

Lessons in advertising: Super Bowl LX





Super Bowl LX by the numbers

66

national ads
shown during
the game

68%

ads
contained
celebrities

And
feedback
from over

20K

US
consumers in
this analysis!

17%

ads
contained
animals

94%

ads
prominently
featured music

68%

ads with multicultural
representation

72%

ads featured women

Introduction

It feels like every year the Super Bowl gets bigger and bigger for advertisers! The pre-release season gets busier, social campaigns grow in scale, live activations abound — the list goes on!

In this annual report, we focus just on the ads that aired in the Big Game itself — specifically the national ones. This year we also included the best streaming-only ads we saw.

And we saw some great ads this year! Some from brands that have been advertising in the game for many years and others from new entrants who came out strong this year.

All of the ads are very different from each other, but the one thing they all have in common is that they **capture and hold attention**. People watching the game use ad breaks to run to the bathroom, grab snacks, engage in conversation or scroll through their phones. Super Bowl ads must make them look up with a hook that's interesting, unusual or different and then keep them there by engaging them with a story that makes them feel something.

Read on to learn which ads did that successfully this year and what we can learn from them for next year!



Kim Malcolm
Head of advertising
research



Katie Sweet
Head of content

LESSONS IN ADVERTISING: SUPER BOWL LX

Methodology



Methodology

We analyzed all the ads with consumer feedback from over 20,000 US consumers using [Zappi Amplify Advertising System](#), a modern research system that fuels agile, iterative ad development with continuous consumer feedback.

Developed in partnership with leading global brands, Zappi Amplify Advertising System combines the best of advertising research approaches to **predict how well an ad will deliver ROI**, via both short-term sales and long-term brand equity, so you can learn what works and what doesn't to optimize ads at every step of the creation process.

Interested in how **Zappi Amplify Advertising System** can help you win with consumers?

LET'S CHAT



The metrics used

We looked at five metrics for each Super Bowl ad:

Sales Impact: How likely is the ad to deliver ROI via short-term sales uplift?

Ad Distinctiveness: Is the ad different from other ads viewers have seen?

Brand Recall: Did viewers spontaneously recall seeing an ad for the brand?

Overall Emotion: What, if anything, did viewers feel after seeing the ad?

Top Scoring Emotion: What emotion did the ad make viewers feel most?





Why these metrics matter

You can never look at a single advertising metric in isolation, because there are many elements required for successful advertising. Each of these five metrics are important for Super Bowl advertisers.

It's essential for any Super Bowl ad be **distinctive**, because it has to stand out to be noticed during the spectacle of the Big Game.

But distinctiveness alone is not enough. The best Super Bowl ads are the ones that tap into people's **emotions**. That's what makes them memorable.

And if viewers struggle to **remember the brand** in the ad, and the product being advertised, it wasn't worth the high cost of advertising in the Super Bowl.

Finally, the best Super Bowl ads aren't simply a source of entertainment for those of us watching during the game — they **drive sales** for the brand.

Don't forget the norm

The norm is the **benchmark we use to put each ad's scores in context**. Without a norm, you don't know if 4.0 in distinctiveness is good or bad. But when you know the benchmark is 3.7, it's clearly a good score!

The norm is also essential in calculating our Sales Impact score. Sales Impact is calculated by combining multiple measures together into **one predictive value** (validated to in-market sales outcomes) and then comparing where that value falls relative to the norm database. This gives us a percentile score where 50 is the average against that norm database.

This means that an ad's Sales Impact is not just influenced by the ad performance, but what norm it is compared to.

We used our newly released **US curated norm** in this year's report. This is different from the norm we used for our Super Bowl analysis last year — so you can't compare directly with that report.

But whenever we compare year-over-year in this report, the curated norm is used.





Why a curated norm?

Many research businesses are built on massive normative databases. Their size gives them authority and offers reassurance to advertisers.

But the larger the dataset, the slower it becomes to adapt. New trends won't quickly shift the weight of historical averages.

Plus, the size of the asset is less important than the makeup of it. Many research businesses have large norms that are heavily biased towards certain brands or categories and do not reflect the real market.

We are **the only pre-testing company that invests significantly in creating a curated norm** that:

- **Represents the top market share leaders** across 25 B2C categories, providing a meaningful and actionable benchmark and representing the market
- **Is refreshed annually** to reflect current advertising, culture and consumer response
- **Is fully transparent** so you know exactly which ads you are comparing your advertising to, allowing you to make easier, better decisions
- **Is never influenced and skewed by customer testing** as it only includes ads we have invested in ourselves

We use this norm in the report because it ensures our data provides the most **accurate, relevant and actionable** insights possible.

Zappi's results link to business impact

And finally, before we get into it, it's important to note that these results are **not rankings**.

Zappi researches ads with consumers **who want, need or are likely to purchase products or services from the categories being advertised**.

For this reason, the results presented are not reflective of merely how the average American consumer felt about the ad.

Zappi's results are reflective of **how likely brands are to win with consumers** – the ones for whom the category is relevant.



LESSONS IN ADVERTISING: SUPER BOWL LX

Themes from the ads this year

Watch **advertising experts** from the **NFL** and **PepsiCo** break down some of this year's **best Super Bowl ads**



TUNE IN





Year-over-year quick takes

Ads with
celebrities?

THE SAME



Ads featuring
animals?

DOWN



Ads featuring
women?

DOWN



Ads featuring diverse
representation?

UP



Ads with
music?

UP



Ad prominently
featuring butts?

UP

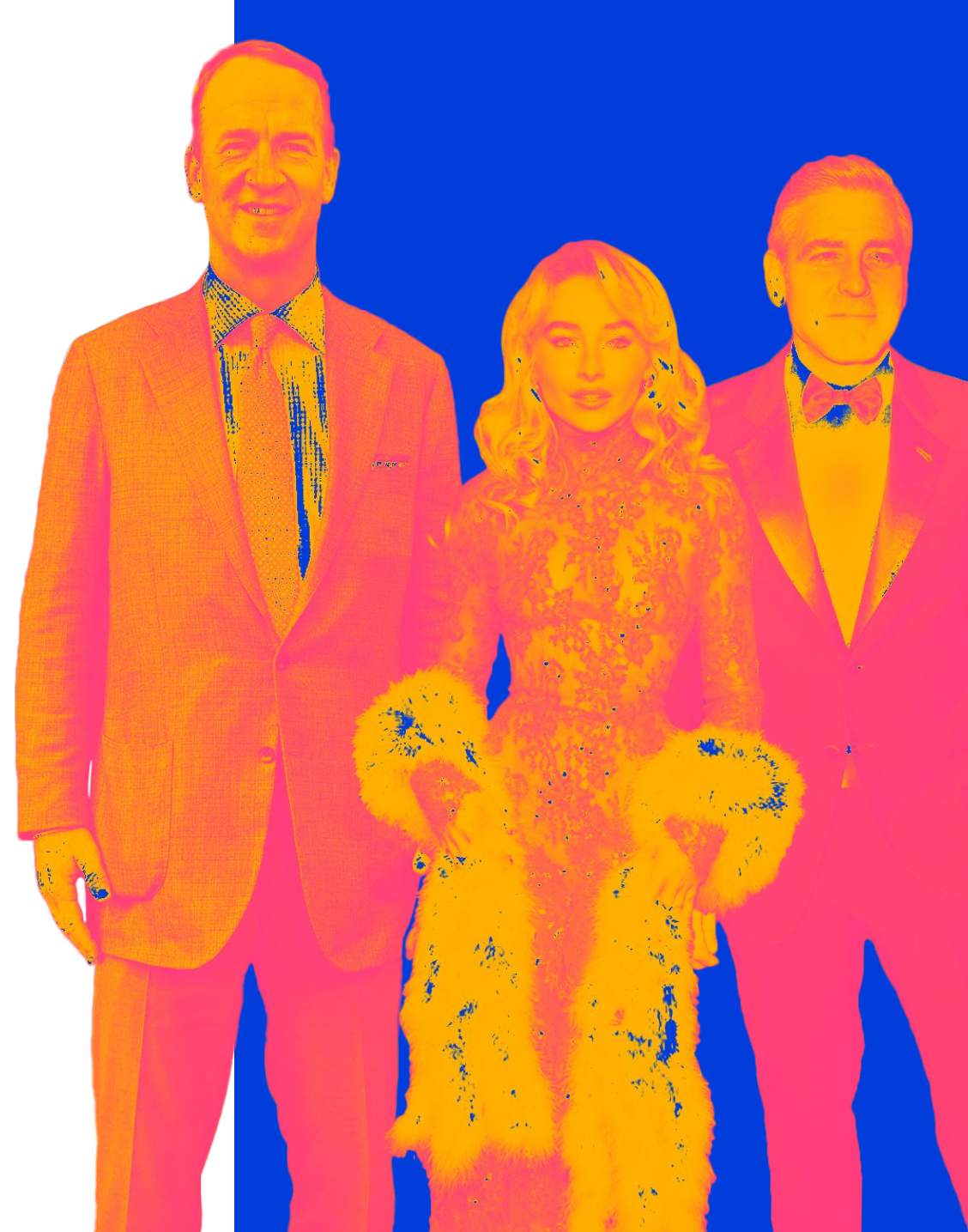


1. Celebrities

It goes without saying that viewers can expect a star-studded lineup when it comes to Super Bowl ads each year. Celebrities are an excellent way to catch people's attention amid the flurry of ads airing during the big game — and they can help generate positive feelings towards the brand or product they're promoting.

And we saw a lot of celebrities in this year's Super Bowl ads, making up 68% of this year's spots, including Kurt Russell, Post Malone, Shane Gillis, Peyton Manning, Chloe Kim, Sabrina Carpenter, George Clooney, Kathryn Hahn, Derrick Henry, Serena Williams, Bowen Yang, Jon Hamm, Scarlett Johansson, William Shatner, Ben Affleck, Jennifer Aniston and many more.

But while celebrity appearances can drive buzz and entertainment value, they **don't automatically guarantee stronger ad performance**. It's when the celebrity fits naturally and reinforces the brand and what it's trying to say that the ad is more likely to stay memorable for the right reasons, with the brand staying front and center.





2. Call backs to last year

Super Bowl ads can build on past ideas rather than starting from scratch. If there's an opportunity to expand on a storyline that resonated well with viewers from previous years, that can be **a great opportunity to engage viewers and help them make the connection to the brand.**

People tend to prefer what they recognize. Behavioral science calls this the mere exposure effect: The more we see something, the more familiar and likable it becomes. This is why consistent characters, tones and cues make it easier for consumers to remember and trust a brand.

We saw this play among several hit spots from this year, with Budweiser's call back to the young Clydesdale colt, Bud Light's star-studded trio, Lay's focus on family farms, Nerds' giant gummy, Ritz's saltiness and more.

Rather than treating the game as a one-off spectacle, you can use it as a continuation of your broader strategy, blending familiar elements with just enough novelty to keep things fresh. That fresh consistency can help brands stand out while still feeling instantly recognizable.

3. Great music

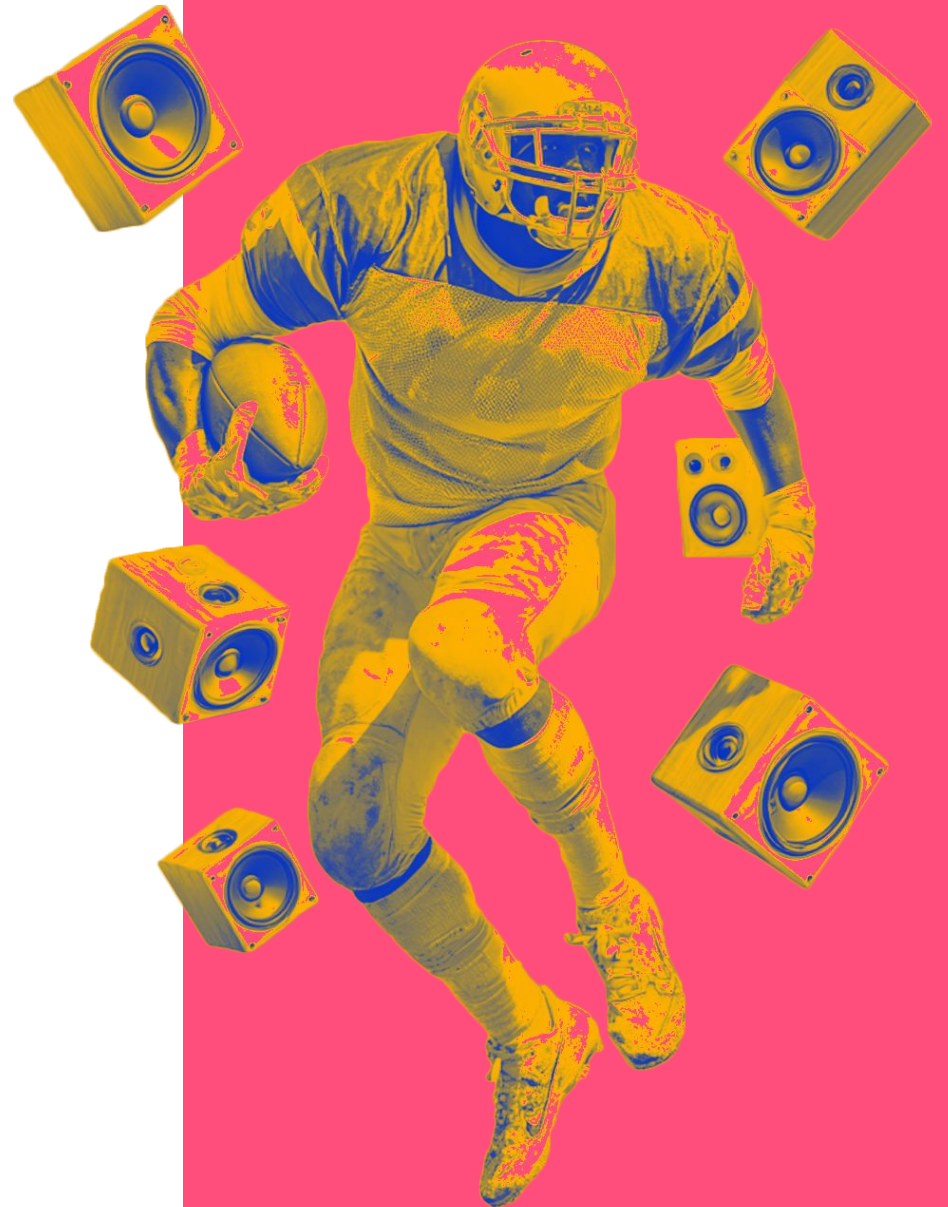
Music is a powerful element that can help to immediately set the tone, demand attention, play on viewers' emotions and **create an overall fuller experience for your ad** — ultimately **helping it stand out among viewers**.

And we saw a lot of great music choices in Super Bowl ads this year. In fact, 94% of this year's ads prominently featured music!

Dove did an excellent job harnessing the power of sound and music to capture attention, with their spot beginning in pure silence, punctuated with the sound of the steady drum beats of the girls clapping throughout the rest of the ad — a fantastic way to draw viewers in. And Coinbase was another standout with its karaoke-style spot featuring Backstreet Boys' "Everybody."

Several other ads also leaned on music to set the scene, from current hits to classic throwbacks, including Bud Light's comedic use of "I Will Always Love You" Oakley Meta's high-octane use of "Hyaena," Michelob ULTRA's montage with "Eye of the Tiger," Pringles use of the romantic "Guarda che luna," Levi's "Get Up Offa That Thing" and more.

Each of these tracks do an excellent job at complementing the spots they were featured in as well as help draw attention, seamlessly adding to viewers experience and the emotions these brands were aiming to convey.





4. General weirdness

The Super Bowl is a time for brands to go big with their advertising — an **opportunity for them to push the limits and put themselves out there** in order to catch viewers' eyes. And sometimes that means things can get a little weird.

