

# Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Urgency ("Act now!")	Solves a problem	Testimonials	"Simplify your life"	"Live for yourself, not anyone else"
Association with success	Celebrity credibility	Bang for the buck	Envy	Promise of authenticity
"Impress others with your good taste"	Promise of being accepted	Humor	Emotional storytelling	Value of family
Better than competitor	Self improvement	Scarcity	Comfort / ease	Scientific evidence
Promise of physical attractiveness	"You're smarter than these people we're all laughing at"	"Be a trend-setter"	Celebrity association	Promise of status

# Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Better than competitor	"Be part of the in-group"	Association with success	Bang for the buck	Celebrity association
Self improvement	Emotional storytelling	Nostalgia	Scarcity	"Simplify your life"
Promise of physical attractiveness	"Be a trend-setter"	Humor	Patriotism	Thrill-seeking
Value of family	Convenience	Envy	"Everyone is doing it!"	Promise of being more masculine / feminine
Health / wellness	Promise of success	Celebrity credibility	Environmental responsibility	Promise of desirable lifestyle

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Environmental responsibility	Convenience	Bang for the buck	"Be a trend-setter"	Emotional storytelling
"You're smarter than these people we're all laughing at"	"Everyone is doing it!"	Promise of success	Thrill-seeking	Scarcity
"Be your own person"	Self improvement	Humor	Promise of status	Promise of physical attractiveness
Tradition	"Impress others with your good taste"	Association with physical attractiveness	Comfort / ease	Better than competitor
Value of family	"Become the person you want to be"	"Simplify your life"	"Be part of the in-group"	Nostalgia

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Be part of the in-group"	Promise of being more masculine / feminine	Promise of status	Scarcity	Envy
Promise of safety / security	Luxury / indulgence	Thrill-seeking	Promise of authenticity	Urgency ("Act now!")
"Be a trend-setter"	Promise of success	Humor	Promise of being accepted	Better than competitor
"Simplify your life"	"Live for yourself, not anyone else"	Fear of missing out	Scientific evidence	Health / wellness
Association with physical attractiveness	Tradition	"Impress others with your good taste"	Celebrity association	"Become the person you want to be"

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Self improvement	Scientific evidence	Thrill-seeking	Better than competitor	Bang for the buck
Tradition	"Live for the moment"	Testimonials	Solves a problem	Environmental responsibility
"Live for yourself, not anyone else"	Promise of safety / security	Humor	"You're smarter than these people we're all laughing at"	Envy
Celebrity association	"Become the person you want to be"	Emotional storytelling	Association with physical attractiveness	"Simplify your life"
"Be a trend-setter"	Patriotism	"Be your own person"	Promise of authenticity	Fear of missing out

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Envy	"You're smarter than these people we're all laughing at"	Urgency ("Act now!")	Promise of safety / security	Promise of being more masculine / feminine
Promise of desirable lifestyle	Promise of physical attractiveness	Tradition	Promise of being accepted	Celebrity association
Celebrity credibility	"Impress others with your good taste"	Humor	Testimonials	"Be part of the in-group"
Luxury / indulgence	"Simplify your life"	"Be a trend-setter"	"Become the person you want to be"	Convenience
Association with physical attractiveness	Thrill-seeking	Comfort / ease	"Everyone is doing it!"	Health / wellness

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Urgency ("Act now!")	Promise of success	Promise of being more masculine / feminine	"Be part of the in-group"	Promise of safety / security
Nostalgia	Celebrity association	Solves a problem	Testimonials	Promise of being accepted
Value of family	Better than competitor	Humor	Promise of authenticity	Emotional storytelling
Luxury / indulgence	Envy	Environmental responsibility	Association with physical attractiveness	"Be your own person"
Promise of physical attractiveness	Health / wellness	"Live for the moment"	Social responsibility	Bang for the buck

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Live for the moment"	Envy	"Impress others with your good taste"	Scientific evidence	Better than competitor
Promise of physical attractiveness	Bang for the buck	Urgency ("Act now!")	Luxury / indulgence	"You're smarter than these people we're all laughing at"
Promise of desirable lifestyle	Tradition	Humor	Emotional storytelling	Association with physical attractiveness
Scarcity	Patriotism	"Be part of the in-group"	Promise of authenticity	Promise of being accepted
Self improvement	Value of family	Solves a problem	Celebrity association	Convenience

