

I chose the 2026 Superbowl commercials category on <https://www.ispot.tv/browse>.

The 2 commercials I choose are Universal Orlando Resorts “Little Man”, and Ring Doorbell “Search Party, Be a Hero in Your Neighborhood”.

Universal Studios Orlando

a. Identify the product that's being advertised in the commercial, list the company's website URL (if it's not listed in the commercial, you may have to Google the company in order to locate the URL), and provide a link to the commercial that you viewed.

The URL for Universal Orlando Resorts is <https://www.universalorlando.com/web/en/us> .
The advertisement is for the experiences of the various theme parks available at Universal Resorts in Orlando, Florida. The commercial is https://www.youtube.com/watch?v=WEV_wDMTCq0 .

b. Write a description of the salient issues. What are the most important or most noticeable aspects of the commercial?

The issue is the little brother who gets treated poorly by his big brother until they go to Universal Orlando Resort. Then the tables are turned and the little brother is the brave one to experience the rides and attractions while the big brother is hesitant. At the end the little brother ribs the big brother about helping his big brother have a great time as they leave the park after an amazing day experiencing the theme park. The noticeable aspect of the commercial is the wonder and excitement of entering the theme park and a number of the experiences the brothers enjoy for the day of their visit.

c. Explain, in each case, if the mention of the website is helpful to the commercial, or not necessarily helpful. If the TV commercial does not provide the company's URL, please discuss whether you think it would be helpful to include it and why.

Considering the 2026 Superbowl was over 5 weeks ago, the immediate top of the homepage displays at <https://www.universalorlando.com/web/en/us> is still the very same television commercial shown on the 2026 Superbowl. The URL given here is not shown in the TV commercial. I believe the major reason for this is that search engine marketing has almost completely overtaken any display of URLs in TV commercials. I would not remember (or even try to remember what might be shown in the commercial) as it would be basically unused anyway. With the brand image of the product and the paid search that the resorts incentivize search engines to list their theme parks and attractions upon entering just a few simple keywords, the website will be quickly found from search information. Therefore, I don't think it is necessary for the URL to be included in the television commercial.

d. Discuss how the two forms of advertising complement one another and whether or not the TV commercial would provoke you to buy the product from the company. Can the product being advertised in the TV commercial be purchased online from the company's website? Make sure that you clearly identify what company and what product goes with which commercial URL.

The purchase of tickets and hotel room stays at Universal Orlando Resorts is going to be booked either through the Universal Studios website or with a travel broker like AAA. The television commercial simply exists for brand awareness to get the viewers of the commercial thinking about having experiences similar to the participants in the commercial. The television commercial has no expectations that it would be used in the actual purchase of the product. It is a simple reminder that Universal Studios in Florida has many new experiences available recently constructed, which would attract new or returning guests to visit the resorts. Yes, the television commercial would be highly provocative to entice people to purchase experiences at Universal Resorts Orlando from their website. The tag of the commercial and the homepage of the website are the connection to the viewer that they have found the correct product being advertised on television.

Ring doorbell, helping find lost animals. Neighborhood hero search party.

a. Identify the product that's being advertised in the commercial, list the company's website URL (if it's not listed in the commercial, you may have to Google the company in order to locate the URL), and provide a link to the commercial that you viewed.

The product being advertised is really 2 parts. First is the obvious sales of Ring doorbells to place on your home. The second part is a service being offered (for free) to allow them to use your camera on the Ring doorbell to capture footage from your camera in real time to search for lost pets. Using AI, the idea is, the owner of the missing animal needs to upload a photo of the lost animal, and Ring will use AI to watch the camera to see if the animal is detected within your camera's view. Finally, alert the animal's owner and the homeowner whos' camera detected the lost animal so that the animal and the original family can become reunited. This next fact is kind of interesting; I was watching the commercial on youtube very carefully to see if the URL of the company was shown anywhere in the commercial. It was not, but then something happened. I am quite hard of hearing, so with youtube I have closed captions turned on. And, right at the very end of the dialog, the founder of Ring, Jamie Siminoff (yes, his name is captioned in that portion of the commercial), says out loud, "Join the neighborhood at ring.com". I am so conditioned to hearing the ".com" placed on the names of things (and probably text also), that I watched the commercial several times over, even with captions, and did not hear or see that he had said ".com" on the end, aloud. The company URL is <https://ring.com/> . The URL of the tv commercial on youtube is <https://www.youtube.com/watch?v=OheUzrXsKrY> . The location on the Ring Website where the Search Party information may be located is <https://ring.com/search-party> .

b. Write a description of the salient issues. What are the most important or most noticeable aspects of the commercial?

The most noticeable portion of the commercial for me is the image of the dog being spotted by the camera and AI making a match to an uploaded image from the dogs' owners. But there are the other heartstring pulling moments of the dog being given as a gift originally to the young girl, and the young girl and the father then posting pictures on telephone poles indicating that the dog is lost.

c. Explain, in each case, if the mention of the website is helpful to the commercial, or not necessarily helpful. If the TV commercial does not provide the company's URL, please discuss whether you think it would be helpful to include it and why.

Since I have now explained that the commercial does actually provide information about the website, all be it very briefly and only at the very end, I can say that the commercial is helpful for the website due to perhaps any number of questions which would come to mind immediately concerning allowing your Ring doorbell to be always on and monitoring what is within the field of view as a privacy concern.

d. Discuss how the two forms of advertising complement one another and whether or not the TV commercial would provoke you to buy the product from the company. Can the product being advertised in the TV commercial be purchased online from the company's website? Make sure that you clearly identify what company and what product goes with which commercial URL.

The 2 forms of advertising do very much complement each other in this case. First is introducing Ring doorbell owners to a service they can provide to find lost animals in the neighborhood. But this comes with the privacy concerns I previously stated. But here is where the website comes into major play to support the television commercial. Explaining the process of joining the search party operation with your doorbell, and how the privacy concerns work would be way too much information to convey in a 30 second television commercial. This is where the website steps in. Finding the information on the Ring doorbell site for the service "search party" <https://ring.com/search-party> and scrolling down quite far on the webpage provides an FAQ of the complete terms and service of how search party works for those who have lost pets. Also, the terms for those who are willing to help find them again. How long the search lasts and other important information. Then the website provides more content available with a search party style service for spotting and reporting wildfires with Ring doorbells, thus enticing Ring doorbell owners to join and assist with these important services. Finally, this information may entice non-Ring doorbell owners to purchase a Ring doorbell and join these important services.