The background of the slide is a blurred image of the Super Bowl LV pre-game show set. It features the large, illuminated 'LV' logo in the center, with the 'V' being significantly larger than the 'L'. Above the logo is a large, glowing football. To the right, a large red pirate ship is visible, and to the left, a large 'LS' logo is partially seen. The entire scene is set on a green field under bright stadium lights.

SUPER BOWL PRE GAME SHOW

SUPER BOWL

Last Year's Ratings

- 99.9 million TV viewers
 - *2019 Super Bowl was the least watched Super Bowl in history*
- 43.9 Million Social Media Interactions
 - *Across Facebook, Instagram, & Twitter*
- Most watched TV show in history

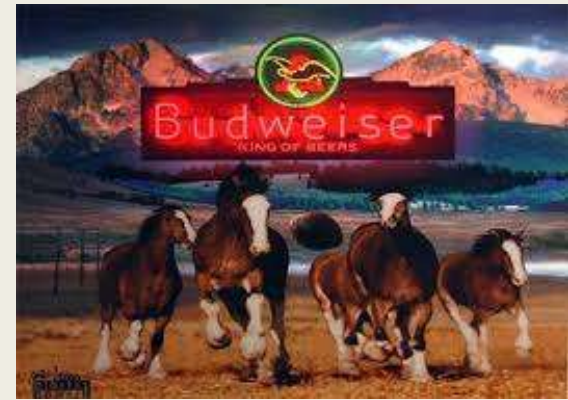


New This Year:



- Coke, Pepsi, and Budweiser will NOT be advertising this year
 - *Hyundai and Avocados from Mexico are following suit*
- First Time Super Bowl Ad Spots:
 - *Chipotle, DoorDash, & Huggies*
- Why are these big ad spenders sitting out?
 - *Recalculating their ad spending towards COVID-19 relief and vaccine awareness*

New This Year:



- This will be the first Super Bowl in 37 years without an in-game Budweiser commercial. And it's the first time in 20 years that neither Coke nor Pepsi bought an in-game Super Bowl ad for their marquee brands.
- Anheuser-Busch that owns Budweiser will still shows ads for their other brands like Bud Light and Michelob Ultra
- PepsiCo won't show Pepsi commercials, but Mountain Dew and its Frito-Lay products will still have ads

Random but Interesting:

- Coke has been trimming expenses and products after the pandemic largely shut down the restaurants, bars, movie theaters and stadiums that would normally drive sales of its drinks around the world. The company announced it was cutting 2,200 jobs globally last month, including 1,200 in the U.S.
- On the flip side, Avocados From Mexico has enjoyed record-breaking sales as more Americans cook at home. The company sold 2.1 billion pounds of avocados in the U.S. this fiscal year, and expects to sell 2.3 billion pounds in 2021.

Super Bowl, Supersized:

- All 77 spots were SOLD OUT by November of last year, before they even knew who would be playing in the game!
- A total of \$4.9 billion has been spent in the last 51 years
- In 2020, ad spending hit a record \$435 million dollars
 - *That is more than the 1960s, 70s and 80s combined (\$299 million)*
- Companies paid \$5.6 million for a 30 second ad spot

Average Cost of a 30-second spot

Average Price of A 30-Second Super Bowl Ad (\$m)
2010-2019



Published on MarketingCharts.com in January 2020 | Data Source: Kantar Media

Ad pricing is negotiated and differs by advertiser according to several factors. Figures shown are not adjusted for inflation.

Dollar amounts have changed from previous year reports due to a methodology change in the underlying source data.

Cost for one second of Super Bowl advertising




Source: Ad Age Datacenter analysis. See source line in main accompanying graphic.

Big Numbers:

- **2020 Most effective ad:** Google's "Loretta". This ad, featuring an elderly man using Google Assistant to help him remember his late wife, invoked intense emotional responses from viewers and was found to be 4 times more heart-warming and 12 times sadder than the average US ad, according to Unruly, but also almost twice as likely to make people smile.
- **2020 USA Today Ad Meter Winner:** "Groundhog Day." Jeep's ad took the top ranking with an average rating of 7.01 out of 10.

How Much Do We Eat on Super Bowl Sunday?


- On Average, we are expected to eat 2,400 calories each just during game time
- Get ready for the rest of the heavy stats:

A close-up photograph of several cooked chicken wings. The wings are golden-brown and glistening with a sauce. A semi-transparent blue rectangular box is overlaid in the center of the image, containing white text. At the bottom right of the text, there is a small red chicken head emoji.

