

30-Second Theology

Super Bowl Ads have some things in common with the parables of Jesus

Parables:

- Communicate content
- Promote emotional connection
- Build Trust
- Move to Action

Cadillac: Dare Greatly

<https://www.youtube.com/watch?v=c4hc9aGH8I>

John 17:20-23

Unity, not uniformity, in Christ.

Kraft: Family Greatly

<https://www.youtube.com/watch?v=9XgFloyOhGs>

Galatians 3:3

You are not under the law, but under grace.

Stay in step with Christ.

Cheetos: Black light

<https://www.youtube.com/watch?v=XSMZhCCEFUA>

(No point, just funny.)

Burger King: Bullying

<https://www.youtube.com/watch?v=mnKPEsbTo9s>

Proverbs 31:8

Speak up with love for justice.

Gatorade: Make Defeat Your Fuel

<https://www.youtube.com/watch?v=hSLV3AjLiZk>

Proverbs 24:16

Failure is an event, not a person.

Samsung: #DoWhatYouCant

<https://www.youtube.com/watch?v=vk0mungcUls>

Ephesians 3:20

Believe God for impossible things

Tile: Lost Panda

<https://www.youtube.com/watch?v=f80OzRj-gUY>

Luke 15:4-7

God is searching for what matters to Him.

Key Scriptures

“My prayer is not for them alone. I pray also for those who will believe in me through their message, that all of them may be one ... I have given them the glory that you gave me, that they may be one as we are one ... so that they may be brought to complete unity. Then the world will know that you sent me and have loved them even as you have loved me.” **John 17:20-23 NIV**

How foolish can you be? After starting your new lives in the Spirit, why are you now trying to become perfect by your own human effort? **Galatians 3:3 NLT**

Speak up for those who cannot speak for themselves; ensure justice for those being crushed.
Proverbs 31:8 NLT

The godly may trip seven times, but they will get up again. ... **Proverbs 24:16 NLT**

Now all glory to God, who is able, through his mighty power at work within us, to accomplish infinitely more than we might ask or think. **Ephesians 3:20 NLT**

“If a man has a hundred sheep and one of them gets lost, what will he do? Won’t he leave the ninety-nine others in the wilderness and go to search for the one that is lost until he finds it? And when he has found it, he will joyfully carry it home on his shoulders. When he arrives, he will call together his friends and neighbors, saying, ‘Rejoice with me because I have found my lost sheep.’ In the same way, there is more joy in heaven over one lost sinner who repents and returns to God than over ninety-nine others who are righteous and haven’t strayed away!” **Luke 15:4-7 NLT**

Start talking. Find a conversation starter for your group.

- Which commercial and biblical theme meant the most to you? Why?
- How do you feel about American football? Who’s your favorite team?

Start thinking. Ask a thoughtful question.

- Pastor David has often said, “We’re better together.” How do you see this play out in your church, city, country?
- Whether you’re a parent yourself or you’re just dealing with your own imperfect parents—what would it look like to replace perfection with grace in parenting?

Start sharing. Choose questions that create openness.

- Read Proverbs 31:8. Which person or people group should you be speaking up for? Who can you help ensure justice for as a group? As individuals?
- Which of your failures can you put to use toward future success?
- How did you come to seek Jesus? How were you sought out by Him and others first? Share your story.

Start praying. Be bold, and pray with power.

God, thank You for speaking through all of Your creation. Thank You for helping us think of You and hear Your voice even as we watch man-made commercials! We ask You to light a fire in our hearts to take action on what You are speaking to us. Let us become change-makers in our families, communities, and our world. We love You. Amen.

Start doing. Commit to a step and live it out this week.

- What do you feel God is speaking to you? What are you going to do about it this week?
- Get to know someone who’s been bullied by life or culture and just listen.
- Start a YouVersion Bible Plan about the topic you’re feeling led to focus on.