

The Vivix logo is rendered in a bold, sans-serif font. The first 'V' is filled with a black-to-white halftone dot pattern, while the remaining letters 'IVVIX' are solid white.

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

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

VIVVIX

THE PAYOFF FOR THE PRICE TAG

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



REACH

**113M VIEWERS,
INCLUDING NON-SPORTS FANS**



IMPACT

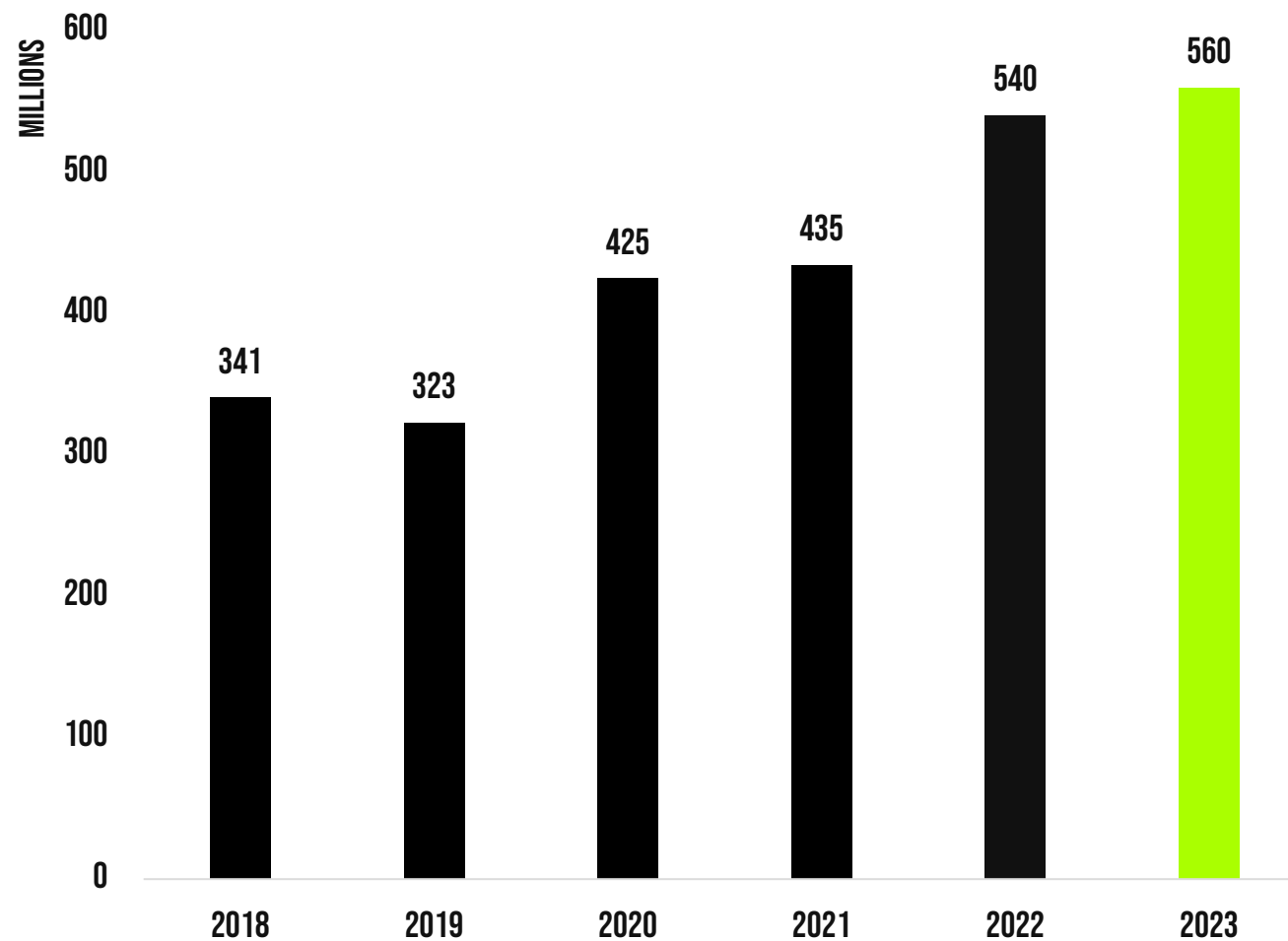
**1 AD IS JUST AS EFFECTIVE AS
23 REGULAR TV ADS**



ROI

**IN 2022, FOR EVERY DOLLAR SPENT,
BRANDS AVERAGED \$4.5 IN RETURN**

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

