Super Bowl 2020 Ad Assignment

[Name of the Writer]

[Name of the Institution]

Author Note

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Americans love football; every year, a huge competition or sporting event is held every year in order to choose the championship team for NFL (National Football League). The event is given the name Super Bowl and is usually held on any Sunday of January or February every year. In fact the Sunday on which the event has to be held, that day is declared a de facto holiday. This year, this event, the Super Bowl 2020, is going to be held on 2nd February 2020.

Every year, many manufacturers and producers strive to get their ads played during the event, because they know, that it will reach the maximum number of people in those hours. More than 103.4 million viewers watch the live coverage of this event, so many powerful and well-known brands try to take advantage of this golden opportunity. Same is the case this year. Many brands have already released the teasers of their TV commercials, in order the increase the curiosity in the audience. One such brand is Verizon.

Verizon is going to get their ad played during the mega event in 2020. The ad is about Verizon’s 5G services and carries a very emotional and strong message as well. This TVC or ad will be played in between the time allotted for the tech ads or the advertisements for the networking companies. The ad is also available over the internet on Youtube as well (*5G Built Right | Smoke | Verizon*, n.d.). Verizon has tried to target a specific profession through this ad, the firefighters. There is a great emotional appeal in it that for years, firefighters have to fight their way through the burning flames and smoke, but now, times have changed. The new 5G technology of Verizon will help the firefighters see through the smoke so that they can perform their job in a much better and efficient way.

**References**

*5G Built Right | Smoke | Verizon :30*. (n.d.). Retrieved January 31, 2020, from https://www.youtube.com/watch?v=PTVxKwpiYK4&feature=youtu.be