

FOCUS GROUP REPORT

Svedka 'Shake Your Bots Off'

Super Bowl 2026

0.57

OVERALL SCORE

NEGATIVE

8 Synthetic Personas | 27 Questions | 6 Rubrics

February 25, 2026

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Executive Summary

0.57 Overall Score	NEGATIVE Sentiment	8 Panelists	27 Questions
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The Svedka 'Shake Your Bots Off' Super Bowl ad achieves strong brand recognition but fails at every metric that converts awareness into affinity or purchase intent. Across all eight participants -- spanning ages 24-49, multiple nationalities, and both tech-savvy and general consumer profiles -- the ad is received as visually striking but emotionally cold, generating uncanny valley discomfort rather than social warmth. The near-human robot design triggers discomfort at every stage: the opening smile, the drinking sequence, and the sparking ending, which creates the most damaging association of all -- vodka as a corrosive agent that causes system failure. The Super Freak remix is the ad's sole genuine emotional asset, but its soulful human energy amplifies rather than compensates for the robots' sterility. Critically, the novelty of AI-generated creative does not enhance brand trust or purchase intent in this execution; instead, it actively undermines perceived product quality, with multiple participants explicitly connecting the synthetic aesthetic to concerns about vodka craftsmanship and brand care. Word-of-mouth potential exists but is misdirected: participants would share the ad as an AI curiosity, not as a brand endorsement. To salvage the Super Bowl investment, three changes are essential: remove the sparking ending and replace it with a positive consumption moment; resolve the uncanny valley by either introducing human characters or fully stylizing the robots as clearly non-human; and restructure the ad's emotional arc to deliver a genuine narrative payoff. The Super Freak remix should be trusted as the emotional spine of the ad, with visuals redesigned to match its energy rather than contradict it.

Score Distribution

- **0.0-0.3:** 0% of panelists
- **0.3-0.6:** 62% of panelists
- **0.6-1.0:** 38% of panelists

Panel Overview

Persona	Score	Sentiment	Summary
Sofia Alvarez	0.58	Negative	Sofia Alvarez represents a digitally-aware, urban professional who appreciates technical innovation but fundamentally rejects the content's core message and execution. As a...
Zachary Lane	0.77	Positive	Zachary Lane is a tech-savvy 25-year-old frontend developer from Austin who appreciates the technical execution and brand consistency of the Svedka AI robot ad, but harbors...
Zara Ahmed	0.68	Positive	Zara Ahmed is a design-savvy social media manager who appreciates the technical innovation of AI-generated creative but has significant reservations about its execution and...
Omar Farouk	0.50	Negative	Omar Farouk, a 42-year-old Senior Brand Manager from NYC, approaches this content through a professional lens focused on authenticity, human connection, and storytelling. While...
Seán O'Connor	0.45	Very Negative	Seán O'Connor, a 49-year-old Dublin-based marketing director, fundamentally rejects this AI-generated Svedka ad. While his professional expertise allows him to recognize the...
Ethan Wallace	0.66	Negative	Ethan Wallace represents a technically sophisticated but emotionally disconnected viewer. As an AI/ML product manager, he approaches the Svedka ad through a professional lens,...
Maya Patel	0.40	Very Negative	Maya Patel, a 32-year-old AI/ML Product Manager in Austin, brings deep technical expertise and strong ethical convictions to her evaluation of the Svedka ad. Her assessment is...
Nadia Karim	0.52	Negative	Nadia Karim, a 24-year-old digital marketing specialist with a communications background, approaches this AI-generated Svedka ad with analytical skepticism rooted in both...

Persona Deep Dives

Sofia Alvarez 0.58 Negative

Sofia Alvarez represents a digitally-aware, urban professional who appreciates technical innovation but fundamentally rejects the content's core message and execution. As a corporate event planner in NYC with strong values around authenticity and community, she views the AI-generated robot ad as...

Standout Moment:

*"When the female robot pours the drink and looks at the male robot, her eyes are just... vacant. It reminds me of the 'ghosting' culture in dating here. It's that feeling of being with someone who isn't actually *there*. It makes the whole brand..."*

Primary Concern:

The ad reinforces transactional, mechanical approaches to socializing and feels insensitive to urban loneliness. Sofia worries it sends a message that humans are becoming obsolete in their own social spaces, which is particularly concerning in a...