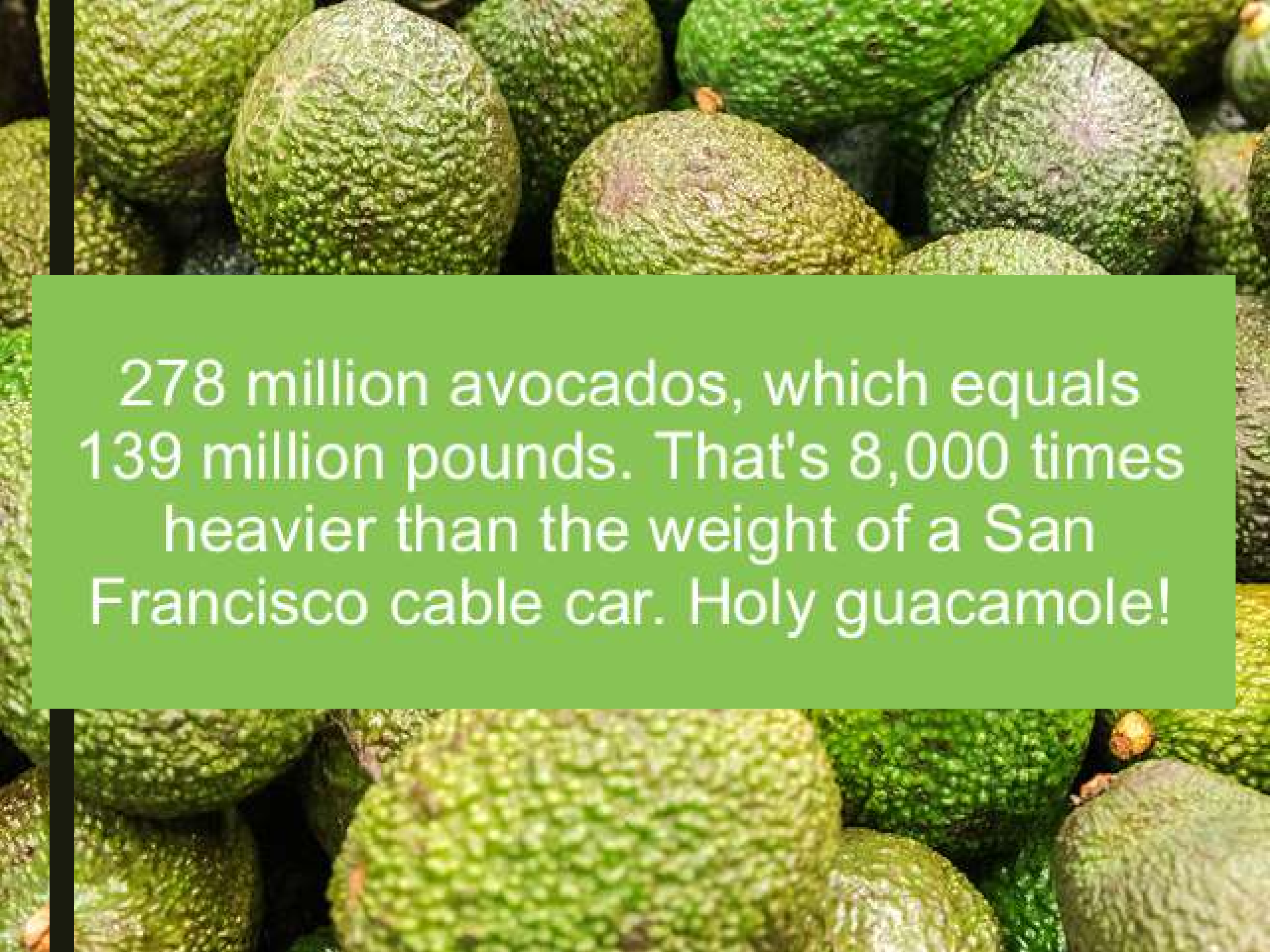
1.3 billion chicken wings, or 162.5 million pounds. That's enough wings for every man, woman, and child in the U.S. to have 4 wings each. 🐔

1.3 BILLION Chicken wings:


- To put that staggering number into perspective: According to the NCC, the weight of those wings (162.5 million pounds) is more than 300 times the combined weight of all 32 NFL teams. Wow!



11.2 million pounds of potato chips will
be consumed this year. Who's
bringing the chip dip?




278 million avocados, which equals
139 million pounds. That's 8,000 times
heavier than the weight of a San
Francisco cable car. Holy guacamole!



