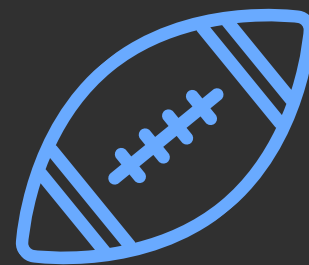




SUPER BOWL LIV

COMMERCIALS



\$37,500

Average cost for a 30 second
ad during Super Bowl I

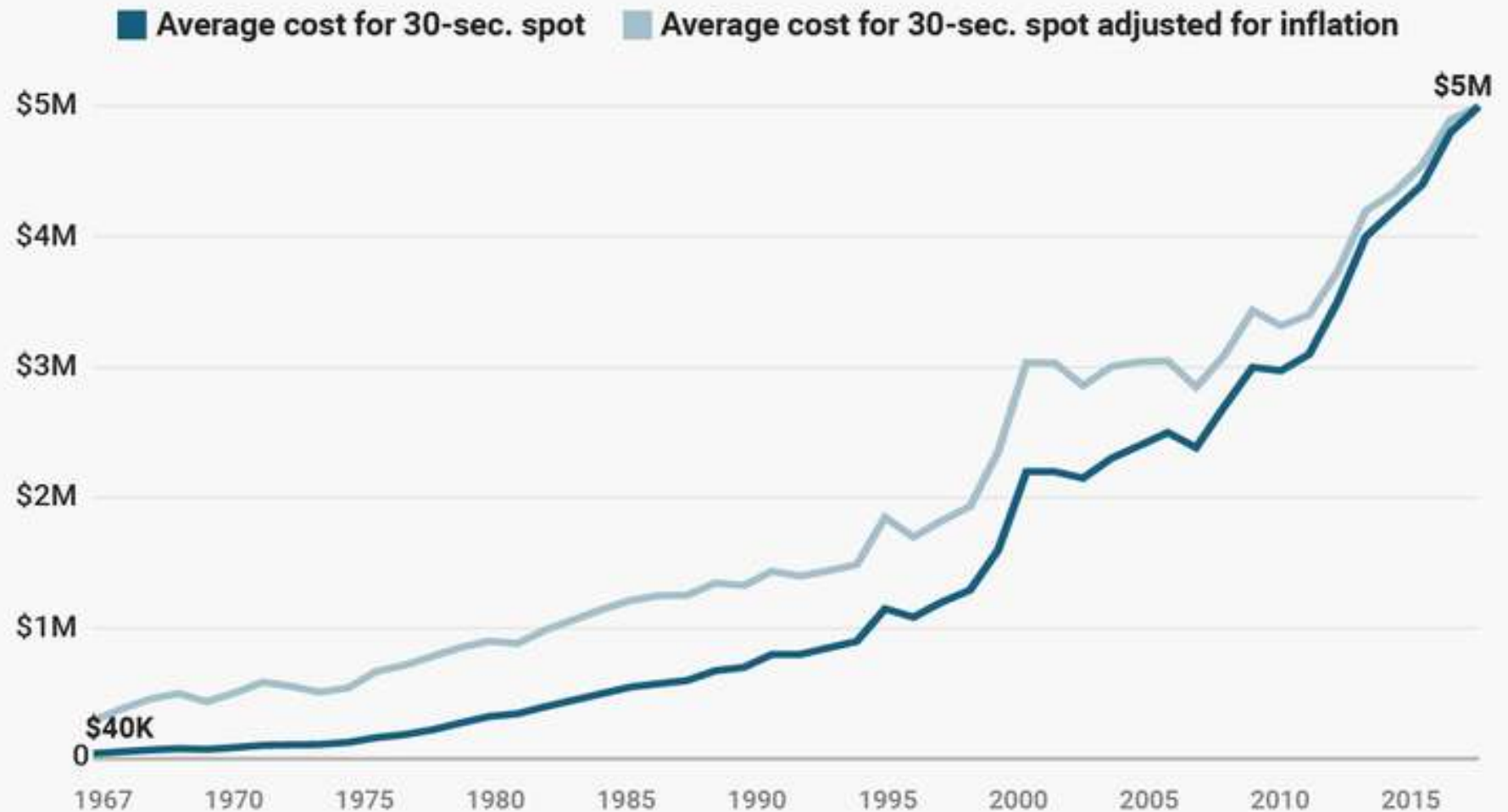
*Approx. \$300,000 today

\$5.6

MILLION

Average cost for a 30 second