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Self improvement	"Impress others with your good taste"	Patriotism	Environmental responsibility	Association with physical attractiveness
Bang for the buck	Health / wellness	Envy	Scarcity	Promise of success
"Simplify your life"	Luxury / indulgence	Humor	Association with success	Convenience
"Be your own person"	Emotional storytelling	Value of family	Promise of being accepted	Tradition
"Everyone is doing it!"	Celebrity association	Nostalgia	Promise of desirable lifestyle	Fear of missing out

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Association with physical attractiveness	"Become the person you want to be"	Self improvement	Nostalgia	"You're smarter than these people we're all laughing at"
Celebrity association	Envy	Promise of safety / security	Promise of desirable lifestyle	Urgency ("Act now!")
Testimonials	Scientific evidence	Humor	Promise of being accepted	Association with success
Promise of authenticity	"Be your own person"	"Be part of the in-group"	Thrill-seeking	Celebrity credibility
Promise of physical attractiveness	Tradition	Social responsibility	"Be a trend-setter"	Promise of success

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Be your own person"	"You're smarter than these people we're all laughing at"	Solves a problem	Scientific evidence	Promise of being more masculine / feminine
Association with success	Health / wellness	Environmental responsibility	Testimonials	Promise of desirable lifestyle
Patriotism	Promise of authenticity	Humor	Promise of physical attractiveness	Promise of status
Fear of missing out	Promise of being accepted	Scarcity	"Live for yourself, not anyone else"	Better than competitor
"Become the person you want to be"	Bang for the buck	Convenience	Value of family	Comfort / ease

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Promise of success	"Be part of the in-group"	Promise of authenticity	Association with physical attractiveness	"Live for yourself, not anyone else"
"You're smarter than these people we're all laughing at"	Patriotism	Value of family	"Everyone is doing it!"	Promise of being more masculine / feminine
Better than competitor	Promise of desirable lifestyle	Humor	Luxury / indulgence	Promise of safety / security
"Be a trend-setter"	"Become the person you want to be"	Promise of being accepted	Celebrity association	Self improvement
Thrill-seeking	Nostalgia	Association with success	Promise of physical attractiveness	Health / wellness

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"You're smarter than these people we're all laughing at"	"Become the person you want to be"	Association with success	"Simplify your life"	Better than competitor
"Live for yourself, not anyone else"	Promise of authenticity	Envy	Promise of being more masculine / feminine	Promise of status
Promise of success	Convenience	Humor	Tradition	Testimonials
Thrill-seeking	Celebrity credibility	"Everyone is doing it!"	"Live for the moment"	Emotional storytelling
"Impress others with your good taste"	Scientific evidence	Health / wellness	Nostalgia	Promise of desirable lifestyle

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Scientific evidence	"You're smarter than these people we're all laughing at"	Association with success	"Impress others with your good taste"	Association with physical attractiveness
Self improvement	Celebrity association	Comfort / ease	Promise of physical attractiveness	Emotional storytelling
Promise of authenticity	Thrill-seeking	Humor	Better than competitor	Patriotism
Convenience	Solves a problem	"Be a trend-setter"	Promise of success	"Everyone is doing it!"
Promise of safety / security	Health / wellness	"Live for yourself, not anyone else"	Promise of being more masculine / feminine	Envy

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Live for yourself, not anyone else"	Scientific evidence	Health / wellness	Convenience	Better than competitor
Celebrity association	Social responsibility	Envy	Promise of physical attractiveness	Promise of being more masculine / feminine
Urgency ("Act now!")	Tradition	Humor	Solves a problem	"You're smarter than these people we're all laughing at"
"Live for the moment"	Testimonials	"Be your own person"	"Simplify your life"	Patriotism
"Impress others with your good taste"	Association with success	Promise of being accepted	Promise of authenticity	Emotional storytelling

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Health / wellness	Promise of success	"Live for the moment"	Nostalgia	Comfort / ease
Promise of safety / security	Promise of desirable lifestyle	Patriotism	"You're smarter than these people we're all laughing at"	Better than competitor
Value of family	Envy	Humor	Environmental responsibility	Testimonials
Thrill-seeking	"Impress others with your good taste"	Scientific evidence	Association with physical attractiveness	Promise of being more masculine / feminine
Celebrity association	Promise of authenticity	"Become the person you want to be"	"Be part of the in-group"	Urgency ("Act now!")



## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Scarcity	Promise of being more masculine / feminine	Fear of missing out	"You're smarter than these people we're all laughing at"	"Live for the moment"
"Be your own person"	Promise of physical attractiveness	Celebrity association	Tradition	Nostalgia
Social responsibility	Promise of success	Humor	"Simplify your life"	Solves a problem
"Become the person you want to be"	Bang for the buck	Thrill-seeking	Promise of authenticity	Convenience
"Be a trend-setter"	Urgency ("Act now!")	Patriotism	"Everyone is doing it!"	Comfort / ease

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Thrill-seeking	Environmental responsibility	"You're smarter than these people we're all laughing at"	Promise of success	Promise of being accepted
Value of family	Tradition	Celebrity association	Nostalgia	Urgency ("Act now!")
Solves a problem	Promise of being more masculine / feminine	Humor	"Live for the moment"	Promise of physical attractiveness
"Become the person you want to be"	Comfort / ease	Envy	Better than competitor	Emotional storytelling
Scientific evidence	Promise of status	Celebrity credibility	Association with success	"Be part of the in-group"

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Live for yourself, not anyone else"	Celebrity credibility	Promise of being accepted	Envy	Convenience
"Be your own person"	Self improvement	"You're smarter than these people we're all laughing at"	"Live for the moment"	Promise of desirable lifestyle
Promise of being more masculine / feminine	Comfort / ease	Humor	Health / wellness	Promise of safety / security
"Impress others with your good taste"	Promise of authenticity	"Everyone is doing it!"	"Be a trend-setter"	Urgency ("Act now!")
Solves a problem	Testimonials	"Simplify your life"	Environmental responsibility	Patriotism

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Health / wellness	Promise of safety / security	"Be your own person"	Promise of physical attractiveness	Thrill-seeking
Environmental responsibility	Better than competitor	"Everyone is doing it!"	Promise of success	Testimonials
Value of family	Celebrity association	Humor	"Live for yourself, not anyone else"	Scarcity
Scientific evidence	"Impress others with your good taste"	Promise of authenticity	Bang for the buck	Envy
Promise of being accepted	"Live for the moment"	"Simplify your life"	Promise of being more masculine / feminine	Fear of missing out

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Be a trend-setter"	"Impress others with your good taste"	Promise of success	Value of family	"Be your own person"
Urgency ("Act now!")	Solves a problem	Patriotism	Comfort / ease	Promise of physical attractiveness
Promise of authenticity	Environmental responsibility	Humor	"You're smarter than these people we're all laughing at"	Better than competitor
Luxury / indulgence	"Live for yourself, not anyone else"	Scientific evidence	Association with success	Promise of being accepted
Celebrity credibility	Fear of missing out	Testimonials	Bang for the buck	Promise of safety / security

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Scarcity	Bang for the buck	Nostalgia	Promise of authenticity	Testimonials
Celebrity association	"Be part of the in-group"	Scientific evidence	Promise of being more masculine / feminine	"Live for the moment"
Promise of safety / security	"Impress others with your good taste"	Humor	Promise of desirable lifestyle	Luxury / indulgence
Promise of success	Promise of physical attractiveness	"Become the person you want to be"	Association with physical attractiveness	"Simplify your life"
Patriotism	Celebrity credibility	"Be your own person"	"Live for yourself, not anyone else"	Solves a problem

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Simplify your life"	Promise of status	Testimonials	Value of family	Comfort / ease
"Live for the moment"	"Become the person you want to be"	Scientific evidence	Nostalgia	Association with success
Self improvement	"Be part of the in-group"	Humor	Better than competitor	Health / wellness
"Impress others with your good taste"	"Everyone is doing it!"	Promise of physical attractiveness	Promise of authenticity	Environmental responsibility
"Be your own person"	Celebrity association	Promise of success	Emotional storytelling	Urgency ("Act now!")

