if you're drinking. 2. In the 2018 Super Bowl ad “First Class for your Feet” by Skechers, the advertisement promotes their new shoes which are able to solve the problem that people with bigger and wider feet face.

Single-Ethnic Group	<ol style="list-style-type: none"> 1. In the 2017 Super Bowl ad “Our Bar” by Michelob ultra, the advertisement promotes their beer by only presenting a visual of typical white male and female counterparts running in a marathon. 2. In the 2016 Super Bowl ad “All In One” by Pizza hut, the ad promotes their pizza by showing a typical middle-class white family sharing pizza with their neighbors and family who are also all white.
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***Figure 1:** Conventional Marketing Strategies (Examples)

Before conducting his research, the researcher already had a pre-set of deductive codes for conventional marketing strategies in his review of the literature that were explained in the method section. In Figure 1 one can see the code and two examples of where the definition for the conventional marketing strategy was met as the researcher conducted the methodology.

Code:	Examples:
Women Empowerment	In the 2016 Super Bowl ad “The Budlight Party” by bud light, the advertisement shows Amy Schumer promoting bud light which is significant because women aren’t typically thought of as beer consumers.
Defying Adversity	In the 2017 Super Bowl ad “Born The Hard Way” by Budweiser, the advertisement presents how an immigrant who emigrated from across the country was facing difficulties adapting to America; however, he overcame that and invented Budweiser.
Justice For Minorities	In the 2018 Super Bowl ad “Little Ones’ by T-Mobile, the advertisement quotes “We are all equal” while visually showing babies all who are different races and ethnicities to show that skin color does not define who you are.
Religious Appraisal	In the 2016 Super Bowl ad “Cams Prayer” by Bears, the advertisement specifically has Cam Newton narrate things such as “Dear God” and “I come to you Lord.” to emphasize how religion shapes a person.
Overcoming Poverty	In the 2019 Super Bowl ad “ The Ball is In Her Court” by Bumble, the advertisement depicts how Serena Williams was a young poor girl from Compton, and now she is a successful female athlete.
Diverse Representation	In the 2018 Super Bowl ad “Little Ones’ by T-Mobile, the advertisement quotes “We are all equal” while visually showing babies all who are different races and

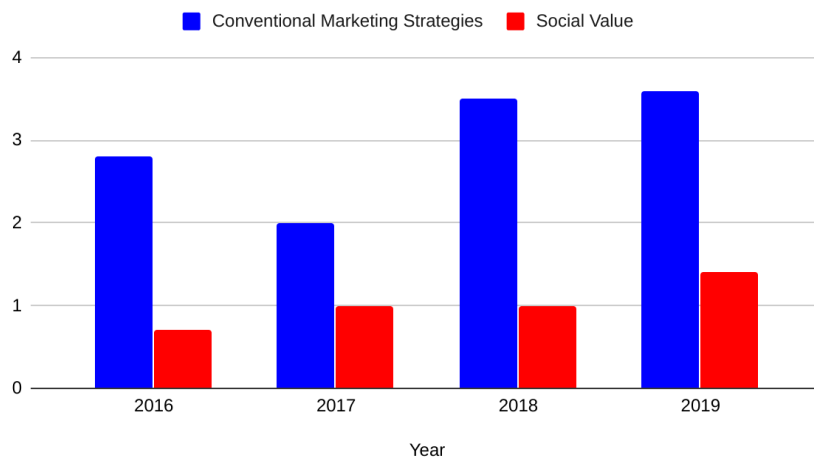
	ethnicities to show that skin color does not define who you are.
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*Figure 2: Social Value (Examples)

Moreover, figure 2 uses a set of inductive codes that were created from identifying instances of social value found while watching advertisements. Overall, one can see the codes and examples for both conventional advertising strategies and social value advertising strategies in figures 1 and 2 respectively.