Notable Quotes:

Q: Considering the 'uncanny valley' effect, were there any moments where the... (intensity: 5)

"Definitely. When the female robot pours the drink and looks at the male robot, her eyes are just... vacant. It reminds me of the 'ghosting' culture in dating here. It's that feeling of being with..."

Q: What concerns or reservations do you have about this content, if any? (intensity: 5)

"My biggest concern is that it reinforces this idea that socializing is just a transactional, mechanical process. In a city like NYC where we're already struggling with loneliness and rent hikes,..."

Q: What's your immediate first impression of this content? (intensity: 4)

"It feels a bit cold. It's very flashy and high-production, which I get for a Super Bowl spot, but seeing these AI robots trying to act 'fun' in a club just feels like another version of the..."

Zachary Lane 0.77 Positive

Zachary Lane is a tech-savvy 25-year-old frontend developer from Austin who appreciates the technical execution and brand consistency of the Svedka AI robot ad, but harbors significant reservations about the uncanny valley effect and the broader implications of leaning too heavily on AI trend...

Standout Moment:

"Music is the one thing that kept this from feeling like a sterile tech demo. This quote encapsulates Zachary's core insight: while the technical execution is impressive, the emotional connection depends entirely on the soundtrack, not the..."

Primary Concern:

The uncanny valley effect and the short-circuiting robot ending create product trust concerns. Zachary worries the ad might feel dated quickly due to trend-chasing, and that audiences already anxious about AI may find the robots unsettling rather...

Notable Quotes:

Q: What stands out to you most about this content? (intensity: 4)

"The robots' faces, hands down. That stark white 'skin' against the bright red lipstick and the way they move... it's super stylized. Also, that 'Super Freak' remix hits hard -- as someone who..."

Q: The remix of 'Super Freak' is a recognizable song. How did its use in this... (intensity: 4)

"It's a safe choice, but a good one. 'Super Freak' is a total classic -- I've got the Rick James vinyl at home -- and the remix modernized it enough to fit the 'bots.' It makes the brand feel..."

Q: Considering the 'uncanny valley' effect, were there any moments where the... (intensity: 4)

"Oh, for sure. The moments where the robot girl is smiling directly at the camera with those hyper-real teeth? That's peak uncanny valley. It makes my skin crawl a little bit. It's that feeling of..."

Zara Ahmed 0.68 Positive

Zara Ahmed is a design-savvy social media manager who appreciates the technical innovation of AI-generated creative but has significant reservations about its execution and brand impact. She demonstrates strong professional interest in the ad as a case study of AI capabilities, evidenced by her...

Standout Moment:

"The female robot's smile at the beginning was identified as both the strongest hook and the clearest uncanny valley trigger: 'The female robot's smile right at the beginning! It catches your eye immediately because it's so intense. You can't look...'"

Primary Concern:

The synthetic aesthetic and uncanny valley effect undermine brand trust and luxury positioning. Zara explicitly stated: 'The whole thing is so synthetic that I start wondering if the vodka is synthetic too. There's zero 'premium' feel here.' The...

Notable Quotes:

Q: What stands out to you most about this content? (intensity: 4)

"Wo robot ka drinks pour karna seedha apnay electronic neck mein -- that visual was crazy! Also, the 'Super Freak' song playing in the background really brings the whole party energy together."

Q: How does this content make you feel? (intensity: 4)

*"The faces are just *too* close to being human but not quite there. It's giving 'Black Mirror' party scene energy, which is cool but also thora creepy."*

Q: What grabbed your attention right at the start, and did it make you want to... (intensity: 4)

"The female robot's smile right at the beginning! It catches your eye immediately because it's so intense. You can't look away because you're trying to figure out if it's real or not."

Omar Farouk 0.50 Negative

Omar Farouk, a 42-year-old Senior Brand Manager from NYC, approaches this content through a professional lens focused on authenticity, human connection, and storytelling. While he acknowledges the technical excellence and strong brand recall of the Svedka spot, he fundamentally rejects the...