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Nostalgia	"Become the person you want to be"	Envy	Value of family	Promise of being more masculine / feminine
Bang for the buck	Association with success	Celebrity credibility	Association with physical attractiveness	Comfort / ease
"Be part of the in-group"	Scientific evidence	Humor	Patriotism	Fear of missing out
Social responsibility	Promise of status	Promise of success	"Live for yourself, not anyone else"	Celebrity association
"Be your own person"	"You're smarter than these people we're all laughing at"	"Be a trend-setter"	Health / wellness	Luxury / indulgence

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"You're smarter than these people we're all laughing at"	Urgency ("Act now!")	Thrill-seeking	"Live for the moment"	Nostalgia
Solves a problem	Association with physical attractiveness	Promise of being more masculine / feminine	Association with success	Luxury / indulgence
"Simplify your life"	Celebrity credibility	Humor	"Everyone is doing it!"	Bang for the buck
Better than competitor	Scarcity	"Live for yourself, not anyone else"	Emotional storytelling	Patriotism
Social responsibility	Environmental responsibility	Tradition	Promise of being accepted	Celebrity association

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Urgency ("Act now!")	Testimonials	Patriotism	Association with success	Tradition
Solves a problem	Promise of safety / security	Envy	Self improvement	Comfort / ease
Nostalgia	Promise of physical attractiveness	Humor	"Be part of the in-group"	Environmental responsibility
Promise of desirable lifestyle	Promise of status	Value of family	Celebrity credibility	Social responsibility
"Impress others with your good taste"	Promise of authenticity	Scientific evidence	Fear of missing out	Promise of being accepted

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Social responsibility	"Be a trend-setter"	"Simplify your life"	Testimonials	Self improvement
Comfort / ease	Environmental responsibility	Health / wellness	Scientific evidence	Luxury / indulgence
Promise of physical attractiveness	"Become the person you want to be"	Humor	Promise of status	Patriotism
Urgency ("Act now!")	"Live for the moment"	Emotional storytelling	Envy	Fear of missing out
Scarcity	Promise of being more masculine / feminine	Promise of being accepted	Celebrity association	Promise of desirable lifestyle

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Celebrity credibility	Self improvement	Promise of success	Tradition	"Be a trend-setter"
Promise of desirable lifestyle	Promise of physical attractiveness	"Live for the moment"	"You're smarter than these people we're all laughing at"	"Simplify your life"
"Be part of the in-group"	Envy	Humor	Comfort / ease	"Everyone is doing it!"
Better than competitor	Value of family	Health / wellness	Association with physical attractiveness	Celebrity association
"Impress others with your good taste"	Thrill-seeking	Testimonials	Promise of status	Nostalgia

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Thrill-seeking	Nostalgia	"Live for yourself, not anyone else"	Promise of safety / security	"Impress others with your good taste"
Social responsibility	Luxury / indulgence	"Be a trend-setter"	Scientific evidence	Convenience
"Become the person you want to be"	Health / wellness	Humor	Association with success	Bang for the buck
Promise of success	"You're smarter than these people we're all laughing at"	Promise of physical attractiveness	Testimonials	Promise of being accepted
Patriotism	"Live for the moment"	Environmental responsibility	Urgency ("Act now!")	Promise of status

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Celebrity association	Emotional storytelling	Scientific evidence	"Impress others with your good taste"	Scarcity
Promise of authenticity	Envy	Health / wellness	Thrill-seeking	Better than competitor
Association with physical attractiveness	Luxury / indulgence	Humor	"Be a trend-setter"	Urgency ("Act now!")
Environmental responsibility	Promise of status	Promise of safety / security	Value of family	"Everyone is doing it!"
Tradition	Convenience	Fear of missing out	Nostalgia	Comfort / ease

