

# SUPER BOWL LVIII RECAP

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More Than Just a Game: The Big Money Behind the Super Bowl Ads

**MEDIA**Radar | **VIVVIX**



# BROADCAST BREAKDOWN

Super Bowl LVIII was broadcast across CBS, but viewers also utilized the option to stream across Paramount+, Nickelodeon, Univision, CBS Sports, Univision, and NFL digital properties which include NFL+, to an audience of 123.4 million viewers.

As you would expect, it was also the most-streamed Super Bowl in history, led by a record-setting audience on Paramount+.

This breadth of viewership was a record that rivaled the all-time most-watched television broadcast in the US—the 1969 Apollo 11 moon landing—and it marked a 7% increase from last year's record of 115.1 million viewers.

And as for the half-time show, Usher's performance drew 5% more viewers than Rihanna's last year.



# THE SCOREBOARD

**\$604.3M**

**IN-GAME AD SPEND**

**56**

**ADVERTISERS**

**68**

**IN-GAME ADS**

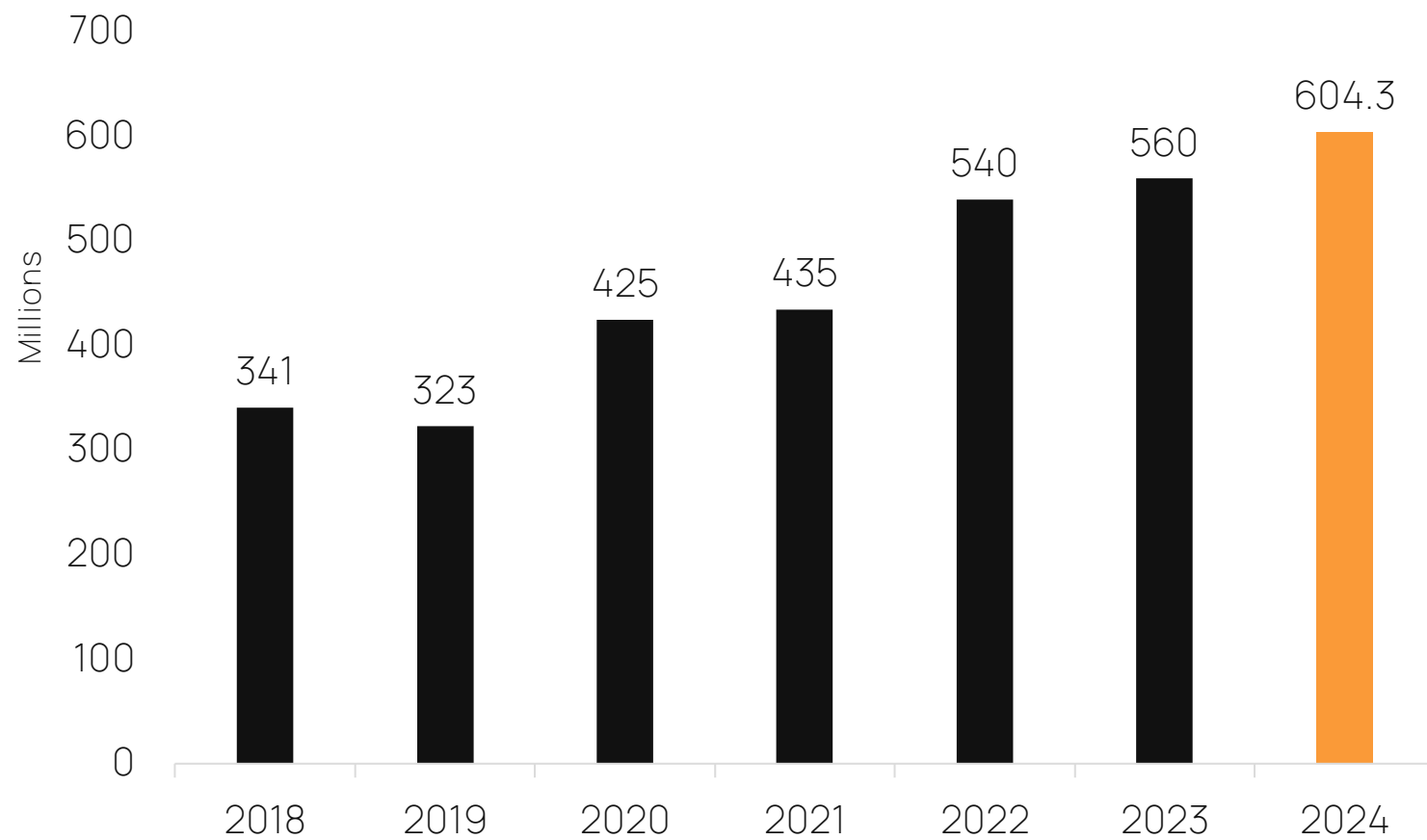
**43**

**MINUTES OF AD TIME**



Source: Vivvix, a MediaRadar Company  
All spend estimates are based on preliminary data for in-game activity at the time of publication.

# IN-GAME ADS SET NEW SPENDING RECORD



Source: Vivvix, a MediaRadar Company  
