

B I N G O

<p>PUPPY MONKEY BABY</p> <p>Brand inelegantly smushes words together</p>	<p>SELL OUT!</p> <p>Punk rock song used in ad</p>	<p>[WOLF WHISTLE]</p> <p>Brand uses skin to sell</p>	<p>GROSS!</p> <p>Brand uses gross-out humor</p>	<p>ARE THOSE ACTORS?</p> <p>Ad features “These are real people” disclaimer</p>
<p>À LA RECHERCHE DU ADS PERDU</p> <p>Ad relies on actor’s previous roles</p>	<p>WE CARE</p> <p>Ad with anthemic, inspirational feel</p>	<p>WE REALLY CARE</p> <p>For-profit brand highlights not-for-profit activities</p>	<p>AWESOME AD, GREAT JOB!</p> <p>Unicorns, rainbows, and other absurdist hallmarks of <i>Tim and Eric</i> that were fresh a decade ago</p>	<p>SUPERHERO CROSSOVER</p> <p>When your Super Bowl ad is just your product placement in the next blockbuster movie</p>
<p>F*CK THE FOURTH WALL!</p> <p>An ad built around making an ad</p>	<p>JOCK HUMOR</p> <p>Ha ha, nerd, like you’d ever get a date! Up top!</p>	<p>DILLY DILLY!</p> <p>Free space—we all know this is coming</p>	<p>CO-OPTING NERD CULTURE</p> <p>Any ad featuring Jim Parsons automatically qualifies</p>	<p>WHAT THE —[HARD CUT TO ART CARD]</p> <p>When the funniest part is the swear word that goes unsaid</p>
<p>WHAT THE HELL DID I JUST WATCH?</p> <p>Choose wisely—you only get to use this space once</p>	<p>ALL YOUR BEST FRIENDS</p> <p>A laundry list of the products/shows/characters on offer from a given brand/inspirational feel</p>	<p>VROOM VROOM!</p> <p>Car go fast! Car go fast! Look at car go fast, vroom!</p>	<p>MILLENNIAL SOUNDTRACK</p> <p>Whistling, hand claps, ukeleles, etc.</p>	<p>PRECOCIOUS YOUNGSTER</p> <p>Kids say the darnedest things!</p>
<p>UNDERDOG IS HERE!</p> <p>Brand casts itself as scrappy</p>	<p>TIDE PODS, AMIRITE?</p> <p>Brand uses already out-of-date meme or trend</p>	<p>SEEN IT</p> <p>Ad that runs twice or more during Super Bowl</p>	<p>TALKING TO THE CAMERA</p> <p>Brand spokes-person addresses audience directly</p>	<p>“HELLO, I’M...”</p> <p>Brand uses celebrity playing him/herself</p>

B I N G O

<p>"HELLO, I'M..."</p> <p>Brand uses celebrity playing him/herself</p>	<p>MILLENNIAL SOUNDTRACK</p> <p>Whistling, hand claps, ukeleles, etc.</p>	<p>TIDE PODS, AMIRITE?</p> <p>Brand uses already out-of-date meme or trend</p>	<p>WHAT THE —[HARD CUT TO ART CARD]</p> <p>When the funniest part is the swear word that goes unsaid</p>	<p>WE CARE</p> <p>Ad with anthemic, inspirational feel</p>
<p>TALKING TO THE CAMERA</p> <p>Brand spokesperson addresses audience directly</p>	<p>VROOM VROOM!</p> <p>Car go fast! Car go fast! Look at car go fast, vroom!</p>	<p>WE REALLY CARE</p> <p>For-profit brand highlights not-for-profit activities</p>	<p>PUPPY MONKEY BABY</p> <p>Brand inelegantly smushes words together</p>	<p>CO-OPTING NERD CULTURE</p> <p>Any ad featuring Jim Parsons automatically qualifies</p>
<p>PRECOCIOUS YOUNGSTER</p> <p>Kids say the darnedest things!</p>	<p>JOCK HUMOR</p> <p>Ha ha, nerd, like you'd ever get a date! Up top!</p>	<p>DILLY DILLY!</p> <p>Free space—we all know this is coming</p>	<p>ARE THOSE ACTORS?</p> <p>Ad features "These are real people" disclaimer</p>	<p>SEEN IT</p> <p>Ad that runs twice or more during Super Bowl</p>
<p>F*CK THE FOURTH WALL!</p> <p>An ad built around making an ad</p>	<p>SUPERHERO CROSSOVER</p> <p>When your Super Bowl ad is just your product placement in the next blockbuster movie</p>	<p>SELL OUT!</p> <p>Punk rock song used in ad</p>	<p>[WOLF WHISTLE]</p> <p>Brand uses skin to sell</p>	<p>WHAT THE HELL DID I JUST WATCH?</p> <p>Choose wisely—you only get to use this space once</p>
<p>UNDERDOG IS HERE!</p> <p>Brand casts itself as scrappy</p>	<p>AWESOME AD, GREAT JOB!</p> <p>Unicorns, rainbows, and other absurdist hallmarks of <i>Tim and Eric</i> that were fresh a decade ago</p>	<p>GROSS!</p> <p>Brand uses gross-out humor</p>	<p>À LA RECHERCHE DU ADS PERDU</p> <p>Ad relies on actor's previous roles</p>	<p>ALL YOUR BEST FRIENDS</p> <p>A laundry list of the products/shows/characters on offer from a given brandinspirational feel</p>