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Promise of being accepted	"Live for the moment"	"Be part of the in-group"	Better than competitor	"Impress others with your good taste"
"Everyone is doing it!"	Nostalgia	Association with physical attractiveness	Testimonials	"Become the person you want to be"
Environmental responsibility	Promise of safety / security	Humor	Celebrity association	Promise of success
Thrill-seeking	Patriotism	Scarcity	Scientific evidence	"Be a trend-setter"
Solves a problem	Celebrity credibility	"Be your own person"	Urgency ("Act now!")	Association with success

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Tradition	Envy	"Everyone is doing it!"	Environmental responsibility	Urgency ("Act now!")
Celebrity association	Scarcity	Promise of desirable lifestyle	"Become the person you want to be"	Promise of being accepted
Solves a problem	Thrill-seeking	Humor	"Be part of the in-group"	Promise of being more masculine / feminine
"Be your own person"	Value of family	Luxury / indulgence	Testimonials	Promise of authenticity
Health / wellness	Scientific evidence	Association with success	Social responsibility	Nostalgia



## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Impress others with your good taste"	Convenience	Promise of physical attractiveness	Promise of authenticity	"Be part of the in-group"
Association with physical attractiveness	"Be your own person"	Celebrity credibility	Association with success	Promise of desirable lifestyle
Luxury / indulgence	Value of family	Humor	Health / wellness	Promise of being accepted
"Everyone is doing it!"	Fear of missing out	"You're smarter than these people we're all laughing at"	"Become the person you want to be"	Patriotism
"Live for the moment"	"Simplify your life"	Nostalgia	Urgency ("Act now!")	Solves a problem

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Live for the moment"	Envy	Promise of being accepted	Patriotism	Value of family
"Be a trend-setter"	Self improvement	"You're smarter than these people we're all laughing at"	Promise of being more masculine / feminine	Bang for the buck
Association with success	Celebrity credibility	Humor	"Impress others with your good taste"	Better than competitor
Social responsibility	Celebrity association	Health / wellness	Scarcity	"Be your own person"
"Become the person you want to be"	Tradition	"Live for yourself, not anyone else"	Thrill-seeking	Scientific evidence

# Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Scientific evidence	"Become the person you want to be"	Luxury / indulgence	"Impress others with your good taste"	"Be a trend-setter"
"Simplify your life"	Fear of missing out	"Be part of the in-group"	Value of family	Thrill-seeking
Promise of being accepted	Promise of safety / security	Humor	Comfort / ease	"Live for yourself, not anyone else"
Bang for the buck	Celebrity association	Environmental responsibility	Social responsibility	Patriotism
Promise of being more masculine / feminine	Promise of status	Emotional storytelling	Convenience	"You're smarter than these people we're all laughing at"

# Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Live for the moment"	Urgency ("Act now!")	"Impress others with your good taste"	Promise of being more masculine / feminine	Self improvement
"Everyone is doing it!"	"You're smarter than these people we're all laughing at"	Value of family	Promise of authenticity	Better than competitor
"Live for yourself, not anyone else"	Tradition	Humor	Bang for the buck	Scarcity
Convenience	Celebrity association	Social responsibility	Celebrity credibility	"Become the person you want to be"
Promise of physical attractiveness	Promise of status	Thrill-seeking	Promise of being accepted	Scientific evidence

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Association with success	Promise of physical attractiveness	Association with physical attractiveness	Promise of status	Solves a problem
"Impress others with your good taste"	"Simplify your life"	Patriotism	Promise of being more masculine / feminine	Testimonials
"Everyone is doing it!"	Comfort / ease	Humor	"Be part of the in-group"	"You're smarter than these people we're all laughing at"
Urgency ("Act now!")	Fear of missing out	Celebrity association	Health / wellness	Social responsibility
Scarcity	Thrill-seeking	Convenience	Better than competitor	Self improvement

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Association with physical attractiveness	Envy	Celebrity association	Value of family	Promise of status
Scarcity	Solves a problem	Urgency ("Act now!")	"Live for yourself, not anyone else"	Promise of success
Nostalgia	Celebrity credibility	Humor	Patriotism	Thrill-seeking
Bang for the buck	"Impress others with your good taste"	Environmental responsibility	Better than competitor	Promise of being more masculine / feminine
Comfort / ease	"Be your own person"	Promise of physical attractiveness	Self improvement	"Live for the moment"

