

BBDO 

SUPER BOWL LVIII

February 2024

AND THE WINNER IS...

In an increasingly fragmented world, the Super Bowl remains one of the few times we share the same experience, live. Super Bowl LVIII attracted 123.4m viewers, the largest ever TV audience, and it captured new audiences with increases in female viewers and younger viewers.

Super Bowl Ratings: Chiefs' Victory Over 49ers Breaks Viewership Records

Sunday's game drew 123.4 million viewers, boosted by overtime comeback win, presence of Taylor Swift

In an age where TV fights for eyeballs, this was a win.

The actual win was for the Chiefs who beat the 49ers, but that was not the biggest news of the night.

This Super Bowl captured the cultural zeitgeist and share of conversation more powerfully and loudly than ever before. But if we're being really honest, all anyone wanted to know was...

Can Taylor Swift make the Super Bowl from her Tokyo tour? Fans do the math.

Swifties pride themselves on being able to crack codes and track the star's every move



IS IT REALLY WORTH IT?

Every year our industry questions the ROI of a Super Bowl spot. But every year spots sell out, and every year the biggest, most prestigious brands show up.

This year the cost of a **30 second spot was \$7 million**, not including celebrity fees and production. Factor in time and context and a 30 second ad costs 75% than they did a decade ago, for just 4% more audience. Is it worth it? *(Shane O'Leary)*.

Super Bowl ads can be an expensive waste...

20%

Of Super Bowl ads are “wasted” - with viewers unable to recall what brand the ad was even for *(System1 - Andrew Tindall)*.

Super Bowl ads can have a massive payoff...

20x

The average Super Bowl ad is more effective than a regular TV ad at driving brand perceptions. *(Kantar)*

THE SUPER BOWL REMAINS AN UNPARALLELED OPPORTUNITY...



WHAT WE DEBATED...

Taylor, Taylor, Taylor...



We were all talking about Taylor. Taylor's presence brought a positive new viewership, with a 53% increase of teenage girls tuning into NFL games recently. ([Ad News](#))

Taylor generated more social buzz than all advertisers combined, according to *Sprout*.

Was this celebrity overload?



Consumers are 25% more likely to engage with a brand online during the Super Bowl when there's a featured celebrity. This year, though, **there was a debate around celeb overload and whether the use of celebrity overshadowed the idea.** ([Forbes](#))

Did we improve on D,E&I?



No, we still have an enormous amount of work to do, but work is being done. 81% of M&Ms on-camera principals were representative of diverse groups and 62% of the broader team were from underrepresented groups. **56% of viewers prefer Super Bowl ads that are more inclusive & diverse and yet we continue to fall short.** Sources: ([Ad Age](#)) & ([Kantar](#))



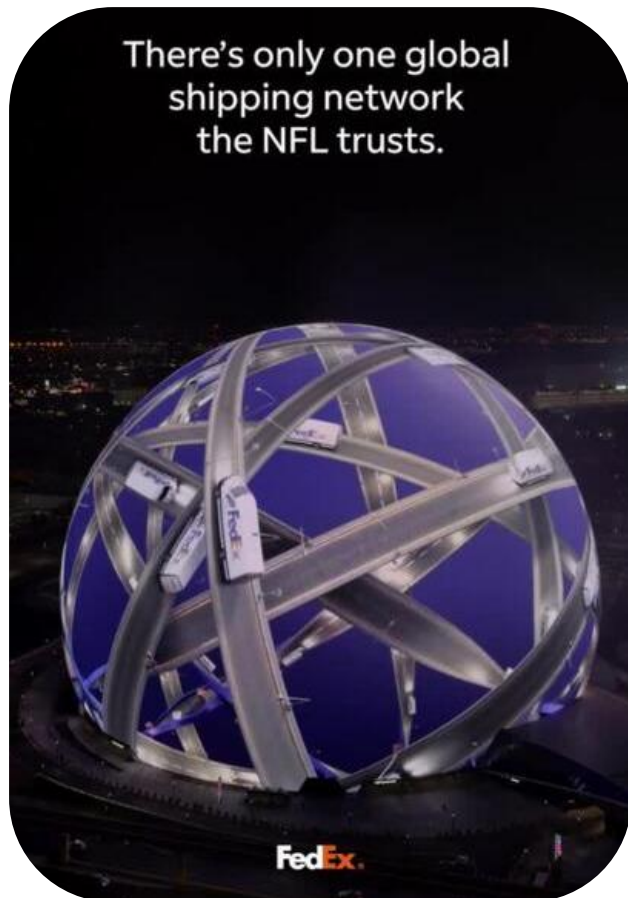
**TIME FOR A
COMMERCIAL BREAK...**

“It takes so much courage to do a Super Bowl ad. It takes a lot of courage to do any creative work really. **You’re putting yourself out there, your brand out there on the world’s biggest stage and it takes real guts.** It takes a lot of courage to take a huge swing and it takes even more courage to get up and do it all again even if it was a miss.”

