



Super Bowl Commercials' Effectiveness in Creating a Diverse and Inclusive Brand Image: Neuromarketing Approach



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Introduction or Overview

The importance of racial diversity is increasing around the world, especially with Generation Z becoming the most racially diverse generation the world has ever seen. Many companies around the world are increasingly incorporating racial diversity messaging into their marketing strategy to create and reinforce a racially diverse and inclusive brand image. As a result, the most watched commercials in the U.S., the Super Bowl commercials, have begun promoting racial diversity at an average price-tag of \$5 million for a 30-second spot. To our knowledge, however, the effectiveness of these commercials in creating a racially diverse brand image has not been studied. Therefore, in this study, we developed a multidisciplinary approach to examine how commercials promoting racial diversity work with Generation Z audiences in the Super Bowl to create a racially diverse brand image.

Research Hypothesis/Objectives

This study hypothesizes that watching commercials that promote racial diversity has a significant and positive effect on participant attention levels, emotional response, and ultimately creating a more diverse brand perception. Furthermore, this study predicts that emotion (in terms of valence and arousal) and attention will act as mediators for the commercials to create a racially diverse brand image.

Methodology or Approach

The study was conducted using a multidisciplinary approach combining several neuro-tools (BARTT, automatic analysis of emotional facial expressions, psychophysiological monitoring) with 100 Generation Z subjects who watched the Super Bowl commercials while their physiological data were recorded along with their implicit brand associations. Brand associations before and after watching the commercials were assessed using a special version of the IAT: the Brand Association Reaction Time Test (BARTT). Physiological responses were measured with facial expression analysis, galvanic skin response, and electrocardiography.

Major Outcomes, Results and Conclusion

This study adds a neuroscience perspective to previous research on Super Bowl commercials and advertising effectiveness. The results suggest that emotional arousal and attention are key factors in why commercials strengthen associations with racially diverse brands. In contrast, too much positive emotional content in commercials may reduce these key factors and commercial performance. These findings may be applicable and useful for marketers targeting Generation Z or for companies trying to build a diverse brand image among their consumers. In addition, detailed insights and recommendations are offered for advertisers to optimize commercial effectiveness.