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Celebrity credibility	"Live for yourself, not anyone else"	Self improvement	Bang for the buck	Social responsibility
"Become the person you want to be"	"Live for the moment"	Testimonials	Scarcity	Convenience
"You're smarter than these people we're all laughing at"	Luxury / indulgence	Humor	Promise of desirable lifestyle	Association with physical attractiveness
Emotional storytelling	Better than competitor	Envy	Promise of status	"Be a trend-setter"
Promise of success	Association with success	Promise of safety / security	"Impress others with your good taste"	Tradition

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Be a trend-setter"	Comfort / ease	Association with physical attractiveness	"Simplify your life"	Value of family
Thrill-seeking	Environmental responsibility	Promise of being accepted	Better than competitor	Tradition
Promise of desirable lifestyle	"Become the person you want to be"	Humor	Envy	"Everyone is doing it!"
"Live for the moment"	Celebrity association	Social responsibility	"Impress others with your good taste"	Promise of physical attractiveness
Urgency ("Act now!")	"Live for yourself, not anyone else"	"Be your own person"	Association with success	Nostalgia

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Patriotism	Bang for the buck	"You're smarter than these people we're all laughing at"	Promise of desirable lifestyle	"Be a trend-setter"
Emotional storytelling	Better than competitor	Celebrity credibility	Association with success	"Live for yourself, not anyone else"
Luxury / indulgence	"Be your own person"	Humor	Urgency ("Act now!")	Association with physical attractiveness
Scientific evidence	Promise of being accepted	Value of family	Nostalgia	"Simplify your life"
Promise of success	Celebrity association	Fear of missing out	"Impress others with your good taste"	Promise of status

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Value of family	Environmental responsibility	Envy	Emotional storytelling	Association with physical attractiveness
Testimonials	"Be your own person"	Social responsibility	"Simplify your life"	"You're smarter than these people we're all laughing at"
Patriotism	"Be part of the in-group"	Humor	Nostalgia	Promise of being more masculine / feminine
"Everyone is doing it!"	Celebrity credibility	Promise of being accepted	"Impress others with your good taste"	Urgency ("Act now!")
Association with success	Fear of missing out	"Be a trend-setter"	Celebrity association	Convenience

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Impress others with your good taste"	Celebrity association	"Live for yourself, not anyone else"	Promise of safety / security	Scarcity
Promise of success	"Be your own person"	Promise of physical attractiveness	Promise of authenticity	Better than competitor
Scientific evidence	"Be a trend-setter"	Humor	Comfort / ease	Testimonials
Luxury / indulgence	Urgency ("Act now!")	Bang for the buck	Promise of status	"Become the person you want to be"
Environmental responsibility	Self improvement	Social responsibility	Association with success	Convenience

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Promise of being more masculine / feminine	Celebrity credibility	Urgency ("Act now!")	Promise of success	Association with physical attractiveness
Bang for the buck	"Be your own person"	Solves a problem	"Impress others with your good taste"	Fear of missing out
Thrill-seeking	Tradition	Humor	"Be part of the in-group"	"Become the person you want to be"
Convenience	Celebrity association	Patriotism	Scarcity	Luxury / indulgence
Promise of being accepted	"Live for yourself, not anyone else"	Scientific evidence	Promise of physical attractiveness	"Simplify your life"

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Environmental responsibility	Convenience	"Be your own person"	Fear of missing out	Promise of status
Envy	"Be a trend-setter"	Solves a problem	"Live for the moment"	Scarcity
Promise of authenticity	Nostalgia	Humor	"Become the person you want to be"	Promise of safety / security
"Be part of the in-group"	Association with physical attractiveness	Testimonials	"Live for yourself, not anyone else"	Emotional storytelling
Thrill-seeking	"You're smarter than these people we're all laughing at"	Social responsibility	Health / wellness	Urgency ("Act now!")