ADVERTISER BY QUARTER

1ST QUARTER



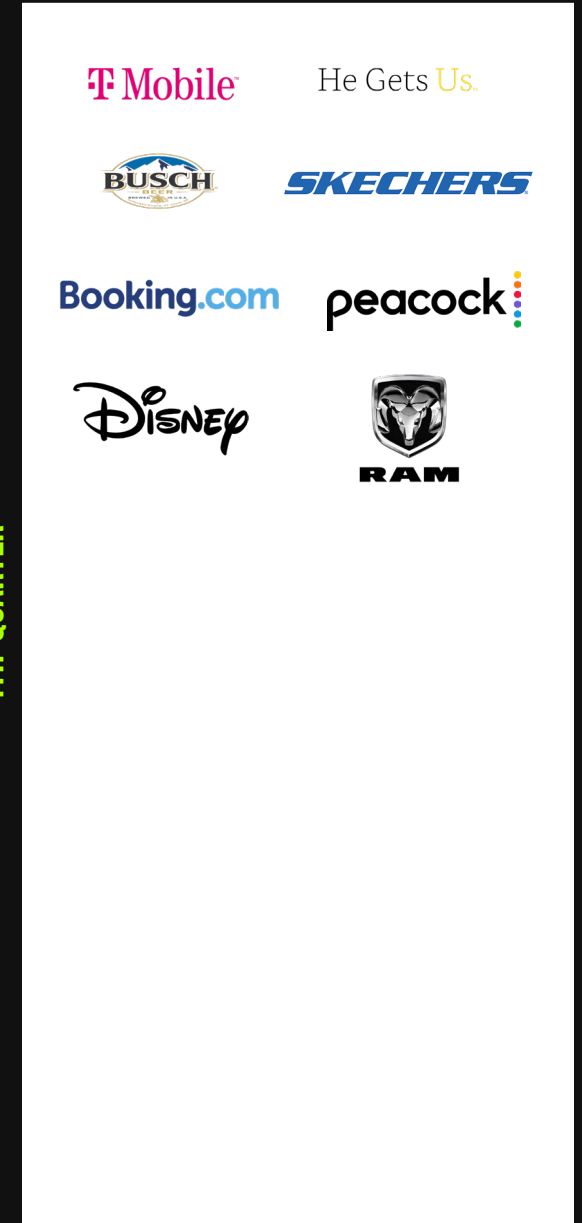
2ND QUARTER



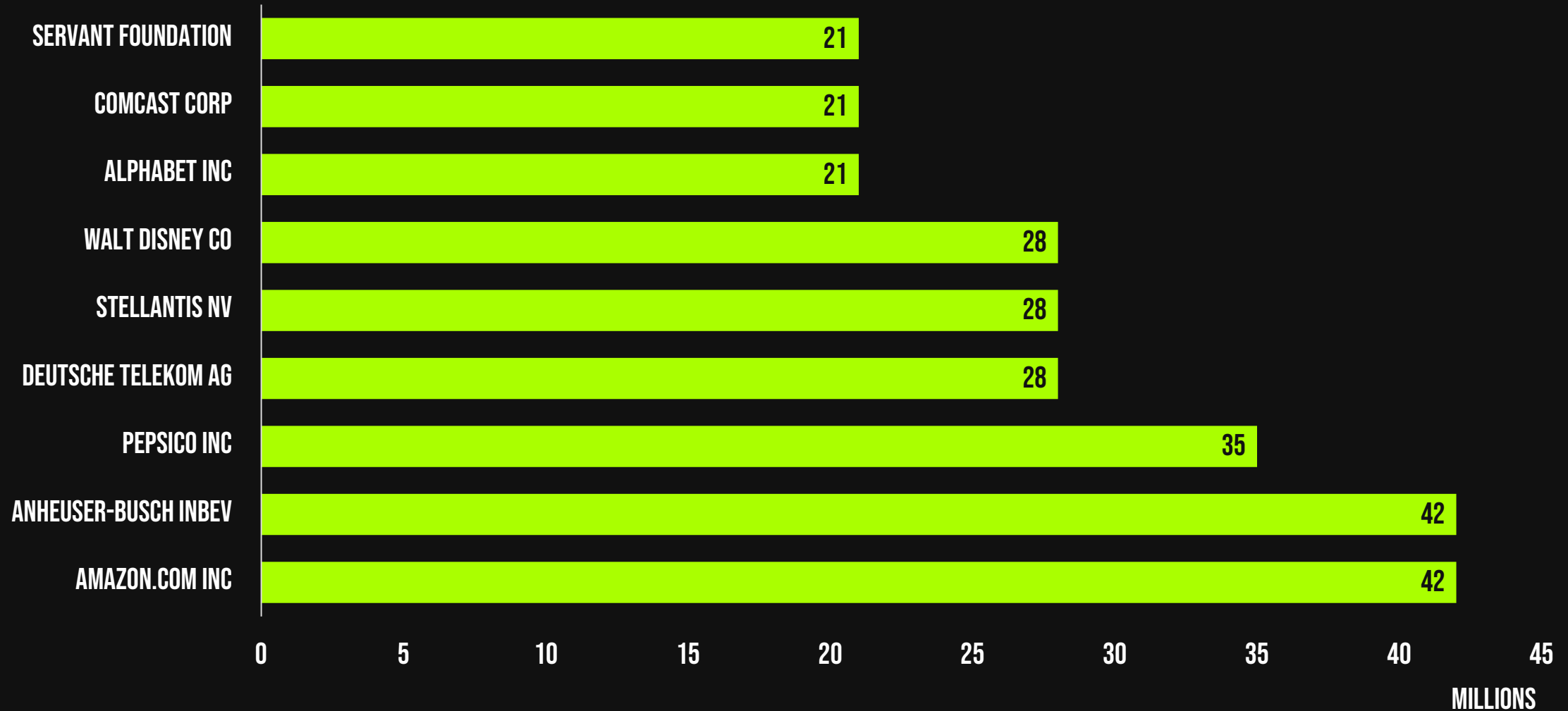
3RD QUARTER



4TH QUARTER

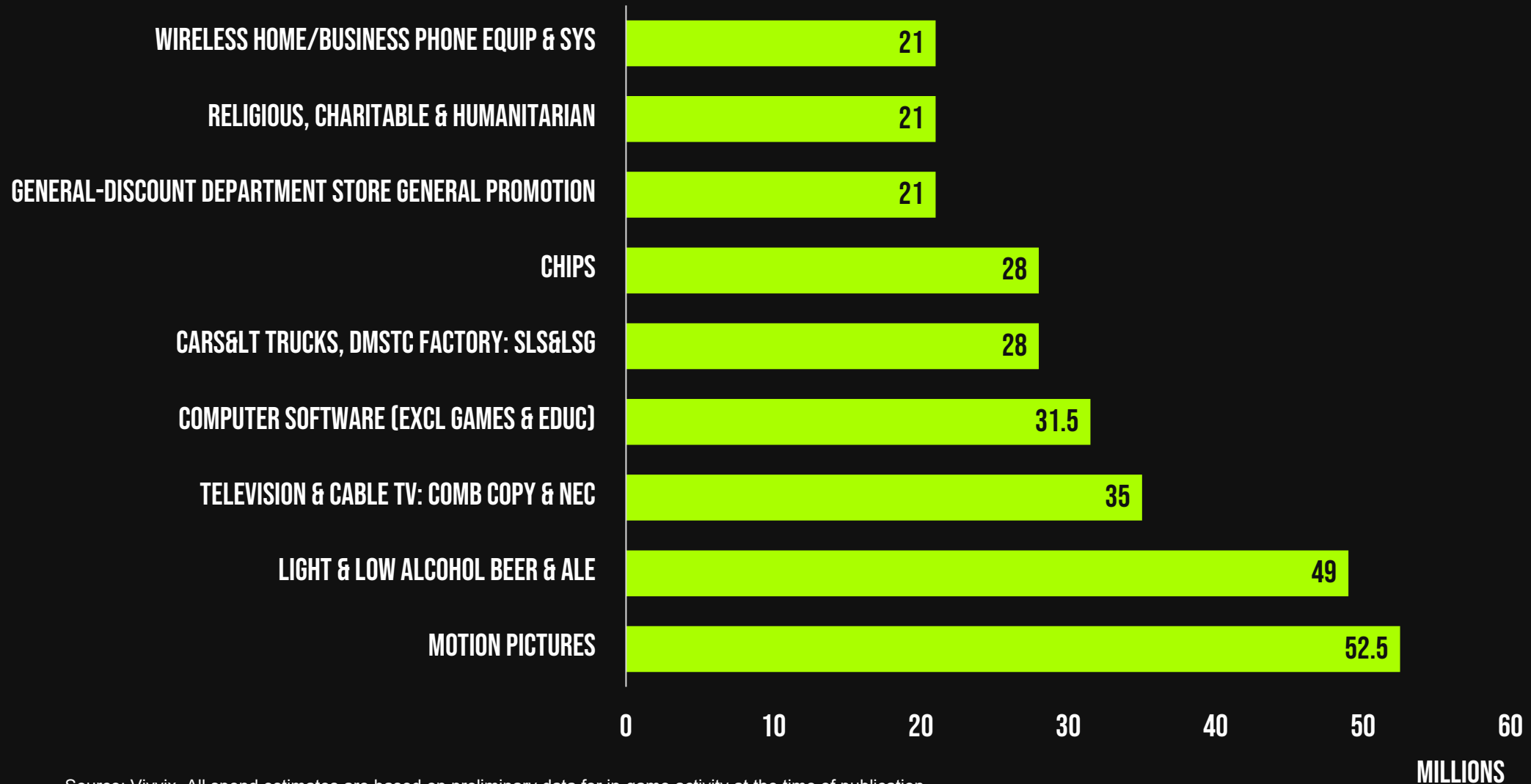


