

2024

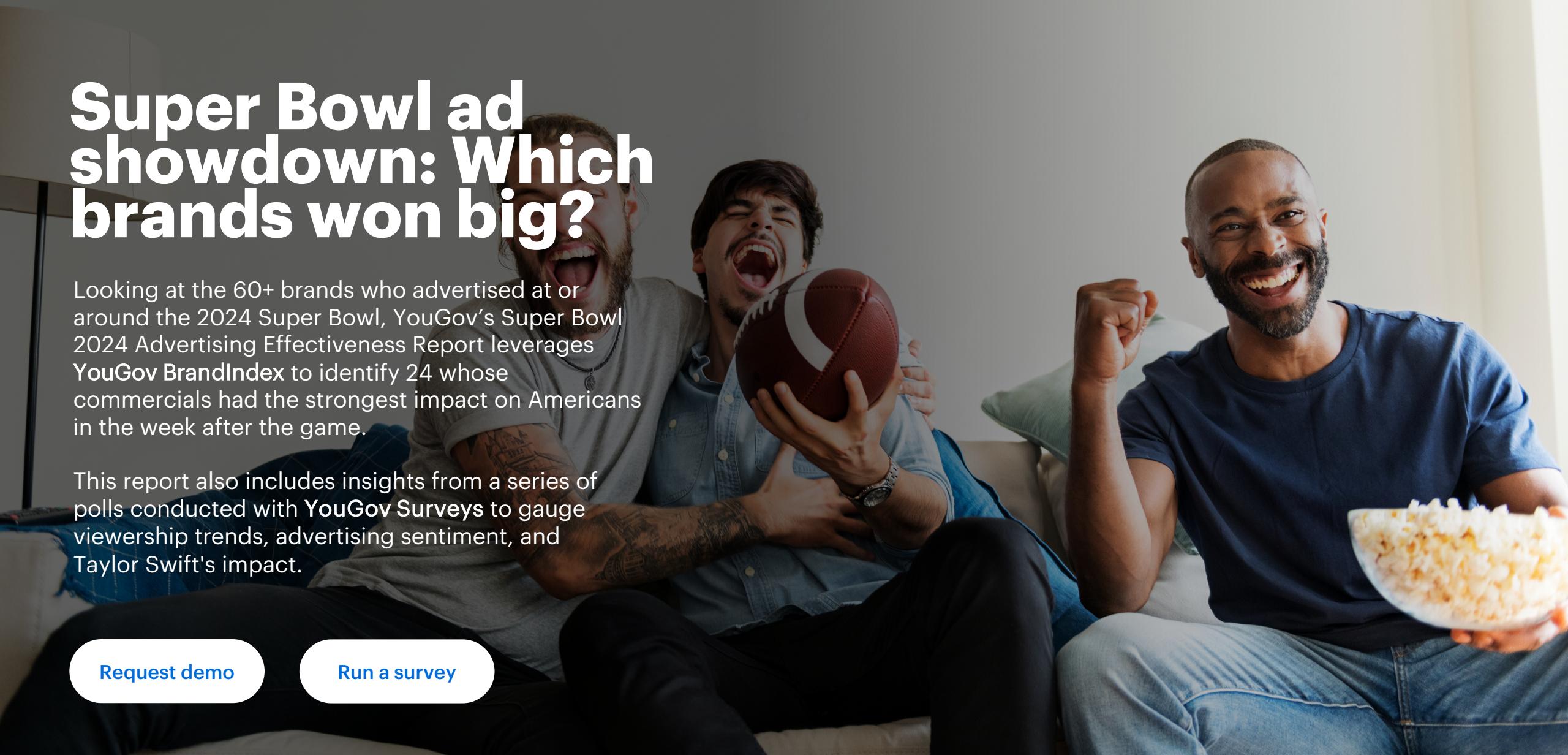
Super Bowl advertising effectiveness report



Super Bowl ad showdown: Which brands won big?

Looking at the 60+ brands who advertised at or around the 2024 Super Bowl, YouGov's Super Bowl 2024 Advertising Effectiveness Report leverages YouGov BrandIndex to identify 24 whose commercials had the strongest impact on Americans in the week after the game.

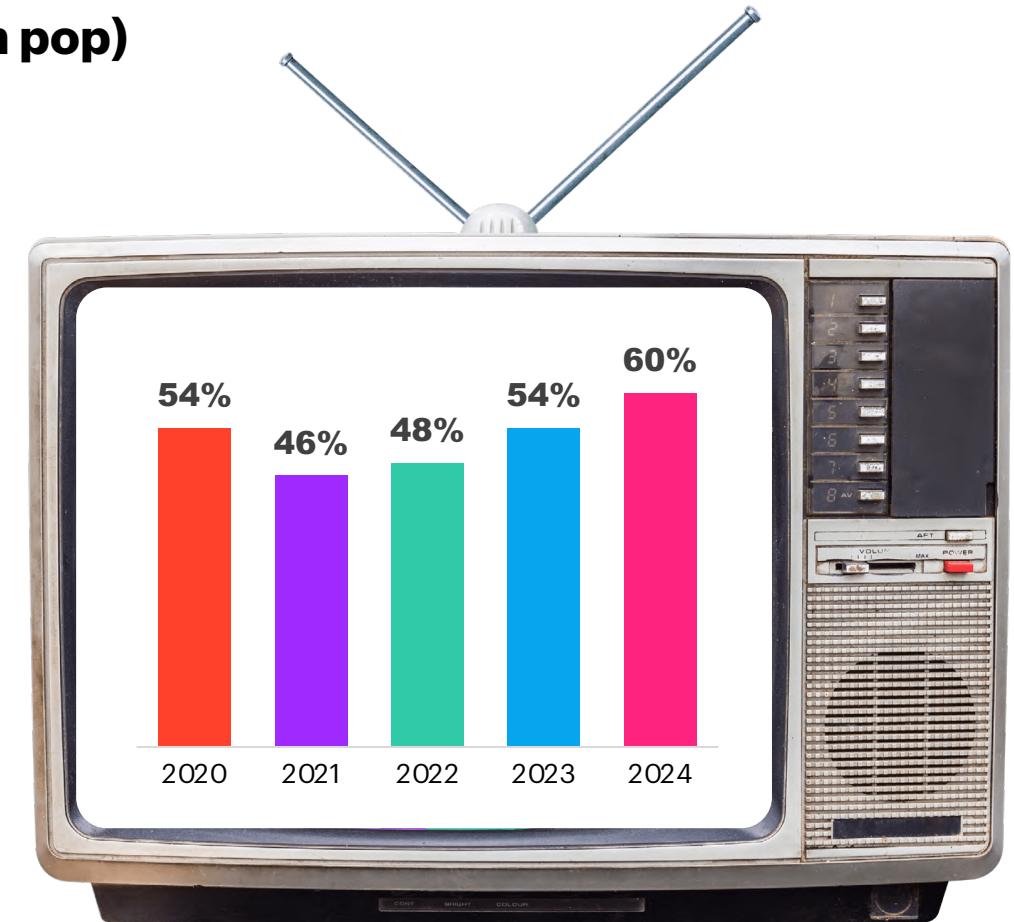
This report also includes insights from a series of polls conducted with YouGov Surveys to gauge viewership trends, advertising sentiment, and Taylor Swift's impact.

[Request demo](#)[Run a survey](#)

Super Bowl viewership rebounds



% Watched (Gen pop)



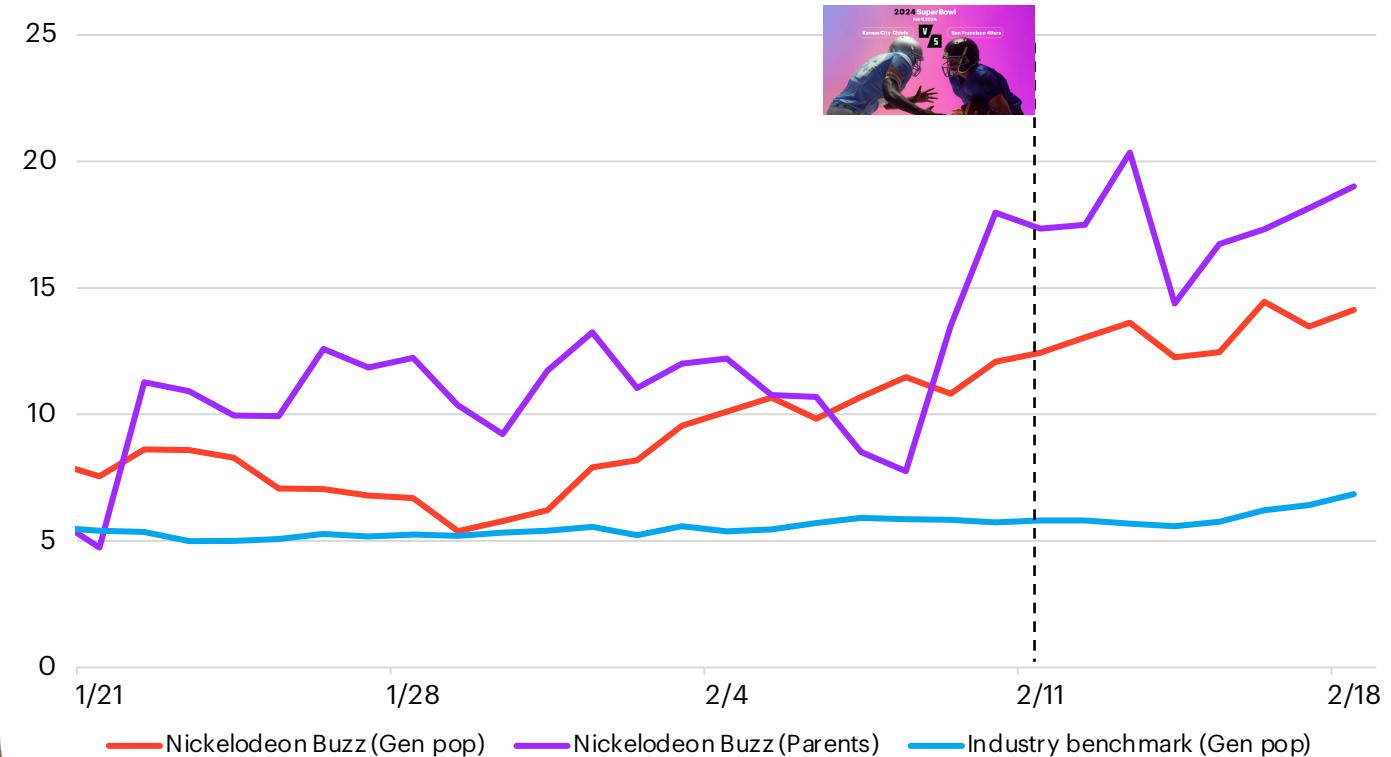
2024: YouGov Surveys (February 12, 2024; N=10,297)
Previous years: YouGov Profiles (N>7,000)