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Value of family	"Everyone is doing it!"	Promise of desirable lifestyle	Promise of being more masculine / feminine	"Be a trend-setter"
"Live for yourself, not anyone else"	Promise of status	Fear of missing out	Luxury / indulgence	Solves a problem
Health / wellness	Self improvement	Humor	Celebrity association	Scientific evidence
Environmental responsibility	Bang for the buck	Social responsibility	"Impress others with your good taste"	Association with success
Patriotism	Envy	Promise of safety / security	"Be part of the in-group"	Association with physical attractiveness

# Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Promise of safety / security	Value of family	Promise of status	Environmental responsibility	Fear of missing out
Bang for the buck	Promise of success	Better than competitor	Nostalgia	Patriotism
Solves a problem	"Everyone is doing it!"	Humor	"Impress others with your good taste"	"Live for the moment"
Association with success	"Live for yourself, not anyone else"	Promise of desirable lifestyle	Promise of physical attractiveness	Thrill-seeking
Celebrity credibility	Promise of being more masculine / feminine	Comfort / ease	Emotional storytelling	Celebrity association

# Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Better than competitor	Scarcity	Thrill-seeking	"Be part of the in-group"	Health / wellness
Fear of missing out	Promise of safety / security	"You're smarter than these people we're all laughing at"	"Become the person you want to be"	Promise of success
"Impress others with your good taste"	Bang for the buck	Humor	"Simplify your life"	"Be your own person"
Luxury / indulgence	Envy	Patriotism	Solves a problem	Value of family
Environmental responsibility	Comfort / ease	Scientific evidence	Celebrity association	Emotional storytelling



## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Scarcity	"Be your own person"	Celebrity association	Convenience	"Be part of the in-group"
Solves a problem	Social responsibility	Thrill-seeking	Bang for the buck	Promise of success
"Be a trend-setter"	Better than competitor	Humor	Nostalgia	Luxury / indulgence
Association with physical attractiveness	"Simplify your life"	Promise of safety / security	Self improvement	Urgency ("Act now!")
"Impress others with your good taste"	Promise of authenticity	Testimonials	Promise of being more masculine / feminine	Promise of desirable lifestyle

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Emotional storytelling	"Be part of the in-group"	Better than competitor	"Impress others with your good taste"	Envy
Testimonials	Luxury / indulgence	Fear of missing out	Association with success	Environmental responsibility
Patriotism	"Live for yourself, not anyone else"	Humor	Tradition	Association with physical attractiveness
"Everyone is doing it!"	"You're smarter than these people we're all laughing at"	Promise of success	Scientific evidence	Nostalgia
Comfort / ease	Self improvement	"Be your own person"	Promise of physical attractiveness	"Simplify your life"

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Be part of the in-group"	Patriotism	Better than competitor	Comfort / ease	Promise of authenticity
Environmental responsibility	Emotional storytelling	Promise of desirable lifestyle	"You're smarter than these people we're all laughing at"	Value of family
"Everyone is doing it!"	Self improvement	Humor	"Live for the moment"	Celebrity association
Promise of being accepted	"Impress others with your good taste"	Promise of safety / security	Celebrity credibility	Thrill-seeking
"Be a trend-setter"	Health / wellness	"Live for yourself, not anyone else"	Convenience	Scarcity

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Simplify your life"	Celebrity credibility	Tradition	Emotional storytelling	Celebrity association
Promise of status	Luxury / indulgence	"Live for the moment"	"Be part of the in-group"	Fear of missing out
"Live for yourself, not anyone else"	Patriotism	Humor	"Everyone is doing it!"	"Be your own person"
Environmental responsibility	Value of family	Health / wellness	Envy	Promise of desirable lifestyle
Urgency ("Act now!")	"Impress others with your good taste"	Convenience	Self improvement	Better than competitor

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Promise of status	"Become the person you want to be"	"Simplify your life"	Luxury / indulgence	Convenience
"You're smarter than these people we're all laughing at"	Testimonials	Bang for the buck	"Be part of the in-group"	Promise of desirable lifestyle
"Be a trend-setter"	Scientific evidence	Humor	Patriotism	Environmental responsibility
"Be your own person"	Celebrity credibility	Promise of being more masculine / feminine	Celebrity association	Promise of authenticity
Association with physical attractiveness	Fear of missing out	Self improvement	"Live for yourself, not anyone else"	Social responsibility