We saw a lot of unexpected and surreal moments this year.

Manscaped had singing hair clumps and Pringle's created a man made of Pringles to date Sabrina Carpenter.

Instacart came in with a bizarre banana number. And Kinder Bueno delivered an out-of-this-world spot with astronauts transforming into babies.

While you don't need to go wild to create a distinctive Super Bowl spot, those types of ads certainly make it feel like the Super Bowl! But don't forget that weirdness just for the sake of attention won't be completely effective unless it's **connected to your brand**. So lean into that weirdness when it's the right fit!

5. AI

It's no surprise AI was also a big theme this year. Whether it be to promote the latest AI developments, poke fun or use AI to create the ad itself — **AI had a big role in this year's lineup.**

Oakley Meta shared its latest AI developments in a high-octane spot. Claude poked fun at how LLMs respond conversationally while claiming to never features ads in its product. And Amazon Alexa shared their latest updates while generating lots of laughs.

But there were also some heartwarming moments, with Google Gemini making it easier for a young boy to make a big move and Ring sharing how it's helped reunite families with their lost dogs.

And Svedka came in with an ad created completely with AI!

Clearly, AI played a big role in the Super Bowl this year, and this year's brands really showed up.





Other themes

Anthropomorphism

Pringle's Pringleleo, Nerds' Gummy, Manscaped's hair clumps

Slapstick humor

Bud Light's keg chase, Michelob Ultra's ski training, Instacart's bananas performance, Oikos' trolley push, Hellmann's musical number and many more

Animals

Budweiser's Clydesdale and bald eagle, Pepsi Zero Sugar's polar bear, Xfinity's Jurassic Park dinos, dogs from Ring, Redfin & Rocket and Red Bull

Athleticism

Oakley Meta, Michelob ULTRA, Ro, Dove, Oikos

Other themes

GLP-1s

Ro, Wegovy, Hims&Hers

Heartwarming storytelling

NFL, Dove, Toyota, Lay's, Ring, Redfin & Rocket

Red carpet appearances

Pringles and Nerds

Mr. Rogers references

with songs from NFL and Redfin & Rocket

Finding lost dogs

Ring, Redfin & Rocket

Backstreet Boys

T-Mobile and Coinbase

Butts

Novartis & Levi's

PSAs

Skechers, Liquid Death, Novartis



LESSONS IN ADVERTISING: SUPER BOWL LX

Overall performance



How this year compares

We saw an incredible amount of year-over-year consistency across a number of key areas for Super Bowl ads this year, with a few notable differences.

OVERVIEW

	2026 Super Bowl	2025 Super Bowl	US average
Distinctiveness	4.0	4.0	3.7
Unaided brand recall	66%	70%	70%
Purchase uplift	24%	24%	22%
Overall emotion	58	57	57

DEEPER LOOK AT EMOTIONS

	2026 Super Bowl	2025 Super Bowl	US average
Love 🥰	31%	27%	27%
Laughter 😂	12%	16%	7%
Confusion 🤔	4%	4%	2%
Dislike 😞	3%	4%	2%



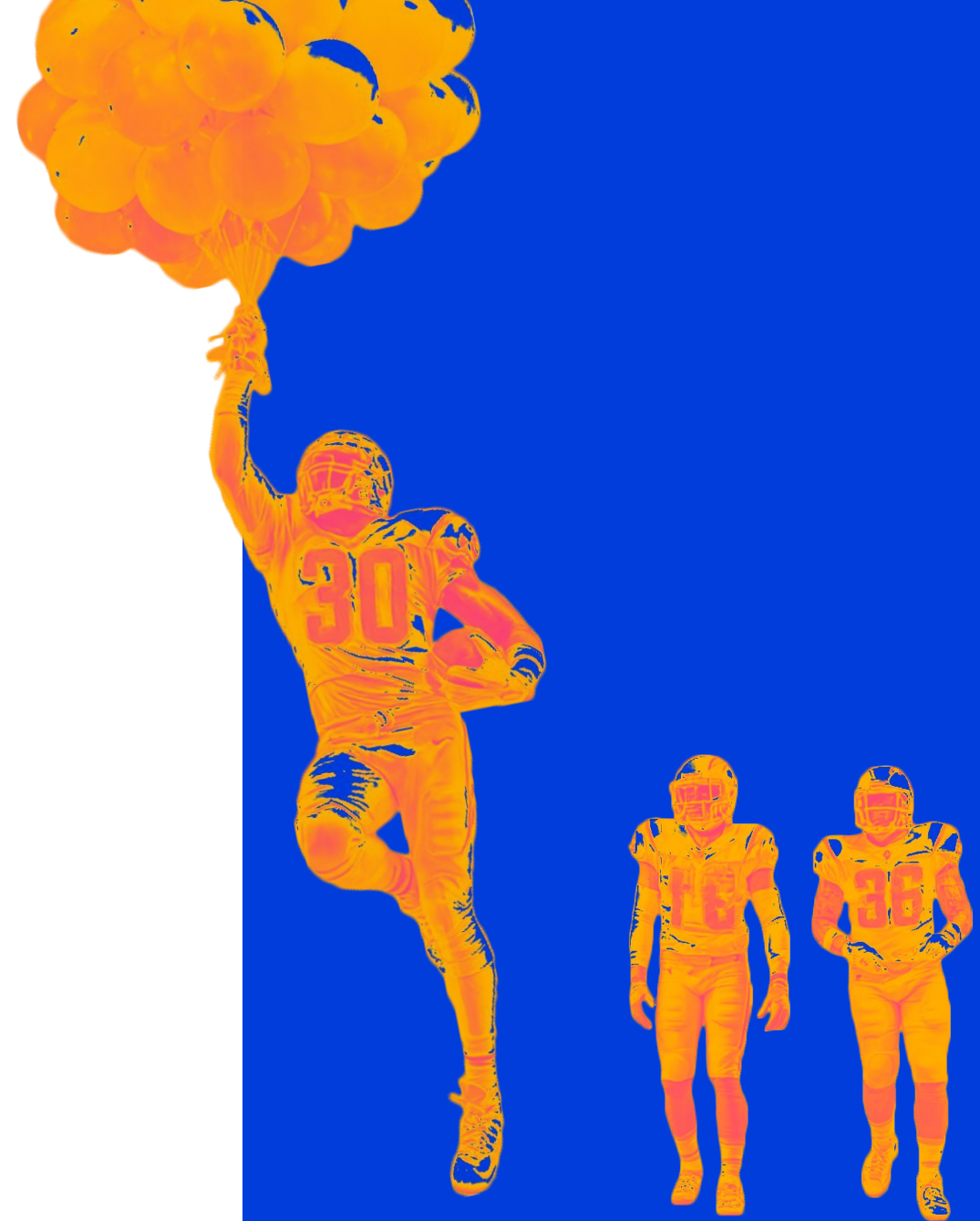
Distinctiveness

If there's one thing we all know about Super Bowl ads before looking at any data, it's that they stand out as unique and different. They have to get people to pay attention on a night where so much is competing for their attention.

This year's ads did not disappoint in that area.

The 2026 Super Bowl ads were **significantly more distinctive than the average ad** (Distinctiveness: 4.0 in 2026 vs. 3.7 norm), and exactly as distinctive as a whole as last year's Super Bowl ads.

And remember that this is the average of all the national Super Bowl ads. Many individual ads performed even better in distinctiveness than this, as you'll see later in this report.



Purchase uplift

Purchase uplift for the 2026 Super Bowl ads also outperformed the US average (Purchase Uplift: 24% in 2026 vs. 22% norm) — which is consistent with last year's results. This means the advertised brands are more likely to be considered after viewing the Super Bowl ads.

Super Bowl ads are a huge investment, and while not all of them are looking to drive immediate sales, it is a goal of many Super Bowl advertisers!

So it's great to see that purchase uplift remained higher than average this year.



Emotion: Love & laughter

Overall emotion rose by one point this year (Overall Emotion: 58 in 2026 vs. 57 in 2025) — let's take a closer look at what's driving that.

While this year's Super Bowl ads brought more laughter than the average US ad as expected (Laughter: 12% in 2026 vs. 7% norm), there was a four-point drop from last year! Which means that, as a whole, this group of Super Bowl ads was **less funny than last year**.

However, this year's Super Bowl ads were **more loved** than last year's, by four points!

While humor has long been a staple of Super Bowl advertising, this year's Super Bowl advertisers leaned more in the heartwarming direction than they did last year, and they outperformed the US average in love as a result (Love: 31% in 2026 vs. 27 norm).



Emotion: Confusion & dislike

We also saw **more confusion than the average US ad** (Confusion: 4% in 2026 vs. 2% norm) — though on par with last year — **and more dislike than the average ad** (Dislike: 3% in 2026 vs. 2% norm), which is a slight drop from last year.

Super Bowl ads are often fast-paced and they can include cultural references, either from the present day or from the past. It's likely that some people miss the jokes or don't understand the references, resulting in some confusion. And Super Bowl ads can take big swings that don't work for everyone — hence the dislike!

But it doesn't mean that *every* Super Bowl ad is confusing or disliked.

And it makes sense that brands looking to be distinctive and push the envelope don't succeed for everyone.



Brand recall

Finally, while last year's Super Bowl ads were on par with the average US ad in brand recall (70%), **this year's ads saw a significant** drop (66%). While of course we saw a number of ads with much higher brand recall, as a group they underperformed the average.

This means that for many of the ads, the brand was not always easily identified, which is not the best use of a brand's Super Bowl investment.

It's always important to make sure your brand is identifiable in your ad — for the Super Bowl or any other time of year. You want the associations and feelings from the ad to reinforce the strength of your brand and product in consumers' minds.

Focus on highlighting your distinctive brand assets (characters, mascots, colors, etc.) and giving your brand a clear role in the story. We'll cover more tips on how to do this later in this report.



LESSONS IN ADVERTISING: SUPER BOWL LX

Ads that stole the show

A look some of the standout ads,
as determined by more than
20,000 US consumers.



Ads that won with women this year

1. **Wegovy “A New Way to Wegovy”** – Sales Impact: 95
2. **Hims & Hers “Rich People Live Longer”** – Sales Impact: 94
3. **NFL “You Are Special”** – Sales Impact: 94
4. **Budweiser “American Icons”** – Sales Impact: 92
5. **Bud Light “Keg”** – Sales Impact: 92
6. **Ro “Healthier on Ro”** – Sales Impact: 90
7. **Oakley × Meta “Athletic Intelligence Is Here”** – Sales Impact: 89
8. **Toyota “Superhero Belt”** – Sales Impact: 89
9. **Dove “The Game is Ours”** – Sales Impact: 89
10. **Pringles “Pringleleo”** – Sales Impact: 88



Ads that won with men this year

1. **Wegovy “A New Way to Wegovy”** – Sales Impact: 94
2. **Hims & Hers “Rich People Live Longer”** – Sales Impact: 92
3. **Ro “Healthier on Ro”** – Sales Impact: 91
4. **Lay’s “The Last Harvest”** – Sales Impact: 90
5. **Toyota “Superhero Belt”** – Sales Impact: 88
6. **Oakley × Meta “Athletic Intelligence Is Here”** – Sales Impact: 86
7. **Pringles “Pringleleo”** – Sales Impact: 86
8. **Nerds “Taste Buds”** – Sales Impact: 85
9. **Ring “Be A Hero In Your Neighborhood”** – Sales Impact: 84
10. **Raisin Bran “Will Shat”** – Sales Impact: 82



Ads that won with adults under 35 this year

1. **Hims & Hers “Rich People Live Longer”** – Sales Impact: 91
2. **Nerds “Taste Buds”** – Sales Impact: 90
3. **Wegovy “A New Way to Wegovy”** – Sales Impact: 89
4. **Toyota “Superhero Belt”** – Sales Impact: 88
5. **Dove “The Game is Ours”** – Sales Impact: 88
6. **Pringles “Pringleleo”** – Sales Impact: 88
7. **Bud Light “Keg”** – Sales Impact: 87
8. **Kinder Bueno “Yes Bueno”** – Sales Impact: 86
9. **Oakley × Meta “Athletic Intelligence Is Here”** – Sales Impact: 80
10. **Red Bull “Dog Date”** – Sales Impact: 78



Ads that won with adults over 35 this year

1. **Wegovy “A New Way to Wegovy”** – Sales Impact: 97
2. **Hims & Hers “Rich People Live Longer”** – Sales Impact: 94
3. **Lay’s “The Last Harvest”** – Sales Impact: 94
4. **Budweiser “American Icons”** – Sales Impact: 92
5. **Ro “Healthier on Ro”** – Sales Impact: 92
6. **Cadillac F1 “The Mission Begins”** – Sales Impact: 91
7. **Raisin Bran “Will Shat”** – Sales Impact: 90
8. **Oakley × Meta “Athletic Intelligence Is Here”** – Sales Impact: 89
9. **Ring “Be A Hero In Your Neighborhood”** – Sales Impact: 89
10. **NFL “You Are Special”** – Sales Impact: 88



LESSONS IN ADVERTISING: SUPER BOWL LX

Beverages



Budweiser “American Icons”

ABOUT THE AD

The Clydesdale colt is back for this year’s big game, and this time he has a friend! [This year’s Budweiser spot](#) follows a colt who discovers a baby bird stranded in the rain. The two quickly become friends, with the little bird riding on the colt’s back as the months pass by. Finally we see the young bird spread its wings to reveal it’s a bald eagle, with an epic shot of its broad wings soaring above the now fully grown Clydesdale — bringing a tear to a nearby farmer’s eye.

WHAT WORKED

This is another fantastic example of Budweiser’s great use of their DBAs, paired with beautiful storytelling. People love it as soon as the colt comes on screen and love reaches its highest point when we see the eagle flying (with nice moments of laughter when the farmer is asked if he’s crying). The music, the setting and the Clydesdale — plus the addition of the bald eagle — help to establish the traditional All-American and nostalgic feel we expect in a Budweiser Super Bowl ad!

“

I really liked the unique bond between the horse and eagle. Tying them both to the Budweiser brand, that is tied to being American.

I love the progression of events, the little shivering bird was transformed into a soaring eagle.



Sales impact



Ad distinctiveness

4.3

Norm
3.7

Unaided brand recall

69%

Norm
70%

Overall emotion

75

Norm
57

Love 🥰

55%

Norm
27%

Bud Light “Keg”

ABOUT THE AD

This year’s Bud Light spot takes place during a wedding reception at a venue overlooking a cliff. Like last year, rapper Post Malone, comedian Shane Gillis and NFL legend Peyton Manning are together and enjoying the event — until they see a Bud Light keg fall off a trolley and start rolling down the cliff. Chaos ensues to the sound of “I Will Always Love You” as wedding guests, bridesmaids and even the bride and groom start tumbling down the cliff in disarray as they all desperately try to reclaim the keg.

WHAT WORKED

This hilarious spot shows it isn’t a party until the Bud Light starts to flow. The ad fits well with the brand’s typical light and funny tone, and viewers absolutely love the celebrities and the song choice, both of which make the ad even more funny — with laughter spiking (and remaining high) as soon as everyone starts going downhill in slow motion and the music begins. Plus, there’s a clear role for the brand (it’s the reason the whole wedding dives down the hill!) resulting in a very high brand recall score.

“

I liked all of the comedic vibes and seeing the entire wedding party roll down the hill after the keg.

I loved that they used Whitney Houston’s song ‘I Will Always Love You.’”

Love the wedding theme and Post Malone makes it 1000x better.



Sales impact



Ad distinctiveness

4.2

Norm
3.7

Unaided brand recall

81%

Norm
70%

Overall emotion

60

Norm
57

Laughter 😂

28%

Norm
7%

Michelob ULTRA “The ULTRA Instructor”

ABOUT THE AD

Michelob Ultra is back with another ULTRA moment! [This year's spot](#) follows a group of skiers (including Olympic gold medalist Chloe Kim and Olympian and NHL champion T. J. Oshie) and their novice friend (actor Lewis Pullman), who has to buy everyone a round of Michelob ULTRAs whenever he is the last down the mountain — which is every time. That is, until he meets a mysterious man in a cowboy hat (Kurt Russell) who trains him in the ways of skiing in a hilarious montage of training exercises, set to the tune of none other than “Eye of the Tiger.”