Nickelodeon

22% of all Americans aged 18-29 tuned into some or all of the Nickelodeon simulcast of the Super Bowl



Nickelodeon Buzz for 2024 Super Bowl



Nickelodeon viewership: YouGov Surveys (February 12)

Nickelodeon Buzz: YouGov BrandIndex (January 18 – February 18)

Explore more data

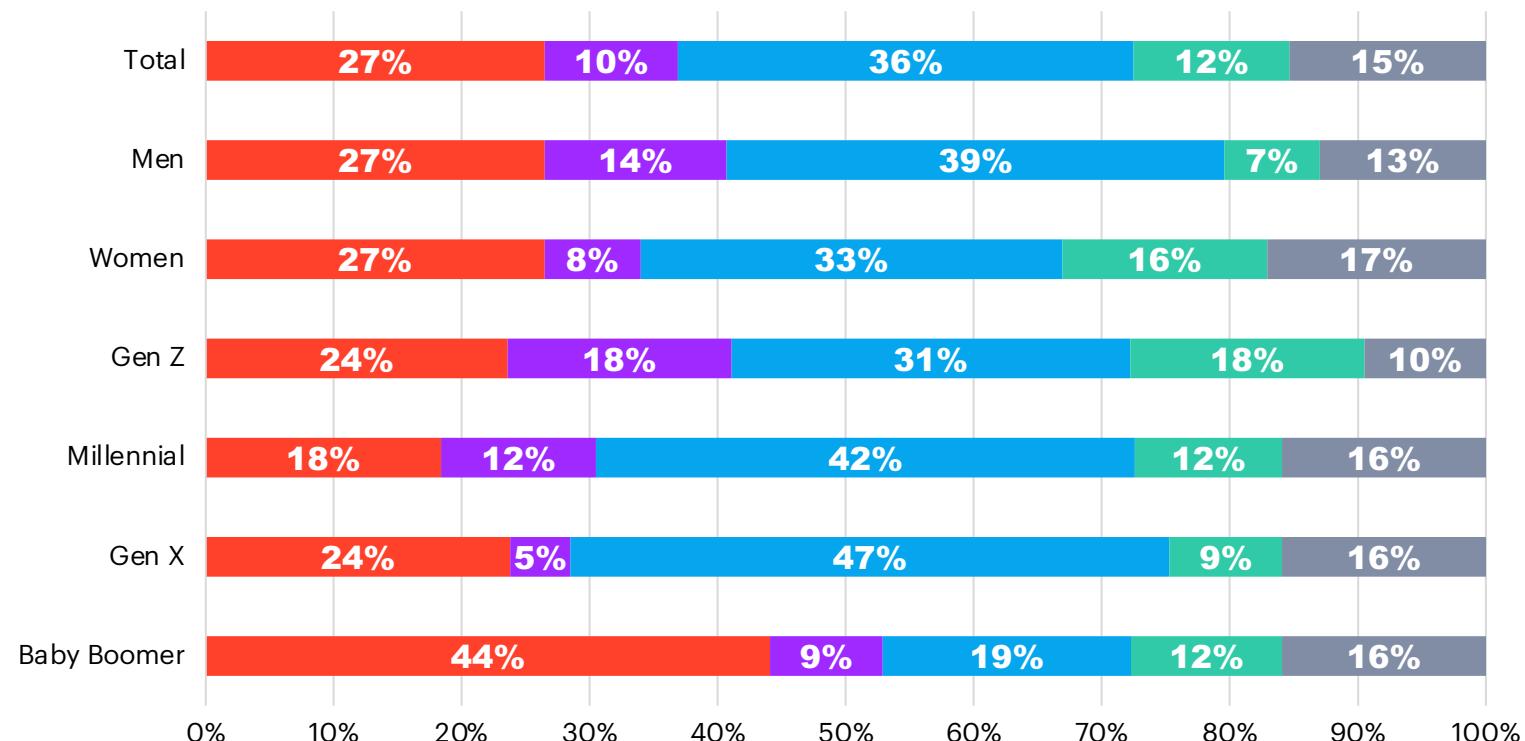
Halftime Show high

Usher resonated with all generations similarly, except for Gen Z; Baby Boomers liked the Shakira and J-Lo show most



What was your favorite halftime show?

- Shakira, Jennifer Lopez (2020)
- Dr. Dre, Snoop Dogg, Eminem, Mary J. Blige, Kendrick Lamar (2022)
- Usher (2024)
- The Weeknd (2021)
- Rihanna (2023)

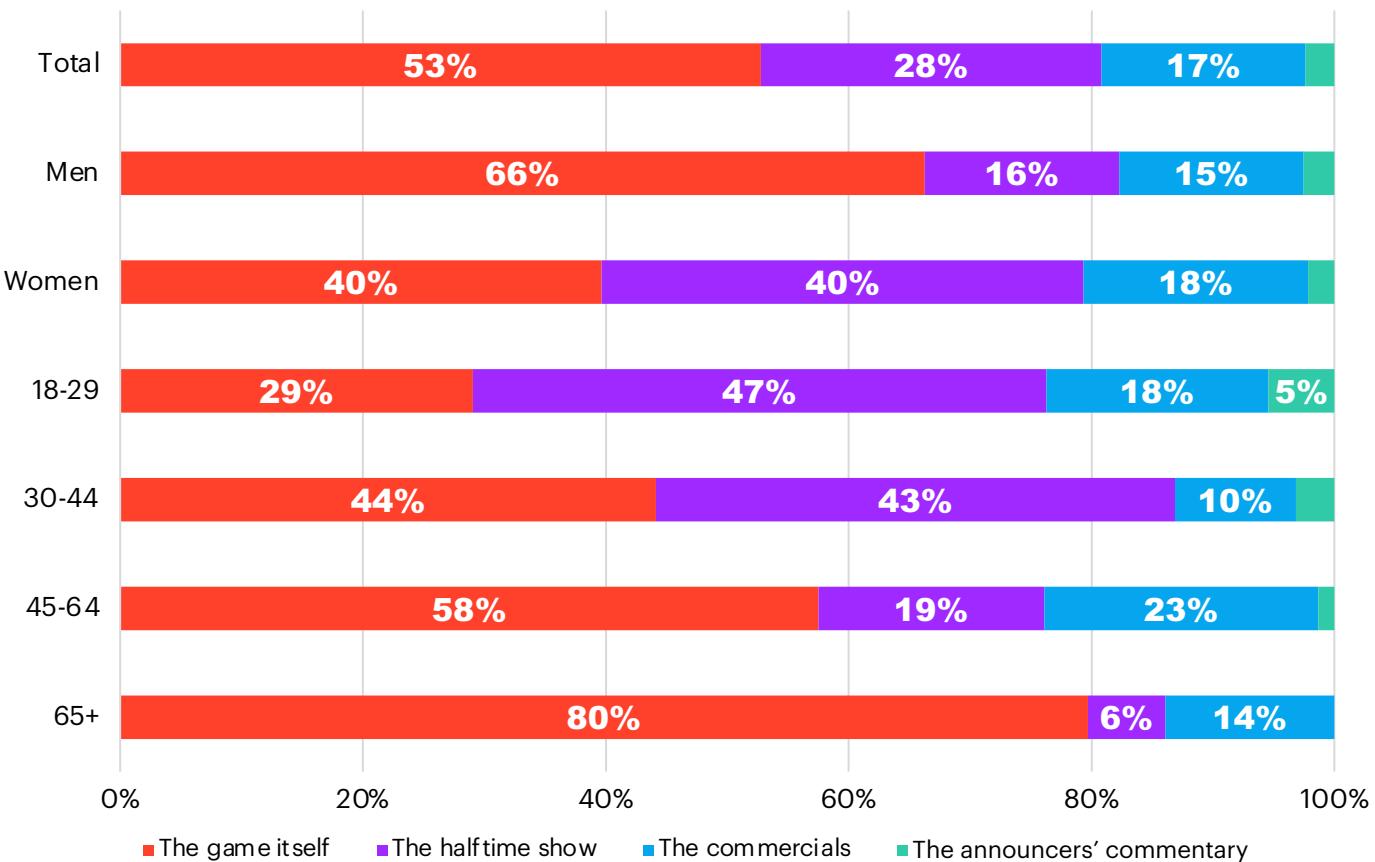


More than just a game

Nearly 50% of Americans said something other than the game itself was their favorite part. This is especially true among younger Americans and women.