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Thrill-seeking	Solves a problem	Comfort / ease	Celebrity association	Promise of physical attractiveness
"Be part of the in-group"	Scientific evidence	"Be your own person"	Convenience	Bang for the buck
"Everyone is doing it!"	Self improvement	Humor	Scarcity	Urgency ("Act now!")
Promise of being accepted	Association with success	"Become the person you want to be"	Promise of success	Fear of missing out
Envy	Promise of authenticity	"Be a trend-setter"	Social responsibility	Emotional storytelling

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Convenience	"Become the person you want to be"	"Be your own person"	Value of family	Promise of physical attractiveness
"Live for the moment"	Promise of status	Tradition	"Everyone is doing it!"	Health / wellness
Patriotism	"Live for yourself, not anyone else"	Humor	Thrill-seeking	Promise of authenticity
"Be part of the in-group"	Scarcity	Association with physical attractiveness	Emotional storytelling	"Be a trend-setter"
Self improvement	Luxury / indulgence	Scientific evidence	Fear of missing out	"You're smarter than these people we're all laughing at"

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Become the person you want to be"	"Live for the moment"	"Simplify your life"	Environmental responsibility	"Be your own person"
Celebrity association	Promise of authenticity	Luxury / indulgence	Fear of missing out	Promise of safety / security
Solves a problem	Better than competitor	Humor	Patriotism	Promise of being more masculine / feminine
Testimonials	"Live for yourself, not anyone else"	Promise of status	Comfort / ease	Association with success
Promise of being accepted	Value of family	Promise of physical attractiveness	Self improvement	Association with physical attractiveness

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Scientific evidence	Luxury / indulgence	Value of family	Promise of safety / security	Solves a problem
Promise of being more masculine / feminine	Urgency ("Act now!")	"Become the person you want to be"	Promise of desirable lifestyle	"You're smarter than these people we're all laughing at"
Testimonials	"Be a trend-setter"	Humor	Promise of being accepted	Emotional storytelling
Promise of physical attractiveness	"Live for the moment"	Promise of status	Patriotism	Association with success
Bang for the buck	Tradition	Social responsibility	Better than competitor	Promise of success

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Celebrity credibility	Emotional storytelling	Health / wellness	Promise of authenticity	"Be your own person"
Scientific evidence	Urgency ("Act now!")	Promise of being accepted	Association with physical attractiveness	Value of family
"Live for the moment"	"Live for yourself, not anyone else"	Humor	Association with success	"Impress others with your good taste"
Self improvement	Luxury / indulgence	Tradition	Promise of being more masculine / feminine	"Be part of the in-group"
"Simplify your life"	Promise of safety / security	Thrill-seeking	Patriotism	Celebrity association

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

Association with physical attractiveness	Environmental responsibility	Luxury / indulgence	Promise of being accepted	Comfort / ease
Promise of being more masculine / feminine	Promise of authenticity	Promise of safety / security	Nostalgia	"Become the person you want to be"
Value of family	Testimonials	Humor	Tradition	Scarcity
Emotional storytelling	"Live for yourself, not anyone else"	Envy	Promise of desirable lifestyle	Celebrity credibility
"Live for the moment"	Promise of success	Bang for the buck	Health / wellness	Promise of physical attractiveness

## Super Bowl Commercial Bingo

The goal of almost all commercials is to convince you to think more highly of a brand. The grid below lists some of the messages or themes commercials use to try to influence us. When you see a commercial that uses one of the messages/themes below, write the name of the brand in the corresponding box. 1 box per commercial. Win by marking 5 boxes in a row (vertical, horizontal, or diagonal).

"Everyone is doing it!"	"Be a trend-setter"	Promise of physical attractiveness	Association with physical attractiveness	Thrill-seeking
Urgency ("Act now!")	Scarcity	Fear of missing out	Promise of safety / security	Tradition
Promise of success	Celebrity credibility	Humor	Association with success	"Live for yourself, not anyone else"
Celebrity association	Bang for the buck	Promise of desirable lifestyle	Better than competitor	Nostalgia
Comfort / ease	"Simplify your life"	"Become the person you want to be"	"Be part of the in-group"	Health / wellness