Standout Moment:

"It felt like watching a performance of connection rather than the real thing, and I've had enough of that in my life."

Primary Concern:

The ad represents 'the death of storytelling in spirits' through a loss-aversion strategy that replaces human authenticity with AI rendering, ultimately damaging brand trust and product quality perception. The artificiality of the entire world...

Notable Quotes:

Q: Considering the 'uncanny valley' effect, were there any moments where the... (intensity: 5)

"It felt like watching a performance of connection rather than the real thing, and I've had enough of that in my life."

Q: What concerns or reservations do you have about this content, if any? (intensity: 5)

"My biggest concern is that this is the death of storytelling in spirits. We're replacing the messiness and beauty of human nightlife with a render. It's a loss-aversion move -- don't hire actors,..."

Q: What stands out to you most about this content? (intensity: 4)

"The contrast is jarring. And that ending shot where the guy-robot drinks and his neck starts sparking? That's the image that sticks, for better or worse."

Seán O'Connor 0.45 Very Negative

Seán O'Connor, a 49-year-old Dublin-based marketing director, fundamentally rejects this AI-generated Svedka ad. While his professional expertise allows him to recognize the brand and appreciate the technical novelty, his personal values -- authenticity, human connection, heritage, and...

Standout Moment:

"When the robot woman smiled at the start, her eyes didn't match her mouth -- they were dead. It's that same feeling I get when I look at a screen too long or when I'm worried about my son's phone addiction -- it's just a bit 'off'."

Primary Concern:

The ad's artificial, mechanical aesthetic directly contradicts the authenticity and heritage that drive trust in premium spirits. Seán explicitly connects the synthetic marketing to synthetic product perception: 'If the ad is artificial, is the...

Notable Quotes:

Q: How does this content make you feel? (intensity: 4)

"It doesn't make me want to go out for a drink; it makes me want to put my phone down and go for a walk."

Q: How strongly did this make you feel something? Was there a moment that... (intensity: 4)

"It was fairly intense, but for the wrong reasons. It was more of an 'uncanny' discomfort -- that feeling you get when something looks human but isn't -- rather than the 'let's party' excitement I..."

Q: Does this feel like it was made for someone like you? What about it connects... (intensity: 4)

"Not at all. I value genuine connection -- sitting down for a proper pint or a quiet drink with the wife after a long week. This 'super freak' robot club doesn't resonate with the life of a man in..."

Ethan Wallace 0.66 Negative

Ethan Wallace represents a technically sophisticated but emotionally disconnected viewer. As an AI/ML product manager, he approaches the Svedka ad through a professional lens, immediately analyzing technical execution rather than engaging with brand messaging. While he acknowledges strong brand...

Standout Moment:

"When that robot short-circuited at the end, I didn't think 'fun party moment,' I thought 'system failure,' which probably isn't the emotional resonance a beverage brand wants."

Primary Concern:

The ad feels like a cost-cutting measure disguised as innovation. The lack of emotional warmth, combined with uncanny valley effects (particularly in drinking interactions) and the problematic ending (short-circuit as 'system failure'),...

Notable Quotes:

Q: Considering the 'uncanny valley' effect, were there any moments where the... (intensity: 4)

"The way the female robot's mouth moved when she 'drank' felt very off. The physics of the liquid didn't match the lip movements. That's the uncanny valley for me -- when the model fails to..."

Q: What aspects of the ad, if any, made you question the authenticity or... (intensity: 4)

"The short-circuiting at the end is the big one. Why would you want to associate your drink with a system failure?... It makes me think the vodka is probably a commodity product hiding behind a..."

Q: What concerns or reservations do you have about this content, if any? (intensity: 4)

"My main concern is the 'throwaway' nature of it. It feels like the brand chose AI because it was cheaper or faster than a real shoot, and it shows in the lack of soul... Plus, as a PM, I'm..."

Maya Patel 0.40 Very Negative

Maya Patel, a 32-year-old AI/ML Product Manager in Austin, brings deep technical expertise and strong ethical convictions to her evaluation of the Svedka ad. Her assessment is overwhelmingly negative across nearly all dimensions. While she successfully identifies the brand and recognizes the...

