Brand Bowl 2024

Fourth Annual Index on the Big Game's Ad Impact

The Harris Poll's 2024 Brand Bowl index measures the impact Super Bowl LVIII's commercials had on advertisers' brand health. The height of football competition, the Super Bowl also provides advertisers' biggest stage, with 123+ million viewers. In lieu of a trophy, Brand Bowl offers recognition for advertisers' ability to increase brand recognition and to generate consumer interest.

Nine in 10 US adults (87%) said they were at all likely to watch Super Bowl LVIII. Football was not the only draw. Six in 10 (66%) potential viewers were excited to see the halftime show, and almost as many (64%) were excited for the ads.

What did viewers want to see from this year's ads? The majority of US adults who expressed interest in watching Super Bowl LVIII wanted to see funny (69%), unique (51%), or lighthearted (43%) ads. Viewers further hoped that advertisers would cast animals (47%), athletes (42%), or characters (e.g., from a show, movie) (42%). Half (50%) of US adults think that advertising during the Super Bowl is generally a smart investment for brands. We hope to prove them right. Check out the rankings to see how this year's Big Game boosted consumers' perception of advertising brands.

WHAT CAN YOU LEARN FROM OUR 2024 RANKINGS?

Our fourth annual Brand Bowl index uses data from QuestBrand by The Harris Poll to measure the degree to which this year's Super Bowl commercials impacted consumer perception of the advertising brands. With a $7+ million-dollar price tag for 30 seconds of air time, it's essential for advertisers to understand how their investment pays off.

Every year, some advertisers keep their commercials a secret until the Big Game, while others run substantial marketing campaigns during the weeks leading up to the event. Our dual ranking approach accounts for brands experiencing positive growth both leading up to and after the game.

Each section of the report features two columns of rankings. "Pre + Post-Super Bowl" captures brand lift among brands who started building hype for their ad before the Big Game. Brands who experienced significant lift from their ads running on Super Bowl Sunday are captured under the column titled ("Post-Super Bowl").

SEE WHERE THE DATA COMES FROM

QUESTBRAND

QuestBrand polls thousands of people every day to provide real-time, global intelligence on thousands of brands.

LEARN MORE
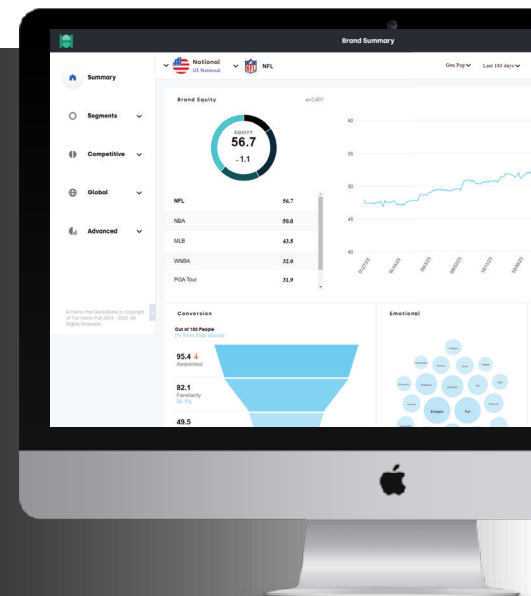
Advertising is at its best on Super Bowl Sunday - the talent is bigger, the humor is bolder, and the budgets are deeper than on any other night of the year. Every advertiser strives to produce a commercial that sticks in viewers' minds long after their 30-second spot fades to black. Here, we take a look at how Super Bowl advertisers' biggest ads of the year boosted US adults' **television ad recall**.

The **"Post-Super Bowl" column** compares data from pre-Super Bowl (Jan 28-Feb 10) to post-Super Bowl (Feb 11-13). This captures the lift advertising brands experienced after the Big Game. The **"Pre + Post-Super Bowl" column** compares responses from early-to-mid January (Jan 1 – 21) to the official 'kickoff' of Super Bowl season and beyond (Jan 22 – Feb 13). These data points capture the lift that advertisers realized from the pre-Super Bowl hype. (e.g., announcing a spokesperson, pre-Super Bowl social media content, release of ads).

