

# 1 week later: does anyone still care about those Super Bowl ads?

How have major advertisers kept the momentum going?

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## 1 WHAT'S HAPPENING?

This year's Super Bowl boasted **127mm** total viewership, up **3% YOY**. Eager to expand (or at least maintain their dominance), advertisers dole out \$8mm for a :30s spot. But does the investment pan out over time?

## 2 WHAT'S IT MEAN?

Yes... and no. While sources like USA Today's Ad Meter track sentiment immediately after the game, it's less clear if any of it translates into increased consideration. Budweiser and Lays self-reported **2x-50x** increases in brand search engagement. NERDS stated that their "Big Game Commercial ft. Shaboozey" spot drove a **72%** increase in their Amazon sales rank. However, looking at GoogleTrends, most advertisers in the super bowl saw their search interest fall to average the very next day, with little to no sustained lift.

## 3 HOW WILL THIS AFFECT ADVERTISERS?

Smart brands with deep pockets use the Super Bowl as the launch point of a broader campaign, capitalizing on that initial burst of awareness with sustained social, search and broader video buys to build frequency and drive to conversion. NerdWallet's "Genius Beluga" has generated more than **15mm** additional YouTube views, and they are utilizing CTV retargeting display, social, programmatic and search to keep hitting the Super Bowl viewer. While this should be a no-brainer, only **60%** of Super Bowl advertisers keep running their TV spots the week after the game.

## 4 WHAT'S THE BIGGER PICTURE?

With new ways to "get in," a broader group of advertisers was active in this year's game (76 vs. 70 in 2024). Tubi offered the first free stream of the game, which opened up inventory to programmatic advertising at an expensive, but much more palatable \$120ish CPM vs. a \$8mm upfront investment. This could be a smarter way for mid-size brands to tap into the awareness the Super Bowl offers, while still leaving budget for a longer campaign.

## 5 WHAT'S OUR READ?

Sources:  
MediaRadar  
CNBC  
Emarketer  
Nexxen  
iSpot  
Vivix

Just like owning an NFL team, advertising on the Super Bowl is largely a point of pride (and good fodder for awards season!). But unless your pockets are deep, there are smarter ways to spend your marketing dollars.

If your brand does get into the game, be **bold** in your creative and make sure you continue to engage. The Super Bowl may be where the journey ends for the NFL... but for advertisers, it's only the beginning.



### THE ACRONYM CRYSTAL BALL

On a scale from 1 (just wait) to 10 (too late), how fast should you move on this?