Super Bowl LVII Recap

The players aren't the only ones leaving everything on the field.

February 2023
2023 WAS A HISTORIC YEAR FOR THE SUPER BOWL

• Third most-watched game in history with over 113M viewers
• Most-streamed Super Bowl ever
• Most-streamed event in FOX Sports History
• Over 118.7M viewers tuned into Rihanna’s long-awaited return

Source: FOX
KEY CHANGES TO THE LINE UP

- After 10 years, Apple Music replaced Pepsi as the Halftime Sponsor
- Anheuser-Busch InBev ended its 33-year category exclusivity agreement
- Automotive advertisers were noticeably missed, including Toyota who opted-out for the first time since 2017
- Crypto was unfortunately and unsurprisingly absent from the roster; however, Coinbase’s QR code tactic made an appearance in several ads
The data behind the hype

The Super Bowl has reached more than 100M viewers each year dating back to 2009. This audience is broad, diverse and hyper-engaged.

• 72% of those who intend to watch the game are equally or more interested in the commercials

• 38% of non-sports fans intend to watch the Super Bowl

Source: Kantar
THE PAYOFF FOR THE PRICE TAG

Why are brands willing to pay $7 million for a 30-second spot?

113M viewers, including non-sports fans

1 ad is just as effective as 23 regular TV ads

In 2022, for every dollar spent, brands averaged $4.5 in return

Source: Kantar
IN-GAME AD SPEND CONTINUES TO RISE

In-game ad spend continues to rise.

Source: Vivvix  All spend estimates are based on preliminary data for in-game activity at the time of publication.
BRANDS GO BIG IN 2023

$560M in-game ad spend
55 advertisers
65 in-game ads
45 minutes of ad time

Source: Vivvix  All spend estimates are based on preliminary data for in-game activity at the time of publication.
Source: Vivix  Based on in-game ad placement at the time of publication. Does not include half-time or in-house ads.
DOMINATING TEAMS: TOP ADVERTISER SPEND BY PARENT COMPANY

Source: Vivvix. All spend estimates are based on preliminary data for in-game activity at the time of publication.
DOMINATING PLAYERS: TOP SPEND BY CATEGORY

- **Motion Pictures**: 52.5
- **Light & Low Alcohol Beer & Ale**: 49
- **Television & Cable TV: Comb Copy & NEC**: 35
- **Computer Software (Excl Games & Educ)**: 31.5
- **Cars & Lt Trucks, Dmstc Factory: Sls&Lsg**: 28
- **Chips**: 28
- **General-Discount Department Store General Promotion**: 21
- **Religious, Charitable & Humanitarian**: 21
- **Wireless Home/Business Phone Equip & Sys**: 21

Source: Vivvix. All spend estimates are based on preliminary data for in-game activity at the time of publication.
Beverages across a variety of categories accounted for $105M in ad spend during the Super Bowl.

Source: Vivvix. All spend estimates are based on preliminary data for in-game activity at the time of publication.
Going on the Defense

Only a few have advertised in the last 6 Super Bowl games

Source: Vivvix. All spend estimates are based on preliminary data for in-game activity at the time of publication.
# Introducing The Rookies