WHAT WORKED

Music choice, humor and great branding win the day in this ad. People love Kurt Russell as the trainer (Celebrity Appeal: 4.4 vs. 3.9 norm) and the use of “Eye of the Tiger” (Musical Appeal: 4.2 vs. 3.8 norm). And the skiing helps tie the ad to the Winter Olympics happening at the same time. Plus, the inclusion of sports, well-loved celebrities and a Michelob ULTRA as a reward for hard work and athleticism fit perfectly with the brand and make it feel exactly like a Michelob ULTRA ad should!

“

I love the setting (I'm a snowboarder). I can relate as my friends and I do the same thing, last man down buys. Kurt Russell and Eye of the Tiger had me smiling the whole time.

I particularly like Kurt Russell offering his sage advice to the guy who doesn't give up but rather keeps trying and ultimately rewards him with the Ultra.



Sales impact



Ad distinctiveness

4.1

Norm
3.7

Unaided brand recall

76%

Norm
70%

Overall emotion

62

Norm
57

Laughter 😂

12%

Norm
7%

Pepsi Zero Sugar “The Choice”

ABOUT THE AD

This year's ad brings back The Pepsi Challenge — opening to a polar bear choosing Pepsi Zero Sugar over Coca-Cola Zero Sugar in a blind taste test. With the bear now questioning everything, he's seen laying on a couch mid-therapy session. Out on the street, “I Want To Break Free” by Queen starts to play as the bear stares longingly at people enjoying Pepsi Zero Sugar from a restaurant window. To his surprise, a female polar bear appears next to him, with Pepsi Zero Sugar in hand. The two are then seen caught on the big screen at a concert enjoying the Pepsi cans together.

WHAT WORKED

The ad delivers a great combination of love and laughter, often a sweet spot for ads, taking viewers on an emotional journey and keeping them fully engaged. And on a night with lots of very funny ads and very heartwarming ads, an ad that can deliver both is a rare feat! Using a DBA a competitor has long been known for was a bit of a risk — but it paid off for Pepsi. Even though the polar bear is used, the Pepsi brand comes through very clearly in the ad!

“

It is clever and really smart to reference Coke and the Coldplay concert kiss cam.

I liked the high energy feel of the ad and how confident and fun it was without taking itself too seriously. The message was clear and simple.



Sales impact

74

Ad distinctiveness

4.1

Norm
3.7

Unaided brand recall

76%

Norm
70%

Overall emotion

65

Norm
57

Love 🥰

35%

Norm
27%

Red Bull “Dog Date”

ABOUT THE AD

Back with their signature hand-drawn animations, [this year's Red Bull ad](#) features two dogs flirtatiously playing in the park. When the male dog, Charlie, is summoned by his owner, he chugs a can of Red Bull before making his way over to him. Once his leash is clipped on, instead of walking away, he rapidly wraps his owner around a tree with the leash before unclipping himself and swaggering back over to the female dog with a “So, where were we?” before the brand’s trademark “Red Bull gives you wiings” appears on screen.

WHAT WORKED

This instantly recognizable spot from the brand was very well-received by viewers. Delivering a distinctive ad, people loved seeing the brand’s familiar illustrated style with animals and found it funny that Charlie the dog used Red Bull energy to physically outsmart his owner in this love story. With all these elements combined, this was an ad that could only be for Red Bull, and viewers knew it!

“

I like the clever and quick thinking of the male dog who tricks his owner so that he can stay at the park to be with the other dog after drinking the Red Bull. It's a cute, light hearted ad.

The dogs were sassy, I liked the style of animation, I liked the cheekiness of the dog tying his owner up to flirt. It was cute.



Sales impact

74

Ad distinctiveness

4.1

Norm
3.7

Unaided brand recall

75%

Norm
70%

Overall emotion

64

Norm
57

Laughter 😂

29%

Norm
7%

Svedka “Shake Your Bots Off”

ABOUT THE AD

Created entirely with AI, [this ad](#) from Svedka brings back the brand’s Fembot and her new friend, Brobot. The spot shows the two opening compartments in their robo-bodies to reveal a Svedka vodka bottle and shaker, which they start dancing with as the room opens up to reveal a nightclub dancefloor and a remixed version of Rick James’ “Super Freak” starts to play.

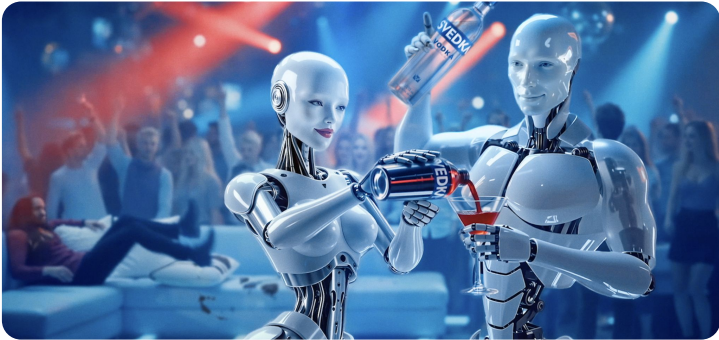
WHAT WORKED

Svedka brings the AI party in this spot, with people enjoying the robots and the party atmosphere — especially liking the music (Musical Appeal: 4.3 vs. 3.8 norm). The result is increased purchase consideration for Svedka, exactly what the brand wants from its Super Bowl investment!

“

I like the robots. I thought it was funny how they were dancing, and when the male robot drank the vodka, it went down down the front of him.

I liked the robots mixing the drinks. I like the music “Super Freak” in the background and I like the addition of real people partying on the disco floor.



Sales impact



Ad distinctiveness	4.1	Norm 3.7
Unaided brand recall	52%	Norm 70%
Overall emotion	58	Norm 57
Laughter 😂	16%	Norm 7%

Liquid Death “Exploding Heads”

ABOUT THE AD

[Liquid Death’s ad](#) opens to a PSA-style message from Dr. Darshan Shah, who co-formulated the brand’s energy drink, asking the audience: “Has your head ever exploded from an extreme energy drink?” The ad continues with a series of scenes showing people bandaged up without heads struggling to go about their day, when Dr. Shah announces the brand’s new better-for-you energy drink with just 100mg of caffeine, plus essential vitamins and zero sugar — that’s guaranteed not to explode your head.

WHAT WORKED

What a wonderfully on-brand way to announce a new product line! Staying true to the brand’s ridiculous creative format, people found the idea of the exploding heads very funny — especially the scenes of people going about their days without heads. It was a bit polarizing, but that’s also something we’d expect from the brand! All in all, this spot entertained viewers in an effective way while successfully making a product announcement (New Information: 4.0 vs. 3.7 norm).

“

Watching the people without heads try to move around was funny and entertaining.

It’s a unique way to spin drinking energy drinks as ‘not so bad for you’ according to a doctor.



Sales impact



Ad distinctiveness

4.1

Norm
3.7

Unaided brand recall

66%

Norm
70%

Overall emotion

53

Norm
57

Laughter 😂

17%

Norm
7%

LESSONS IN ADVERTISING: SUPER BOWL LX

Food



Pringles “Pringleleo”

ABOUT THE AD

[This year’s Super Bowl spot from Pringles](#) stars pop star Sabrina Carpenter, who is just so tired of boys that she builds her own man out of Pringles chips named “Pringleleo.” A montage of clips of the two together begins to play, from romantic dinners, to laughing under the covers, to convertible drives together and more — with Sabrina taking bites out of him along the way. This all ends when the two make an appearance together on the red carpet, where Pringleleo is trampled by fans and turned back into a salty snack pile.

WHAT WORKED

This unique scenario makes for a very distinctive ad, with a clear role for the brand throughout! The storyline is engaging and evokes a mix of emotions — starting with an immediate spike of love when Sabrina Carpenter is introduced and says she’s tired of boys, then laughter once she builds her Pringles man and the montage plays — all ending on a mix of laughter, surprise and love when he’s attacked by fans. What a unique way to show that Pringles are irresistible! It’s amazing how creativity can flourish when you have clear brand positioning and a creative idea.

“

I love Sabrina Carpenter, the Pringle man was hilarious, and the Italian opera music was hilarious.

The humor of it! I also really liked the visuals. Seeing a man made out of Pringles was really fun.



Sales impact

87

Ad distinctiveness

4.3

Norm
3.7

Unaided brand recall

80%

Norm
70%

Overall emotion

60

Norm
57

Laughter 😄

22%

Norm
7%

Lay's "Last Harvest"

ABOUT THE AD

Similar to "[The Little Farmer](#)" last year, [this year's ad](#) from Lay's depicts an American family farm where Lay's potatoes are grown. Sitting on the porch at dusk with her father who shares he's ready to retire, his daughter suggests one last go, which is followed by a montage of the two working on the farm together when she was a child to present day. At the end, in a heartfelt gesture, she leads her dad to the barn where a surprise retirement party is waiting for him. When they're alone together, he hands his daughter the keys and says, "It's your time now" with a hug.

WHAT WORKED

People love this sweet story from Lay's! The music created a sentimental vibe that people love (Musical Appeal: 4.3 vs. 3.8 norm), and while there was lots of love throughout, the biggest spike was when the man is surprised by his retirement party in the barn. Viewers also liked the message that Lay's is sourced from local, American farms, which matters to them and made them feel positive about the brand.

“

I liked the sentimental showing how the farm is operated by family and passed down to the generation. I liked that it showed how Lay's gets their potatoes.

I liked the father daughter working together. The natural way life changes through the years. It was very touching ad.



Sales impact



Ad distinctiveness

4.2

Norm
3.7

Unaided brand recall

70%

Norm
70%

Overall emotion

70

Norm
57

Love 🥰

51%

Norm
27%

Nerds “Taste Buds”

ABOUT THE AD

Nerd’s is back for its third year with a spot featuring reality TV star Andy Cohen as the giant Nerds Gummy’s new BFF. The ad opens to Cohen relaxing poolside with all the Nerds Clusters and Gummy, who becomes even larger when the two cheers “to best buds, to taste buds.” This sparks a shopping spree to show the world the new Gummy. The pair is then seen rocking their new looks on the red carpet — with Cohen in a bedazzled purple suit and Gummy rocking a bodysuit of colorful Nerds.

WHAT WORKED

Nerds continues to build up their DBAs with Gummy for his third big game appearance — and the first time he’s depicted speaking. And people love it, with the bright colors and Andy Cohen helping the ad stand out as distinctive. But the biggest spikes of love come when Gummy gets covered in Nerds and when we see the product at the end, a great indication that the product remained the star of the spot!

“

I liked that the guy called the juicy center character his ‘taste bud,’ that was cute and clever.

I loved how cute the big gummy guy was, I loved the little nerds mascots running around and the fun bright colors.



Sales impact

85

Ad distinctiveness

4.1

Norm
3.7

Unaided brand recall

73%

Norm
70%

Overall emotion

61

Norm
57

Love 🍷

39%

Norm
27%

Kinder Bueno “Yes Bueno”

ABOUT THE AD

Kinder Bueno’s [first Super Bowl ad](#) makes an out-of-this-world entrance! Opening to a spaceship spiraling through an asteroid field, an astronaut shouts “No bueno!” repeatedly while his co-pilot, completely unfazed, reaches for a floating Kinder Bueno bar with a, “Yes, Kinder Bueno.” The scene shifts to the control room where reality TV star Paige DeSorbo and actor William Fichtner have the same back and forth, then again with two aliens on an asteroid. The astronauts go through a montage of changes as they enter a black hole, ending with the two as infants, still going back and forth but ending on “Yes, Kinder Bueno.”

WHAT WORKED

Kinder Bueno did a nice job at bringing their brand into an expression that people commonly use — resulting in a great mix of love and laughter! There was laughter throughout the ad at all the funny moments, starting with the initial “Yes, Kinder Bueno” with spikes of love when the chocolate bar is shown in space at the end. And for a lesser known brand in the US, this ad really helped boost consideration (Purchase Uplift: 34% vs. 22% norm), a great outcome for a Super Bowl ad!

“

I liked the babies at the end laughing. It was cute and made you remember it.

The kids are cute and the candy looks delicious.

It was super out of the box and creative.



Sales impact

82

Ad distinctiveness

4.0

Norm
3.7

Unaided brand recall

70%

Norm
70%

Overall emotion

62

Norm
57

Love 🥰

34%

Norm
27%

Ritz “Ritz Island”

ABOUT THE AD

Ritz returns with the saltiness in [this year’s Super Bowl ad](#) featuring Jon Hamm, Bowen Yang and Scarlett Johansson. The ad takes place on Ritz Island, where Hamm and Yang watch a bunch of Ritz partygoers dancing on the beach from atop their palm tree hideout. Yang explains that they weren’t invited because they’re “too salty.” Suddenly, Scarlett Johansson appears on a Ritz branded jet ski to bring them to the party, and to Hamm’s surprise, Yang is the first to hop on. The trio are then seen moving through the party on the jet ski and snacking on Ritz crackers.

WHAT WORKED

People love Ritz Island and the summer vibes, as well as the return of their “salty” play from last year! People laugh when Bowen Yang says that they’re too salty and don’t like parties and people love when Scarlett Johansson comes in on the jet ski. The biggest spike of love occurs when the voiceover says “loved by everyone, even the saltiest.” Even with three high profile celebrities in the ad, brand recall is high, which means the celebrities don’t overshadow the brand!

“

I liked the play on the ‘salty’ term. I enjoyed the Scarlett cameo.

I like the actors and the island vibe. I like the crackers and how they were crispy looking.

I liked that it featured celebrities like Scarlett Johansson and Bowen Yang.



Sales impact



Ad distinctiveness

3.9

Norm
3.7

Unaided brand recall

81%

Norm
70%

Overall emotion

58

Norm
57

Laughter 😂

15%

Norm
7%

Raisin Bran “Will Shat”

ABOUT THE AD

With nostalgia and poo humor abound, [Raisin Bran’s spot](#), which streamed on Peacock this year, stars their “bran ambassador” William Shatner (aka Will Shat) who turns around in a Star Trek-esque chair when an alert goes off that America is running low on fiber. He’s beamed up to various locations, armed with boxes of Raisin Bran to deliver them to the masses. Each interaction is filled with double entendres, hilariously closing with Shatner decked out in cereal at a tailgate atop a car as someone yells, “Will Shat on a car!”

WHAT WORKED

This was a very poo-pular ad, particularly among older adults, but everyone found it funny overall! And everyone loved seeing William Shatner (Celebrity Appeal: 4.3 vs. 3.9). The line “Will Shat on a car!” and Shatner throwing himself into the table were noted as the standout funny moments in the ad, which was a great way to close out the spot. And what’s more, everyone understood and remembered the message that Raisin Bran is high in fiber!

“

I liked the inclusion of Will Shatner and all the comedic things he did, including jumping through a table. I liked that they mentioned it is high in fiber and good for your gut.

I like that William Shatner calls himself Will Shat. And the guy at the tailgate yells “will shat on a car,” that was funny.



Sales impact

74

Ad distinctiveness

4.0

Norm
3.7

Unaided brand recall

71%

Norm
70%

Overall emotion

65

Norm
57

Laughter 😂

21%

Norm
7%

Grubhub “The Feast”

ABOUT THE AD

Grubhub delivers [a cinematic spot this year](#), tackling one of the biggest pains of food delivery — the fees. Set around a large, ornate dining room table filled with a range of eclectic guests, a silver platter is rolled in for the final course. To the guests dismay, it’s the fees for the meal. They all give excuses as to why they can’t stomach the fees as the question “Who will eat the fees?” is repeatedly asked. Donning a Grubhub orange turtleneck, George Clooney steps in to share that Grubhub has them covered.