 All spend estimates are based on preliminary data for in-game activity at the time of publication.

# ADVERTISERS BY QUARTER

## 1ST QUARTER 17 ADS | \$147 M

Universal Pictures	60	\$14 M
M&Ms	30	\$7 M
Dove	30	\$7 M
20th Century Studios Pictures	30	\$7 M
BetMGM	30	\$7 M
He Gets Us	60	\$14 M
Mountain Dew	30	\$7 M
Lindt	30	\$7 M
Kawasaki	30	\$7 M
Popeyes Louisiana Kitchen	30	\$7 M
Apartments.com	30	\$7 M
Pringles	30	\$7 M
Michelob	60	\$14 M
Temu	30	\$7 M
CeraVe	30	\$7 M
Starry	30	\$7 M
BMW	60	\$14 M

## 2ND QUARTER 25 ADS | \$217 M

State Farm	60	\$14 M
Nerds	30	\$7 M
Universal Pictures	30	\$7 M
Booking.com	30	\$7 M
Homes.com	60	\$14 M
T-Mobile	60	\$14 M
Coors	30	\$7 M
FanDuel	30	\$7 M
Temu	30	\$7 M
Oreo	30	\$7 M
E Trade	30	\$7 M
Hellmanns	30	\$7 M
Reeses	30	\$7 M
Squarespace	30	\$7 M
Bass Pro Shops	30	\$7 M
Foundation To Combat Antisemitism Org.	30	\$7 M
Dunkin Donuts Restaurant	60	\$14 M
He Gets Us	15	\$3.5 M
Hulu	30	\$7 M
Intuit	45	\$10.5 M
CrowdStrike	30	\$7 M
Google	60	\$14 M
American Values 2024	30	\$7 M
Snapchat	30	\$7 M
Poppi	60	\$14 M

## HALFTIME 3 ADS | \$16.3 M

Elf	30	\$7 M
Etsy Shop	30	\$7 M
Verizon	10	\$2.3 M

## 3RD QUARTER 11 ADS | \$ 119 M

Verizon	60	\$14 M
Uber	60	\$14 M
Pfizer	60	\$14 M
Skechers	30	\$7 M
Budweiser	60	\$14 M
Toyota	30	\$7 M
Temu	30	\$7 M
Doritos	60	\$14 M
Volkswagen	60	\$14 M
Homes.com	30	\$7 M
Drumstick	30	\$7 M