DOMINATING TEAMS: TOP ADVERTISER SPEND BY PARENT COMPANY



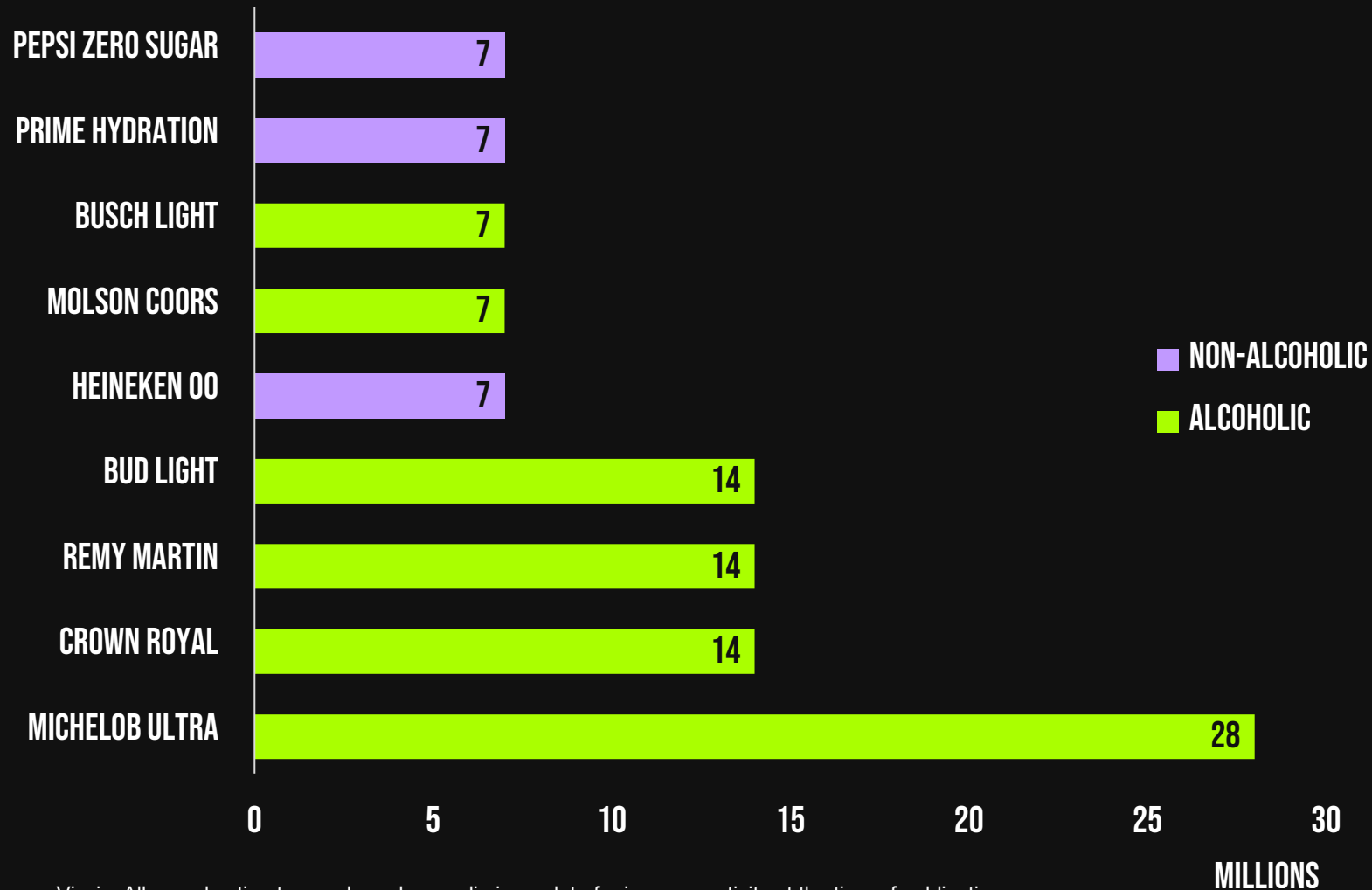
Source: Vivvix All spend estimates are based on preliminary data for in-game activity at the time of publication.