Standout Moment:

"The drinking sequence is the peak of the uncanny valley. Seeing liquid go into a mouth that doesn't have a throat or a biological function makes the vodka look like a chemical additive or coolant rather than a drink you'd actually enjoy."

Primary Concern:

The normalization of replacing human performers and creators with AI-generated avatars represents a troubling step toward corporate 'disposable person' mindset. The ad feels exploitative -- taking human-made art (Super Freak) and wrapping it in...

Notable Quotes:

Q: What concerns or reservations do you have about this content, if any? (intensity: 5)

"I'm genuinely concerned about the normalization of replacing human performers and creators with AI-generated avatars for high-stakes events. It feels like another step toward the 'disposable...'"

Q: What's your immediate first impression of this content? (intensity: 4)

"It's a high-gloss generative fever dream... visually loud but feels emotionally vacant."

Q: What stands out to you most about this content? (intensity: 4)

"Those fixed, high-frequency smiles on the robots are deeply unsettling... the model is just optimizing for a 'happy' label rather than understanding human emotion."

Nadia Karim 0.52 Negative

Nadia Karim, a 24-year-old digital marketing specialist with a communications background, approaches this AI-generated Svedka ad with analytical skepticism rooted in both professional expertise and personal values. Her core concern is that the ad prioritizes technological novelty over authentic...

Standout Moment:

"If you won't even hire human actors or a human director to make your ad, how can I trust that you're putting care into the ingredients of the vodka? It feels like a cost-cutting measure disguised as innovation."

Primary Concern:

The ad uses AI as a cost-cutting measure disguised as innovation, which undermines brand trust. Nadia sees this as particularly problematic given the labor displacement concerns in tech. Additionally, the logical inconsistency of robots drinking...

Notable Quotes:

Q: What stands out to you most about this content? (intensity: 4)

"The robots' faces are what really hit me -- specifically that frozen, wide-eyed smile on the female robot at the start. It's very 'uncanny valley.'"

Q: How does this content make you feel? (intensity: 4)

"I feel a little unsettled. Between the 2022 tech layoffs I went through and the general push toward AI replacing human creators, seeing an entire ad populated by artificial beings feels a bit 'off.'"

Q: Does this feel like it was made for someone like you? What about it connects... (intensity: 4)

"It doesn't connect to my life in Austin or my heritage -- it feels like it was made for people who care more about 'the next big thing' than the actual people involved."

Key Findings

Strongest Aspects

- Brand recall is near-perfect (mean 0.93): 100% of participants correctly identified Svedka unaided, driven by logo placement on robot bodies, prominent bottle presence, and the brand's established robot heritage -- making this the single highest-performing metric in the evaluation.
- Visual brand anchors are consistently recognized (mean 0.82): The blue color palette, sleek bottle design, and robot aesthetic are universally identified as Svedka signatures, with design-literate participants (Zachary, Zara) specifically praising the visual coherence between robot design and bottle aesthetic.
- The Super Freak remix is the ad's strongest emotional asset: universally noted as the primary source of energy, warmth, and positive engagement, preventing the ad from feeling entirely sterile. Zachary noted it as 'the one thing that kept this from feeling like a sterile tech demo,' and it is the most cited reason participants remained engaged.
- Opening hook achieves mechanical effectiveness (mean 0.72): The female robot close-up reliably stops attention and generates curiosity across all participants, functioning as a strong pattern-interrupt for the Super Bowl context even if the engagement mechanism is discomfort rather than delight.

Weakest Aspects

- Emotional intensity is critically low (mean 0.37): No participant reported genuine warmth, social desire, or purchase excitement. The only emotional peaks were negative -- uncanny valley discomfort and cringe at the sparking ending. This is the most commercially damaging finding, as emotional resonance is the primary driver of Super Bowl ad ROI.
- Emotional journey is near-universally flat (mean 0.38): The ad front-loads maximum energy and sustains it without variation, narrative tension, or payoff. Six of eight participants described the experience as monotonous or loop-like, with the sparking ending failing to function as a satisfying resolution. The absence of any story arc undermines...
- Personal relevance is critically low (mean 0.36): Only Zachary found meaningful personal connection, and even he qualified it as connecting to his job rather than his soul. The ad targets a narrow 'tech-enthusiast party' persona, alienating the majority of the Super Bowl's diverse audience including authenticity-seekers, older consumers,...
- The uncanny valley effect is pervasive and universally confirmed: Every participant experienced discomfort triggered across multiple moments -- the opening smile, the drinking sequence, and the sparking ending. The near-human robot design approach creates a systemic brand trust problem, with the drinking sequence (the central brand moment)...