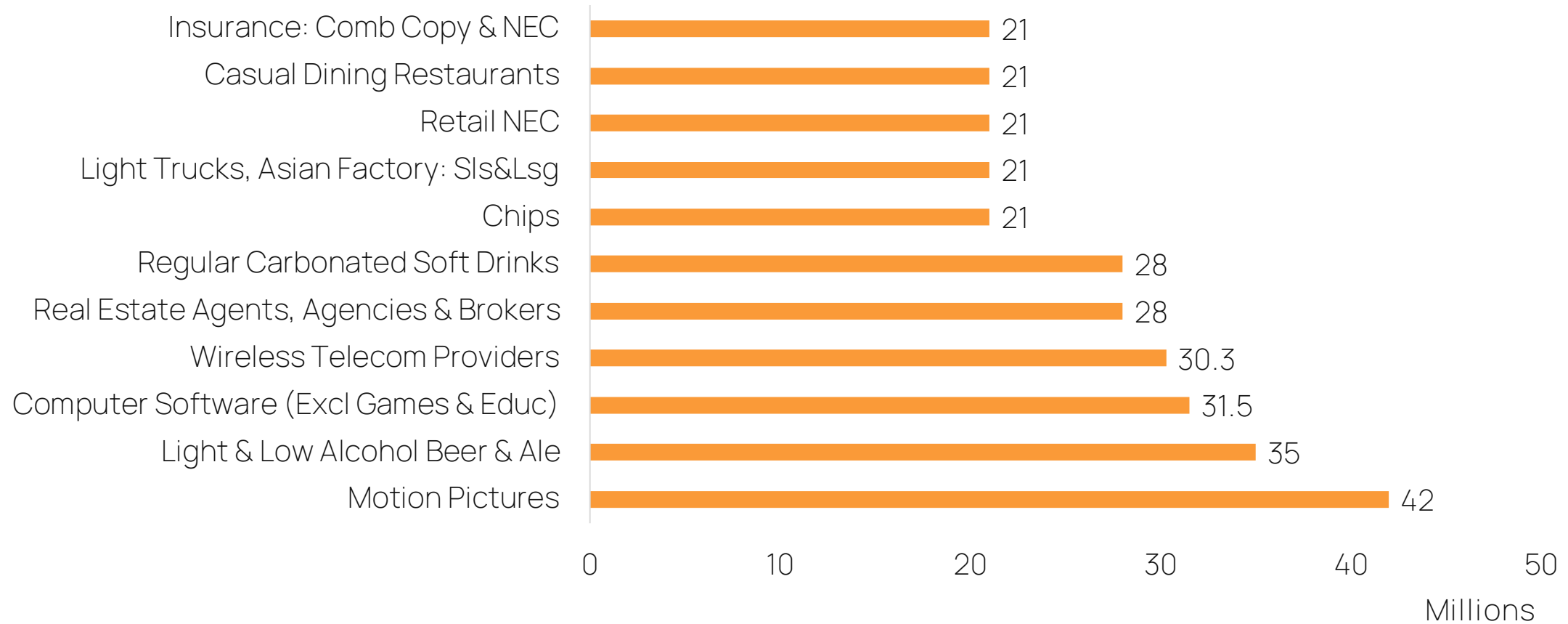
## 4TH QUARTER 10 ADS | \$91 M

Kia	60	\$14 M
Microsoft	60	\$14 M
Homes.com	30	\$7 M
Disney	30	\$7 M
Budweiser	30	\$7 M
T-Mobile	60	\$14 M
DoorDash	30	\$7 M
Discover	30	\$7 M
Progressive	30	\$7 M
Universal Pictures	30	\$7 M