POST-SUPER BOWL
Pre: Jan 28-Feb 10 | Post: Feb 11-13

Brand	PRE	POST	GROWTH
BUD LIGHT	14%	22%	9%
Lindt	6%	14%	8%
OREO	15%	23%	8%
Disney+	13%	20%	7%
Coors LIGHT	11%	18%	7%
Reese's	15%	22%	7%
CeraVe	6%	13%	7%
TEMU	4%	11%	7%
DUNKIN'	21%	28%	6%
Nerds	3%	7%	4%

PRE + POST-SUPER BOWL
Pre: Jan 1-21 | Post: Jan 22-Feb 13

Brand	PRE	POST	GROWTH
intuit turbotax	7%	18%	11%
Budweiser	13%	20%	7%
BUD LIGHT	13%	20%	7%
Lindt	4%	9%	5%
verizon	23%	27%	4%
Doritos	18%	22%	4%
Mtn Dew	14%	17%	3%
CeraVe	8%	11%	3%
Coors LIGHT	10%	14%	3%
Pringles	8%	11%	3%

FAMILIARITY

This index uses QuestBrand data to rank the top 10 advertisers with the **greatest increases in familiarity**, or how recognizable a brand is to the general population.

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POST-SUPER BOWL
Pre: Jan 28-Feb 10 | Post: Feb 11-13

Brand	PRE	POST	GROWTH
UNIVERSAL	76.7	84.0	7.3
SKECHERS	82.8	90.1	7.3
Pfizer	70.2	77.0	6.8
FANDUEL	35.9	42.3	6.4
TEMU	64.4	70.4	6.0
e.l.f.	43.8	49.1	5.3
m&m's	82.1	86.4	4.3
poppi	19.7	24.0	4.3
Doritos	93.4	97.7	4.3
Nerds	73.2	77.5	4.3

PRE + POST-SUPER BOWL
Pre: Jan 1-21 | Post: Jan 22-Feb 13

Brand	PRE	POST	GROWTH
intuit turbotax.	64.4	79.3	14.9
Homes.com	22.0	36.7	14.7
Dove	83.6	92.9	9.3
NFL	83.8	90.8	7.0
SQUARESPACE	21.2	28.1	6.9
TOYOTA	80.5	86.4	5.9
e.l.f.	42.1	47.6	5.5
E*TRADE	40.8	45.9	5.1
Budweiser	77.4	82.5	5.1
poppi	17.4	22.4	5.0

MOMENTUM

This index uses QuestBrand data to rank the top 10 advertisers with the **greatest increases in momentum**, which measures consumers' perception of whether a brand is gaining or losing market position against its competitors.

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POST-SUPER BOWL
Pre: Jan 28-Feb 10 | Post: Feb 11-13

Brand	PRE	POST	GROWTH
Disney+	27.8	41.6	13.8
POPEYES	23.3	35.8	12.5
Apartments.com	12.9	24.5	11.6
State Farm	21.5	32.6	11.1
TEMU	28.8	39.7	10.9
verizon	25.9	36.1	10.2
FANDUEL	17.0	24.2	7.2
DUNKIN'	32.6	39.3	6.7
OREO	31.9	38.1	6.2
Pfizer	27.1	33.1	6.0

PRE + POST-SUPER BOWL
Pre: Jan 1-21 | Post: Jan 22-Feb 13

Brand	PRE	POST	GROWTH
State Farm	13.5	26.8	13.3
VW	12.4	24.5	12.1
Dove	26.7	37.7	11.0
m&m's	23.5	34.5	11.0
Homes.com	5.1	14.8	9.7
Paramount+	26.3	35.7	9.4
Google	45.2	53.6	8.4
Doritos	30.3	38.6	8.3
NFL	32.5	39.0	6.5
TOYOTA	32.5	38.6	6.1

QUALITY

This index uses QuestBrand data to rank the top 10 advertisers with the **greatest increases in quality**, which signals how consumers perceive the quality of a particular brand's product or service compared to the quality of their competitors' offerings.