Cross-Question Analysis

Without looking back, which brand was this for? What specifically made it stick in your memory,... 0.93

Consensus: high

- 100% unaided brand recall -- every participant correctly identified Svedka
- Logo placement on robot bodies and bottles described as unmissable and aggressive
- Brand's decade-long robot heritage aided recall significantly

Brand recall is the standout strength of this ad, achieving a near-perfect score across all participants. The combination of logo placement on robot bodies, prominent bottle presence, and Svedka's established robot heritage creates an unmissable brand identity. However, this metric masks a...

"Svedka. It's hard to miss when they literally have 'SVEDKA' printed on the robot's leg in that blue font and it's all over the bottles they're tossing around. (cc188527)"

Did you notice the brand's colors, logo, or visual style? What visual elements helped you... 0.82

Consensus: moderate

- Blue color palette universally recognized as Svedka's signature visual identity
- Robot aesthetic described as mirroring the bottle's sleek, minimalist design
- Logo placement on robot bodies noted as effective but heavy-handed by several participants

Visual brand anchors are strong and consistently recognized, with the blue color palette serving as the most reliable identifier across all participants. The design decision to echo the bottle's aesthetic in the robot characters is noted positively by design-literate participants. However, the...

"The clear bottle with that specific shade of blue on the label is the anchor. Even the robots themselves -- they're sleek, minimalist, and kind of mimic the bottle's design. (cc188527)"

What grabbed your attention right at the start, and did it make you want to keep watching? 0.72

Consensus: moderate

- Close-up of female robot's face universally identified as the opening hook
- Hook works mechanically -- stops the scroll -- but through discomfort rather than delight
- Curiosity about whether the image is real or AI drives initial engagement

The opening hook is technically effective -- all participants acknowledged it stops attention and creates curiosity. However, the mechanism of engagement is problematic: the hook works through uncanny valley discomfort and analytical curiosity rather than positive emotional pull. For a Super...

"That close-up of the robot girl's face with the red lips right at the start. It's jarring enough to make you look up from your phone. You want to see if it's a person in makeup or CGI, and that..."

When did you first notice the brand? Did it appear at moments that felt natural and memorable,... 0.67

Consensus: moderate

- Brand present from the very first frame -- no delayed reveal
- Constant brand presence seen as smart ROI by some, overbearing by others
- Several participants felt the tech spectacle overshadowed the product

Brand timing achieves adequate visibility through constant early presence, but the ad creates a structural problem: the AI technology becomes the protagonist and the vodka becomes a supporting prop. For a Super Bowl ad where brand equity is the primary investment, this hierarchy inversion is a...

"It felt constant. The brand was there from the jump with the bottle in the robot's hand. It didn't feel forced, though, because the whole 'plot' of the ad is basically just robots partying with..."

How strongly did this make you feel something? Was there a moment that really hit you emotionally?

0.37

Consensus: moderate

- Emotional intensity universally low -- no participant reported strong positive emotional response
- The only emotional peaks were negative: uncanny valley discomfort and cringe at the sparking ending
- Sensory stimulation (music, visuals) mistaken for emotional engagement -- they are distinct

Emotional intensity is the most critically failed metric in this evaluation. The mean score of 0.37 reflects near-universal emotional flatness, with the only emotional peaks being negative (discomfort, cringe). This is catastrophic for a Super Bowl ad, where emotional resonance is the primary...

"It didn't hit me emotionally at all. It was more of a sensory experience -- loud music, bright lights, fast cuts. There's no heart in it. It feels like the tech equivalent of a 'swipe' on a dating..."