WHAT WORKED

What a unique and entertaining way to convey a product message! People laughed at the dinner guests who all shared how they couldn’t eat the fees and they loved seeing George Clooney come in to save the day (Celebrity Appeal: 4.2 vs. 3.9) with his message from Grubhub. And people remembered what the ad had to say, effectively landing the message that there are no fees with Grubhub on orders over \$50. Many people recited that message back almost exactly!

“

I loved all of it. The characters were perfect, pretentious and stuffy. Then comes George Clooney to the rescue.

Was a very clever play about eating the fees. Some very witty lines.



Sales impact



Ad distinctiveness

4.1

Norm
3.7

Unaided brand recall

73%

Norm
70%

Overall emotion

55

Norm
57

Laughter 😂

17%

Norm
7%

Oikos “The Big Hill”

ABOUT THE AD

Debuting their first streaming-only spot, [this year’s ad](#) from Oikos takes place on San Francisco’s famously steep streets, featuring actress Kathryn Hahn and NFL running back Derrick Henry on the iconic O’Farrell, Jones & Hyde Line trolley when it gets stuck going up a hill. Powered by her ready-to-drink Oikos protein shake, Hahn tells Henry to “Hold my Oikos” as she jumps out and single-handedly pushes the trolley over the hill. Once it’s back on its way, Henry throws the Oikos bottle in an epic pass back to Hahn, who makes the catch.

WHAT WORKED

What a humorous *and* effective spot from Oikos! The ad lands the message that Oikos is protein-packed by showing how it makes Kathryn Hahn strong enough to push the San Francisco trolley up the hill — resulting in increased purchase intent. People find the scene where Hahn pushes the trolley very funny and surprising, but the part they find the funniest is where Henry slides into the lady as the trolley is being pushed and she says “Hey there big fella” — another nod to the brand’s protein-packed products.

“

It was a funny way to get the point about having protein and making you stronger by having her push the trolley over the hill.

I like how the ad makes Oikos seem healthy but still enjoyable, not boring or overly ‘diet.’ It gives off that ‘this fits into your life easily’ vibe.



Sales impact



Ad distinctiveness

3.9

Norm
3.7

Unaided brand recall

63%

Norm
70%

Overall emotion

58

Norm
57

Laughter 😂

15%

Norm
7%

LESSONS IN ADVERTISING: SUPER BOWL LX

Personal care



Dove “The Game is Ours”

ABOUT THE AD

Staying true to their messaging for more than two decades, [Dove’s spot](#) focuses on celebrating what young female athletes’ bodies can do, not how they look. The ad opens to a shot of a young athlete staring at herself in a bathroom mirror with a staggering stat: “One in two girls who quit sports are criticized for their body type.” The tone shifts as the girl starts to clap and “But our joy is louder” appears on screen as young female athletes of all different sports begin clapping and dancing, filling the screen with strength and joy.

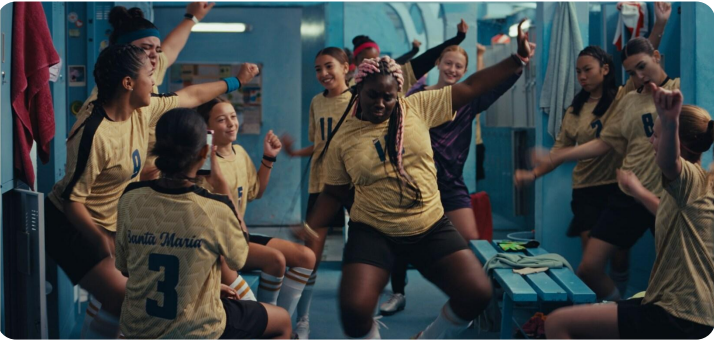
WHAT WORKED

What a powerful ad from Dove! This year’s spot delivers an important message focused on keeping girls in sports — a cause that Dove absolutely has the right to own. It also fits nicely into the Super Bowl with its focus on athleticism and inclusion, showing that all girls deserve to have sports in their lives. Because of this, people find it to be a very distinctive ad that audiences love, ultimately resulting in a strong sales impact!

“

I liked the joy of young girls participating in various sports and their joy. I like how Dove supports them not being self conscious but staying in the game.

It was great to see the girls getting into the spirit of the game and having fun knowing they are accepted by everyone.



Sales impact



Ad distinctiveness

4.2

Norm
3.7

Unaided brand recall

74%

Norm
70%

Overall emotion

66

Norm
57

Love 🥰

43%

Norm
27%

Manscaped “Hair Ballad”

ABOUT THE AD

Manscaped enters the lineup this year in [their first Super Bowl spot](#), starring humanized singing hair clumps. Showing how their product is made for every part of the body, this spot features multiple human hair clumps from many different areas of various men, all singing a mournful ballad about their prior relationships with their male counterparts — with lines like “I used to dance upon your chest” and colorful eyes that give them a very human quality.

WHAT WORKED

This premiere ad from Manscaped really stands out from the crowd (and how could it not with vocalists like these?). People enjoyed the light, entertaining, but emotional tone and they really liked the custom ballad (Musical Appeal: 4.1 vs. 3.8 norm). In fact, viewers found the whole ad funny from start to finish, with the standout moment being when that one word is cut off and the hair is thrown in the toilet! This was a great way to get on the radar of the Super Bowl audience!

“

The ad was incredibly unique, funny and interesting. By far one of the most stand out ads for a brand like this.

I liked the talking cut hair and I liked the inclusion of different races doing the manscaping.



Sales impact



Ad distinctiveness

4.2

Norm
3.7

Unaided brand recall

62%

Norm
70%

Overall emotion

55

Norm
57

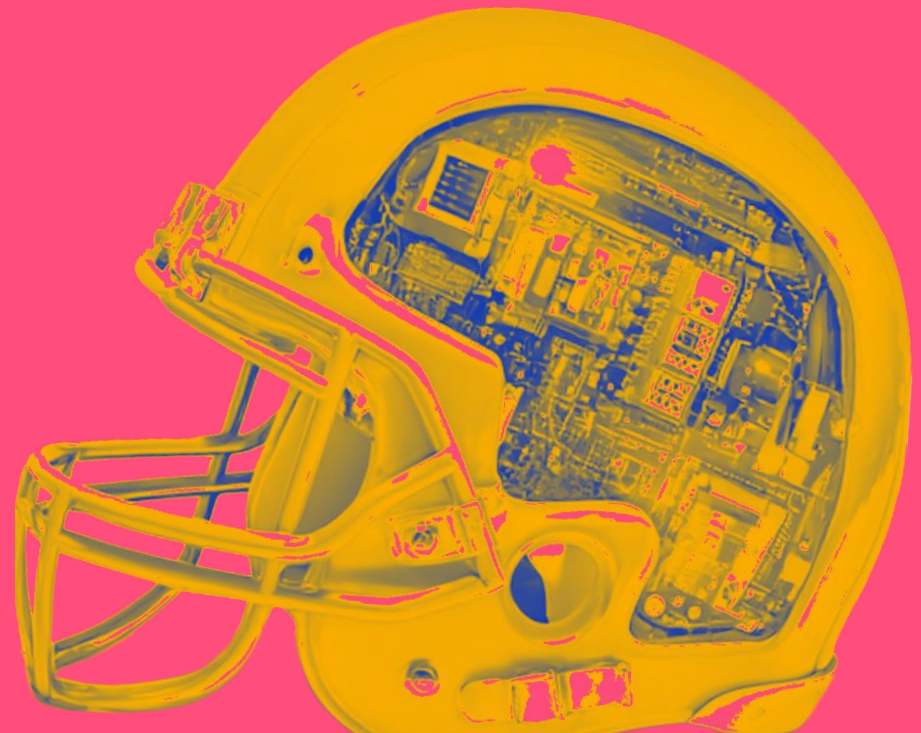
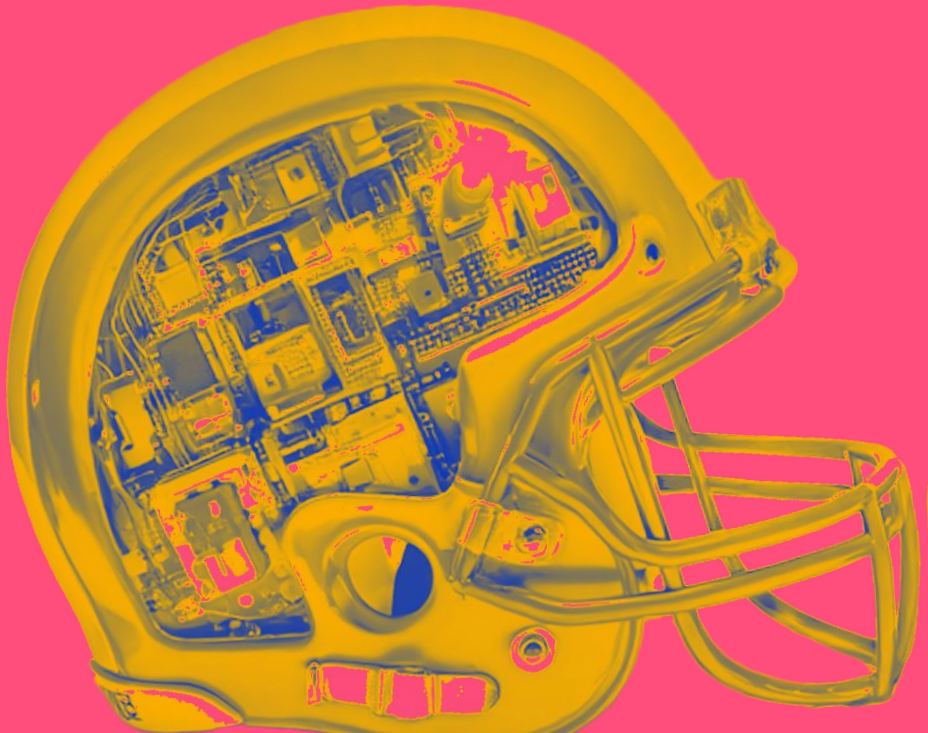
Laughter 😄

27%

Norm
7%

LESSONS IN ADVERTISING: SUPER BOWL LX

Tech, tools & services



Oakley Meta “Athletic Intelligence is Here”

ABOUT THE AD

In their [first Super Bowl ad](#) together, Oakley Meta shows everything their Performance AI glasses have to offer in a star-filled, high-energy spot. Set to Travis Scott’s ‘Hyaena,’ the ad shows a series of high-intensity and athletic scenes that depict former Seattle Seahawks player Marshawn Lynch streaming a playlist as he skydives, streamer IShowSpeed using hands-free capture while chasing a moving plane and even legendary director Spike Lee using slow-motion capture to film a basketball dunk.

WHAT WORKED

This is a really distinctive ad from Oakley Meta. People feel a good mix of love, laughter and surprise throughout the ad, with “Hey Meta, is it ok to eat mud?” coming through as a standout funny moment for viewers. People also thought the music was a great pick for the ad (Musical Appeal: 4.3 vs. 3.8) and helped convey the athletic intensity. Ultimately, this spot did a great job at effectively telling people something new about what their glasses can do (New Information: 4.2 vs. 3.7)!

“

I liked that the glasses seemed to be in good condition no matter what the wearer was going through.

I like all the adventures shown, the music and the questions they would ask Meta. Especially the one where she asks, ‘can i eat mud?’



Sales impact



Ad distinctiveness

4.3

Norm
3.7

Unaided brand recall

74%

Norm
70%

Overall emotion

64

Norm
57

Love 🥰

34%

Norm
27%

Ring “Be a Hero in Your Neighborhood”

ABOUT THE AD

This ad opens with a touching recording of a young girl being surprised with a puppy, followed by the staggering statistic that 10 million pets go missing every year in a montage of lost dog posters. Ring shares that this can change with its new Search Party feature, which uses AI to search for lost dogs. Ending on a much more positive statistic, they share that since launching this feature, nearly a dog a day has been reunited with their families.

WHAT WORKED

Unsurprisingly, people love this ad! People love animals, but it’s not just the dogs they liked here — it’s the whole message. People most loved seeing the little girl reunited with her dog and were surprised to hear that Ring can use AI to help find lost dogs. Importantly, people remembered the Ring brand and the message they are trying to convey. Ultimately, it’s an emotionally compelling way to share new product information in a Super Bowl ad (New Information: 4.4 vs. 3.7) — and a particularly great way to bring the benefit of technology to life in a tangible way.

“

Pets are always important to people and some even consider them their children, so an ad showing how to find lost pets makes Ring even more desirable.

I loved the message of finding a lost dog. It happens too much now and the ad says the search party feature will help.



Sales impact

84

Ad distinctiveness

4.2

Norm
3.7

Unaided brand recall

76%

Norm
70%

Overall emotion

68

Norm
57

Love 🥰

46%

Norm
27%

LESSONS IN ADVERTISING: SUPER BOWL LX

Automotive & auto accessories



Toyota “Superhero Belt”

ABOUT THE AD

Toyota's spot takes us through a heartfelt family story of a grandpa and grandson. As the grandpa lifts the little boy into a car seat and buckles him into his RAV4, he says, “Let’s put your superhero belt on.” Many years later, the pair, now a much older grandpa and fully grown grandson, get ready for another trip together in the grandson’s new RAV4. In a full circle moment, the adult grandson turns to his grandpa and says, “Superhero belt?” to remind him to buckle up.

WHAT WORKED

This was a standout ad for the category from Toyota, focusing more on emotion, nostalgia and storytelling. This approach made people feel good about the brand, with very high levels of love seen throughout the whole ad. People particularly loved the focus on family and the music which helped to set an upbeat, nostalgic and sweet tone. Well done, Toyota!

“

I liked the focus on family and nostalgia as well as on safety and reliability. You can count on family and you can count on Toyota.

I liked that it showed Toyotas being driven from the same family over time and a kid’s lifetime.



Sales impact

88

Ad distinctiveness

4.1

Norm
3.7

Unaided brand recall

72%

Norm
70%

Overall emotion

76

Norm
57

Love 🥰

51%

Norm
27%

Toyota & NFL “Where Dreams Began”

ABOUT THE AD

This shared spot between Toyota and the NFL features a variety of athletes, including NASCAR driver Bubba Wallace, NFL star Puka Nacua and Paralympian Oksana Masters. Each of the athletes are shown speaking to their younger selves, who remind them of their humble beginnings as well as motivate them by sharing that “If we push ourselves, we’ll go further than we ever thought we could!” Each interaction includes a shot with a Toyota truck, Toyota livery or Toyota training gear to remind viewers that they are the official automotive partner of the NFL.

WHAT WORKED

This was another heartwarming and inspirational spot from the NFL and Toyota! People enjoyed seeing the athletes with their younger selves, finding it emotional and motivational, perhaps reminding them of the big dreams they had as kids themselves. Viewers also liked seeing the partnership between Toyota and the NFL, showing their support for the pairing. Ultimately, the ad made their partnership clear as well as their beautiful message to never give up.

“

I liked the hopeful message that if you push yourself you can achieve your dreams, and how Toyota was an NFL sponsor.

The younger selves. ‘We got this.’ Too cute. And I love the last scene where both selves walk hand-in-hand toward their Toyota truck.



Sales impact



Ad distinctiveness

4.1

Norm
3.7

Unaided brand recall

70%

Norm
70%

Overall emotion

69

Norm
57

Love 🥰

43%

Norm
27%

WeatherTech “TaDa”

ABOUT THE AD

The brand is back for [their 14th Super Bowl ad](#), opening to a father struggling to pack the family car. With luggage strewn all over the driveway, the rest of the family starts losing confidence that everything will fit into the car, when the mom says, “We need WeatherTech.” In a demo-style montage, she goes on to explain that WeatherTech now has a lot more products to offer, including their Hitch Basket and Roof Basket for storage, ending her explanation with a “tada!”