Quantitative Findings:

Average Marketing Techniques (2016-2019)

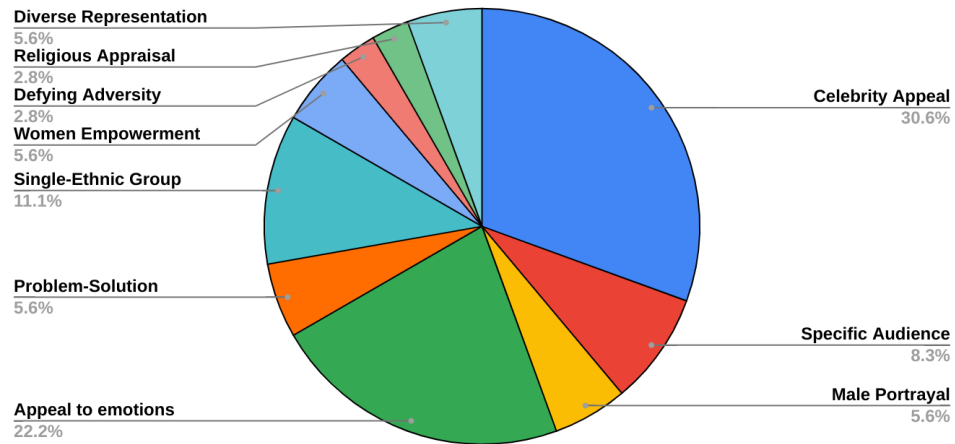


*Figure 3: Average Frequency of Marketing Strategies (2016-2019)

After gathering all of the raw data, the researcher took the average amount of conventional marketing strategies and social value used per year and displayed them on a bar graph in figure 3. From the year 2016 to 2017, the researcher saw a dip of 1 conventional marketing strategy usage per advertisement. From the year 2017 to 2018, the researcher saw an increase of 2 conventional marketing strategy usage per advertisement. From 2018 to 2019, the researcher saw an increase of 1 conventional marketing strategy usage per advertisement. In comparison to social value, the average amount of social value used per advertisement in 2016 was 0.7. The researcher saw this change from 2016 to 2017 and in 2017 the average amount of social value used per advertisement was 1. From 2017 to 2018, the average amount of social value used per advertisement remained constant at 1.0. However, in 2019 the average amount of social value used per advertisement increased to 2. Overall, the year 2017, as seen in figure 3, reports the lowest number of conventional marketing strategies with an average of 2.0. Overall, the year 2016, reports the lowest average of instances of social value at 1. According to figure 3, the advertisements of the 2019 Super Bowl reported the highest averages of both conventional marketing strategies (4) and social value (2).

Moreover, after collecting all of the raw data necessary, the researcher also decided to create four different pie charts. The researcher chose to create figures six through nine in order to depict the total percentages of each strategy used per year. Each pie chart focuses on the percentage that the marketing strategy was used, and each bar graph contains. The researcher specifically chose to use a pie chart to represent this in order to show the changes of frequency of each individual code over the years.

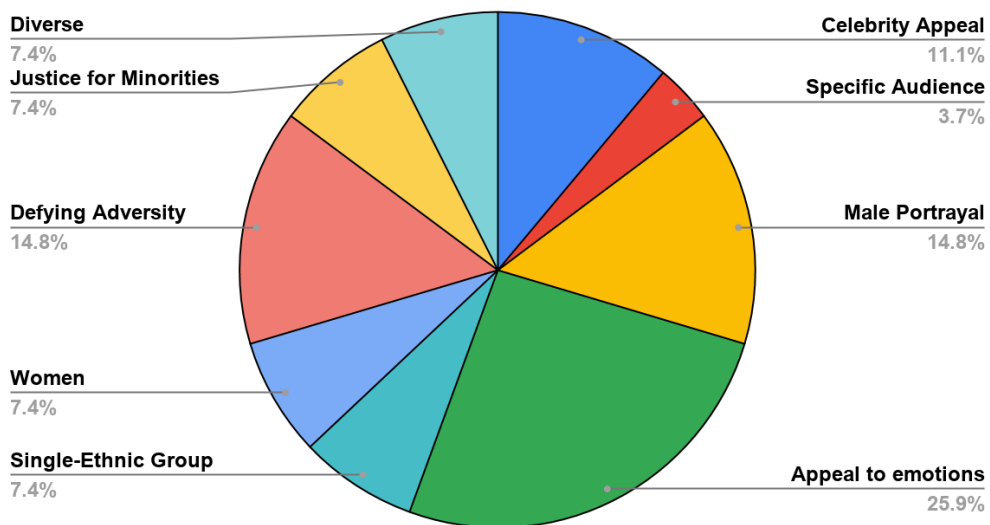
Marketing Strategy Frequency (2016):



***Figure 4:** Marketing Strategy Frequency by Individual Code (2016)

According to figure 4 out of all the marketing strategies, the most frequently used conventional marketing strategy for the year 2016 Super Bowl was celebrity appeal at 30.6%. The following conventional marketing strategies most used by advertisers was the appeal to emotions of an advertisement at 22.2% and 11.1% of representation of a single ethnic group. In similar fashion, the most frequently used instances of social value for the 2016 Super Bowl were women empowerment and diverse representation with both at 5.6% and another tie for defying adversity and religious appraisal at 2.6%