What was your favorite part of the Super Bowl broadcast?



YouGov Surveys: February 15-16
(Filter: Americans who had a favorite part of the broadcast; N>600)

Celebrity recall

Compared to the general population, Super Bowl viewers are 38% more likely to agree with the statement:

“Celebrity endorsements have an effect on the things I buy”

Which of the following celebrities or public figures do you remember seeing in a 2024 Super Bowl commercial? Please mark all that apply.

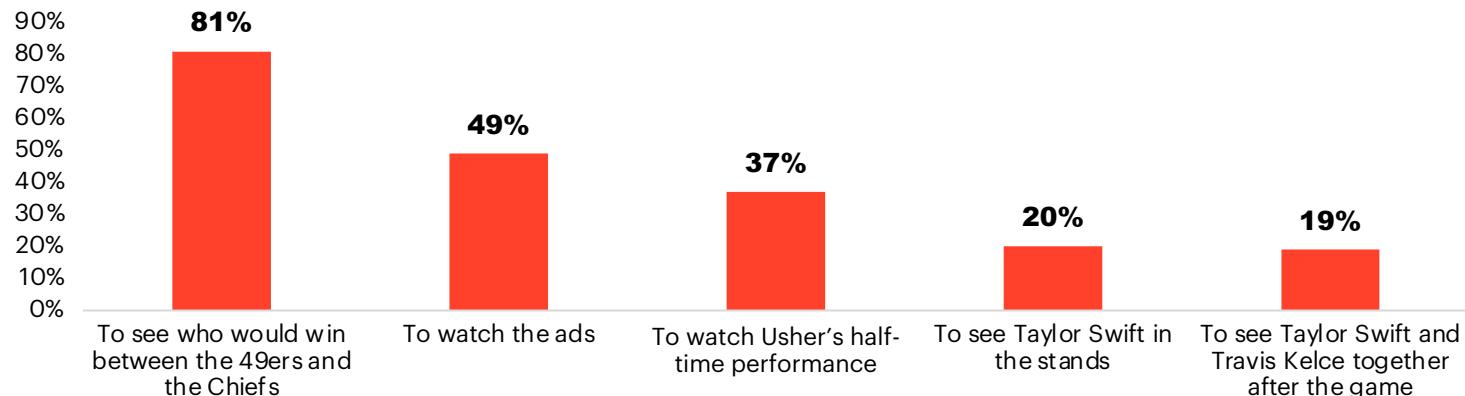
Rank	Celebrity	Viewer recall %
1	Arnold Schwarzenegger	63%
2	Ben Affleck	60%
3	Tom Brady	59%
4	Beyoncé	55%
5	Jennifer Lopez	53%
6	Jennifer Aniston	50%
7	Christopher Walken	46%
8	Post Malone	39%
9	Rob Gronkowski	39%
10	Tina Fey	39%

Was the "Swiftie effect" overstated?

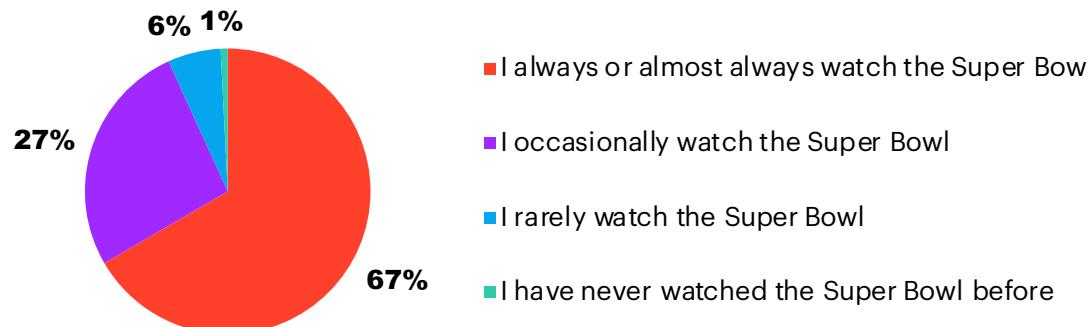


Please select the reasons why you watched the Super Bowl this year. Select all that apply.

■ Taylor Swift fans who watched the Super Bowl



Taylor Swift fans who watched the Super Bowl



YouGov Surveys: February 15-16

Taylor Swift fans = very positive or positive impression; N=365

2024 Super Bowl Ad Review

Feb 11, 2024:

Kansas City Chiefs

V
5

San Francisco 49ers



Ad awareness top 10

Which of the following brands have you seen an advertisement for in the past two weeks?

[Explore more data](#)

[Talk to a researcher](#)

Rank	Brand	Change in score
1	Dunkin'	8.3
2	Budweiser	8.2
3	Volkswagen	7.7
4	Michelob ULTRA	7.6
5	Booking.com	7.5
6	Snapchat	7.3
7	T-Mobile	7.2
8	Popeyes	7.1
9	State Farm	6.5
10	Starry	6.4

Buzz top 10

Over the past two weeks, which of the following brands have you heard something positive about (whether in the news, through advertising, or talking to friends and family)? / Now which of the following have you heard something negative about over the past two weeks?

Rank	Brand	Change in score
1	Dunkin'	7.8
2	Sleep Number	7.2
3	Dove	6.7
4	Michelob ULTRA	6.2
5	Budweiser	5.9
6	Dr Pepper	5.7
7	Bass Pro Shops	5.2
8	Volkswagen	5.1
9	YouTube TV	4.3
10	OREO	3.7

Consideration top 10

When you are in the market next to purchase [product or service], from which of the following would you consider purchasing?

[Explore more data](#)[Talk to a researcher](#)

Rank	Brand	Change in score
1	Booking.com	7.1
2	Bud Light	4.4
3	OREO	3.9
4	Progressive	3.4
5	T-Mobile	3.4
6	M&M's	3.2
7	Toyota	3.2
8	Kia	3.1
9	Popeyes	3.0
10	Volkswagen	2.9

So, which advertisers
did best overall?



Calculating the Advertiser Impact Score (AIS)

AIS measures changes in Ad Awareness, Buzz, and Consideration over a designated time period. The AIS formula is more heavily weighs changes in purchase consideration, a predictive bottom-of-funnel brand health metric.

Ad Awareness

Which of the following brands have you seen an advertisement for in the past two weeks?

Buzz

Over the the past two weeks, which of the follow brands have you heard something positive about (whether in the news, through advertising, or talking to friends and family)? / Now which of the following have you heard something negative about over the the past two weeks?

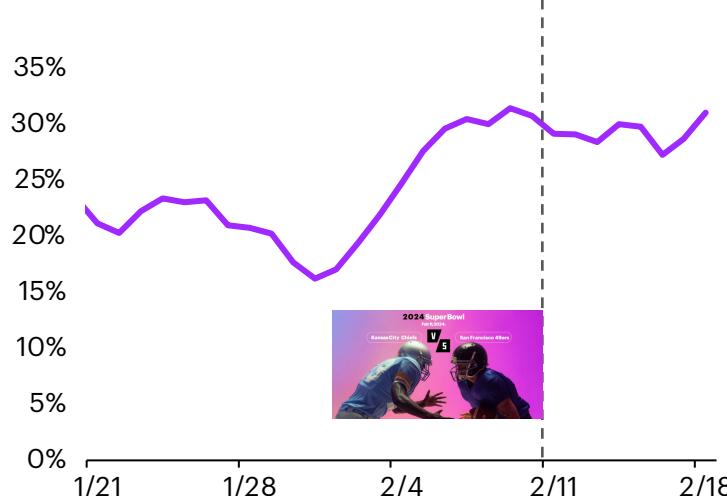
Consideration

When you are in the market next to purchase [product or service], from which of the following would you consider purchasing?

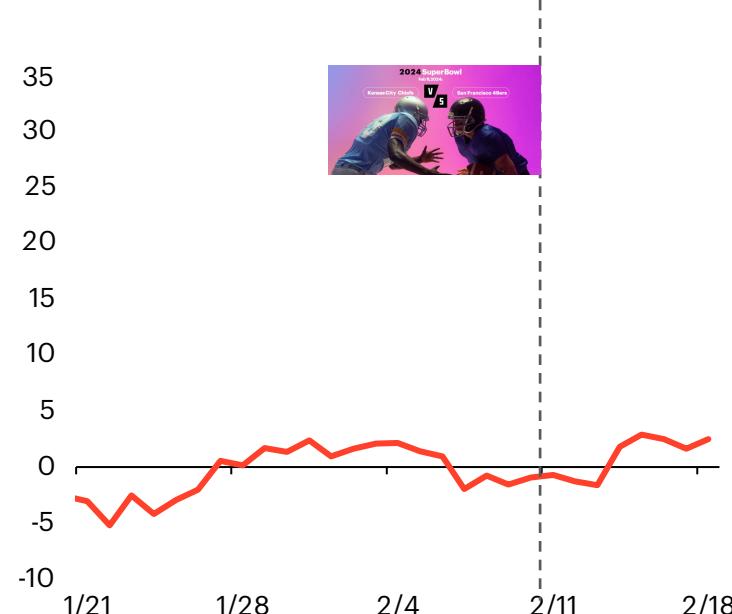
#10: Bud Light

Following a tumultuous 2023, Bud Light starts 2024 with a persuasive Super Bowl ad that leveraged the fame of Peyton Manning, Post Malone and Dana White to increase purchase consideration among Americans by 4.4 percentage-points.