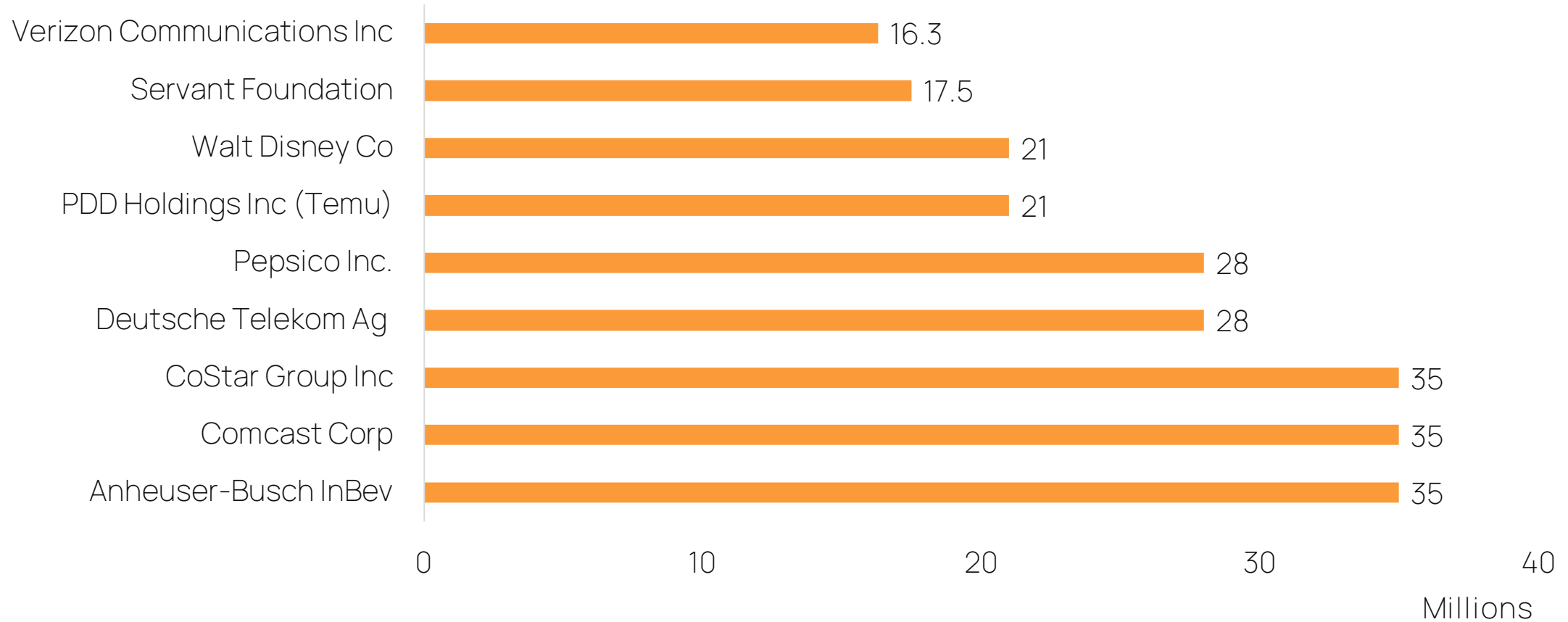
## OVERTIME 2 ADS | \$14 M

Universal Pictures	30	\$7 M
State Farm	30	\$7 M

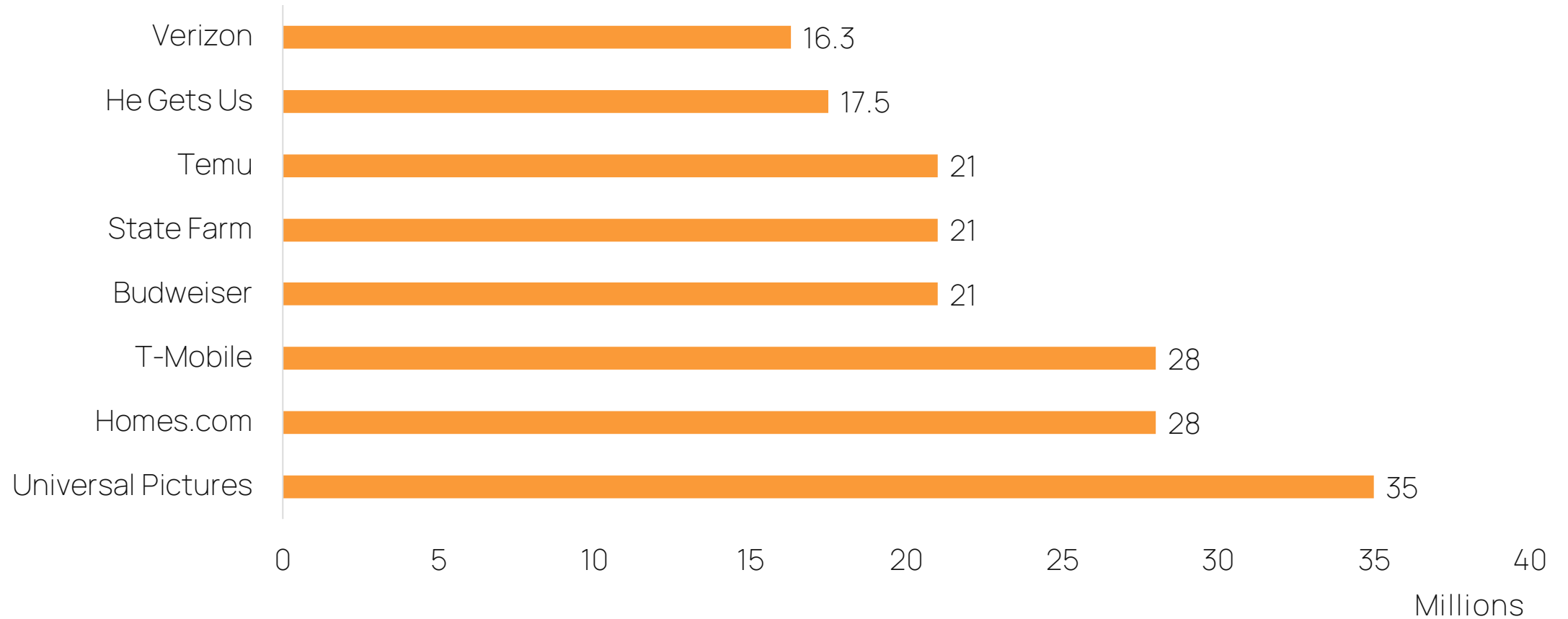
# TOP SPEND BY CATEGORY



# TOP