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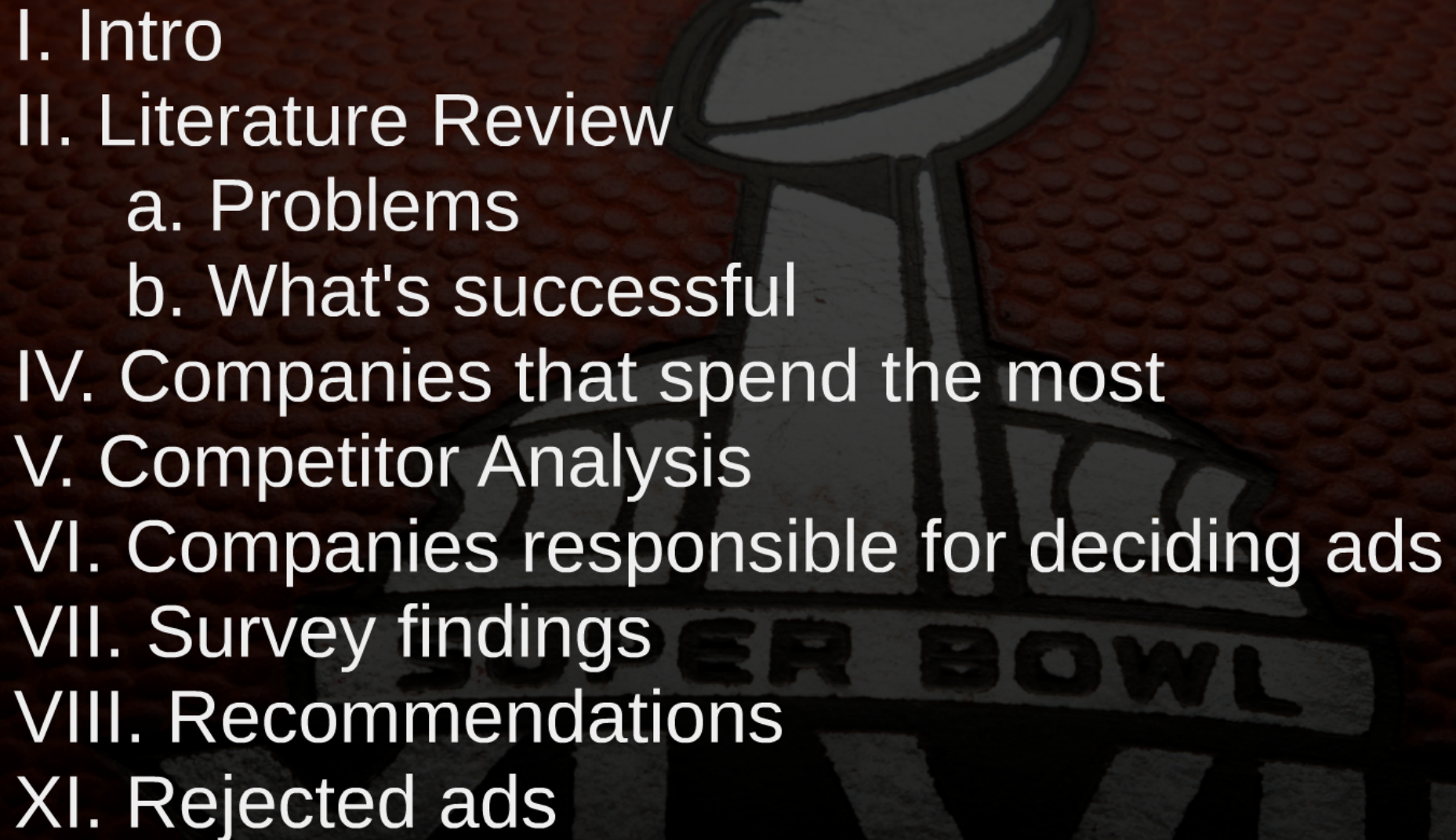
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# The Superbowl Harvard Case Solution & Analysis

TheCaseSolutions.com

A close-up photograph of a brown leather football. The football's pebbled texture is prominent. In the center, there is a silver Vince Lombardi Trophy. Below the trophy, the words "SUPER BOWL" are printed in a bold, black, sans-serif font. At the bottom, the Roman numeral "XLVII" is displayed in a large, stylized, silver font with black outlines. A semi-transparent dark grey rectangular box is overlaid across the middle of the image, containing the word "Outline" in a large, white, serif font.

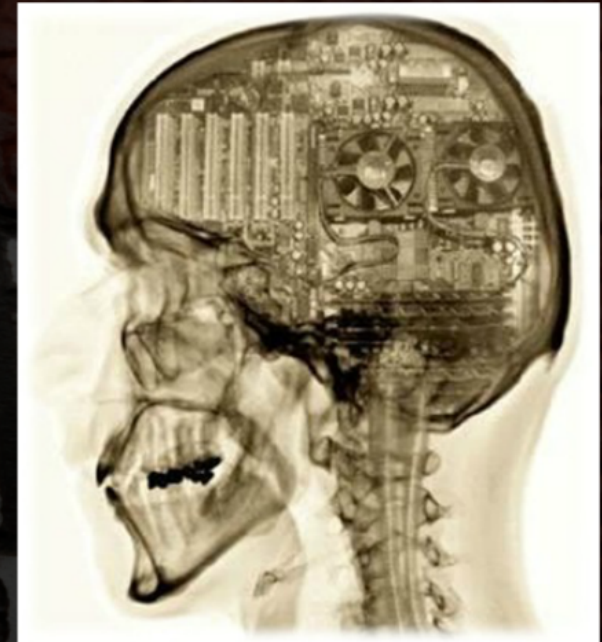
# Outline

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- I. Intro
  - II. Literature Review
    - a. Problems
    - b. What's successful
  - IV. Companies that spend the most
  - V. Competitor Analysis
  - VI. Companies responsible for deciding ads
  - VII. Survey findings
  - VIII. Recommendations
  - XI. Rejected ads

A close-up photograph of a brown leather football with a pebbled texture. The Vince Lombardi Trophy is embossed in the center, and the text 'SUPER BOWL XLVII' is visible at the bottom. A semi-transparent dark grey rectangular box is overlaid on the center of the image, containing the text 'Factors to Consider' in white.

# Factors to Consider

- Financial costs
- Audience
- Competitors
- Theme
- R&D
- Success rate
- etc.



A close-up photograph of a brown leather football with a pebbled texture. In the center, the Vince Lombardi Trophy is embossed in silver. Below the trophy, the words "SUPER BOWL" are embossed in a smaller font, and "XLVII" is embossed in a large, bold, stylized font. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the word "Problems" in white, sans-serif font.

# Problems

- Retention
- Viewer willingness to purchase
- Amount/duration of profitability