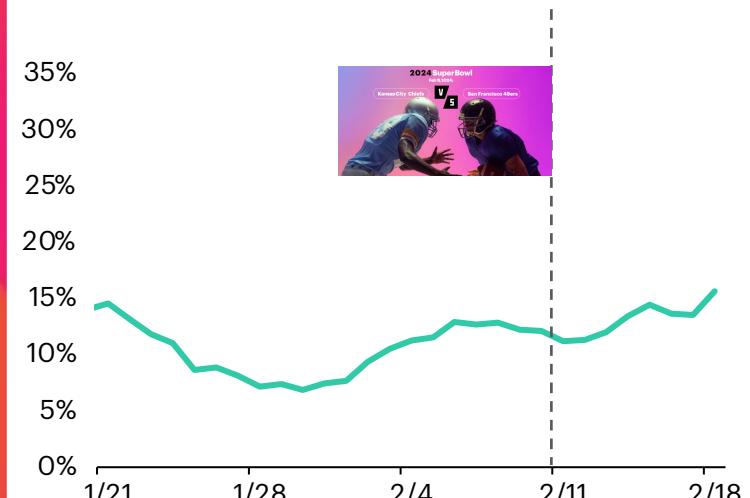
Ad Awareness



Buzz



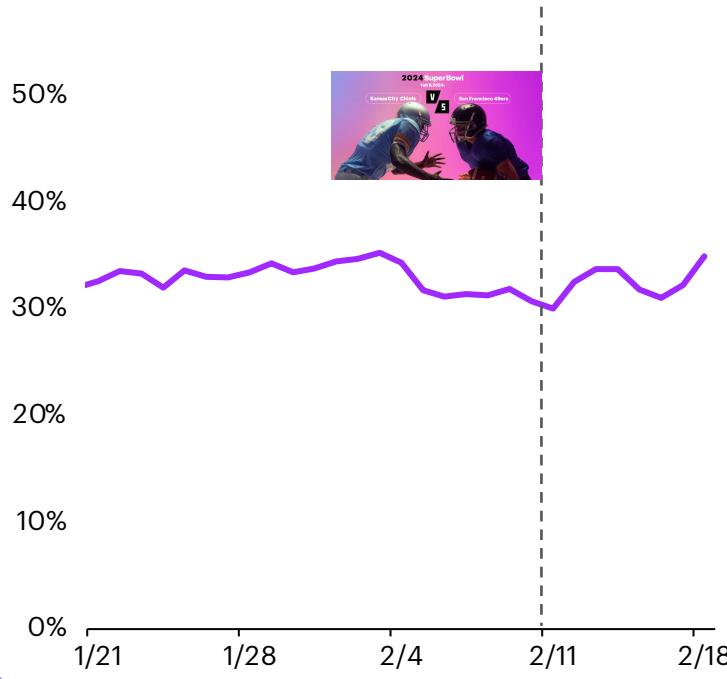
Consideration



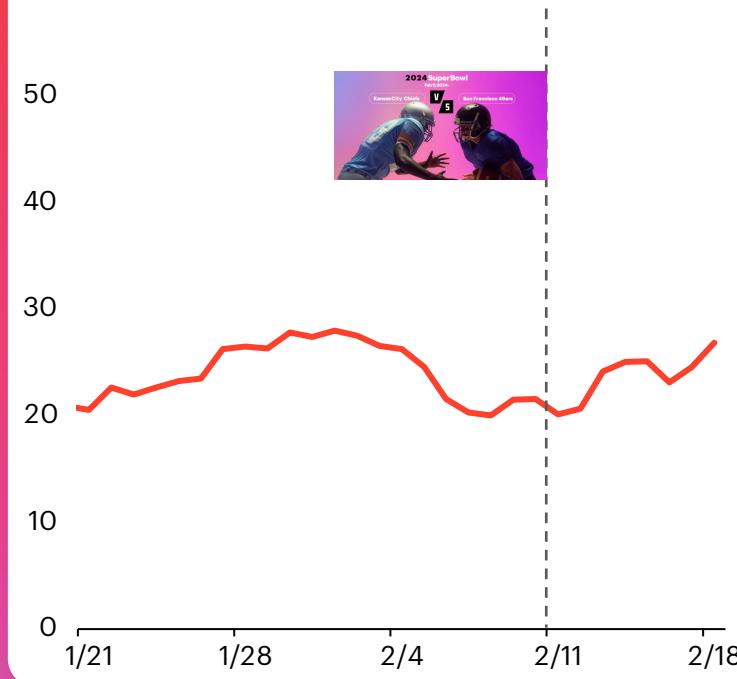
#9: Dove

One of three 2024 Super Bowl Commercials directed by women, Dove's Hard Knocks collaboration with Nike tackles how low body confidence leads young women to quit playing sports. The spot got Americans talking, leading to a +6.7 lift in net Buzz.

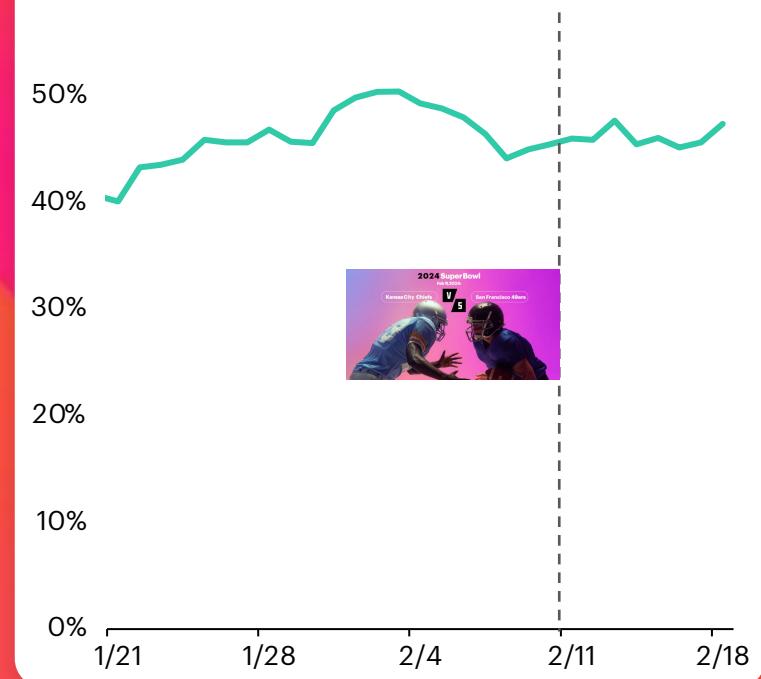
Ad Awareness



Buzz



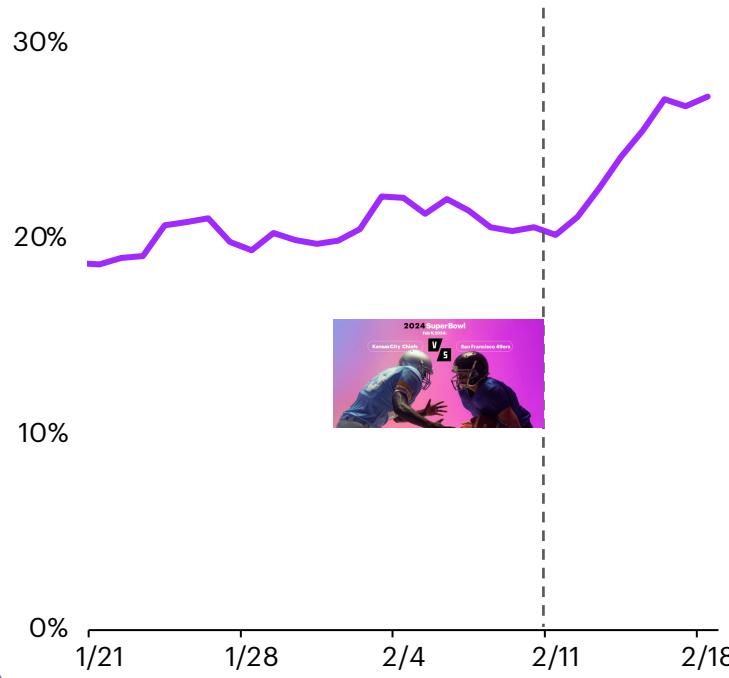
Consideration



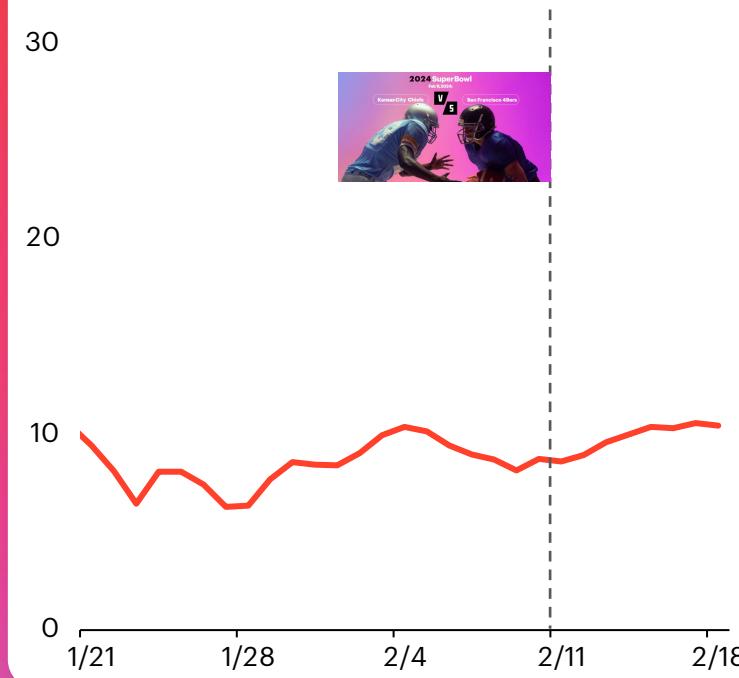
#8: Popeyes

Announcing a new menu item, Popeyes “unfreezes” comedy actor Ken Jeong who discovers other new changes since he was supposedly frozen. The funny ad proved to be memorable and led to another change: a 7.1 percentage-point lift in Ad Awareness.

