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Expect More Humor in Super Bowl 50 Commercials

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SAN FRANCISCO (WBAP/KLIF News) – It looks like humor will be back in full force in 2016. For the past several years, the tone of Super Bowl commercials has been pretty somber.

“There will be some serious ads this year, but in my opinion, we’re going to see a more upbeat Super Bowl,” said Abhi Biswas, a professor at UT Dallas. “We’re going through everything from fears of terrorism, national security, a potentially depressed economy, and heavy political campaigns. So, in the wake of all of this, I think advertisers are making an effort to raise people’s mood and spirits.”

Click to hear WBAP/KLIF’s Chelsea Wade talk with Biswas:

Chelsea Wade
UTD Professor Abhi Biswas

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