ad during Super Bowl LIV

AVERAGE SUPER BOWL AD COSTS, 1967-2017



SOURCE: Ad Age; Nielson; Kantar Media

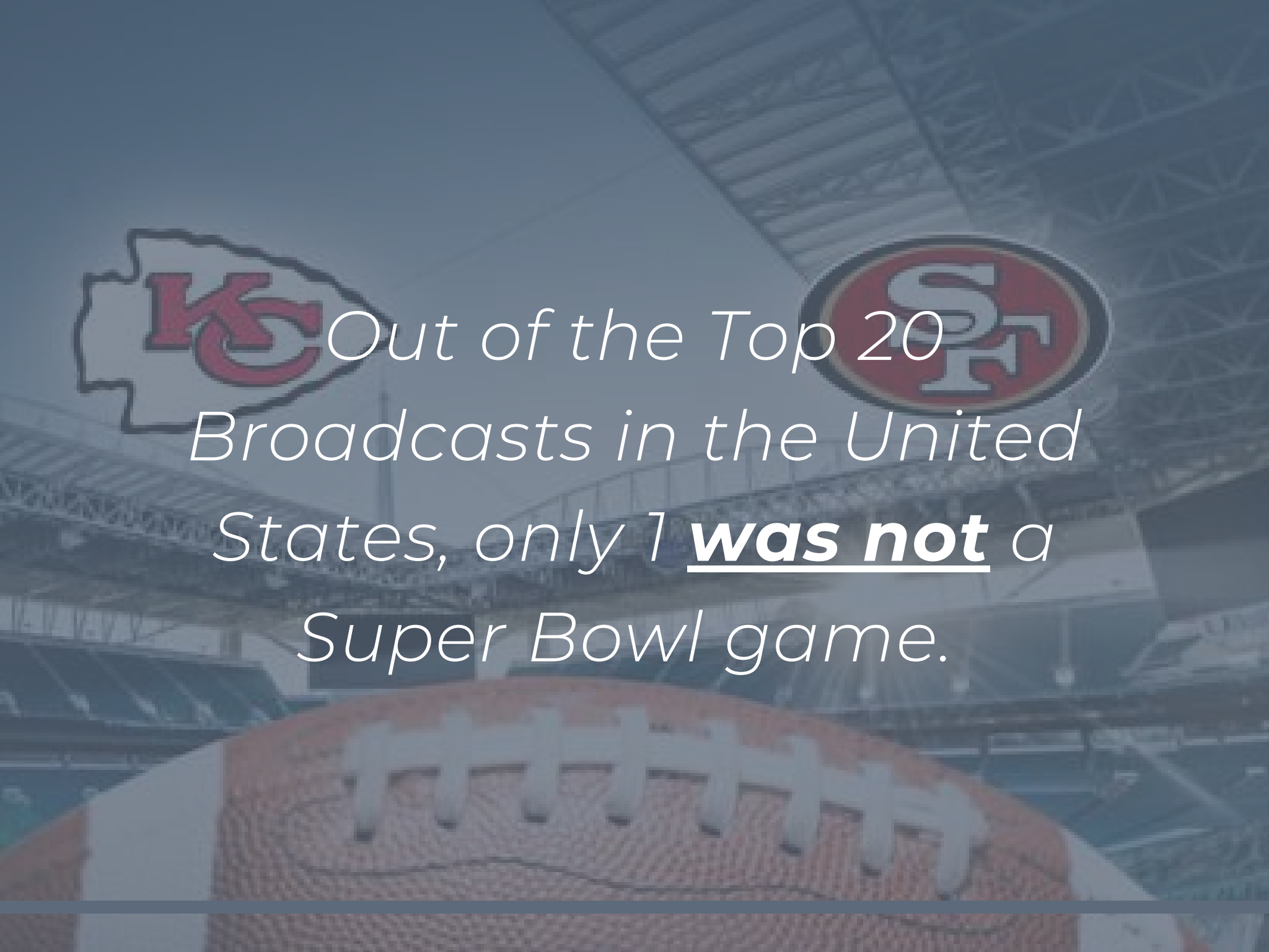
BUSINESS INSIDER

Who is the target market of Super Bowl ads?



Is the Cost Worth it?