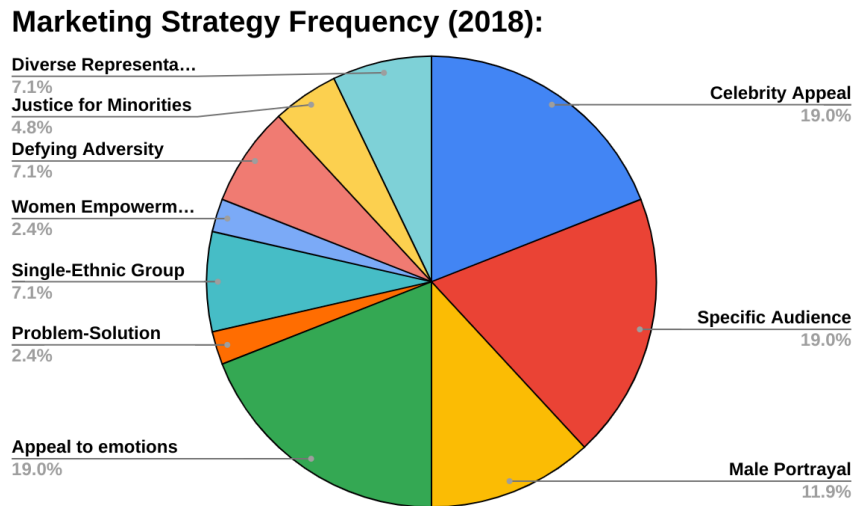
Marketing Strategy Frequency (2017):



***Figure 5:** Marketing Strategy Frequency by Individual Code (2017)

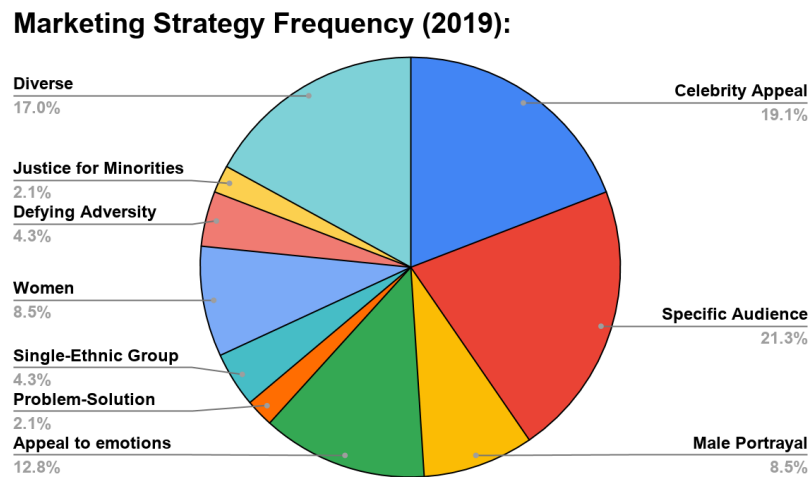
According to figure 5, the most frequently used conventional marketing strategy used in the 2017 Super Bowl was using an appeal to a certain emotion with 25.9 percent which changed from the previous 2016 year, which was celebrity appeal at 30.6%. The next two most frequent conventional marketing strategies that were seen were male portrayal with 14.8% and celebrity appeal at 11.1%. Figure 8, also depicts the frequency of instances of social value

used in advertisement which was defying adversity at 14.8% and a three way tie between women empowerment, justice for minorities, and diverse representation of ethnic groups in advertisement all at 7.4%



***Figure 6:** Marketing Strategy Frequency by Individual Code (2018)

According to figure 6, the most frequently used conventional marketing strategy in the 2018 Super Bowl was a three-way tie between the appeal to emotions, target a specific audience, and celebrity appeal all at 19.0% which changed from the two previous years. The most frequently used instances of social value were a two way tie between diverse representation and defying adversity at 7.1% and then coming in third was justice for minorities at 4.8%.



***Figure 7:** Marketing Strategy Frequency by Individual Code (2019)

According to figure 7, the most frequently used conventional marketing strategy of 2019 was the targeting of a specific audience at 21.3%. After this the most frequently used conventional marketing strategies of 2019 were celebrity appeal at 19.1 and then the appeal to emotions at 12.8%. In figure 7, the researcher also sees how the frequency of diverse representation was 17.0% for social value frequency followed by women empowerment at 4.3% and then defying adversity at 4.3%.