SPEND BY PARENT COMPANY



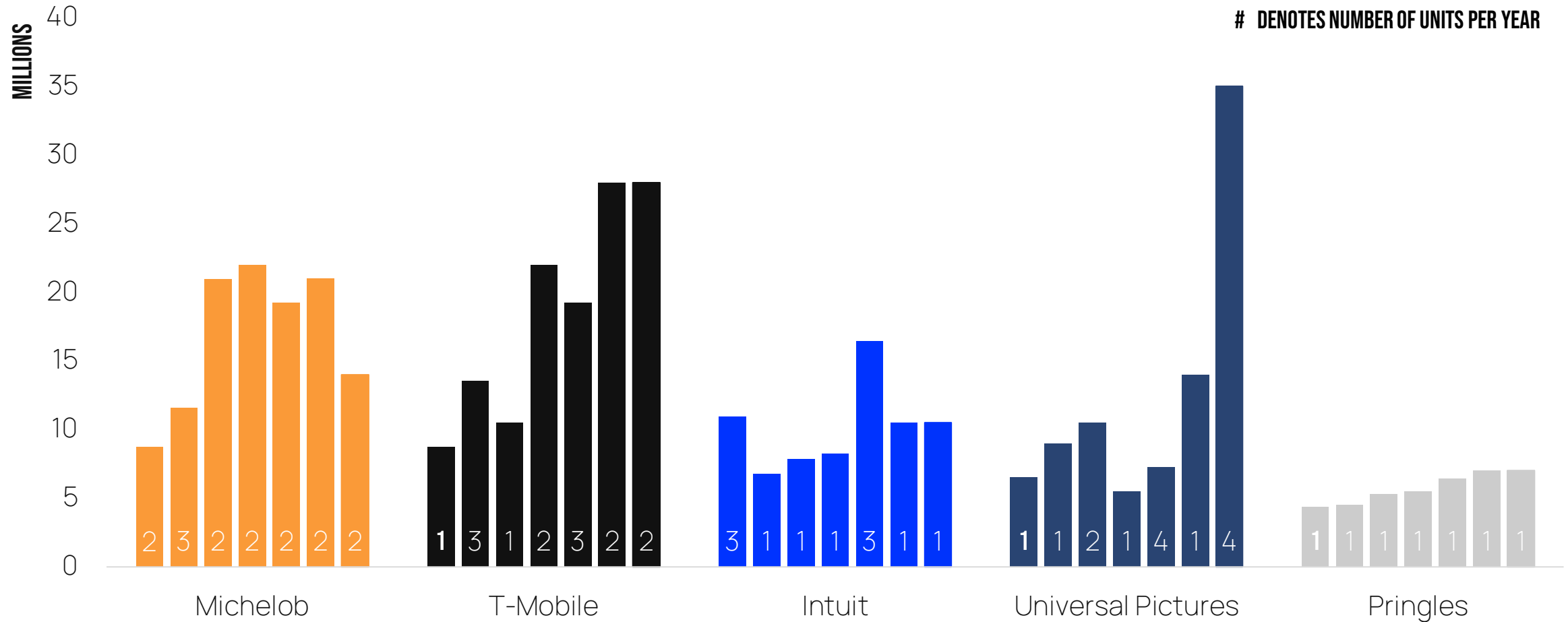
# TOP SPEND BY ADVERTISER





# PROTECTING THEIR DYNASTY

Only 5 brands have advertised in the last 7 Super Bowl games.