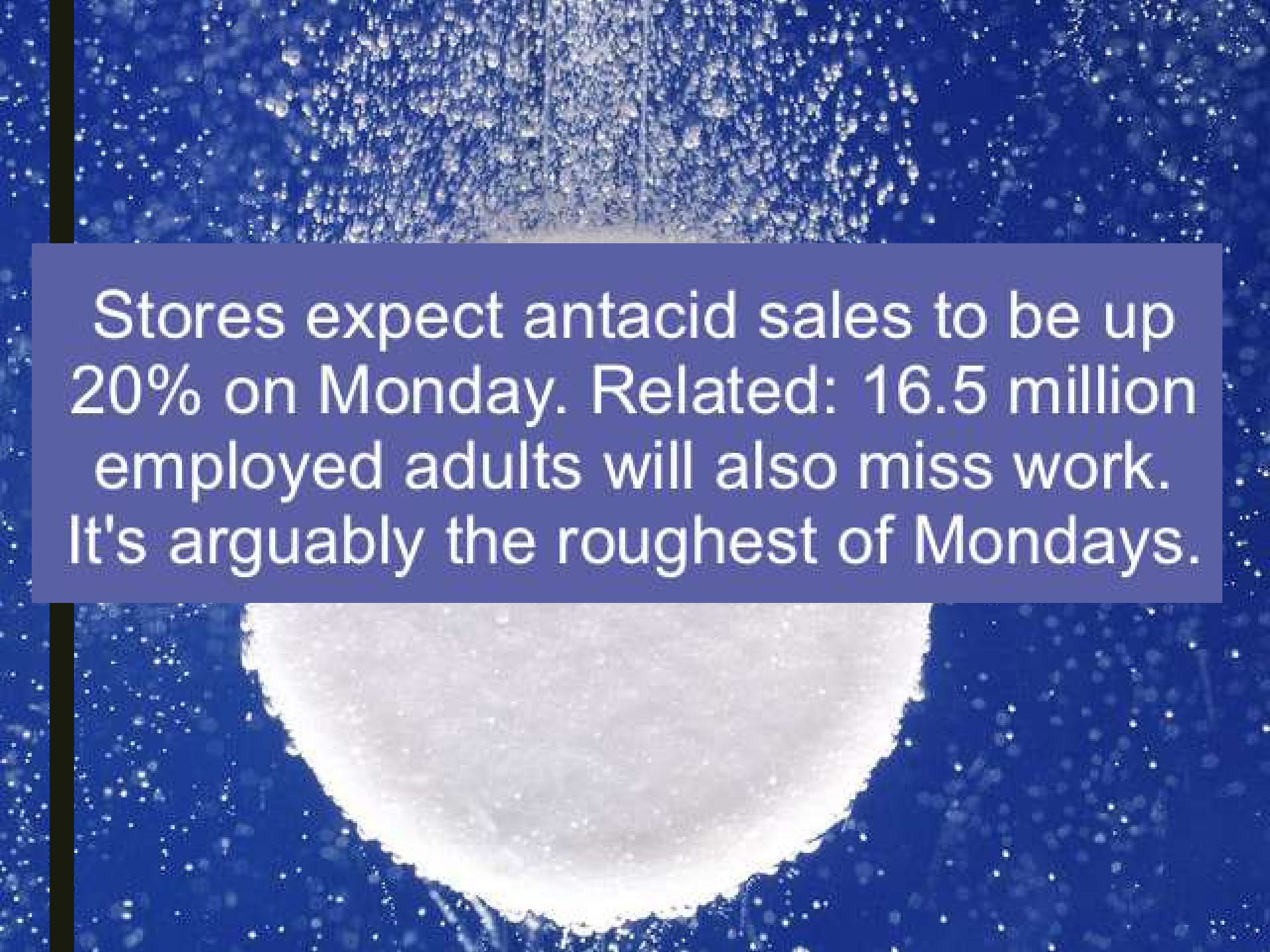
48 million Americans—roughly 31% of viewers—are expected to order takeout on Super Bowl Sunday. 🍕 🍲 🍗
Be sure to tip your delivery person!

Most Common Take Out is Pizza:

- Cheesy, greasy pizza will tempt any Super Bowl partygoer. Domino's says the Super Bowl is the company's third-busiest delivery day of the year. (Halloween is No. 1, followed by New Year's Eve.) The national pizza chain sells more than 11 million slices on Super Bowl Sunday – nearly a 350 percent jump from a typical Sunday.

The background is a collage of images. At the top, there's a close-up of a Budweiser beer can with its distinctive red and white label. Below this, a football is visible, showing its laces and the number 1. The bottom part of the image shows a football field with players in red and white uniforms. A blue text box is overlaid on the center of the image.