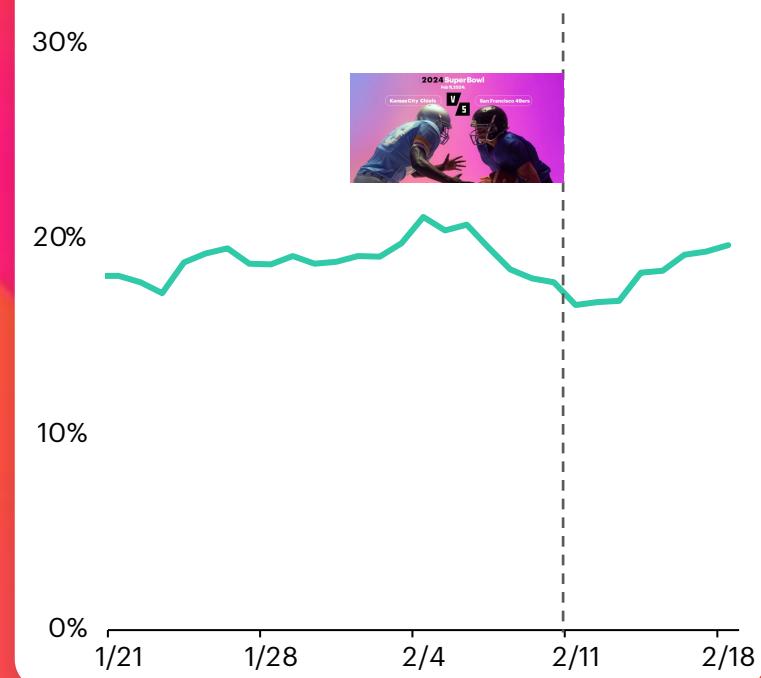
Ad Awareness



Buzz



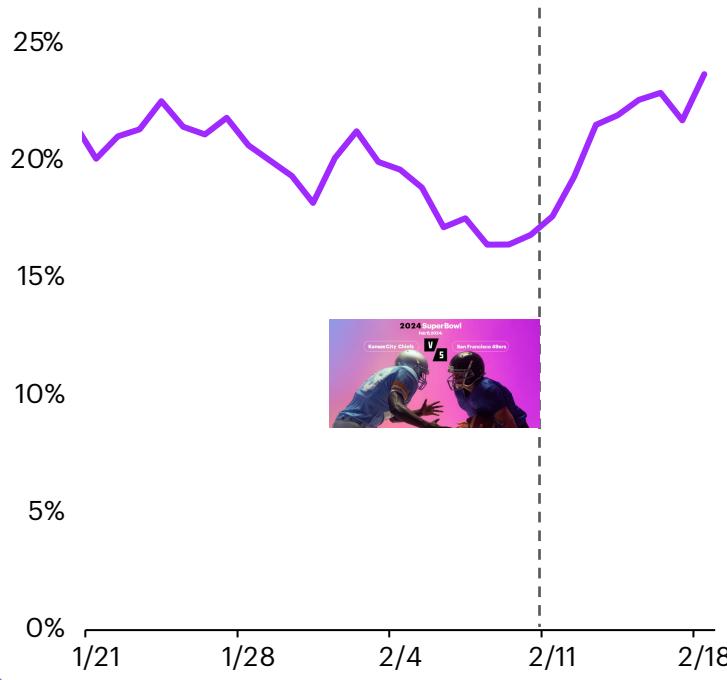
Consideration



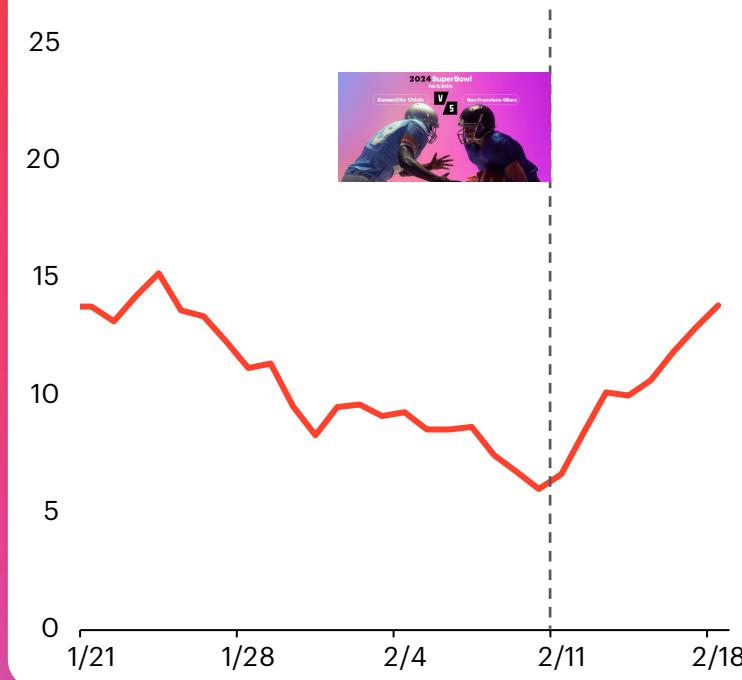
#7: Sleep Number

The Official Sleep Partner of the NFL, Sleep Number didn't show up on the main broadcast, instead advertising on Nickelodeon. The combination of its league sponsorship and reaching sleep-deprived parents led to big increases in Ad Awareness and Buzz.