WHAT WORKED

WeatherTech does a great job capturing a true and relatable consumer insight in this spot: The struggle of packing the family car for vacations! Because of this, people liked the ad and shared how it made them feel “seen,” even with it being filled with a lot of new product information. Overall, the brand delivered a clear, relevant message about what they offer and the basic problem they solve — which really came through clearly!

“

I like that it’s relatable and I like how they made it fun. I also like how they showed different things being used on the rack and storage, for example the luggage on top of the car but the cooler on the back storage.

It had a family just like mine that i could relate too. We got to see the product in action.



Sales impact



Ad distinctiveness	4.0	Norm 3.7
Unaided brand recall	65%	Norm 70%
Overall emotion	61	Norm 57
Like 😊	58%	Norm 52%

LESSONS IN ADVERTISING: SUPER BOWL LX

Sports



Cadillac F1 “The Mission Begins”

ABOUT THE AD

In [their debut Super Bowl ad together](#), Cadillac F1’s spot opens to audio from John F. Kennedy’s iconic “We Choose to go to the Moon” speech. As he’s speaking, parts of a race car are seen floating in zero gravity on what appears to be another planet, slowly coming together to show the race car in full Cadillac F1 livery. A spaceship liftoff countdown commences and the race car jets off as they announce, “Liftoff, we have a liftoff!” and the words “The mission begins” appear on screen.

WHAT WORKED

This was an exciting way to reveal the race car’s livery for the first time! People really liked the visuals of the other-worldly setting, combined with JFK’s voiceover and the anticipation of seeing the car getting pieced together, as well as it taking off at the end. Audiences get the connection between the innovation of the moon landing and the innovation of the car — which came together to create a powerful and inspirational American feeling that people love.

“

I liked the use of JFK’s speech about getting man on the moon. It compared the challenge of space exploration to the innovation of the Cadillac. It was very unique and visually captivating. I liked the launch countdown as well.

I liked the dramatic visuals of the desert at sunset, and the exciting way it introduced a new American team to Formula 1.



Sales impact

85

Ad distinctiveness

4.1

Norm
3.7

Unaided brand recall

66%

Norm
70%

Overall emotion

66

Norm
57

Love 🥰

35%

Norm
27%

NFL “You Are Special”

ABOUT THE AD

Hitting hard with warmth and nostalgia from the start, [this ad from the NFL](#) opens to Mr. Rogers’ “You Are Special” in a sing-along led by league players past and present — including Michael Strahan, Cam Heyward and Christian McCaffrey — alongside kids from Harlem Children’s Zone, Boys & Girls Clubs of America and SMASH. This spot-for-a-cause helps shine a light on the NFL’s Inspire Change program aimed at reducing barriers in communities of color.

WHAT WORKED

Love is all around in this ad from the NFL! Starting right at the opening and continuing to grow as the ad continues (especially when the kids appear), it’s no surprise that this ad’s biggest strength is how well it resonates with viewers — and this is even stronger among women! Overall, people loved the combination of the NFL players singing with the kids and their overarching message.

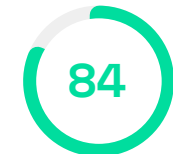
“

I loved the ad. Children look up to NFL players and to have them in a commercial singing about friendship and being special with children is heartwarming.

I liked how energetic and emotional it was, especially the shots of fans and players sharing the moment. It made the NFL feel bigger than just a game.



Sales impact



Ad distinctiveness

4.3

Norm
3.7

Unaided brand recall

56%

Norm
70%

Overall emotion

78

Norm
57

Love 🥰

59%

Norm
27%

NFL “Champion”

ABOUT THE AD

The NFL released [another spot](#) this year that depicts a young boy giving a motivational speech. Starting off in his bedroom, the boy is seen telling his toys to “Listen up, today we face our toughest opponent” which cuts to a scene where his coach is delivering the same speech as soon as he says, “Who am I? I am a champion!” making it clear that he’s mirroring his coach. After flipping between the two through the rest of the speech, the ad concludes with a thank you message to coaches on screen.

WHAT WORKED

What a heartwarming and inspirational spot! This ad did a great job captivating viewers by steadily building momentum through the whole ad to match the growing intensity of the speech. People loved seeing the child motivate and believe in himself, with love reaching its peak at the end when all the kids are shouting “I am a champion!” — ultimately delivering a truly powerful ad with a message that resonates.

“

I thought it was very inspiring and I love how there are role models to teach kids to reach for your highest potential in your life and to believe in yourself.

Having a young black man in the ad. His ability to repeat what his coach has instilled in his players.



Sales impact

80

Ad distinctiveness

4.1

Norm
3.7

Unaided brand recall

64%

Norm
70%

Overall emotion

73

Norm
57

Love 🥰

50%

Norm
27%

LESSONS IN ADVERTISING: SUPER BOWL LX

Apparel



Levi's "Backstory"

ABOUT THE AD

Levi's returned to the lineup with their first Big Game ad in 20 years! Set to the sound of James Brown's "Get Up Offa That Thing," the ad follows the backsides of many people wearing Levi's jeans, from Toy Story's Woody to Bruce Springsteen to K-pop superstar Rosé to DJ Questlove to NBA champion Shai Gilgeous-Alexander and more — all wearing a variety of styles from the brand. The ad closes with a cheeky shot of Doechii on stage in her pair of Levi's Low Slim Boot cut jeans.

WHAT WORKED

People loved this star-studded comeback from Levi's. They really enjoyed the music (Musical Appeal: 4.2 vs. 3.8 norm), the diversity and seeing all the different situations where people wear their Levi's — with women in particular liking it the most and being more likely to recall the brand. Overall, the ad did an excellent job at conveying that Levi's is "for everyone."

“

I liked that it showed the jeans on different people because they all had different sizes and body shapes so the jeans looked very stylish.

I liked the music and seeing all the different butts. Very snappy ad. I loved it.



Sales impact



Ad distinctiveness

4.0

Norm
3.7

Unaided brand recall

73%

Norm
70%

Overall emotion

58

Norm
57

Love 🥰

31%

Norm
27%

Skechers “Sofía Vergara Kicks Off Big Game in Skechers”

ABOUT THE AD

Skechers joins the lineup this year [in an ad](#) that features Modern Family star Sofia Vergara. Opening to a chaotic scene, Sofía is seen in her bedroom surrounded by sneakers, becoming increasingly frustrated as she tries to get a pair on her feet. Suddenly, she addresses the camera with a PSA-style message explaining how once she started wearing Skechers Hands Free Slip-ins she couldn’t go back — followed by a demo. It ends on a funny note with regular sneakers seen being thrown out her window as her pool boy tries to catch them.

WHAT WORKED

This was a clever way of demoing a product while keeping viewers engaged! People loved seeing Sofía (Celebrity Appeal: 4.3 vs. 3.9 norm) and found it very funny to see her struggling with her shoes and throwing them out the window. They also love when she steps into the shoes hands free! Landing in the sweet spot of both love and laughter, this ad did a great job grabbing attention way (with Sofía), making people laugh and conveying product information — an all-around win for Skechers!

“

I like Sofía in the ad. I like how she gets frustrated and throws her old sneaker out the window. I like how easily sophia’s foot slips into the Skechers sneaker.

I liked that it had my favorite actress in it, and she showcased how easy the shoes were to slip on and they looked great on her. Throwing the other shoes out was a funny touch.



Sales impact



Ad distinctiveness	4.0	Norm 3.7
Unaided brand recall	62%	Norm 70%
Overall emotion	60	Norm 57
Love 🥰	32%	Norm 27%

LESSONS IN ADVERTISING: SUPER BOWL LX

Pharma & medicine



Wegovy “A New Way to Wegovy”

ABOUT THE AD

Their first big game ad has a star-studded lineup with celebrities like Kenan Thompson, John C. Reilly, DJ Khaled, Danielle Brooks, Ana Gasteyer and Danny Trejo. Kenan opens the ad to announce Wegovy’s new pill form with a simple premise: “If there was a pill that made other helpful things possible, you’d take it.” A series of escalating events follows: including John C. Reilly struggling to parallel park and admitting he’d happily take a pill to help him, DJ Khaled saying yes to a pill that could turn him into a pro wrestler, Danielle Brooks using a pill to rescue more kittens with super long arms and more.

WHAT WORKED

This is a category people are interested in and they’re excited by the idea of a new pill option rather than an injection. They love all the different celebrities in this ad — which help give credibility to the product and make them feel like it’s okay to use a pill for weight loss. And they find the moments with John C. Reilly and DJ Khaled particularly funny. Overall, the brand stands out and people remember it, which helps considerably increase purchase consideration for the brand!

“

I liked the ad because it was relatable. A pill is a better choice than their previous shot form for those who don’t like needles. I also liked they had so many prominent famous people.

I like how it helps different ages of people. And that it’s available in pill form now.



Sales impact

94

Ad distinctiveness

4.2

Norm
3.7

Unaided brand recall

79%

Norm
70%

Overall emotion

64

Norm
57

Love 🥰

33%

Norm
27%

Hims & Hers “Rich People Live Longer”

ABOUT THE AD

[Hims & Hers returns to the lineup](#) with a message that the widening wealth gap in America has become a health gap. Award-winning rapper and actor Common voices over the spot, with a hard-hitting intro stating, “Rich people live longer,” followed by a montage of images that show the high levels of preventative and custom care the wealthy receive. As Common begs the question, “So why don’t you?” the tone shifts to show the custom and direct care Hims & Hers provides for the everyday person.

WHAT WORKED

This is a great example of a brand not only uncovering a true consumer insight that strikes a chord, but offering their brand as the solution in an engaging way. Plus, the ad offers multiple solutions for multiple health problems, which works well for the Super Bowl’s large and diverse audience. All this shows up in how people reacted to the ad, with many feeling surprise and some laughter during the montage, which then shifts to lots of love when Hims & Hers is brought in as the solution — exactly what a brand wants to see.

“

I love the idea of doing this without going to a doctor’s office. The support and being able to speaking with providers. I like the customized treatment plan that fits your needs.

Loved the transition from the outlandish to a more normal theme. A very good job.



Sales impact

93

Ad distinctiveness

4.2

Norm
3.7

Unaided brand recall

68%

Norm
70%

Overall emotion

72

Norm
57

Love 🥰

39%

Norm
27%

Ro “Healthier on Ro”

ABOUT THE AD

In [their first-ever Super Bowl ad](#), Ro’s brand ambassador, tennis superstar Serena Williams, shares how she uses Ro for their GLP-1 medications (like Ozempic, Wegovy and Zepbound) to be healthier — and now those GLP-1s come in pill form! As she dances and moves around on Ro’s brand-colored floor, she shares the health improvements she’s been experiencing, including losing 34 pounds in a year, reduced joint stress and steady blood sugar.

WHAT WORKED

Seeing an athlete like Serena Williams promoting Ro is a game-changer. People love the ad and love seeing Serena (Celebrity Appeal: 4.4 vs. 3.9), and they were surprised to hear she’s on Ro and that Ro comes in pill form. This ultimately drives a very high purchase uplift for Ro, a brand most people may not immediately recognize.

“

I like watching Serena Williams and i believe her when she says to works. I especially like the option of taking it in pill form rather than having to give myself injections.

I liked seeing Serena Williams, she looks great. It was refreshing to hear her admit being on a GLP-1. There’s so much stigma around the drugs.



Sales impact



Ad distinctiveness

4.0

Norm
3.7

Unaided brand recall

69%

Norm
70%

Overall emotion

63

Norm
57

Love 🥰

33%

Norm
27%

LESSONS IN ADVERTISING: SUPER BOWL LX

Other



Redfin & Rocket “America Needs Neighbors Like You”

ABOUT THE AD

This duo’s ad follows two families struggling to fit in after moving to new neighborhoods. A Latino family finds a new home on Redfin that’s the right fit for their growing family, but the move is visibly hard for their teenage daughter. Another family, also with a teenage daughter, is seen unpacking after a divorce. Both families feel like strangers in their new neighborhoods, until the second family’s dog runs away in a thunderstorm and is found by the other’s daughter — ending with the two girls embracing each other and then seen riding bikes together.

WHAT WORKED

People loved this real and heartwarming story from Redfin and Rocket! They enjoyed the music (Musical Appeal: 4.3 vs. 3.8), a rendition of Mr. Rogers’ “Won’t You Be My Neighbor?” performed by Lady Gaga, and all the different scenes of people being neighborly at the end, including the diversity of both families and how the two girls become friends — with love spiking dramatically when the dog is returned to the girl. It brought a wonderful feeling of love and togetherness to this year’s ad lineup.

“

It makes you think of yourself and family in that position and knowing Redfin is there to help.

I loved that they used Mr. Rogers’ song and used Gaga to sing it. It brings love and positivity into the world.



Sales impact



Ad distinctiveness	4.0	Norm 3.7
Unaided brand recall	69%	Norm 70%
Overall emotion	64	Norm 57
Love 🥰	39%	Norm 27%

State Farm “Stop Livin’ on a Prayer”

ABOUT THE AD

This spot stars comedians Keegan-Michael Key and Danny McBride, with cameos from Hailee Steinfeld and KATSEYE, as employees at a “Halfway There Insurance.” Steinfeld plays a customer looking for insurance, when the pair suddenly turn into 80s rockers to perform an off-key parody version of “Livin’ On A Prayer” focused around their inadequate insurance. At the end, Jon Bon Jovi himself arrives in a convertible with Jake from State Farm, asking Steinfeld if she needs a ride. As she hops in the ad ends with the message: “Stop livin’ on a prayer. Get State Farm.”

WHAT WORKED

This was a hilarious spot from State Farm with a great soundtrack! People loved the music choice and the appearance of Jon Bon Jovi — and laughed through the whole ad. And even though the ad featured a fake insurance brand, the State Farm brand still shown through!

“

It’s cute and plays on a song that was popular when I was a kid. I love the humor about picking cheap or bad insurance, the interesting lyrics and Bon Jovi.

I enjoyed the music and message about choosing State Farm over any other company.



Sales impact



Ad distinctiveness	4.3	Norm 3.7
Unaided brand recall	75%	Norm 70%
Overall emotion	59	Norm 57
Laughter 😂	24%	Norm 7%

Universal “Lil’ Bro”

ABOUT THE AD

[This ad](#) from Universal follows a younger brother who’s tired of being called “little man.” But when he and his older brother go on a family trip to Universal Orlando Resort, everything changes — especially when the two start going on thrilling rides together that even send the older brother for a spin. After a full day experiencing the resort, the younger brother walks alongside his older sibling and humorously says, “You good, little man?”

WHAT WORKED

A nice tale of brotherhood and togetherness, this ad evoked a lot of love from viewers. People loved the relationship between the brothers, their overall dynamic and how they spent time together at the Universal park — helping to convey that Universal is “family friendly” and has “thrilling rides.” All of this resulted in an increased consideration for Universal, just what a brand hopes to see after investing in a Super Bowl spot.

“

I like the contrast that was presented of an older, protective sibling doing things for his younger brother, thinking he was too little. Then showing both on equal grounds enjoying each ride.

I like that there’s a bit of a story about the brothers. Their teasing relationship is sweet. I liked seeing some of the attractions at the park.