— *Xanthe Wells, VP Global Creative,
Pinterest, [Link](#).*

VIVA LAS VEGAS!

What happens in Vegas no longer stays in Vegas...
The setting for LVIII was a unique and spectacular
OOH opportunity for brands...

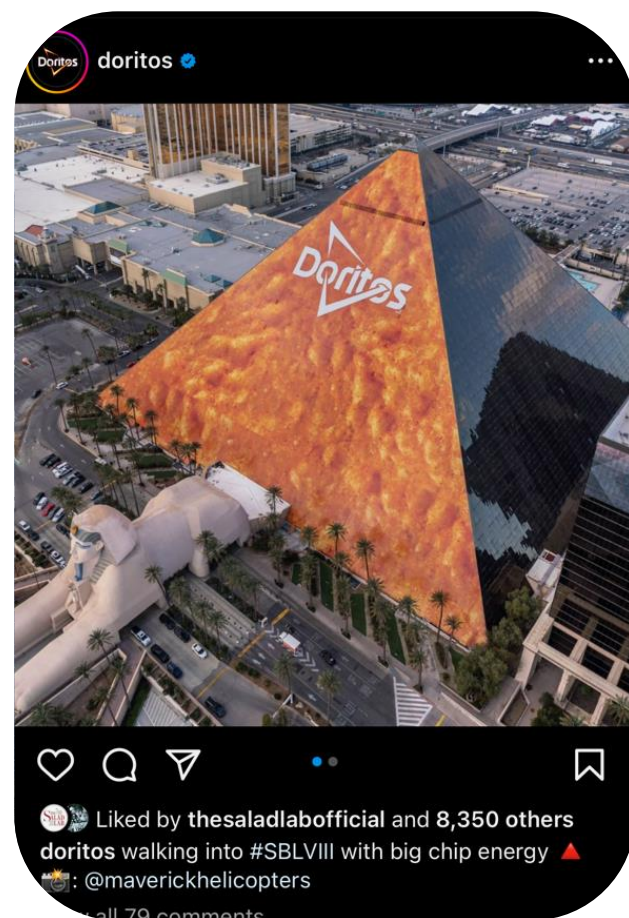


FEDEX - THE SPHERE

FedEx highlighted the power of its global network by showcasing the delivery of the Lombardi trophy. This was accompanied by an activation on The Sphere. ON THE SPHERE!

DORITOS - THE LUXOR

PepsiCo turned Las Vegas into its own Pepsi-themed amusement park with bold OOH activations; Doritos took over The Luxor and the Cheetos brand turned the Vegas' faux Brooklyn Bridge into the Cheetos Wedding Chapel.



BIG GAME TACTICS

CERA VE x MICHAEL CERA

The pre-game tactics winner was CeraVe, who created buzz in the run up to their spot by promoting a series of viral moments and paid social media posts speculating about the involvement of Michael Cera with the CeraVe skincare line. The resulting Super Bowl ad revealed that CeraVe is developed by dermatologists, not Michael Cera, but the humor, association with meme culture, and a simple play on words was widely applauded.

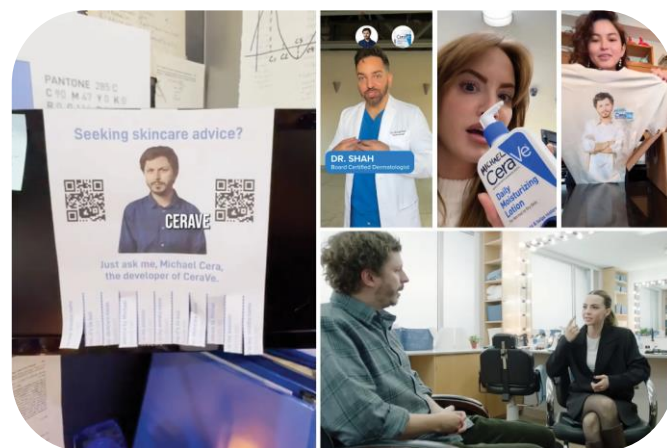
POP CULTURE

Michael Cera's CeraVe commercial is being called the best Superbowl ad in years

"Let my cream hydrate you."