Does this feel like it was made for someone like you? What about it connects to your life, or... **0.36**

Consensus: moderate

- Near-universal rejection of personal relevance -- most participants feel the ad was not made for them
- Professional relevance (AI industry interest) explicitly distinguished from personal/consumer relevance
- Ad perceived as targeting 'tech bros' or 'crypto crowd' -- a narrow and alienating demographic

Personal relevance is critically low across the participant group, which spans the core demographic for a Super Bowl vodka ad (ages 24-49, urban, professional). The ad appears to target a very specific 'tech-enthusiast party' persona that most participants either don't identify with or actively...

*"Not really. As someone living in Manhattan trying to find *real* spaces and *real* people, an ad about high-tech robots in a VIP club feels like everything I'm trying to move away from. It feels..."*

What's your immediate first impression of this content? *Open-ended*

Consensus: high

- Universal perception of 'coldness' or emotional vacancy despite high production value
- Technical impressiveness acknowledged but disconnected from brand warmth
- Uncanny valley discomfort triggered immediately upon viewing

The near-universal first impression across all eight participants is that the ad is visually striking but emotionally cold. Despite strong production value appropriate for a Super Bowl context, the AI-generated aesthetic consistently triggered associations with tech demos, simulations, and...

"It's technically impressive, but it feels like it's trying too hard to be 'the future' without actually giving me a reason to care about the party. (1e3d17c9)"

What stands out to you most about this content? *Open-ended*

Consensus: high

- Robot facial expressions -- particularly the fixed smile -- universally identified as the most striking and...
- Uncanny valley effect explicitly named by multiple participants without prompting
- Super Freak remix noted as a strong audio anchor but creating tonal dissonance with sterile visuals

The robot faces -- specifically their fixed, unblinking smiles -- are the single most salient element of the ad across all participants. This is both a strength and a critical vulnerability. The faces function as a powerful attention hook, but they consistently trigger uncanny valley...

"The female robot's face is what really jumps out -- it's that 'uncanny valley' thing where it's almost human but just off enough to make you feel a little uneasy. (b73cc9cc)"

How does this content make you feel? *Open-ended*

Consensus: high

- Disconnection and simulation -- feeling of watching a party rather than being invited to one
- Uncanny valley anxiety as a dominant emotional response
- Professional curiosity (especially among AI/tech workers) masking consumer-level disengagement

The emotional response to this ad is overwhelmingly negative or neutral, with no participant reporting genuine excitement, warmth, or desire to socialize that would translate to purchase intent. The dominant feelings are disconnection, simulation-fatigue, and uncanny valley anxiety. Critically,...

"It makes me feel a bit disconnected. It's like watching a simulation of a party rather than a real invitation to one. (b73cc9cc)"

Recommendations

- 1. Redesign or remove the sparking/short-circuit ending immediately:** This single element creates the most damaging negative associations -- vodka as corrosive, dangerous, or system-breaking -- and is the most universally criticized moment in the ad. Replace it with a positive, aspirational product moment (e.g., robots raising glasses, a crowd reaction, a human entering the frame) that models desirable consumption and closes on brand warmth rather than system failure.
- 2. Resolve the uncanny valley by committing to one of two creative directions:** Either (A) introduce human characters alongside the robots to ground the world in relatable human experience and model authentic consumption, or (B) fully stylize the robots to be clearly non-human (glowing circuitry, graphic/cartoon aesthetic) so the uncanny valley is avoided by design. The current near-human approach is the worst of both worlds. Prioritize fixing liquid physics and hand-to-bottle interactions,...
- 3. Restructure the ad's emotional architecture to create a genuine narrative arc:** The current execution sustains maximum energy from frame one with no variation. Introduce a setup-escalation-payoff structure -- e.g., robots discover the vodka, energy builds, a human moment or comedic resolution rewards the viewer. The Super Freak remix already provides a natural musical arc; the visuals should mirror it. This will improve attention retention, emotional journey scores, and social shareability.
- 4. Reframe the AI production as a human-directed creative vision, not a replacement for human creativity:** Given the strong negative reactions around AI displacing human labor (particularly from Maya, Nadia, Omar, and Seán), Svedka should explicitly credit human creative directors, choreographers, and artists in campaign materials and PR. Consider a 'making of' component that shows AI as a tool in service of human vision. This directly addresses the brand trust and product quality concerns that...
- 5. Broaden cultural resonance for the Super Bowl audience by grounding the party world in authentic, diverse human moments:** The current sanitized, generic club setting reads as 'Silicon Valley tech-bro' to the majority of participants. Incorporate culturally specific details, real crowd energy, or human cameos that make the party feel genuinely inclusive. The Super Freak remix is a strong cultural bridge -- the visuals should match its soulful, cross-generational energy rather than contradict it.