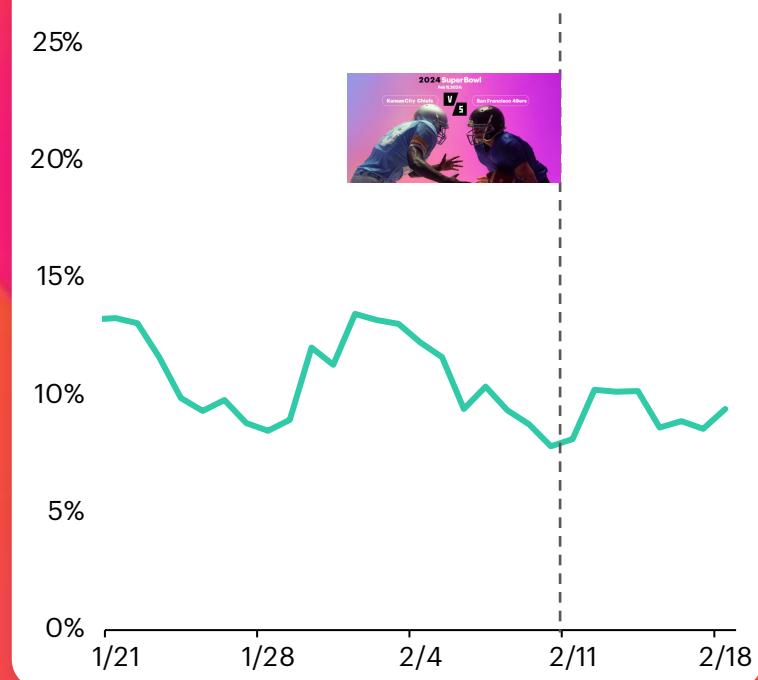
Ad Awareness



Buzz



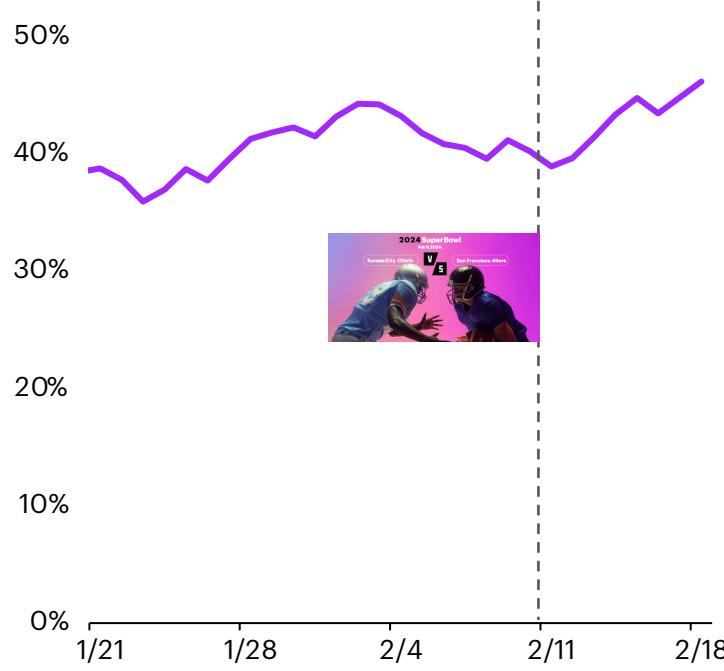
Consideration



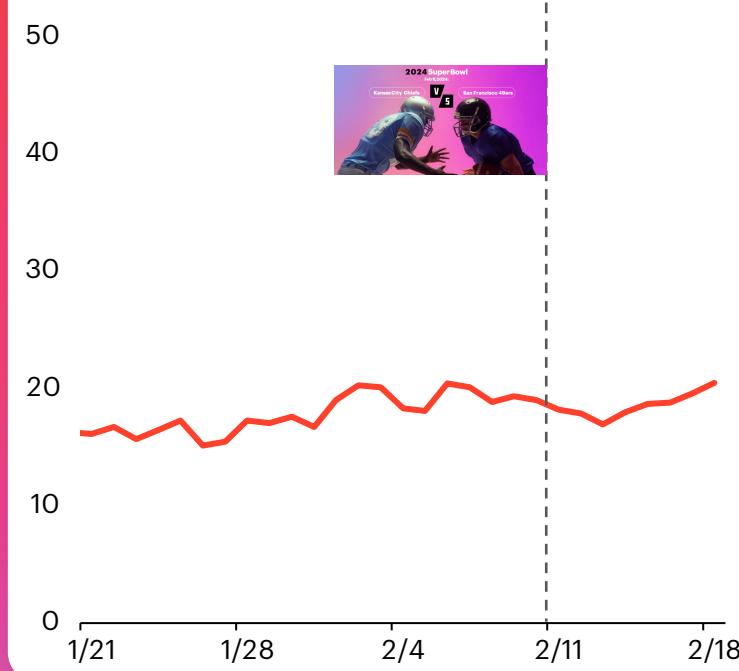
#6: T-Mobile

Promoting home internet and a new loyalty program, T-Mobile bought multiple advertising slots and brought a cascade of celebrities to spread the message, leading to notable increases across all three metrics measured, especially Ad Awareness.

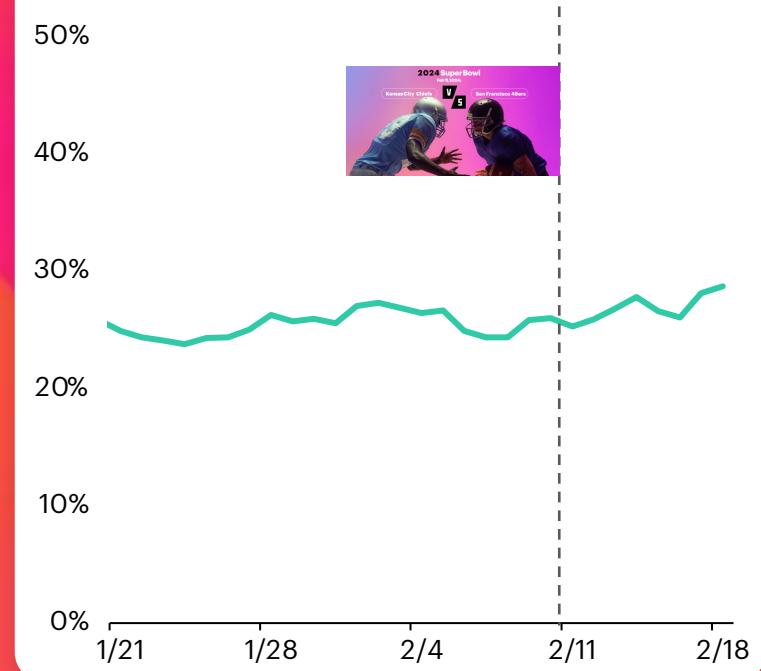
Ad Awareness



Buzz



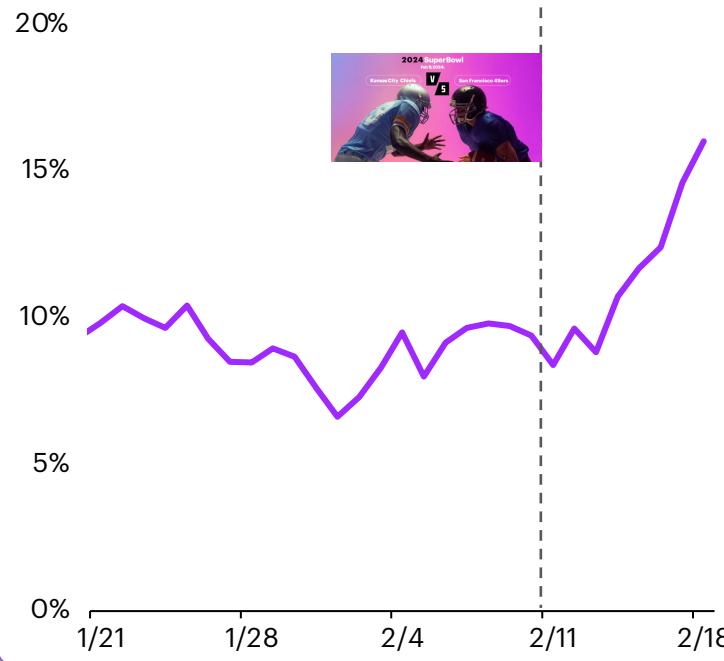
Consideration



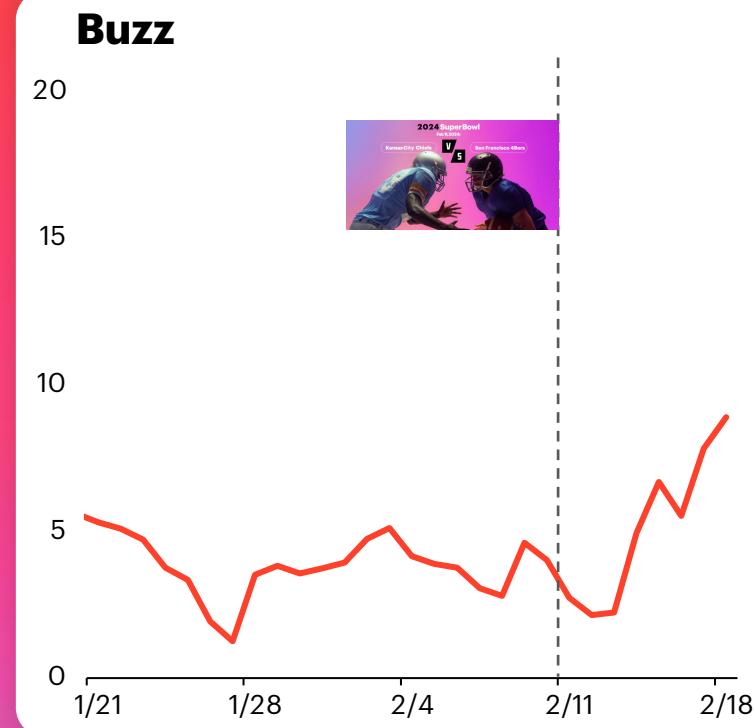
#5: Michelob ULTRA

Another Super Bowl success from AB InBev, this spot shows World Cup champion and new Inter Miami player Lionel Messi insisting on drinking Michelob, and features cameos from Jason Sudeikis (as Ted Lasso) and fellow Miami athlete Dan Marino.