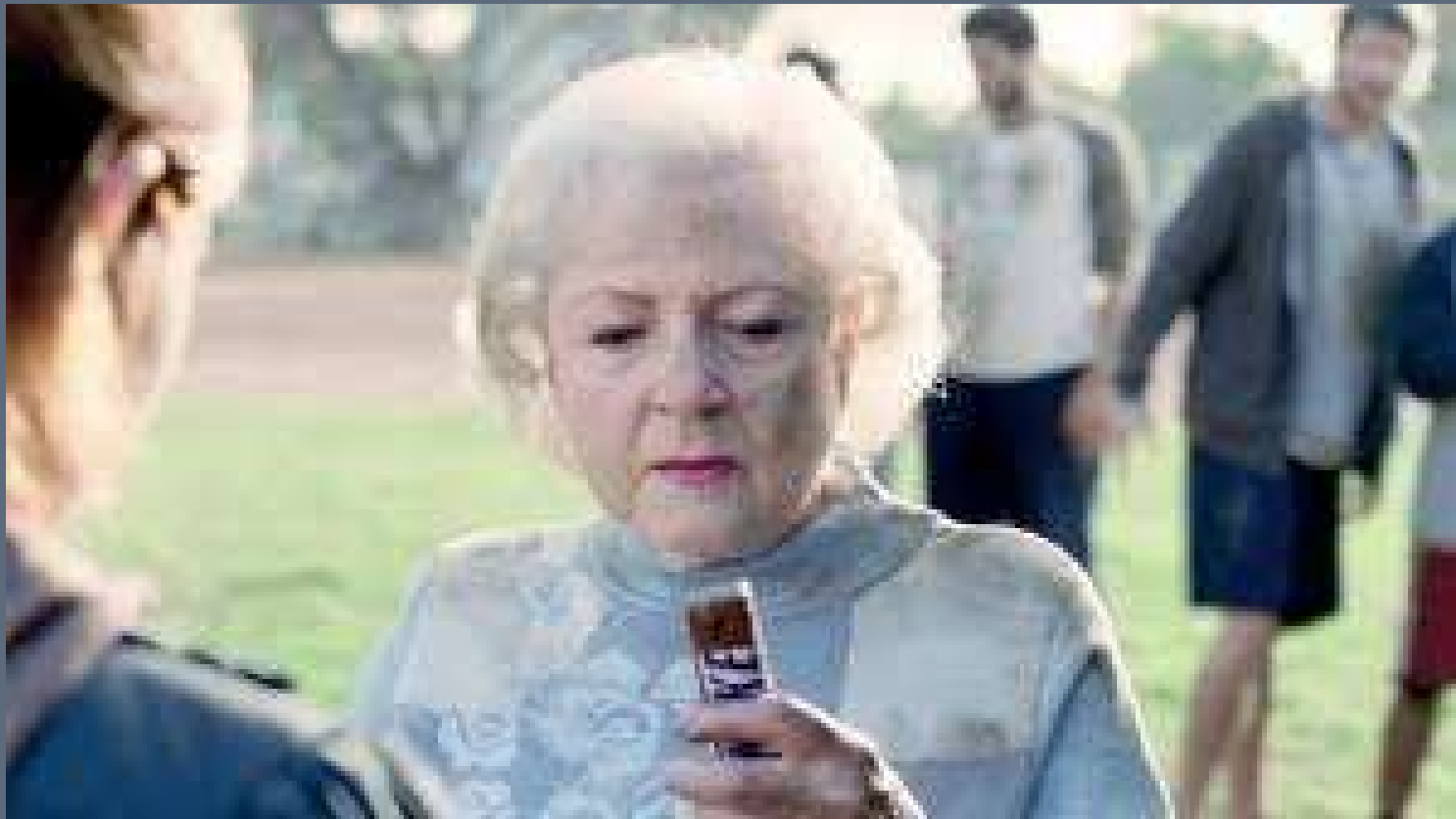




*Out of the Top 20
Broadcasts in the United
States, only 1 **was not** a
Super Bowl game.*

Benefits

- Viewership during game
 - Surrounding hype
 - Additional exposure outside of game via TV specials and social media sharing
-



Snicker's "Betty White" 2010

https://www.youtube.com/watch?v=bXL8QPWLbBo&feature=emb_title



Always "Like a Girl" 2015

https://www.youtube.com/watch?v=yIxA3o84syY&feature=emb_title



Pepsi "Cindy Crawford" 1992

https://www.youtube.com/watch?v=B02DGmkqDDU&feature=emb_title



Budweiser "Lost Dog" 2015

2.5 million shares

<https://www.youtube.com/watch?v=TPKgC8KPBMg>



Budweiser "9/11 Tribute" 2002

3.5 million shares

<https://www.youtube.com/watch?v=x77E5Y7honM>



Volkswagen "The Force" 2011

5.3 million shares

<https://www.youtube.com/watch?v=6HugFW8rLZ8>

2020 Commercials

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Others?