Sales impact



Ad distinctiveness

3.8

Norm
3.7

Unaided brand recall

72%

Norm
70%

Overall emotion

67

Norm
57

Love 🥰

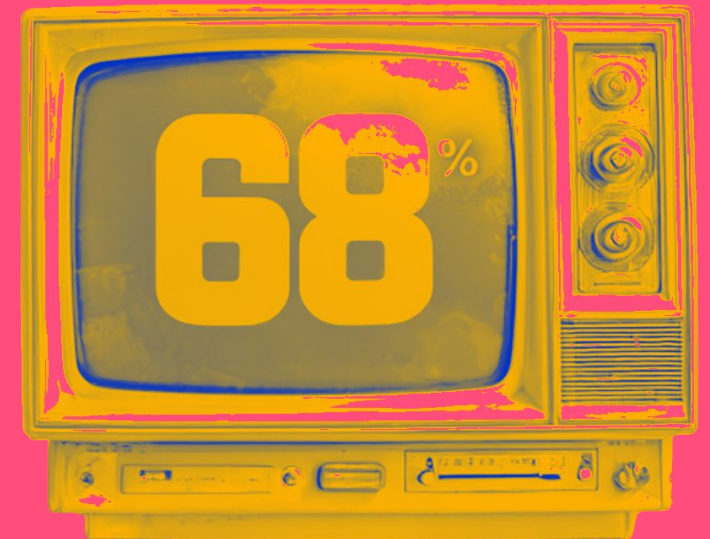
40%

Norm
27%

LESSONS IN ADVERTISING: SUPER BOWL LX

Honorable mentions

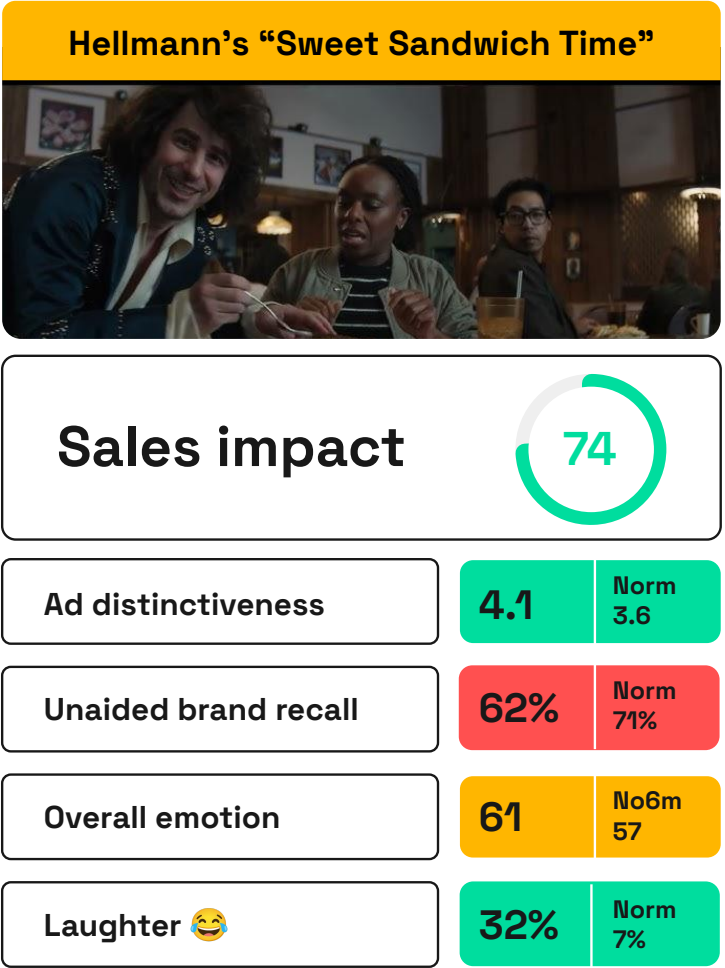
These ads didn't score above average at the total audience level, but they were stand-outs with specific groups.



Performed better with women

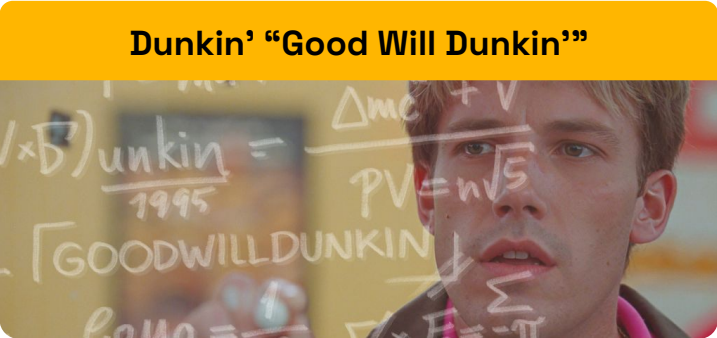


Scores among women



Scores among women

Performed better with men

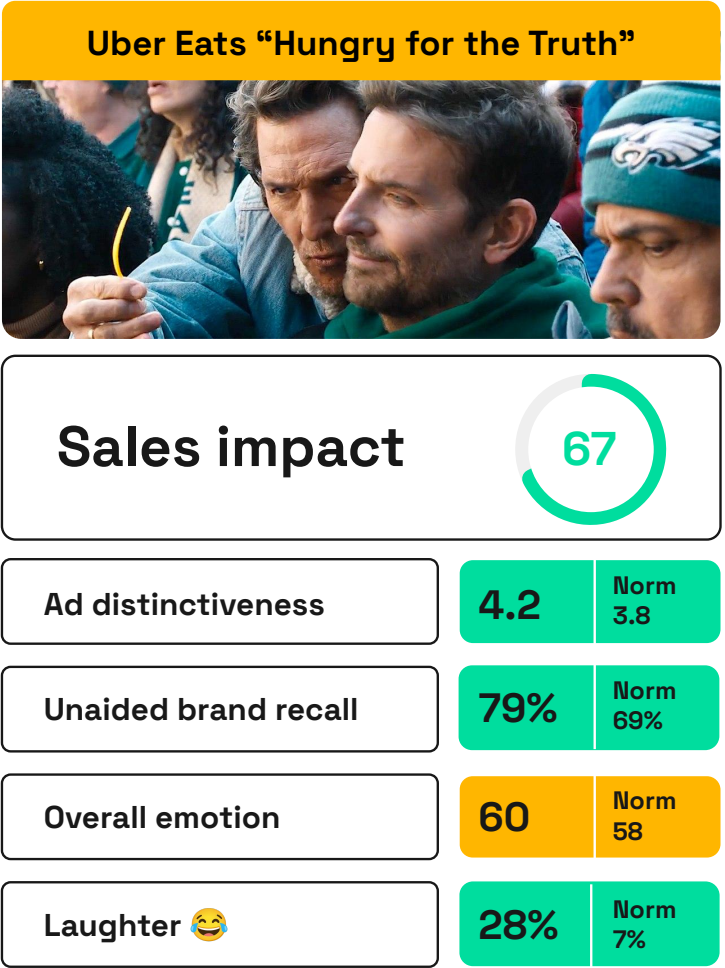
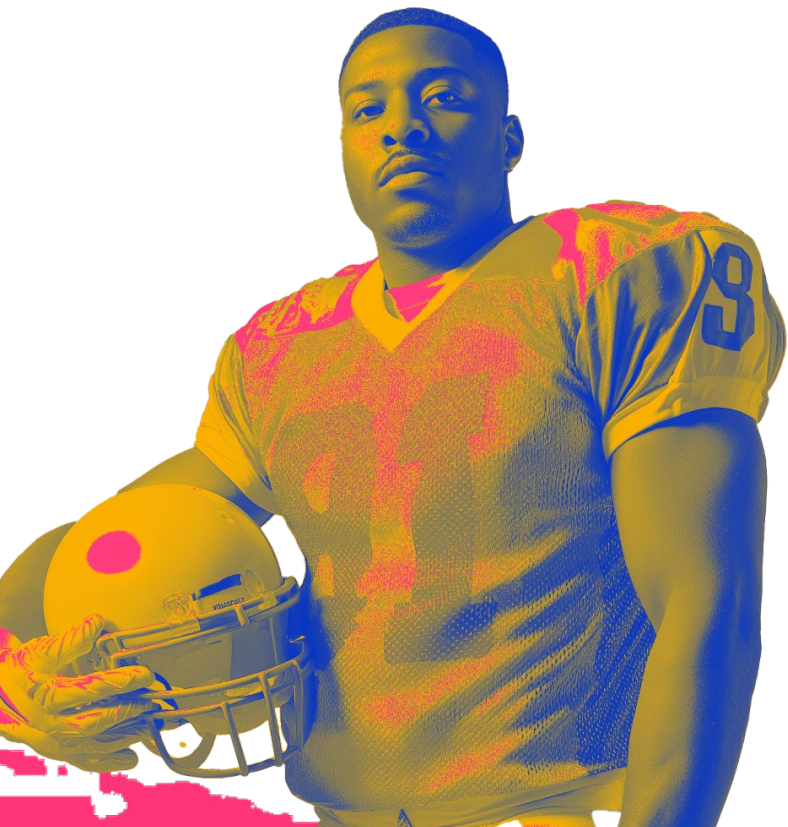


Ad distinctiveness	4.2	Norm 3.8
Unaided brand recall	72%	Norm 69%
Overall emotion	60	Norm 58
Laughter 😂	24%	Norm 7%

Scores among men



Performed better with men



Scores among men

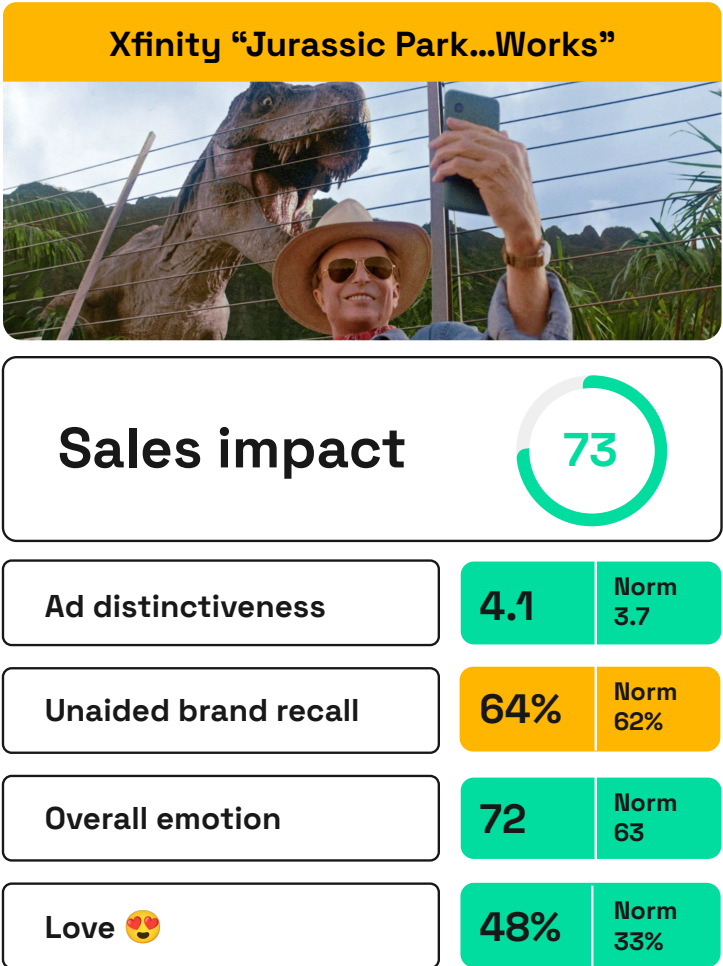


Scores among men

Performed better with younger adults



Scores among adults under 36



Scores among adults under 45

Performed better with older adults



Hellmann's "Sweet Sandwich Time"



Sales impact



Ad distinctiveness

4.3

Norm
3.7

Unaided brand recall

76%

Norm
80%

Overall emotion

59

Norm
49

Laughter 😄

23%

Norm
6%

Scores among adults 45+

Liquid I.V. "Take a Look"



Sales impact



Ad distinctiveness

4.4

Norm
3.7

Unaided brand recall

66%

Norm
80%

Overall emotion

48

Norm
49

Laughter 😄

24%

Norm
6%

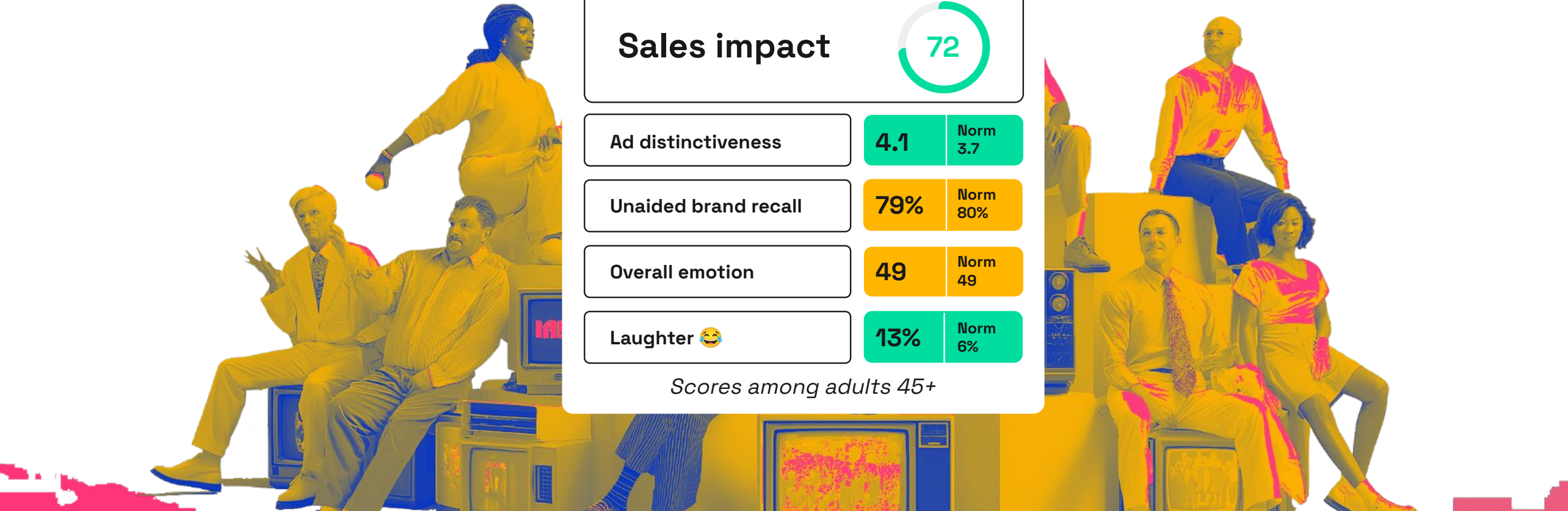
Scores among adults 45+

Performed better with older adults



Ad distinctiveness	4.1	Norm 3.7
Unaided brand recall	79%	Norm 80%
Overall emotion	49	Norm 49
Laughter 😄	13%	Norm 6%

Scores among adults 45+



LESSONS IN ADVERTISING: SUPER BOWL LX

Takeaways for making great Super Bowl ads

Advertising in the Super Bowl is a huge opportunity for your brand. But it's also a huge investment — one you want to be sure you get right.

Learning from the most successful ads this year can help you get it right next year.