Source: Vivvix, a MediaRadar Company  
 Chart columns read from 2018 to 2024. Based on in-game ad placement at the time of publication.

# ONES TO WATCH: THE 2024 ROOKIES

Introducing first-timers who upped the ante—and their marketing budget.

BRAND	AD SPEND	TIME	UNITS
Homes.com	\$28 M	120 s	3
Poppi	\$14 M	60 s	1
Lindt Chocolate	\$7 M	30 s	1
Nerds	\$7 M	30 s	1
Drumstick	\$7 M	30 s	1
Popeyes Louisiana Kitchen	\$7 M	30 s	1
Starry	\$7 M	30 s	1
BetMGM	\$7 M	30 s	1
CeraVe	\$7 M	30 s	1
ETSY	\$7 M	30 s	1
Kawasaki	\$7 M	30 s	1
Snapchat	\$7 M	30 s	1

Source: Vivvix, a MediaRadar Company  
 All spend estimates are based on preliminary data for in-game activity at the time of publication.



# REVISITING THE 2023 ROOKIES

Whose payoff prompted a return appearance in 2024 – or not?

## AD SPEND

BRAND	2023	2024	
HeGetsUs.com	\$21 M	\$17.5M	
Crown Royal	\$14 M	\$0	
FanDuel.com Sportsbook	\$14 M	\$7 M	
Farmers Dog	\$14 M	\$0	
Remy Martin	\$14 M	\$0	
Temu	\$14 M	\$21 M	↑ 33%
Uber	\$14 M	\$14 M	
Workday	\$14 M	\$0	
CrowdStrike	\$7 M	\$7 M	
Dunkin Donuts	\$7 M	\$14 M	↑ 100%
Heineken 00	\$7 M	\$0	
LimitBreak	\$7 M	\$0	
Molson Coors Beverage Co	\$7 M	*	
Paramount Plus	\$7 M	**	
Popcorners	\$7 M	\$0	
WhatsVMS.com	\$7 M	\$0	



Source: Vivvix, a MediaRadar Company  
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\*Coors Light Ad in 2024  
 \*\*Considered House Ads in 2024

# SITTING OUT & SPENDING ELSEWHERE...?

Who opted out this year to end a steady streak?

	WEATHERTECH		AVOCADOS FROM MEXICO		DRAFTKINGS	
	AD SPEND	UNITS	AD SPEND	UNITS	AD SPEND	UNITS
<b>2018</b>	\$4.4M	1	\$4.4M	1	-	-
<b>2019</b>	\$9M	2	\$4.5M	1	-	-
<b>2020</b>	\$5.25M	1	\$5.25M	1	-	-
<b>2021</b>	\$11M	2	\$0	1	\$5.5M	1
<b>2022</b>	\$6.4M	1	\$6.4M	1	\$6.4M	1
<b>2023</b>	\$7M	1	\$7M	1	\$7M	1
<b>2024</b>	\$0	0	\$0	0	\$0	0

Should these brands be on your competitive radar? Will they reallocate the hefty price tag to other channels – and compete for your share?

# GETTING BACK IN THE GAME

Verizon & Toyota rejoined the action. How will this affect their Q1 investments?

	VERIZON		TOYOTA	
<b>2018</b>	\$8.7 M	2 Units	\$21.8 M	3 Units
<b>2019</b>	\$13.5 M	2 Units	\$18 M	2 Units
<b>2020</b>	\$10.5 M	2 Units	\$10.5 M	1 Unit
<b>2021</b>	\$11 M	1 Unit	\$11 M	1 Unit
<b>2022</b>	\$12.8 M	3 Units	\$25.6 M	2 Units
<b>2023</b>	\$0	0 Units	\$0	0 Units
<b>2024</b>	\$28M	2 Units	\$7M	1 Unit

# THE BATTLE FOR ATTENTION

The Super Bowl doesn't suit every strategy.  
To learn how to capture attention in any arena,  
download The Attention Blueprint today.