By Heather Wake

02.12



BBDO



WIN BIG FOR THE BIG GAME!

Enter for a chance to win free WHOLLY® GUACAMOLE for a year! And if you live in San Francisco or the Kansas City metropolitan area you'll also be entered to win free Game Day pizza and guac!

Tell us where you'll be for the Big Game



1 Enter your details for a chance to win.

2 Check your email for a DoorDash promo code for WHOLLY® GUACAMOLE!

3 Winners will be announced via email the morning of the Big Game, Feb 11th 2024!

4 If you win, we'll deliver your tasty prize to your door!



WHOLLY GUACAMOLE

Post-game tactics saw Wholly Guacamole create new rituals. BBDO San Francisco launched #GuacifyPizza on The Drew Barrymore Show. Illustrating the surprising combination of pizza and guac. The pairing you never knew you needed...

CULTURE IS KING

DUNKIN

Dunkin' partnered again with long-term celeb fan Ben Affleck; this year he was joined by his wife Jennifer Lopez, his best friend Matt Damon, Jack Harlow and Tom Brady. With some cringey singing and all-orange outfits the spot was memorable, nostalgic (that line from Good Will Hunting) and funny.



UBER EATS



The Beckhams recreated their “be honest” moment for the Uber Eats teaser, immediately sending the video viral. The actual Super Bowl spot featured numerous celebrities humorously playing with well-known cultural references.

AMERICAN AIRLINES

In response to the Swift x Kelce furore American Airlines offered flights 1989 and 87 – numbers representing Swift’s fifth studio album and Kelce’s jersey number – for fans to fly from Kansas City to Las Vegas and back during Super Bowl weekend.

LAS to MCI
Monday, February 12, 2024

12:20 AM → 5:00 AM

AA 87 • 32Q-Airbus A321neo

MCI to LAS
Saturday, February 10, 2024

12:30 PM → 1:35 PM

AA 1989 • 32Q-Airbus A321neo

INCLUSION IS NON-NEGOTIABLE

“Capture life, no matter how you experience it.”



Google employed emotive storytelling to illustrate product benefit in “Javier in Frame,” by showing how Google’s Guided Frame accessibility feature allows visually impaired users to capture their lives – from wedding days to births. The spot was directed by Adam Morse, who is himself blind. The [Kellogg School of Management Super Bowl Advertising Review](#) gave Google the top-spot in their strategic advertising rankings.

“The power of emotional connection still makes for compelling and memorable advertising... **Google connected inclusion and product development to showcase how the power of technology can improve people's lives.**”

— Jason Rosario, Chief DE&I Officer, BBDO,



HUMOR ALWAYS WINS

“Emotions drive behavior and humor is one of the most effective emotions to reach people.”

– *Andrew Robertson, BBDO CEO, [Link](#).*

The M&Ms spot this year focused on comforting the Super Bowl runners up. The brand along with **BBDO NY**, used M&M’s Peanut Butter to make diamonds for a series of “Almost Champion’s Rings of Comfort” which were finished off with the sighs of nearly champions and nearly Oscar winner Scarlett Johansson.



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While we still await sales results, 53.4% of consumers watching the game said they’d be open to purchasing M&Ms – second only to Doritos. ([Ad Age](#))

SO, WHO REALLY WON?

The winners on the field were the Kansas City Chiefs. Off the field, it was a mixed story. **TV won big, new audiences were attracted through a combination of culture and relevance.** Smart play from Nickelodeon.

Celebrity bank balances won. Celebrities were present in 50% of the ads this Super Bowl, that's not including those in the audience.

Taylor Swift yet again proved her power in lending her brand equity and getting us all talking.

And brand advertising won, when it got it right and played to culture, balanced celebrity, made us laugh...

One thing is certain, this was the game that got us all talking. See you next year.





If you want to learn more about the way BBDO thinks please contact us at bbdo@bbdoknows.com

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