Be entertaining

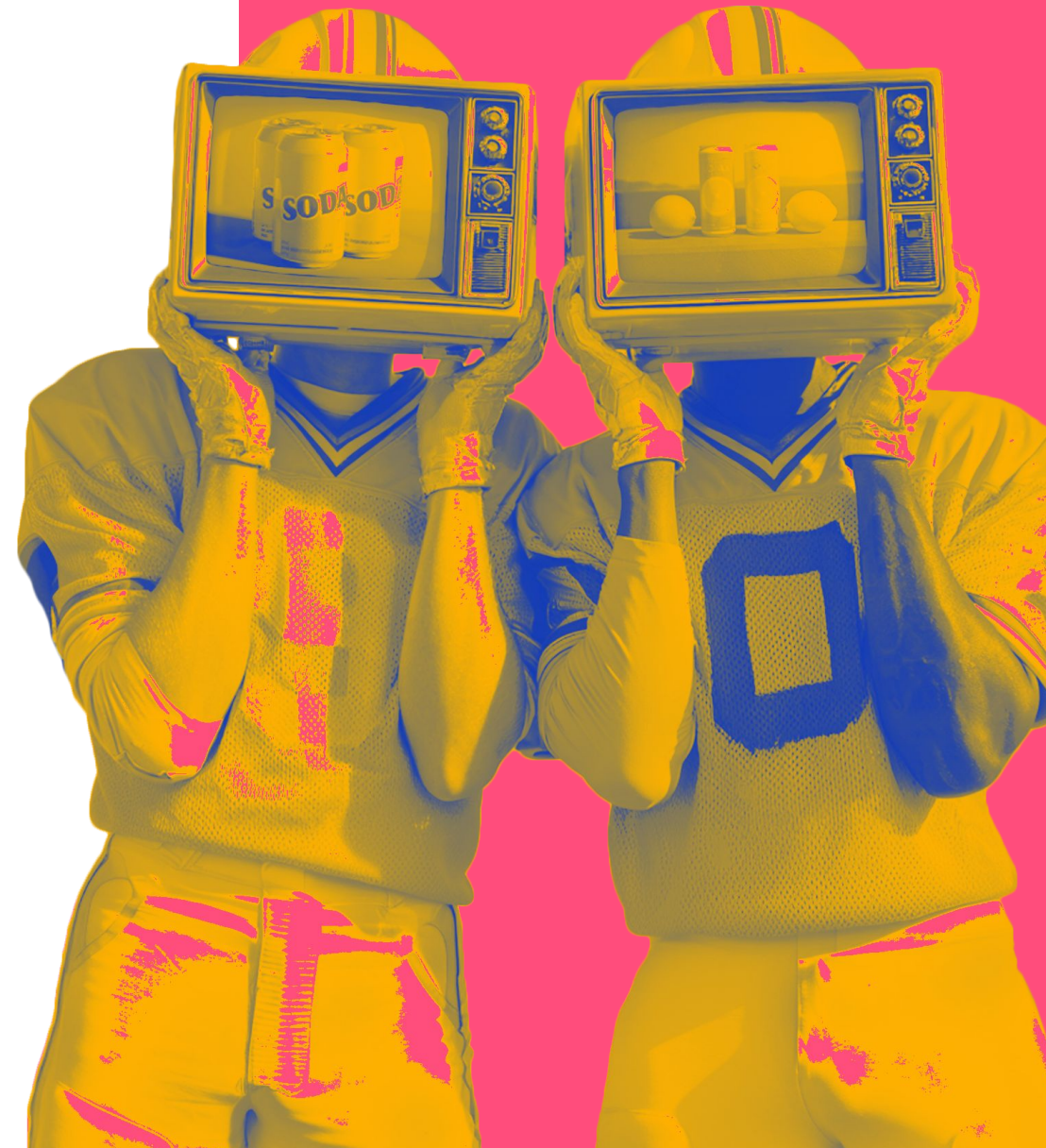
It's important to remember that as a Super Bowl advertiser, **you're part of the show!** Viewers have tuned in to be entertained, so you have to deliver that.

Your ad has to be something that viewers want to watch, so they don't get distracted with grabbing more snacks or turning to their phone. And it has to be something that **people want to talk about tomorrow**. Talkability is often tied to some surprise (like a celebrity used in an unexpected way), cultural relevance or a strong emotional payoff.

The Super Bowl can be a place to convey new information — like a new product launch — but it has to be done in an entertaining way. Ring did that very well this year. It announced its feature that can help find lost dogs in an emotionally compelling way that fits in with the Super Bowl experience!

If you can't be entertaining, there's no way you'll stand out among all the other entertainment that night.

But of course, entertainment is just the beginning!



Be distinctive

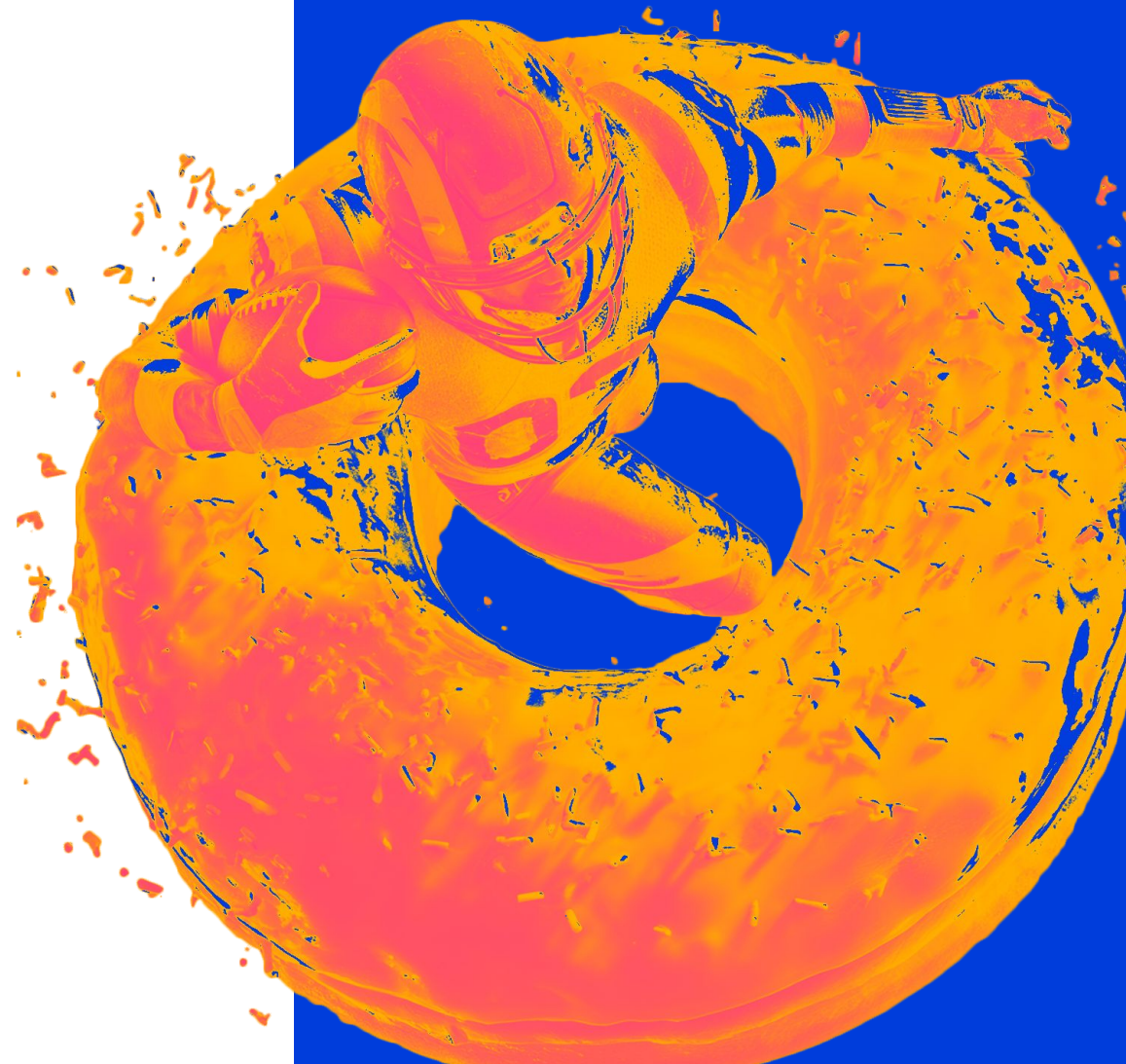
A successful ad must do two things: Capture attention and hold attention. To capture attention, your ad must be distinctive.

It needs to **stand out as something new** that audiences haven't seen before.

That is certainly no easy feat, but it is where Super Bowl ads tend to excel compared to the average US ad.

Budweiser's "American Icons," Pringles' "Pringleleo," Oakley Meta's "Athletic Intelligence is Here" and NFL's "You Are Special" are some of the top scoring ads in distinctiveness this year. These ads are all so different from each other, but that's the point! They stand out as something uniquely different.

So think about how you can do something unusual, unexpected or visually impactful to capture attention.



Craft a compelling narrative

After you've captured attention, you have to hold onto it — and that's where a compelling narrative comes in.

We're all drawn to a good story. A story has the power to keep us invested, focused and interested in how the story ends.

An ad isn't a movie, but there's no reason it can't be structured like one.

Think of your ad as a 30-60 second movie and take inspiration from any great story you've ever seen: Start with a hook, establish the setting, characters and scenario, introduce a conflict or struggle and build on the tension until it reaches a climax — with a satisfying resolution that leaves people on a good feeling.

Ads like Budweiser's "American Icons" and Toyota "Superhero Belt" did this very well this year. They told compelling stories that kept us watching — and connected with us emotionally along the way.

We also like Michelob ULTRA's story this year. "The ULTRA Instructor" begins with a man who is always buying the ULTRAs for his friends because he's the last one down the mountain. Then he's taught to ski in a funny montage with a great soundtrack. In the end, he's not the last one down the mountain and doesn't have to buy the beer! It's a clear beginning, middle and end that keeps us engaged.



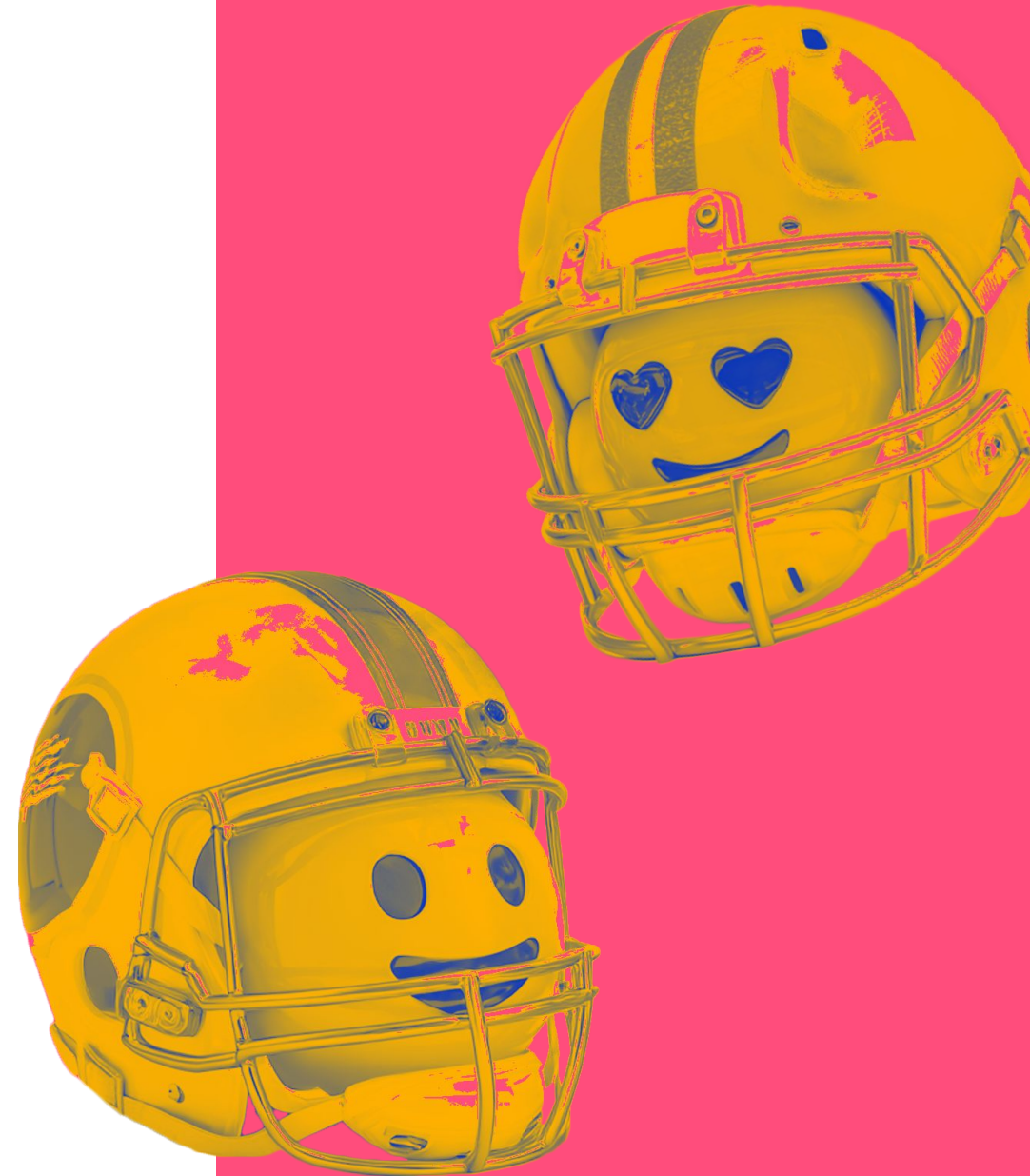
Focus on the emotions

A critical element of any great story is how it made you feel. Did it make you laugh? Did it make you cry? Were you scared or anxious through the action and then relieved when it ended well?

A story that doesn't make you feel anything isn't a very good one. Audiences may forget the specific details of your ad, but **they won't easily forget the way they felt watching it.**

Super Bowl ads tend to over perform the average US ad in laughter (which makes sense, since Super Bowl ads need to entertain!), but we tend to see a lot of heartwarming ads too, like we saw with Budweiser, NFL, Lay's, Dove, Ring, Redfin & Rocket and Toyota this year.

Find those ways to engage audiences on a deeper level, either by tugging on their heartstrings, making them feel nostalgic, showing empathy for their pain, surprising them, inspiring them or making them laugh out loud.



Find a real consumer insight

Many of the best ads are those that are grounded in a real consumer insight. These are **ideas that resonate and are instantly understood**, but aren't too obvious that you've really considered them before.

These are truths like Snickers' "you're not you when you're hungry" or Always' idea that doing something "like a girl" doesn't mean "bad" to a young girl, it only comes to mean that over time as society tells them so.

When you can find a real truth — and a compelling way to associate your brand with that truth — that's where the advertising magic is.

Hims & Hers "Rich People Live Longer" tapped into a relatable consumer insight this year: Many people are feeling the negative impact of income inequality. The ad boldly presented the problem with the current system and positioned its brand and product as a solution. The result is something that **struck a nerve with audiences**.



Let the brand and product shine

Your brand and product should always be primary considerations in your advertising. Remember that you aren't *just* making an ad to entertain, you're advertising a product and building a brand.

People tend to remember an overall summary of an ad. **If your brand or product isn't a part of that summary, it probably won't get credit for the ad.** And that's clearly not a good use of your \$8 million investment.

You want the associations and feelings from the ad to reinforce the strength of your brand and product in consumers' minds. That way, your brand comes to mind in key moments when they are considering purchasing products like yours.

Prioritize giving your brand a role to play in the story. This year, Pringles showed Sabrina Carpenter falling in love with a man made of Pringles. Bud Light showed a whole wedding diving down a hill in slow motion after one keg of Bud Light. The products themselves had a clear role in the story that was hard to miss!

It's even easier to showcase your brand with distinctive brand assets (DBAs). DBAs are a branding shortcut, and they can often be used to land emotion in a more intuitive way. They allow you to give your brand a role without forcing it so you can tell more engaging stories.



Land your implicit associations

Great ads often don't just give the brand a role, they **tell you something about that brand** — but often not explicitly.