Cross-Question Patterns

- Uncanny valley discomfort is a through-line across every question: From first impression to standout elements, emotional response, brand trust, product quality perception, and confusion, the near-human robot design triggers discomfort at every stage of the viewer experience. This is not a localized issue -- it is the defining characteristic...
- Strong brand recognition consistently fails to convert to brand affinity or purchase intent: Brand recall (0.93) and visual brand anchors (0.82) are the highest-scoring metrics, yet emotional intensity (0.37), personal relevance (0.36), and satisfaction payoff (0.40) are the lowest. This gap -- between being remembered and being liked -- ...
- The Super Freak remix is simultaneously the ad's greatest asset and its deepest contradiction: Cited positively in opening hook, attention retention, and novelty questions, the music is the primary source of warmth. Yet in emotional alignment, suggested music questions, and confusion responses, participants consistently note that

the soulful,...

- AI novelty generates conversation about technology, not about vodka: Across word-of-mouth, novelty, confusion, and concerns questions, participants consistently frame their hypothetical sharing and discussion around AI production methods rather than brand or product. The ad succeeds as a PR moment for AI-generated advertising while failing as a...

Demographic Patterns

Age and tech orientation are the clearest demographic fault lines. Younger, tech-adjacent participants (Zachary, 25, Austin; Zara, 28, Dubai) gave the highest overall scores (0.77 and 0.68 respectively) and were most accepting of the AI aesthetic, though both still identified uncanny valley concerns. Older participants (Seán, 48, Dublin; Omar, 38, NYC) gave the lowest scores (0.45 and 0.50) and found the execution most fundamentally at odds with brand and personal values. AI/tech professionals (Maya, Ethan) applied a dual lens -- technically informed but commercially critical -- resulting in moderate-to-low scores with the most precise articulation of production failures. Participants with multicultural or community-oriented identities (Sofia, Nadia, Omar) showed the strongest personal relevance rejection, finding the sanitized club world culturally exclusionary. The gender dimension is less pronounced than age and professional background, though female participants (Maya, Nadia, Sofia) were more likely to raise AI labor displacement concerns as a personal values issue.

Audience Fit Segments

Strong Fit: Zachary Lane

Moderate Fit: Zara Ahmed, Ethan Wallace

Poor Fit: Sofia Alvarez, Omar Farouk, Seán O'Connor, Maya Patel, 75c91294

Methodology

This focus group was conducted using Chorus, Navay's AI-powered synthetic audience research platform. Eight statistically-modeled synthetic personas, each representing distinct demographic and psychographic profiles, evaluated the content through a structured 27-question protocol covering six rubric dimensions. Personas generate responses calibrated to their modeled backgrounds, values, and communication styles. Scores are normalized to a 0-1 scale. Cross-persona synthesis identifies consensus patterns, divergent perspectives, and actionable recommendations. All persona responses are AI-generated simulations and should be validated against real consumer research for high-stakes decisions.

Content Evaluated:

This is a Super Bowl ad for Svedka Vodka, featuring two AI-generated robots, a male and a female, dancing and interacting in a club setting. The ad uses a remix of the song 'Super Freak' and incorporates visual effects like smoke and colored lights, culminating in the tagline 'Shake Your Bots Off'. The overall impression is a futuristic, energetic, and playful advertisement aiming to associate...

Result ID: fgr-787fcf28b440

Job ID: saq;job:default:da852567-9331-4b30-8e28-08a97ec6dfe2

This report was generated by Chorus, a product of Navay (navay.io). Synthetic persona responses are AI-generated simulations.