Discussion and Analysis:

The researcher initially formed the hypothesis that after 2016 the number of instances of social value that large retail companies would be using would increase whereas conventional marketing strategies would decrease. Looking back at the literature review, the researcher saw how consumers began to follow and empathize with Colin Kaepernick's values because the audiences could empathize with the social messages found in the Nike advertisement. The researcher decided to formulate this hypothesis because after their Nike's Colin Kaepernick "Dream Crazy" advertisement was successful, other companies would adapt the usage of social value strategies in their advertisements as well.

This hypothesis turned out only to be partially correct because after the year 2016 the researcher saw a slight increase in the usage of social value strategies by advertisers, yet there was also an increase of conventional marketing strategies depending on the year. To be specific, in figure 1 of the qualitative findings section, the researcher discussed how the average usage of conventional marketing strategies to instances of social value was 3 to less than 1 in the 2016 Super Bowl. In other words, on average, commercials in the 2016 Super Bowl used social value strategies 3 times more frequently than conventional marketing strategies. The only year that the number of conventional marketing strategies went down was in 2017 with a 2 to 1 ratio of conventional marketing strategies to social value. In other words, companies reduced the amount of conventional marketing strategies and maintained the instances of social value per advertisement the same during the year 2017. Other than that, in the 2018 Super Bowl the researcher saw how the amount of conventional marketing strategies to instances of social value was 4 to 1 and in the 2019 Super Bowl it was 4 to 2. However, from the 2016 Super Bowl to the 2019 Super Bowl both the frequency of conventional marketing strategies and instances of social value both went up. This means that no matter the year, conventional marketing strategies will be used regardless of the increase in social marketing strategies because they are fundamental to advertising. This is because conventional marketing strategies have already proven to be effective in persuading consumers to buy products off of companies; therefore, there would be no reason to change an already effective strategy.

However, the researcher found that not only did the use of social value strategies increase over the years, but also the types of social value strategies respond to the current event from the year before. To be specific, the researcher found out that there were more specific instances of social value based around specific time periods. The researcher noted how on August 26, 2016, San Francisco 49ers quarterback, Colin Kaepernick, kneeled during the national anthem essentially defying to stand up for the American flag because of his beliefs. Thus, after a few months this begins to get widespread attention from people such as Barack Obama, Megan Rapinoe, and other NFL players who are doing the same during the national anthem. Something important to notice was that only six months after the NFL and Colin Kaepernick situation the most frequently used social value code seen throughout these advertisements was defying adversity, which can be seen in figure 7 with 14.8% of frequency. As a result, there is evidence to suggest that companies will begin advertising certain social values in their Super Bowl advertisements based on current events around them if, over time, these events target specific appeal to emotions in consumers. Similarly, the Me Too movement began in 2006; however, after many allegations of sexual assault from well renowned males to females led the movement to reappear in 2017. This movement gained a vast amount of popularity leading to protest and marches in order to shed more light on the problem that females were facing in America. Hence, similar to the defying adversity code with Colin Kaepernick, in 2019 the researcher saw how women empowerment in advertisements was at its highest and the second most frequent social value that year at 8.5%. Therefore, there is evidence to suggest that large retail companies will increase their usage of certain social values in the Super Bowl depending on the current events at the time if it is seen as something popular amongst American citizens. The researcher can infer that companies prefer to wait a couple months to a year and produce advertisements over time to see what types of current events that consumers feel most passionate about in order to gain popularity amongst other competing companies. If large retail companies are able to show too that they care about what the people think then people are more likely to buy their products as well.

Overall, the researcher came to a new understanding that companies will combine conventional marketing strategies and social value strategies with social value strategies also increasing over the years and the social value strategies most frequently used will align with current events.

Implications, Limitations, and Future Research:

One of the possible limitations that the researcher may have faced while conducting his method was that the limited sample size could have yielded less accurate results and/or different qualitative codes. The researcher, rather than watching all super bowl advertisements from 2016 to 2019, watched ten percent of all advertisements because ten percent of a census is a statistically relevant number. If the researcher decided to look at all the Super Bowl advertisements every year, then this process could have yielded different results because of the fact that more advertisements could have targeted different strategies and frequencies in order to make their product more appealing to consumers than the ones analyzed. However, the researcher still used valid results in his sampling method because the researcher used ten percent of all Super Bowl advertisements per year because ten percent of a sample is a statistically relevant number.

