

The Radding Rating®

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“Which Super Bowl commercial did you like best?”

As a former agency creative director and art director, university instructor of marketing and advertising, and author of a book about agency collaboration, I’m frequently asked this question about Super Bowl commercials.

As I’ve explained to clients and colleagues, and now to my students, the question is not whether someone “likes” a particular commercial, but how well the advertising works to accomplish its objectives.

Advertising includes paid media, such as Super Bowl commercials, where the advertiser pays a media outlet for the time and/or space in which to display advertising; owned media, which includes the content that a company owns, such as brand identity, slogans and taglines, and intellectual property; and earned media, which traditionally included press coverage but now also included follows, likes, and shares in social media.

I developed this rating system as a tool for my students, and anyone who is interested, to evaluate advertising based on ten relevant criteria that are components of how well the advertising works.

Radding Rating®

Category	Rating (1-10)
1. Originality <i>(unique, combines/adapts elements in a new way)</i>	
2. On brand <i>(true to the intended perception of the company’s purpose)</i>	
3. Aligns with audience <i>(relevant to the targeted consumers)</i>	
4. Memorable <i>(for storytelling, content, meaning, etc.)</i>	
5. Tone, Voice, Mood <i>Tone (moving, humorous, etc.), Voice (attitude), Mood (feeling)</i>	
6. Visuals <i>(images, direction)</i>	
7. Words <i>(what is said, written, spoken, as people actually speak)</i>	
8. Music/sound <i>(adds to the meaning, mood, tone, impact, relevance, memorability)</i>	
9. Call to action <i>(hashtag, URL, “do” intention, explicit/implicit)</i>	
10. Effectiveness <i>(earning media, driving response/engagement/sales)</i>	
Total (100 max possible)	