The Stevens Institute of Technology
estimated that Americans will drink
325 million gallons of beer during the
big game. Better stock up on aspirin!

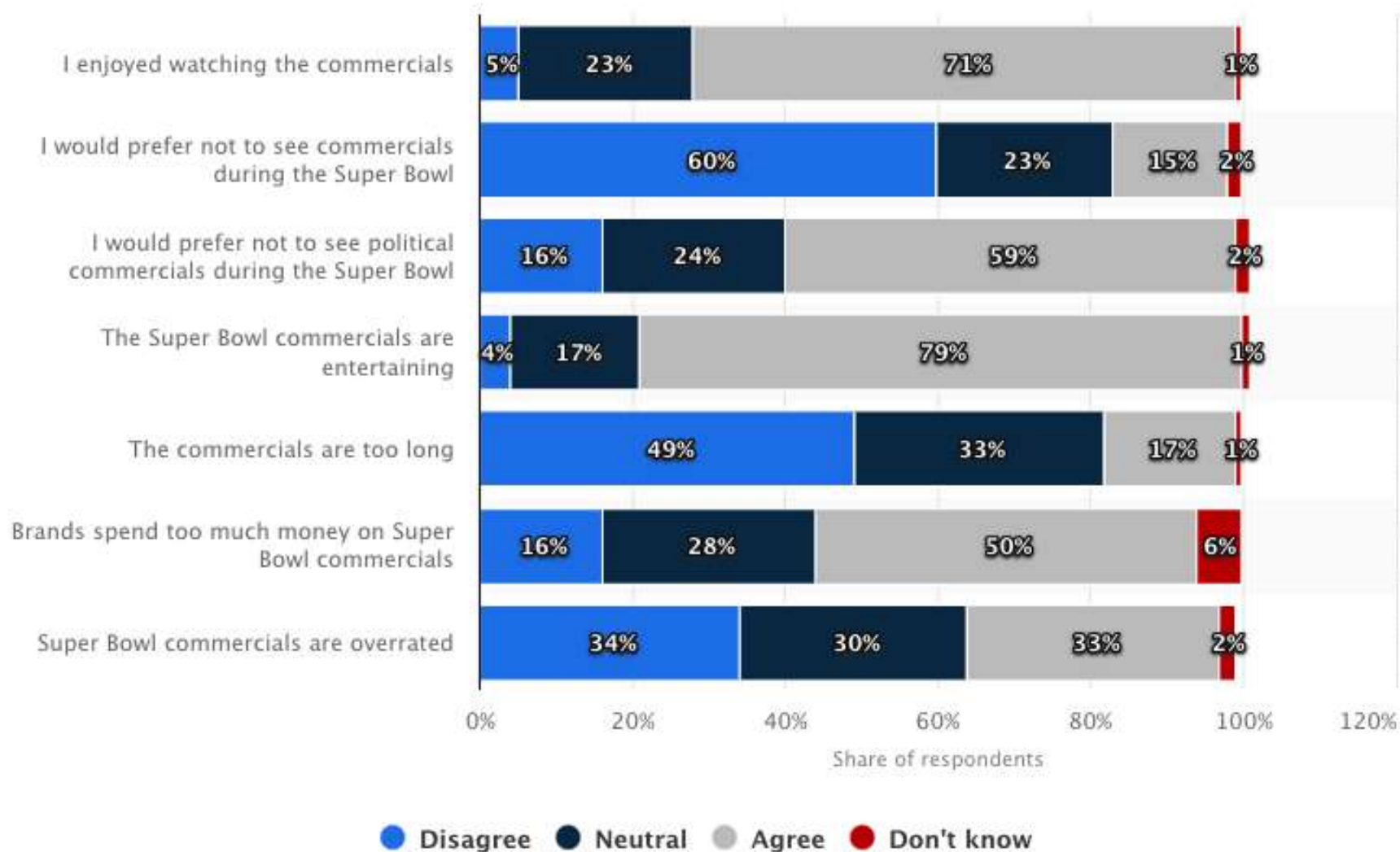


Stores expect antacid sales to be up 20% on Monday. Related: 16.5 million employed adults will also miss work. It's arguably the roughest of Mondays.

How much does all that food cost?

- \$227 million on potato chips
- \$13 million on vegetable trays
- \$10 million on deli dips
- \$89 million on popcorn
- \$58 million on deli sandwiches

Opinions About Ads



What was your favorite commercial?

<https://nypost.com/2020/02/03/the-best-super-bowl-commercials-of-2020/>