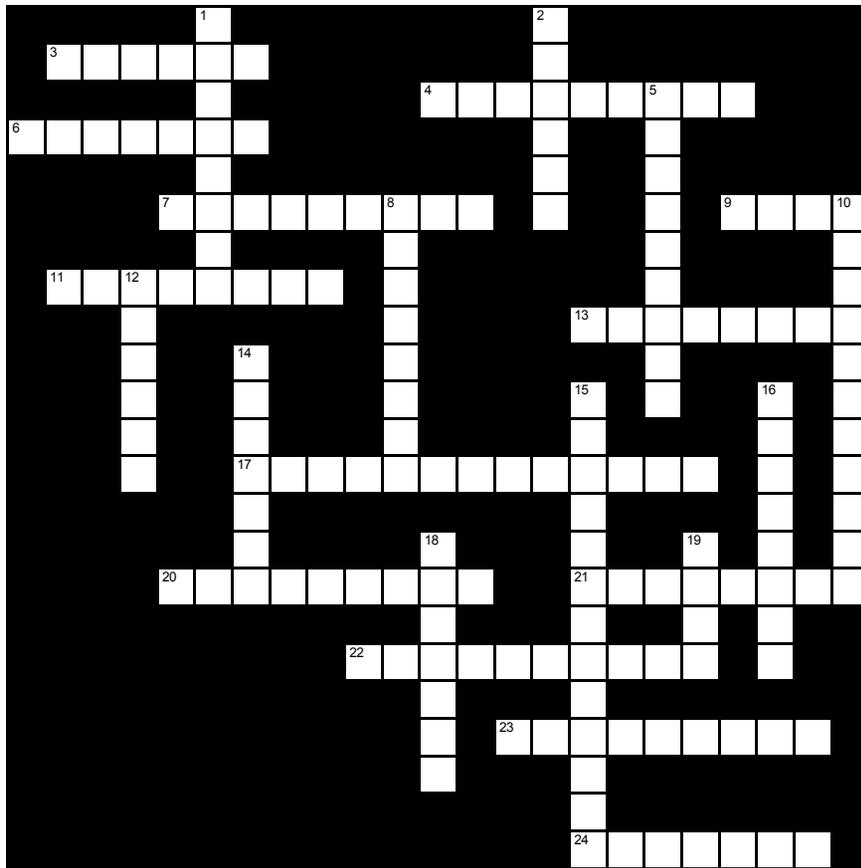


# The Transformation of the Superbowl Ad Experience (March 2018)

Recommended Classes: Life, The Media



## Across

- 3 a person or organization making a formal offer for something, especially at an auction. (6)
- 4 modify (something) to suit a particular individual or task. (9)
- 6 direct towards a particular end or object. (7)
- 7 a representation of a particular situation or process in such a way as to reflect or conform to an overarching set of aims or values. (9)
- 9 facts and statistics collected together for reference or analysis. (4)

- 11 a person or company that advertises or promotes something. (8)
- 13 seclude or shut up (8)
- 17 in a way that relates to the achievement of long-term or overall aims and interests. (13)
- 20 famous or well known, typically for some bad quality or deed. (9)
- 21 roughly calculate or judge the value, number, quantity, or extent of. (8)
- 22 done by people acting as a group. (10)
- 23 make a systematic list of (items of the same type). (9)
- 24 (especially of a process or

organization) just coming into existence and beginning to display signs of future potential. (7)

## Down

- 1 the power to influence a person or situation. (8)
- 2 a company that conducts its business on the Internet. (3-3)
- 5 not harmful or offensive. (9)
- 8 suggested though not directly expressed. (8)
- 10 relating to or denoting a memory unit in which all locations can be separately accessed by a particular program. (11)

- 12 express sharp disapproval or criticism of (someone) because of their behaviour or actions. (6)
- 14 analyse (a text or idea) in minute detail. (7)
- 15 the process or state of breaking or being broken into fragments. (13)
- 16 exhibit; display. (8)
- 18 aggressively confident and self-assertive. (7)
- 19 exploit (a source of information or skill). (4)