Similarly, another way that the researchers project could have been limited was that there could have been a possible human error in the implementation of my method when creating the qualitative codes used to analyze the advertisements, and there could have also been an error in the measure of frequency of conventional marketing strategies and social value. Despite this, the researcher revised the qualitative codes found in figures 1 and 3 multiple times and rewatched the advertisements more than once in order to create qualitative codes that accurately represented what was seen in the advertisements; however, it is possible that the researcher still made a mistake such as missing a qualitative code from an advertisement while creating the codes and recording the frequency of conventional marketing strategies and social value. In order to ensure more accurate results, future researchers should continue to revise and rewatch the advertisements in order to clear up possible mistakes that could have occurred. If more researchers are to look over this, this could limit the amount of mistakes seen because as something is done over multiple times then the more likely it is to be accurate.

Despite their being some limitations that could have yielded less accurate results, the researcher was ultimately able to accomplish its primary goal of learning more about the frequency of strategies that companies are using in Super Bowl--whether that is conventional marketing strategies or the implementation of different social value in advertisements during the 2016 through 2019 super bowls. The researcher found out that companies capitalize on large social issues that consumers care about, and if the social issue is positively viewed then these companies will utilize these social issues in their advertisements to appeal to certain audiences to generate more revenue. By understanding current events and social issues, companies could selectively choose the social issues that are more positively perceived by a population and then incorporate specific instances of these social issues into their advertisements after waiting a year to produce advertising. For example, approximately one year into the women's #METOO movement, the researcher saw how beer companies such as Michelob Ultra, who typically promote liquor for a male audience, began to address females by having female protagonists drinking beer instead. By following the steps of companies such as Michelob Ultra, companies would be able to persuade people into buying their products by using specific strategies that will persuade consumers to purchase one product over another. The fact that large companies are already incorporating specific marketing strategies into advertisements leads the researcher to believe that these strategies are effective in driving higher rates of consumerism. Furthermore, there is evidence to suggest that as society cares more about social issues there will be an increase in the usage of social value strategies in advertisement which could be more frequent than conventional strategies or equal. This is because conventional marketing strategies are imperative to advertisements; however, with the new found popularity of using social value strategies in advertisement this could result in society wanting to see more advertisements with social issues they care about. Overall, this would cause companies to gain popularity amongst certain people and drive competing retailers away because they are showing the consumer population that they care about them but in a new fashion through the usage of social justice issues.

Ultimately, the researcher was able to achieve the goal of the research which was to determine the frequency of conventional marketing strategies and social values that large retailers were using in the 2016 through 2019 super bowls. However, despite the researcher meeting his goal of reaching a new understanding, there are still more areas for future research. Initially, the researcher had planned to analyze whether there was a correlation between the amount of money an advertisement made and the frequencies of social value in Super Bowl ads. However, the researcher could find no research on the amount of money an advertisement generates because of the fact that it would be difficult for companies to measure how much of an influence an advertisement has on someone buying a product. Therefore, one step that future researchers could look into is analyzing the amount of profit a super bowl advertisement earns. By analyzing and understanding what consumers like to see in advertisements, essentially companies could incorporate these ideas into actual advertisements drawing other competing retailers away because they do not understand what the consumer wants. This would cause overall revenue for the company to increase because they are now gaining a larger audience and are seen as a company for the community. Not only would this be important to understand to better improve the strategies being used to appeal to the audiences in advertisements, but this could also improve the research project because researchers could look into what different types of strategies create the most money for Super Bowl advertisements. Hence, this would heavily influence the marketing and economic fields because of the fact that these companies are better understanding of what persuades consumers, so they can therefore use the strategies in advertisement that are most effective in creating revenue.

In accordance with this idea, another future direction for researchers with this project is analyzing all Super Bowl advertisements rather than a sample or expanding year search such as the 2000s Super Bowl to present day. For example, one direction would be to see how the "Dream Crazy" advertisement campaign incorporates messages of social value and conventional marketing strategies in that specific advertising campaign. This would be effective in creating a thorough understanding of how to market advertisements for super bowls because if companies understand what consumers want to see they can then apply this to future advertisements in hopes of generating more revenue. Overall, despite the researcher coming to a new understanding of the strategies used in Super Bowl advertisements, there are a plethora of ways that this research could be taken into the future.

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