[DOWNLOAD NOW](#)

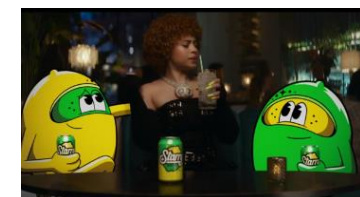
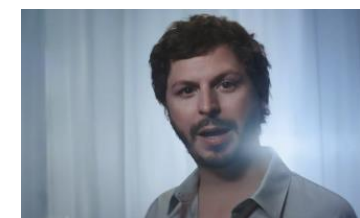
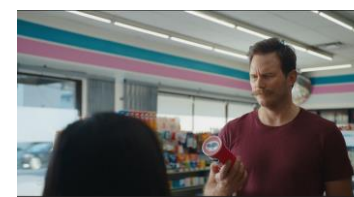
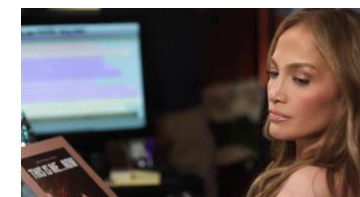
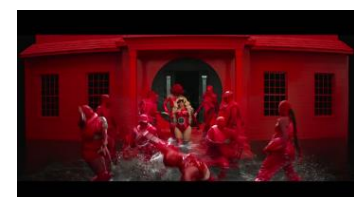
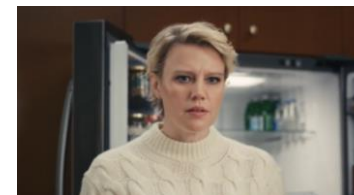
# CELEBRITY SIGHTINGS

While Taylor stole the show from the stands, advertisers banked on the translation of star power to brand power.

Check out our Super Bowl dashboard to see how their messaging matched the moment.

The dashboard displays a grid of advertising creatives for the Super Bowl. The interface includes a sidebar with navigation options like 'CREATIVE', 'DASHBOARDS', and 'REPORTS'. The main content area is titled 'All Creatives' and shows a grid of ad thumbnails with their respective IDs and categories. A 'Click Here' button is visible at the top right of the dashboard.

Brand	Ad ID	Category
e.l.f. Cosmetics	ELFPM-2829	Television
Stand Up to Jewish Hate	ZTTNAS-0010	Television
Homes.com	HMRERE-8591	Television
Etsy	ETSYRT-1145	Television
Dove	DOVEPM-9321	Television
Apartments.com	APTMOL-3175	Television
Booking.com	BOOOOL-3860	Television
Reese's	REESFB-3906	Television



# DOORDASH ALL THE ADS' ... AD

In its third Super Bowl appearance, DoorDash surprised audiences with the ultimate delivery order: every product advertised during the game.

The winner of this ambitious sweepstake received 2,468 items including 5 vehicles, \$50,000 toward a down payment on a house at homes.com, 720 Reece's Cups, 1,000 chicken wings from Popeyes—even a gift card to competitor Uber Eats.

This pole strategy successfully drove immediate mass awareness. Now DoorDash must hold it, nurture it, and transform it into loyalty.