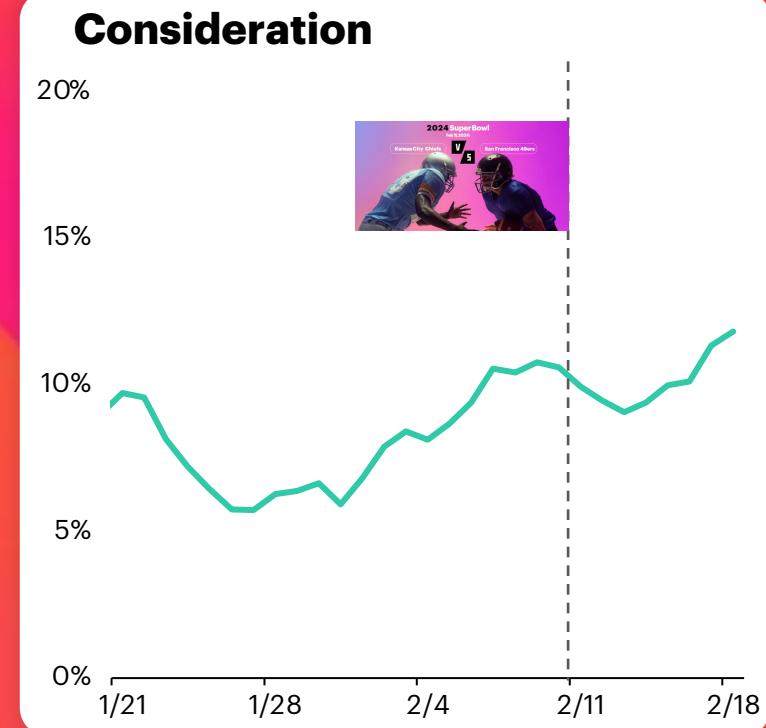
Ad Awareness



Buzz



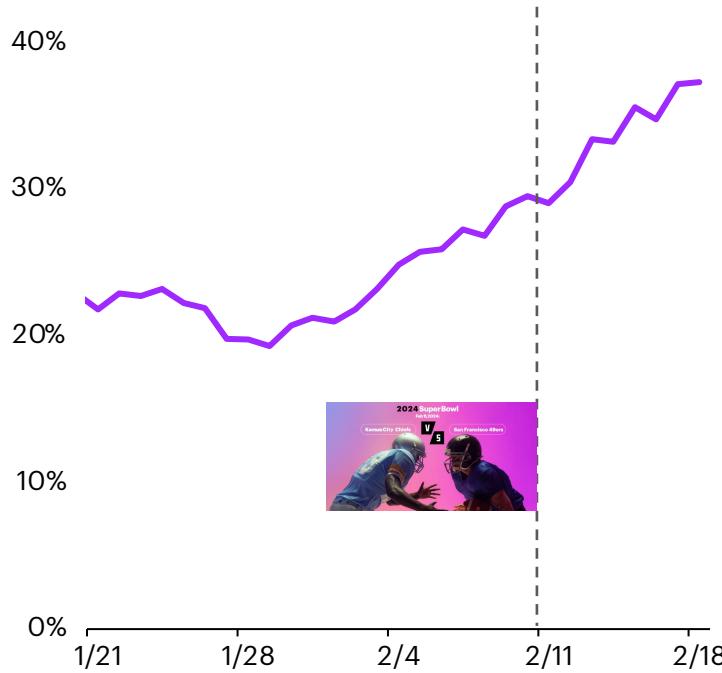
Consideration



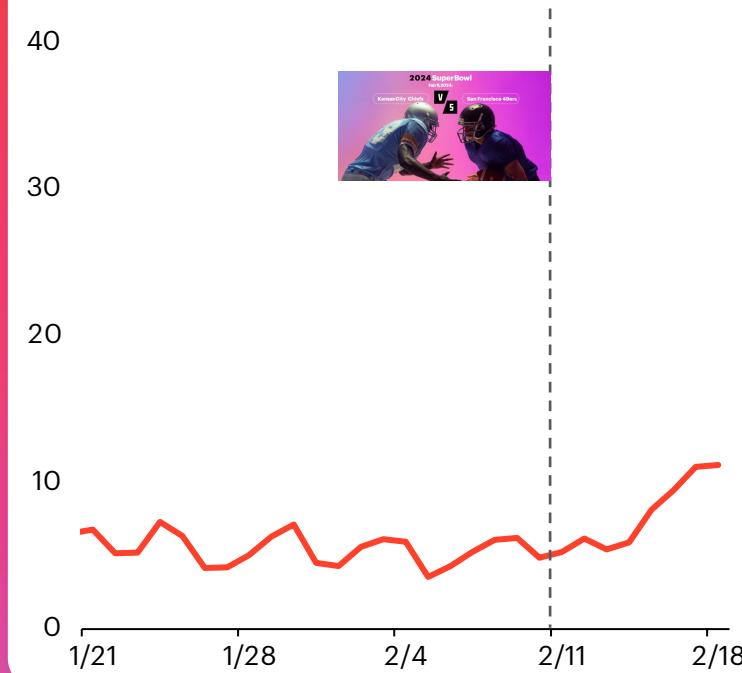
#4: Budweiser

A year after giving up alcohol exclusivity at the Super Bowl, AB InBev sees all three of its advertised brands appear in the top 10. This winning creative spot brings back Budweiser's nostalgic and iconic Clydesdales, leading to lifts in Ad Awareness and Buzz.

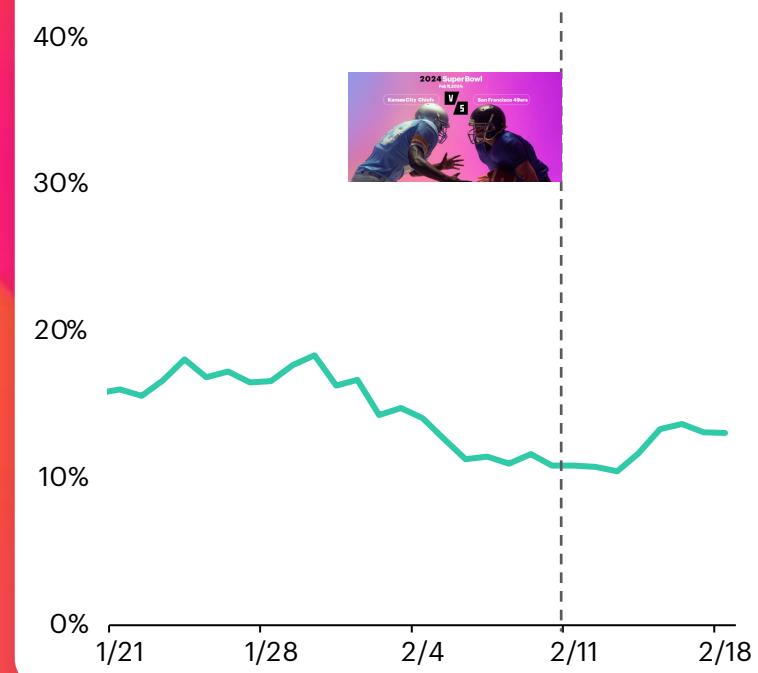
Ad Awareness



Buzz



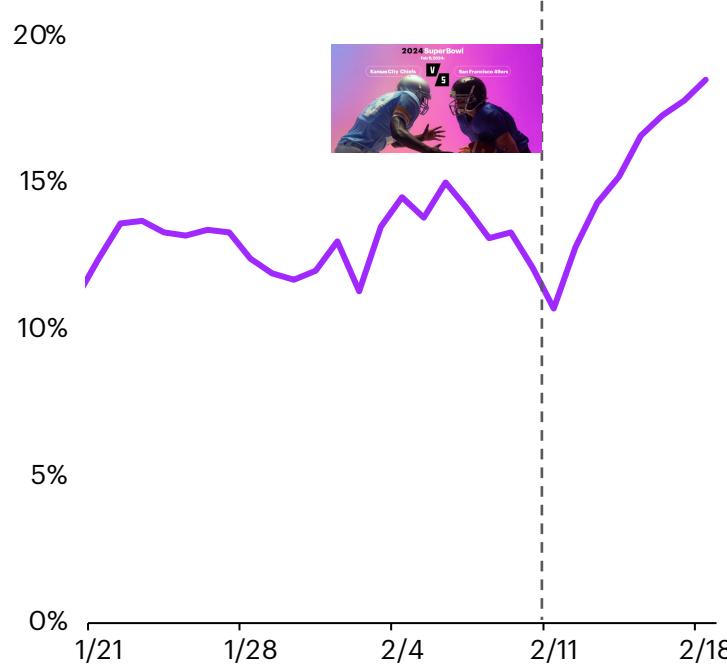
Consideration



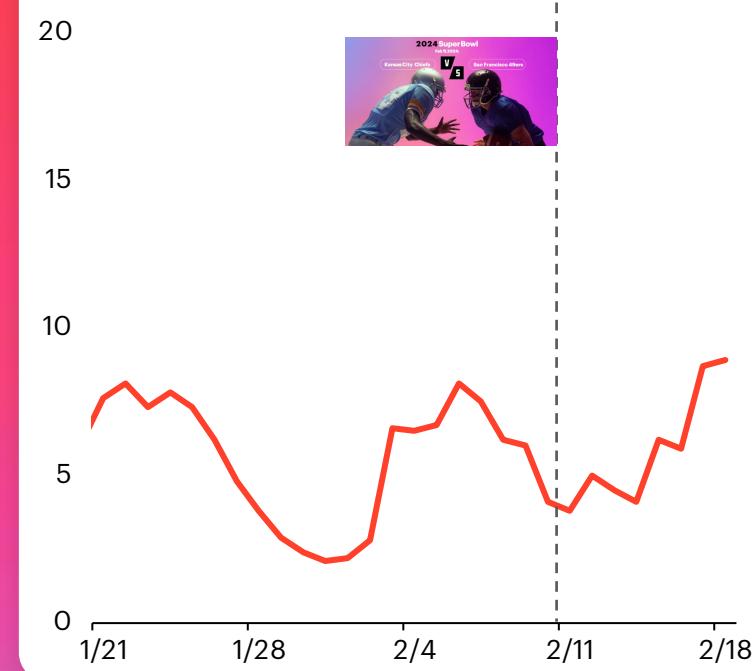
#3: Volkswagen

Set to a Neil Diamond sync, Volkswagen celebrates 75 years in America with a montage of iconic brand moments from the last century, before showing the new VW electric ID Buzz. This led to big increases in Ad Awareness and – fittingly – Buzz.

