

5TH ANNUAL



# SUPER BOWL TWEETUP

#3percentsb

## THE 3% TEST

Is there a woman in the ad?

+

Does she defy a stereotype?

+

Is she the hero?

=

#mediawelike

OR

#notbuyingit



**BONUS!**

The ad is directed by a woman.

PRESENTED BY

THE 3% movement



SPONSORED BY



MIAMI AD SCHOOL

POSSIBLE



HILL HOLLIDAY



VML

BRAND	AGENCY	There's a woman in the ad	She is not a stereotype	She is the hero/leading the action	RESULT	<b>BONUS!</b> Directed by a woman	
<b>Amazon/Alexa</b> @amazon	D1 (In-house)/Lucky Generals @LuckyGenerals	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Avocados From Mexico</b> @AvosfromMexico	GSD&M @GSDM	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Bud Light</b> @budlight	Wieden + Kennedy @WiedenKennedy	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Budweiser</b> @Budweiser	David Miami @DAVID_Miami_	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Coca-Cola</b> @CocaCola	Wieden + Kennedy @WiedenKennedy	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Diet Coke</b> @DietCoke	Anomaly Los Angeles @GSP	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Doritos</b> @Doritos	Goodby, Silverstein & Partners @GSP	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>eTrade</b> @etrade	MullenLowe @mullenloweus	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Febreze</b> @Febreze_Fresh	Grey New York @GreyNewYork	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Groupon</b> @Groupon	O'Keefe Reinhard & Paul @okrpagency	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Hyundai</b> @Hyundai	Innocean @INNOCEANUSA	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Kia</b> @Kia	David&Goliath @DEFYyourGOLIATH	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Kraft</b> @KraftHeinzCo	Leo Burnett Chicago @LeoBurnettChi	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Lexus</b> @lexus	Walton Isaacson @WaltonIsaacson	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>M&amp;Ms</b> @mmschocolate	BBDO New York @BBDONY	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Michelob Ultra "The Perfect Fit"</b> @MichelobULTRA	FCB Chicago @fcbchi	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Michelob Ultra "I Like Beer"</b> @MichelobULTRA	FCB Chicago @fcbchi	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Monster Products</b> @MonsterProducts	NBCU Content Innovation Agency	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Mountain Dew</b> @MountainDew	Goodby, Silverstein & Partners @GSP	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>NFL</b> @NFL		<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Pepsi</b> @pepsi	The Creators League (In-house)	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Persil ProClean</b> @PersilProClean	TBWA/Chiat/Day @TBWA	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Pringles</b> @Pringles	Grey New York @GreyNewYork	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>QuickBooks (Intuit)</b> @QuickBooks	Phenomenon/Passion Animation @phenomenon	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Rocket Mortgage (Quicken)</b> @RocketMortgage	Huge @hugeinc	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Sprint</b> @Sprint	Droga5 @Droga5	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Squarespace</b> @Squarespace	In-house	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Stella Artois/Water.org</b> @StellaArtois	Mother @motherly	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Tide</b> @tide	Saatchi & Saatchi @wvsaatchi	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Toyota - 1st Q</b> @toyota	Saatchi & Saatchi @wvsaatchi	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Toyota - Halftime</b> @toyota	Saatchi & Saatchi @wvsaatchi	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Toyota - 2nd Half</b> @toyota	Saatchi & Saatchi @wvsaatchi	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>TurboTax (Intuit)</b> @turbotax	Wieden & Kennedy @WiedenKennedy	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Verizon</b> @verizon		<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>WeatherTech</b> @WeatherTech	Pinnacle Advertising @Pinnacle_Ad	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->
<b>Wendy's</b> @Wendys	VML @VML	<input type="radio"/>	---	<input type="radio"/>	---	<input type="radio"/>	-->