DOMINATING PLAYERS: TOP SPEND BY CATEGORY



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

KEY OFFENSIVE PLAYERS: A BEVY OF BEVERAGES

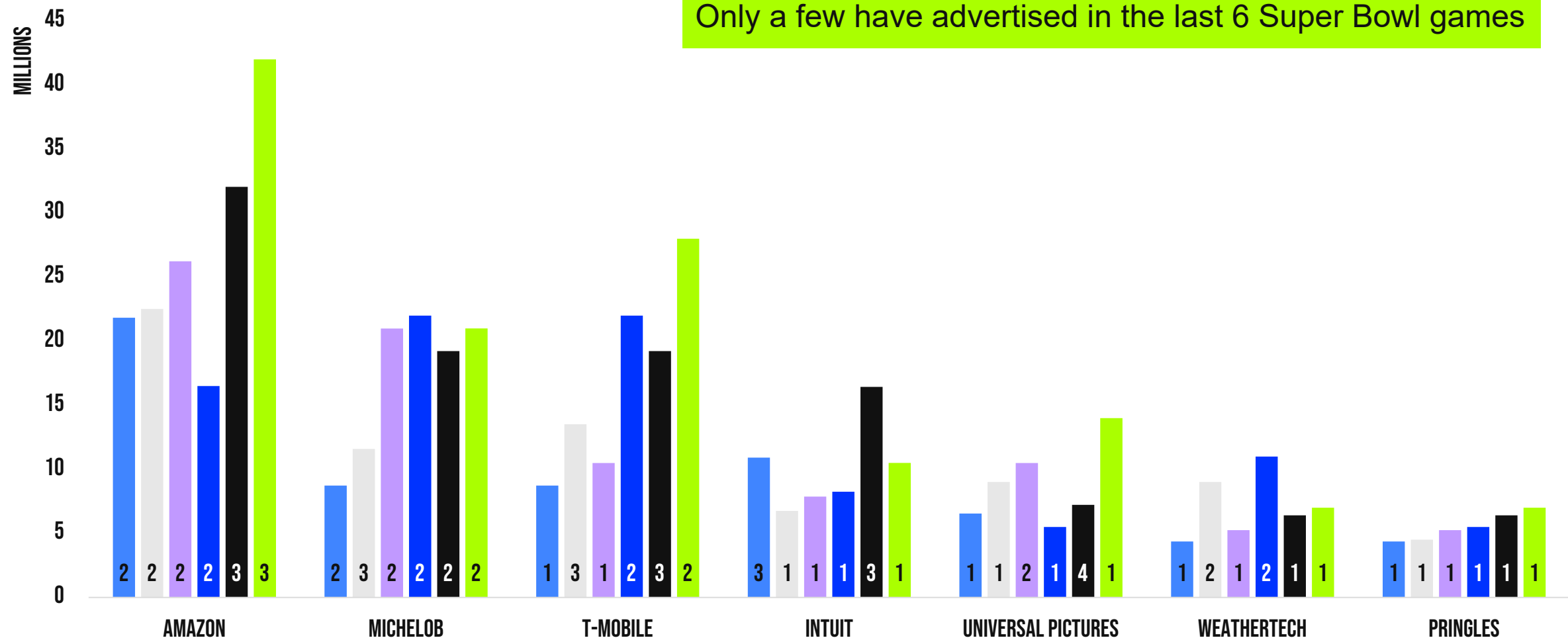


Beverages across a variety of categories accounted for \$105M in ad spend during the Super Bowl.

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.

■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 # DENOTES NUMBER OF UNITS PER YEAR





INTRODUCING THE ROOKIES

AD SPEND (MM)	BRAND	CATEGORY
21	HeGetsUs.com	Religious, Charitable & Humanitarian
14	Crown Royal	Canadian Whiskey
14	FanDuel.com Sportsbook	Online & Mobile Games
14	Farmers Dog	Dog Food
14	Remy Martin	Brandy, Cognac & Armangnac
14	Temu	Retail NEC
14	Uber	Transit Services, Local
14	Workday	Computer Software (Excl Games & Educ)
7	CrowdStrike	Computer Software (Excl Games & Educ)
7	Dunkin Donuts	Coffee & Donut Restaurants
7	Heineken 00	Light & Low Alcohol Beer & Ale
7	LimitBreak	Financial Products & Services NEC
7	Molson Coors Beverage Co	Beer & Ale: Comb Copy & NEC
7	Paramount Plus	Television & Cable TV: Comb Copy & NEC
7	Popcorners	Chips
7	WhatsVMS.com	Pharmaceutical Houses

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

SITTING ON THE SIDELINES—BY CHOICE

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

	VERIZON		TOYOTA		TURKISH AIRLINES		CHEETOS	
2018	\$8.7 M	2 Units	\$21.8 M	3 Units	\$6.5 M	1 Unit	\$0	0 Units
2019	\$13.5 M	2 Units	\$18 M	2 Units	\$4.5 M	1 Unit	\$0	0 Units
2020	\$10.5 M	2 Units	\$10.5 M	1 Unit	\$5.2 M	1 Unit	\$5.2 M	1 Unit
2021	\$11 M	1 Unit	\$11 M	1 Unit	\$0	0 Units	\$11 M	1 Unit
2022	\$12.8 M	3 Units	\$25.6 M	2 Units	\$6.4 M	1 Unit	\$12.8 M	1 Unit
2023	\$0	0 Units	\$0	0 Units	\$0	0 Units	\$0	0 Units