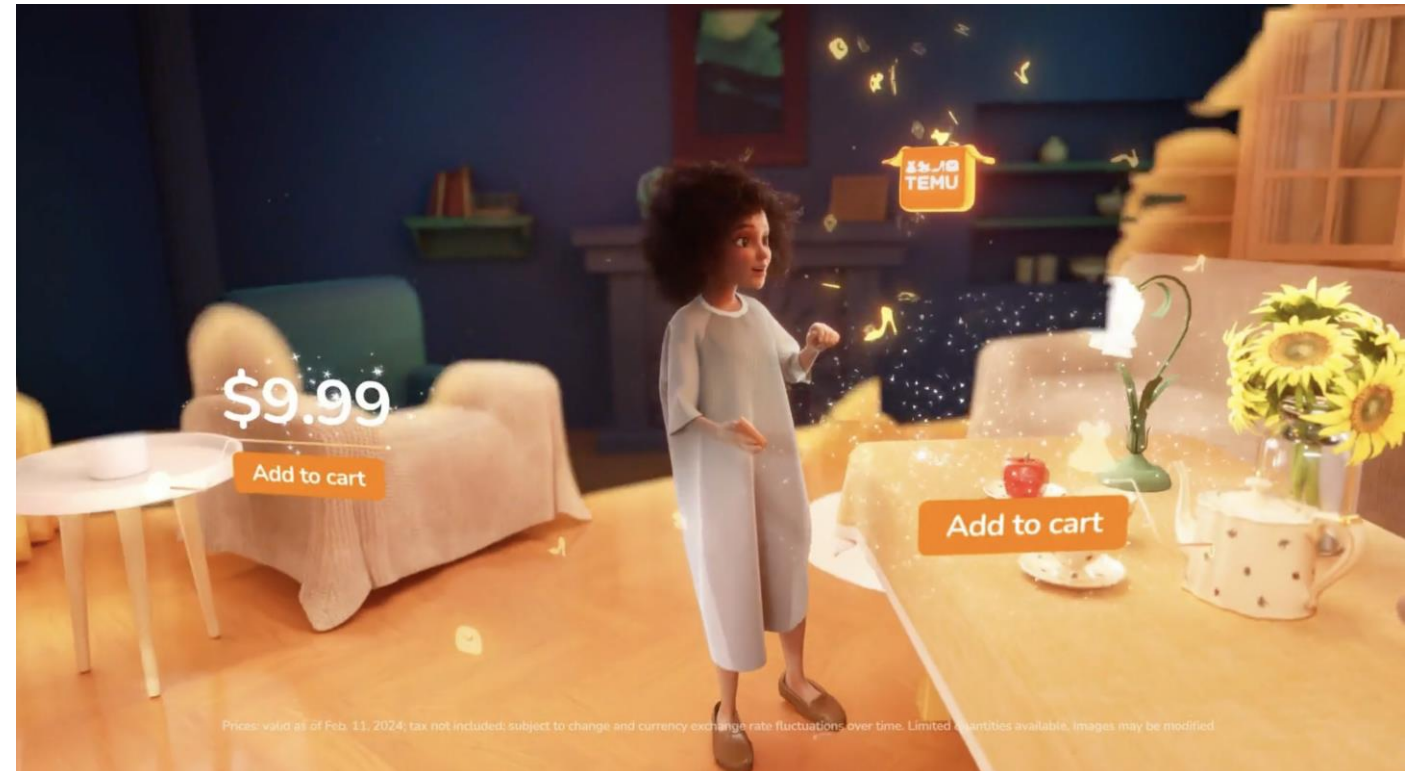




# IT'S TEH-MU, NOT TEA-MOO

With three in-game ads to the tune of \$21M, the e-commerce giant Temu invited Super Bowl viewers to “shop like a billionaire,” as they upped their buy from two in-game slots valued at \$14M last year.

From TikTok to TV, Temu has exhibited a new path for achieving all-star status. Plus, the correct pronunciation of their company's name yielded a healthy dose of brand recognition—beyond what the appearance alone offered them.



# THE HIGHLIGHT REEL



## CANDY'S SWEET MOVES

M&M's, Reese's, Lindt, and newcomer Nerds, put on a sugary spectacular like we've seen in no Super Bowl before.

Nerds  
M&M  
Reese's  
Lindt

	AD SPEND	UNITS
Nerds	\$7M	1
M&M	\$7M	1
Reese's	\$7M	1
Lindt	\$7M	1



## COSTAR'S CROSS-PROMOTION

Parent company CoStar prioritizes brand visibility and market impact for Q1 with their in-game cross-promotion of Homes.com and Apartments.com.

Homes.com  
Apartments.com

	AD SPEND	UNITS
Homes.com	\$28M	3
Apartments.com	\$7M	1


# A WINNING COMBINATION

VIVVIX IS NOW PART OF **MEDIA**Radar

Vivvix has been acquired by MediaRadar, creating the industry's most powerful advertising intelligence platform. Our combined expertise offers unparalleled media coverage, AI-powered insights, and actionable data, empowering confident strategies across all landscapes. With this acquisition MediaRadar aims to unlock the deepest, widest, and fastest understanding of the advertising landscape ever seen.

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