The **"Post-Super Bowl" column** compares data from pre-Super Bowl (Jan 28-Feb 10) to post-Super Bowl (Feb 11-13). This captures the lift advertising brands experienced after the Big Game. The **"Pre + Post-Super Bowl" column** compares responses from early-to-mid January (Jan 1 – 21) to the official 'kickoff' of Super Bowl season and beyond (Jan 22 – Feb 13). These data points capture the lift that advertisers realized from the pre-Super Bowl hype (e.g., announcing a spokesperson, pre-Super Bowl social media content, release of ads).

POST-SUPER BOWL
Pre: Jan 28-Feb 10 | Post: Feb 11-13

	PRE	POST	GROWTH
Nestlé Drumstick	52.1	60.7	8.6
State Farm	30.7	39.0	8.3
verizon	36.9	44.9	8.0
Disney+	41.7	48.5	6.8
Uber Eats	25.0	31.4	6.4
Bud Light	24.7	30.4	5.7
Oreo	64.2	69.2	5.0
Microsoft	57.5	62.3	4.8
CrowdStrike	6.8	11.4	4.6
Reese's	60.2	64.7	4.5

PRE + POST-SUPER BOWL
Pre: Jan 1-21 | Post: Jan 22-Feb 13

	PRE	POST	GROWTH
Homes.com	16.0	29.5	13.5
intuit turbotax	47.6	60.1	12.5
NFL	55.8	66.8	11.0
Dove	76.3	85.6	9.3
VW	45.7	54.1	8.4
Budweiser	39.8	47.5	7.7
Uber Eats	48.9	56.5	7.6
Oreo	77.5	84.5	7.0
Google	84.6	91.1	6.5
Lindt	45.4	51.9	6.5

CONSIDERATION

This index uses QuestBrand data to rank the top 10 advertisers with the **greatest increases in consideration**, which quantifies consumers' likelihood to purchase a product or service.

The **"Post-Super Bowl" column** compares data from pre-Super Bowl (Jan 28-Feb 10) to post-Super Bowl (Feb 11-13). This captures the lift advertising brands experienced after the Big Game. The **"Pre + Post-Super Bowl" column** compares responses from early-to-mid January (Jan 1 – 21) to the official 'kickoff' of Super Bowl season and beyond (Jan 22 – Feb 13). These data points capture the lift that advertisers realized from the pre-Super Bowl hype (e.g., announcing a spokesperson, pre-Super Bowl social media content, release of ads).

POST-SUPER BOWL
Pre: Jan 28-Feb 10 | Post: Feb 11-13

Brand	PRE	POST	GROWTH
State Farm	55.5	65.7	10.2
Budweiser	42.8	52.1	9.3
Universal	65.3	74.4	9.1
E*TRADE	24.0	32.4	8.4
Skechers	67.4	74.7	7.3
Temu	49.9	55.9	6.0
Booking.com	47.6	53.5	5.9
e.l.f.	36.5	41.7	5.2
Squarespace	16.2	21.2	5.0
Dunkin'	75.9	80.2	4.3

PRE + POST-SUPER BOWL
Pre: Jan 1-21 | Post: Jan 22-Feb 13

Brand	PRE	POST	GROWTH
Homes.com	12.8	24.6	11.8
Dove	59.0	69.3	10.3
Oreo	62.5	70.0	7.5
VW	40.5	47.9	7.4
NFL	54.2	61.4	7.2
Intuit turbotax	42.6	49.6	7.0
Google	71.9	78.7	6.8
Budweiser	40.2	45.6	5.4
State Farm	46.1	51.0	4.9
Uber Eats	42.6	47.3	4.7

EMOTIONAL ATTRIBUTES

Powerful advertising can shift the way consumers perceive a brand. Here, we measured how this year's Super Bowl ads increased the percentage of US adults who ascribe the following attributes - "**innovative**," "**trustworthy**," "**fun**," and "**stylish**"- to this year's advertising brands.

