

# Super bowl commercial 2014

[Business](#), [Marketing](#)



Super Bowl Microsoft commercial Super Bowl The super bowl Microsoft commercial was creative. Microsoft Corporation is a worldwide brand that specializes in making computers and computer software products (Shelly &Vermaat, 2014). The campaign theme is 'empowering'. The commercial brought out the examples of how Microsoft has been able to empower people in the most exceptional ways. Steve Gleason through a robotic voice mentions what technology has been able to do to mankind, to unite, inspire, give hope to the hopeless and voice to the voiceless. There are scenes of how technology has changed peoples' lives remarkably. In less than ten seconds, each scene tells a story of a thousand words. There is no mention of the brand name or image of the Microsoft logo throughout the commercial until the very end of the commercial.

I believe the commercial brings out the personality of Microsoft. Microsoft strives to invent and develop amazing computer software that caters for not only ordinary people, but people with specific or special needs also.

Technology has made life simpler and better. Technology has made people's dreams a reality and Microsoft is at the forefront of such initiatives.

The Super bowl 2014 Apple Inc commercial a competitor of Microsoft known for its IOS operating systems and OS X computer software did not have such a creative well thought through commercial (O'Grady, 2014). The Apple Inc commercial concentrated on their product iPhone and not a broader perspective of what they are all about. The Microsoft commercial was far more superior in terms of quality and was able to market Microsoft as a brand that cares and not a brand that wants to sell only. My favorite spot in the Microsoft commercial was a scene showing a small girl jumping up and

down and screaming from seeing her father probably through Skype. It brings out the aspect of how technology builds relationships. The Super bowl Microsoft Commercial 2014 was fantastic.

#### References

O'Grady, J. D. (2014). Apple Inc. ABC- CLIO, 3-16.

Shelly, G., & Vermaat, M. (2014) Discovering Computers and Microsoft Office 2010: A Fundamental Combined Approach, 12- 15. Cengage Learning.