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<div align="center">Super Bowl Ad Analysis: "Loretta"</div>

The Super Bowl Ad that I will be discussing for this analysis is "Loretta" by Google (https://youtu.be/6xSxXiHwMrg). While watching the Super Bowl this past Sunday, this ad was the only one to halt conversation among my family members and capture our full attention during the commercial break. Thus, I found it would be suitable to review this ad, according to the ADPLAN analysis framework, and look into what features made it stand out so much, as well as its overall effectiveness in promoting the Google company and its services.

The first question that the ADPLAN framework asks is: "Does the ad engage the audience?" With reference to my own experience viewing the commercial, this Google ad is very engaging; its story captivates viewers and the accompanying use of music and photographs highlights the raw emotion behind the story. The one and a half minute ad features the voice of a man as he, through his interactions with Google, reminisces over a woman named Loretta, who he undoubtedly carries much love for. This appeals to the emotions of the viewers by prompting them to reflect on their own appreciation for their loved ones and their desire to remember both the big memories and the small yet significant details about them. The presentation of the ad furthers its powerful impact; the piano music of the popular ballad, "Say Something," provides auditory stimulation while the photographs of the narrator with Loretta further invest viewers in their story. Thus, Google succeeds in engaging the audience by featuring a moving story that viewers can resonate with and presenting it in an effective manner.

Next, the ADPLAN framework seeks out distinction, asking, "Is the execution unique in delivery?" I believe that this ad is very different in its simplicity and wholesome nature, allowing it to stand out among the crowd. An overwhelming majority of the other Super Bowl ads this year are rather loud and seem to be reliant on their celebrity features to draw the attention of viewers. Contrastingly, the Google ad calls for a more intimate and personal moment, and lacks the need for notorious figures to enhance the commercial, as the story itself is perfectly capable of executing this task. This juxtaposition between the style of the Google ad and that of its competition provides the distinction that sets it apart and makes it memorable for viewers.

The next component of ADPLAN is positioning, posing the question, "Is the appropriate category represented and a strong benefit featured?" I believe that Google's positioning with this ad is spot-on, as the company fixes itself as a companion of sorts. Google reminds the man of Loretta and all that he loves about her, from her favorite travel spot to the way she would always snort when she would laugh. Google's services are able to assist him in such a personal and important way, reflecting the company as one that does more than merely answer questions. Rather, the ad positions Google as having a much larger impact, which I believe is appropriate branding for such an immense and widespread company.

Following positioning, the ADPLAN framework calls for linkage, asking, "Will the brand and benefit be remembered?" The brand is definitely memorable in this ad due to the fact that one of the topics that the man inquires about is typed out in the infamous Google search bar, reminding viewers of the company behind the commercial with a tool that any Google user utilizes frequently. Furthermore, Google's responses to the man's inquiries and requests are

displayed on the screen, boosting the memorability of the service that the company is advertising.

Next, the ADPLAN framework asks the question, "Are viewers' thoughts favorable?" On the Youtube video of the ad, which has racked up nearly fifteen million views in about a week, there are 50,000 likes compared to a minuscule 2,400 dislikes, suggesting that viewers are generally in favor of the ad. Furthermore, popular news outlet CNN states that Google's ad "won the Super Bowl" and Unruly claims that 49% of all audience members had a favorable view of the brand after its viewing, allowing Google to attain the highest "intense emotional engagement" rating of all ads tested. In my personal experience, my family members found the ad to be quite beautiful and touching, especially amidst the chaos of the other commercials. Thus, the general consensus among viewers seems to be in favor of Google's ad.

The final question that the ADPLAN analysis framework poses is: "Is the ad consistent with the brand's history and reputation?" Google commercials have a tendency to connect their products or their services with large themes, such as love and memory in the case of "Loretta." For instance, Google's Super Bowl ad for 2019 titled "100 Billion Words," similarly takes on a powerful message by demonstrating the beauty of communication through national boundaries, with the assistance of Google's translation tool. Another Google ad from 10 years ago titled "Parisian Love" melds these two topics by portraying how Google can be used to find love in a foreign country. Thus, there are distinct trends in Google's advertising history that the company clearly intends on maintaining, which serves to create a brand that viewers can recognize.

Overall, according to the ADPLAN analysis framework, Google's ad for the 2020 Super Bowl, "Loretta," is effective in terms of attention, distinction, positioning, linkage, amplification,

and net equity. All of these factors compile to create a successful advertisement that serves its core purpose: to represent the company well and promote its services. The effectiveness of the ad was reflected in my own viewing of the Super Bowl and will likely be reflected in consumer response as well, and "Loretta" will surely not be forgotten.