<table>
<thead>
<tr>
<th>Ad Spend (MM)</th>
<th>Brand</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>HeGetsUs.com</td>
<td>Religious, Charitable &amp; Humanitarian</td>
</tr>
<tr>
<td>14</td>
<td>Crown Royal</td>
<td>Canadian Whiskey</td>
</tr>
<tr>
<td>14</td>
<td>FanDuel.com Sportsbook</td>
<td>Online &amp; Mobile Games</td>
</tr>
<tr>
<td>14</td>
<td>Farmers Dog</td>
<td>Dog Food</td>
</tr>
<tr>
<td>14</td>
<td>Remy Martin</td>
<td>Brandy, Cognac &amp; Armagnac</td>
</tr>
<tr>
<td>14</td>
<td>Temu</td>
<td>Retail NEC</td>
</tr>
<tr>
<td>14</td>
<td>Uber</td>
<td>Transit Services, Local</td>
</tr>
<tr>
<td>14</td>
<td>Workday</td>
<td>Computer Software (Excl Games &amp; Educ)</td>
</tr>
<tr>
<td>7</td>
<td>CrowdStrike</td>
<td>Computer Software (Excl Games &amp; Educ)</td>
</tr>
<tr>
<td>7</td>
<td>Dunkin Donuts</td>
<td>Coffee &amp; Donut Restaurants</td>
</tr>
<tr>
<td>7</td>
<td>Heineken 00</td>
<td>Light &amp; Low Alcohol Beer &amp; Ale</td>
</tr>
<tr>
<td>7</td>
<td>LimitBreak</td>
<td>Financial Products &amp; Services NEC</td>
</tr>
<tr>
<td>7</td>
<td>Molson Coors Beverage Co</td>
<td>Beer &amp; Ale: Comb Copy &amp; NEC</td>
</tr>
<tr>
<td>7</td>
<td>Paramount Plus</td>
<td>Television &amp; Cable TV: Comb Copy &amp; NEC</td>
</tr>
<tr>
<td>7</td>
<td>Popcorners</td>
<td>Chips</td>
</tr>
<tr>
<td>7</td>
<td>WhatsVMS.com</td>
<td>Pharmaceutical Houses</td>
</tr>
</tbody>
</table>

Source: Vivvix  All spend estimates are based on preliminary data for in-game activity at the time of publication.
Whether brands are shifting ad dollars to other media or saving them altogether, keeping an eye on the entire competitive landscape will be key in 2023.

### Brands Who Paused Their Super Bowl Streak

<table>
<thead>
<tr>
<th>Year</th>
<th>Verizon</th>
<th>Toyota</th>
<th>Turkish Airlines</th>
<th>Cheetos</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$8.7 M</td>
<td>2 Units</td>
<td>$21.8 M</td>
<td>3 Units</td>
</tr>
<tr>
<td>2019</td>
<td>$13.5 M</td>
<td>2 Units</td>
<td>$18 M</td>
<td>2 Units</td>
</tr>
<tr>
<td>2020</td>
<td>$10.5 M</td>
<td>2 Units</td>
<td>$10.5 M</td>
<td>1 Unit</td>
</tr>
<tr>
<td>2021</td>
<td>$11 M</td>
<td>1 Unit</td>
<td>$11 M</td>
<td>1 Unit</td>
</tr>
<tr>
<td>2022</td>
<td>$12.8 M</td>
<td>3 Units</td>
<td>$25.6 M</td>
<td>2 Units</td>
</tr>
<tr>
<td>2023</td>
<td>$0</td>
<td>0 Units</td>
<td>$0</td>
<td>0 Units</td>
</tr>
</tbody>
</table>

Source: Vivvix  All spend estimates are based on preliminary data for in-game activity at the time of publication.
CELEBRITY SIGHTINGS

Typically spotted on the sidelines or in the stands, celebrities took over the 2023 Super Bowl.

91% of Super Bowl ads featured a celebrity

100% enjoyable

Source: Kantar
TUBI BRILLIANTLY TROLLS THE SUPER BOWL

You can’t talk about the Super Bowl without mentioning Tubi. Their in-house ad fooled households across the nation. While the channel change was fake, the national panic was real.

Tubi is making impressive moves both on screen and in the race to dominate ad-supported streaming.

See more about Tubi and the state of streaming here: 2022: The Year of Streaming Shake-Ups.
OUTMANEUVER COMPETITORS WHEREVER THEY PLAY

While the Super Bowl is a mega stage, there are still 364 opportunities to win. Tap into winning clarity to drive smarter, faster, better decisions—any and every day.

LEARN MORE