This section of the report compares data from pre-Super Bowl (Jan 28-Feb 10) to post-Super Bowl (Feb 11-13), capturing the lift that the brands experienced from running ads on Super Bowl Sunday.

INNOVATIVE
Pre: Jan 28-Feb 10 | Post: Feb 11-13

	PRE	POST	GROWTH
DUNKIN'	7%	16%	9%
KIA	13%	19%	7%
Disney+	15%	21%	6%
Microsoft	31%	36%	5%
Doritos	11%	16%	5%
Reese's	7%	11%	4%
poppi	3%	6%	4%
Apartments.com	10%	14%	4%
verizon	21%	24%	3%
hulu	19%	22%	3%

TRUSTWORTHY
Pre: Jan 28-Feb 10 | Post: Feb 11-13

	PRE	POST	GROWTH
Booking.com	11%	19%	8%
Kawasaki	10%	17%	7%
hulu	14%	20%	6%
Nestlé DRUMSTICK	15%	21%	6%
DOORDASH	14%	19%	6%
Apartments.com	8%	13%	5%
SKECHERS	18%	23%	5%
POPEYES	17%	21%	5%
E✳TRADE	7%	11%	4%
State Farm	21%	25%	4%

EMOTIONAL ATTRIBUTES (CONT.)
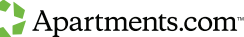
FUN
Pre: Jan 28-Feb 10 | Post: Feb 11-13

	PRE	POST	GROWTH
T Mobile	4%	10%	6%
UNIVERSAL	25%	31%	6%
verizon✓	4%	9%	5%
FANDUEL	10%	14%	4%
Paramount+	20%	24%	4%
m&m's	37%	41%	4%
BMW	12%	15%	3%
Coors LIGHT	13%	16%	3%
Apartments.com	4%	7%	3%
Booking.com	8%	10%	3%

STYLISH
Pre: Jan 28-Feb 10 | Post: Feb 11-13

	PRE	POST	GROWTH
KIA	16%	23%	7%
CeraVe	6%	12%	6%
T Mobile	6%	11%	6%
NFL	10%	15%	5%
UNIVERSAL	7%	11%	4%
poppi	2%	6%	4%
verizon✓	7%	11%	4%
Microsoft	7%	11%	4%
Apartments.com	2%	6%	3%
BUD LIGHT	5%	8%	3%

METHODOLOGY

The brand equity index survey was conducted online within the United States. Pre-game data for "Post-Super Bowl" data was collected from January 28 to February 10, 2024, among 16,760 adults (aged 18 and over), and post-game data was collected from February 11, 2023, to February 13, 2024, among 20,046 adults through QuestBrand. Pre-game data for "Pre-Post Super Bowl" data was collected from January 1 to 21, 2024, among 15,881 adults, and post-game data was collected from January 22 to February 13, 2024, among 42,272 adults through QuestBrand. The data has been weighted across the following demographic variables to align with US Census proportions: age/gender (interlocked), ethnicity, income, education, region, household size, marital status, and employment status. Propensity score weighting was used to adjust for respondents' propensity to be online.

Super Bowl consumer sentiment research was conducted online within the United States by The Harris Poll on January 12-17, 2024, among 1,867 adults (aged 18 and older). Figures were weighted where necessary to align with actual proportions within the US population. For additional information, please reach out to The Harris Poll.

ABOUT US

The Harris Poll is one of the longest-running surveys in the U.S., tracking public opinion, motivations and social sentiment since 1963. It is now part of Harris Insights & Analytics, a global consulting and market research firm that strives to reveal the authentic values of modern society to inspire leaders to create a better tomorrow. We work with clients in three primary areas; building twenty-first century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible.

WANT TO LEARN MORE?

QuestBrand's research team is available to present custom and more detailed data about your brand. Please **email Zeke Hughes,** to set-up a meeting.

The Harris Poll

BRAND INTELLIGENCE BUILT FOR THE 21ST CENTURY

QUESTBRAND

QuestBrand offers real-time consumer insights for your brand. Don't wait to hear what your customers are saying about you and your competitors - get up and running in less than 24 hours.

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