CELEBRITY SIGHTINGS

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

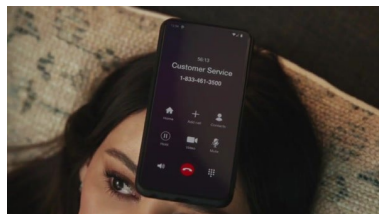
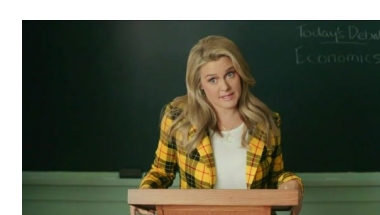
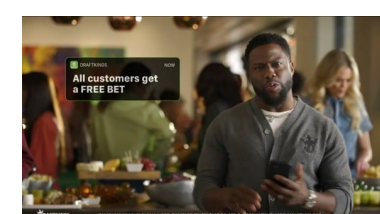
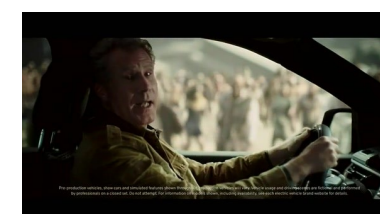
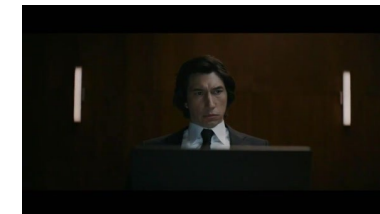
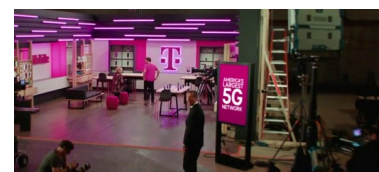
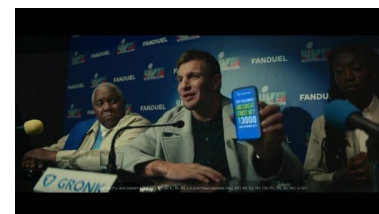
91%

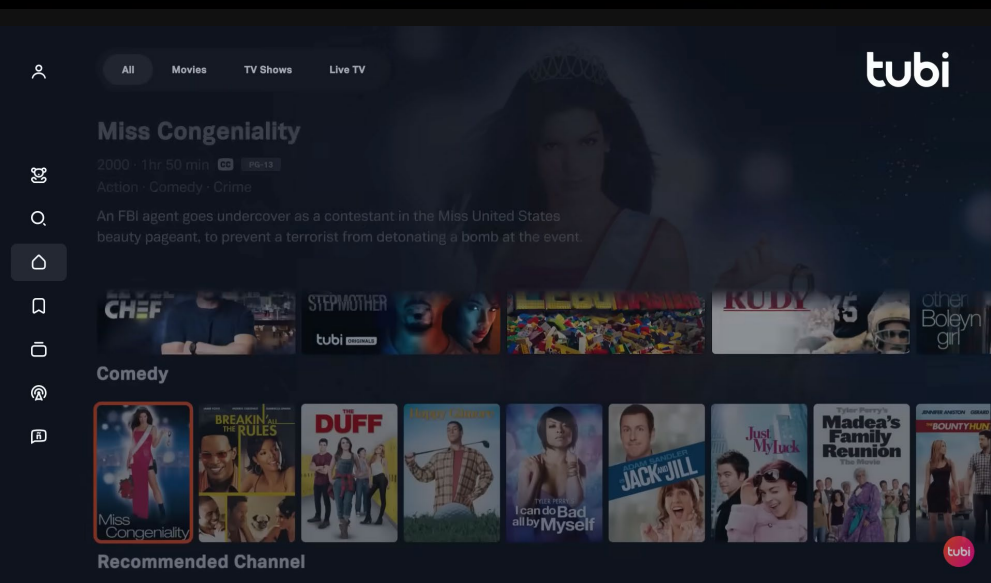
OF SUPER BOWL ADS
FEATURED A CELEBRITY¹

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](#)

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