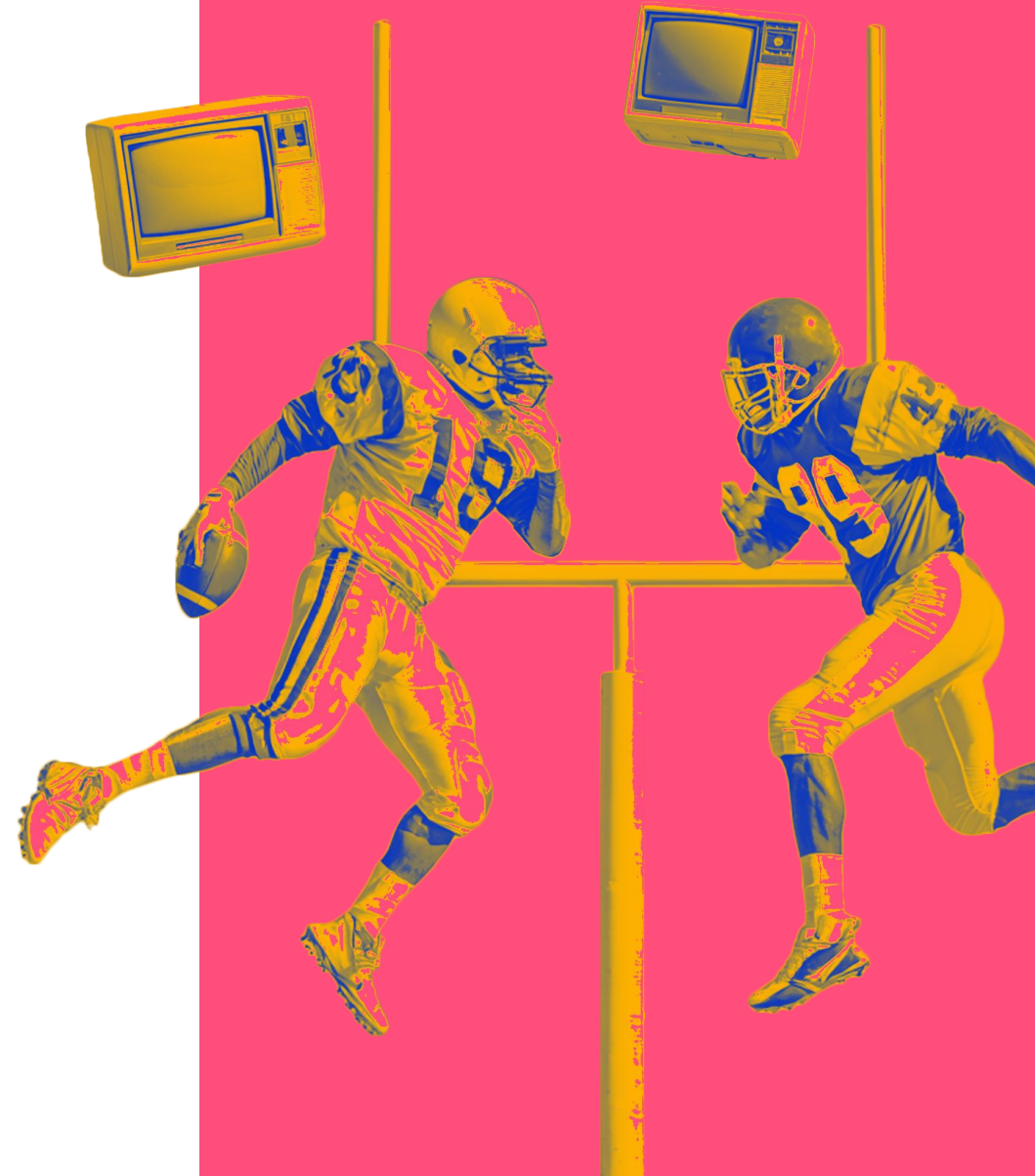
For example, this year we saw Pepsi demonstrate that Pepsi Zero Sugar is delicious. The ad didn't say this out loud, but rather it showed that a polar bear (often known for liking a different soda) preferred Pepsi Zero Sugar — and had a whole existential crisis as a result.

Pringles' "Pringleleo" is another great example. It showed that Pringles are so irresistible that even a woman who had fallen in love with a man made of Pringles wouldn't hesitate to eat him when the opportunity arose.

These ads end up conveying key messages about the products being advertised, but in a more subtle way.

This is critical for the Super Bowl where you want to entertain, not educate.

Think about how you can land your own **key messages in an implicit way**, rather than a more direct (and less entertaining) way.



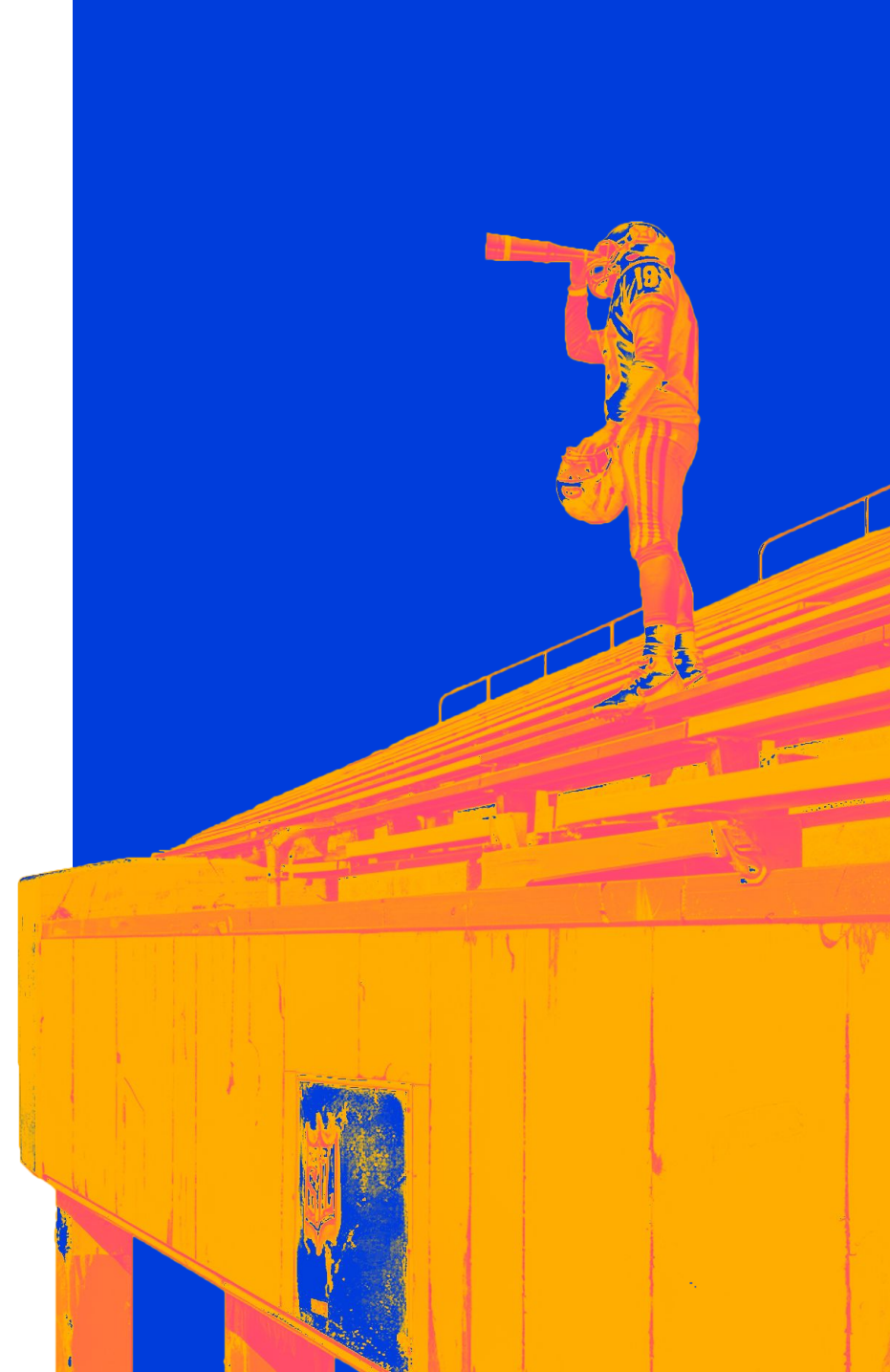
Tie into a longer-term strategy

Super Bowl season is a critical time of the year for advertising, but your Super Bowl ad doesn't stand alone. It's part of the bigger picture of your brand identity. Ideally your ad should feel like your brand and connect to how your brand shows up through the rest of the year.

Using the same tone, personality and DBAs is a given, but it's bigger than that. It's about using the same brand platform you've been using all year — just giving it a bigger voice on a bigger stage. Or using your Super Bowl campaign to highlight some aspect of your brand or product you'd like to raise awareness of (like Instacart's banana message this year). It's about thinking of **this one campaign as just one part of the whole picture.**

For many brands, this also includes thinking about how your brand connects with the NFL not just on the night of the Super Bowl, but season after season. The Super Bowl gets the most eyes, but there's a whole world of opportunity to continue to engage football fans year-round.

You can even use this time to think beyond football! Michelob ULTRA used its Super Bowl ad this year to remind audiences that it is an official sponsor of Team USA in the 2026 Winter Olympics and Paralympics!



Target strategically

The Super Bowl is a unique opportunity to have your ad seen by over 100 million people at one time. People of all ages, ethnic backgrounds and genders. For some advertisers, the Super Bowl is a great opportunity to go broad, but for others, **it's an opportunity to reach a specific segment.**

It really all depends on the goal of the brand and the strategy of the marketing team. Want to grow market share with Gen Z? Featuring an up-and-coming TikTok star might be a great tactic. Need to increase awareness across multiple generations? Shared culture might give a brand the greatest chance of being more widely talked about after the game.

But some brands are already extremely well known and awareness is not their primary goal with Super Bowl advertising. Many brands use this moment in a more targeted way, to achieve a business goal within a specific focus segment of the population.

For example, Fanatics Sportsbook's "Bet on Kendall" scored higher with women than with men, but their goal was to increase the market for sports betting by appealing to those who don't regularly bet on sports — which likely includes many women. So that's in line with their strategy!



Extend the life of your campaign

\$8 million is a steep investment for a single ad placement. To get the most bang for your buck, don't think of a Super Bowl spot as a single ad, think of it as just one piece of a bigger campaign.

The **pre-release season** is becoming bigger and bigger each year. Teasers that are as engaging as the full ads themselves are often released online with complete social campaigns built around them — some are even placed in playoff games in linear or streaming TV to build anticipation. We see more brands each year release their full ads a week or two before the big game to get people talking and be featured in all the Super Bowl write-ups before the game. We see many of these brands release extended versions of their 30 second ads too — and these longer versions allow for more emotional engagement and, in many cases, more laughs.

Then there are the **live activations** in the Bay Area the week before the Super Bowl. Concerts, parties, pop-ups, brunches, tournaments, tastings, player meet-and-greets and more all serve to connect with fans on the ground and allow fans who can't attend in person to feel connected through social media.

All of these other activities surrounding the Super Bowl help to extend the life of your campaign so it lives beyond the one night.



Capitalize on the moment — even without an ad

More and more we're seeing brands **capitalize on the excitement** around the Super Bowl and all the **extra attention on advertising** by launching Super Bowl-style campaigns — **without actually advertising in the Super Bowl**.

In one of many examples, this year we saw [Jeep's "Billy Goes to the River"](#) bring all the over-the-top weirdness and humor we might expect from a Super Bowl ad, but it didn't air in the Super Bowl itself.

In a world where brands release their Super Bowl ads in advance with massive social campaigns and live activations to support it, **who says you need to actually advertise in the big game to get in on the action?** If audiences are paying extra attention to advertising around this time of year, it only makes sense for even non-Super Bowl advertisers to put out their most creative work right now.

And it helps when your brand fits into the occasion, like Frank's Redhot. Commonly used on buffalo chicken wings that are typically served at Super Bowl parties, Frank's usually releases star-studded social campaigns this time of year, including an [ad with Ludacris](#) this year and [Paris Hilton](#) last year. They just don't show up during the big game.

If you can't justify the \$8 million price point, it's worth thinking about how your brand **can capitalize on the moment anyway!** So much is possible in the days and weeks surrounding the game itself.



Optimize your advertising with consumer feedback

The days of merely testing ads are over. Today, it's all about optimizing your investments to get the most out of them.

Creative teams are often fearful of bringing consumer feedback into the process too early, lest their creativity be stifled, or their vision be stalled... or worse yet, never come to life.

But Super Bowl ads are high-stakes investments with a big price tag.

Capturing feedback from consumers early and often and using it to optimize your ad is important. Optimizing with consumer feedback can help you achieve your goals, not only with a single ad, but with your Super Bowl advertising and with your football and sports marketing strategy at large.

With a deep understanding of what works with consumers, and agile optimization at every step of the process, you'll be able to create the very best work, to **launch your Super Bowl advertising campaigns with confidence** and the data to back it up!



Want more?
**We can walk your team through
our takeaways in a live session!**



REQUEST A SESSION

Create winning ads with connected insights

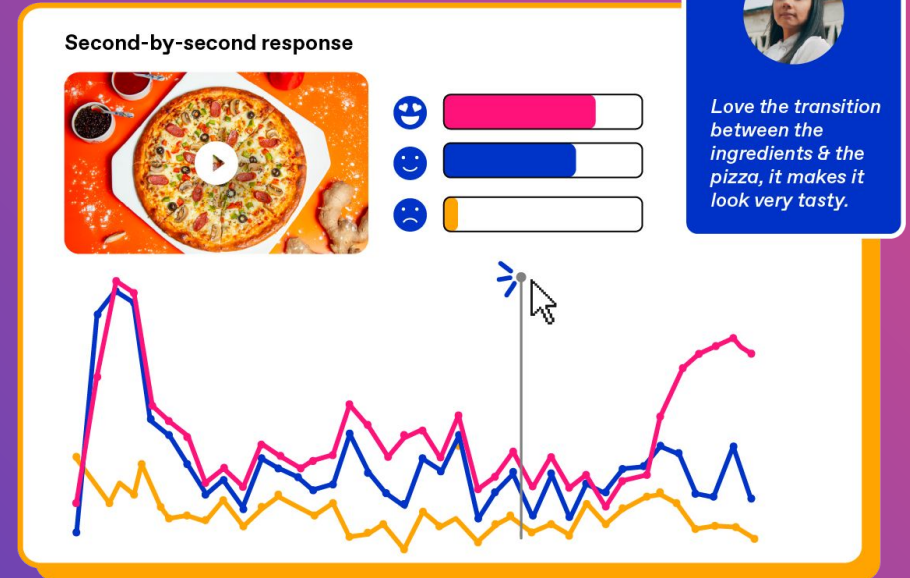
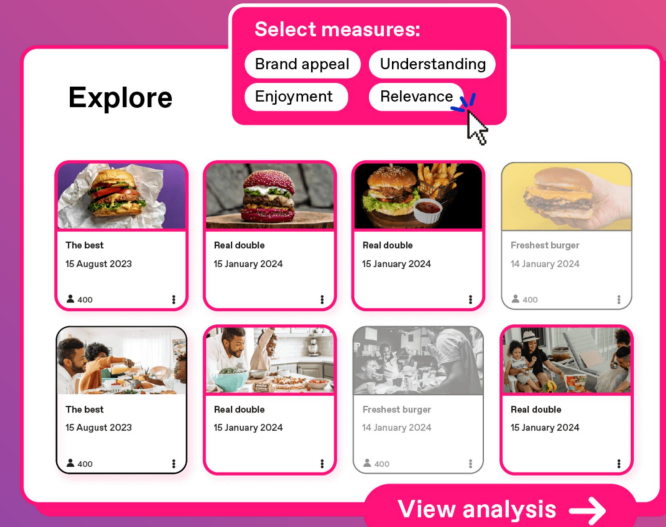
To create a winning Super Bowl ad, you need consumer feedback.

The Zappi Amplify Advertising System is a modern research system that gives you quick, predictive and deep consumer feedback — powered by data and supercharged with AI.

With Amplify, you get:

- An ongoing learning loop for better, data-driven advertising
- Quality consumer research you can run fast, early and often
- AI reporting to get from data to insights in one click
- Comprehensive metrics and diagnostics for confident decisions
- All your research data in one comprehensive platform, so you can connect insights over time and learn from every win
- Backed by the most actionable and predictive research methodology

GET A DEMO



See how Zappi can help you
create winning ads with
connected insights

GET A DEMO