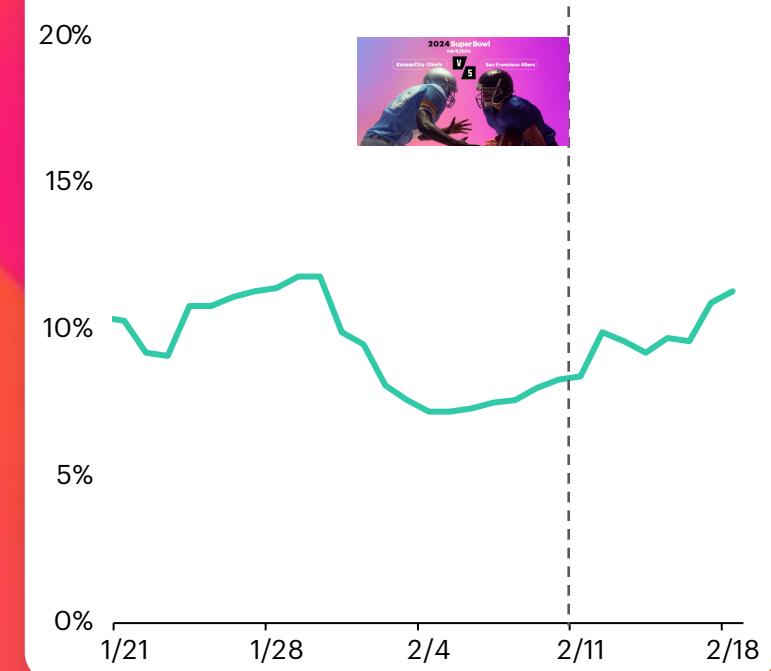
Ad Awareness



Buzz



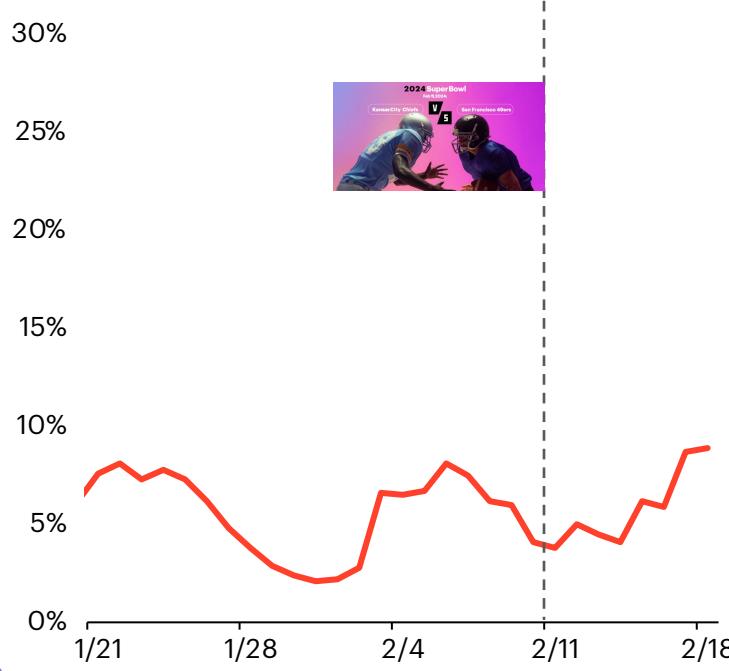
Consideration



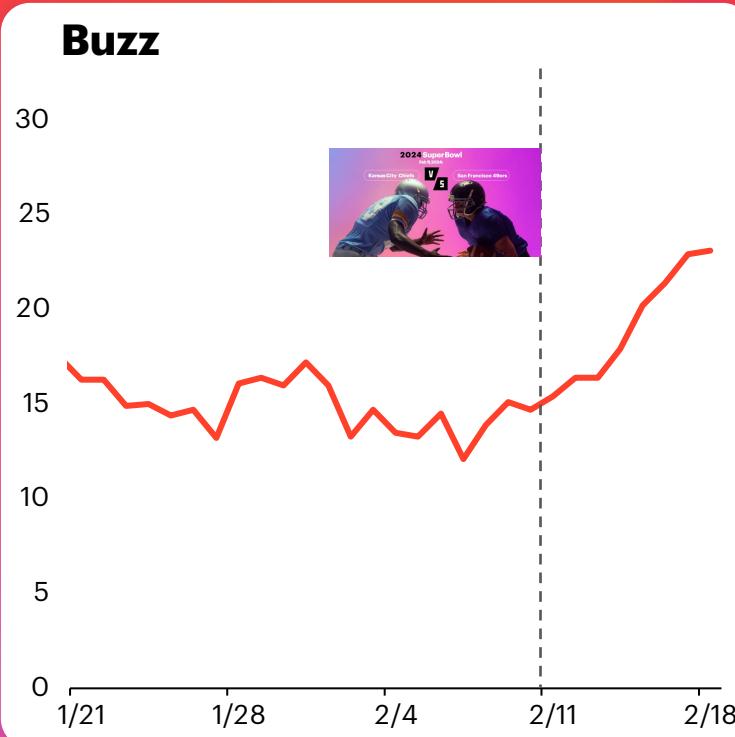
#2: Dunkin'

The DunKings, a star-studded cast of musicians (Ben Affleck, Matt Damon & Tom Brady), try to convince Jennifer Lopez to include them on her new album. While not successful in that mission, they do help convince viewers that America runs on Dunkin'.

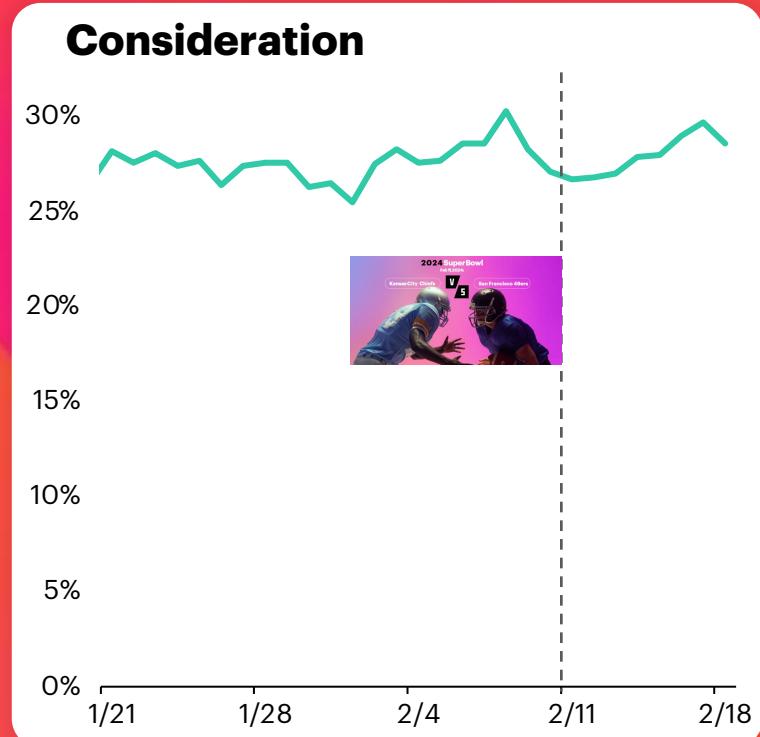
Ad Awareness



Buzz



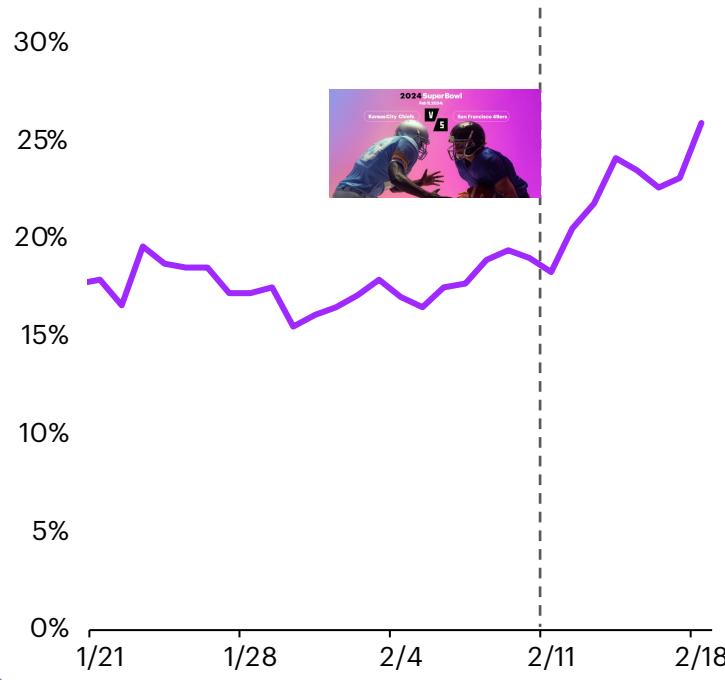
Consideration



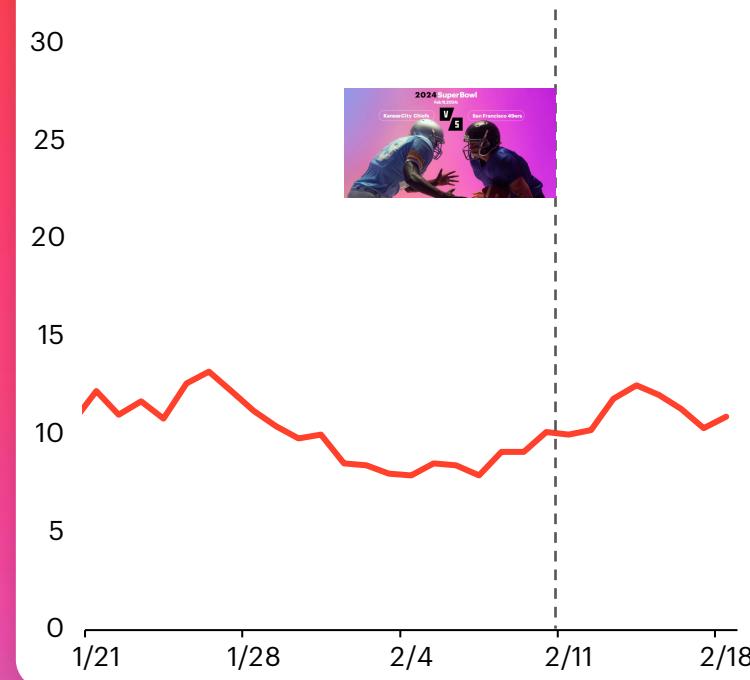
#1: Booking.com

Quickly bouncing back from a post-holiday lull, Booking.com sees a big increase in Consideration (+7.1 percentage-points) from an ad starring Tina Fey and a few of her 30 Rock collaborators, translating the show's critical acclaim into commercial success.

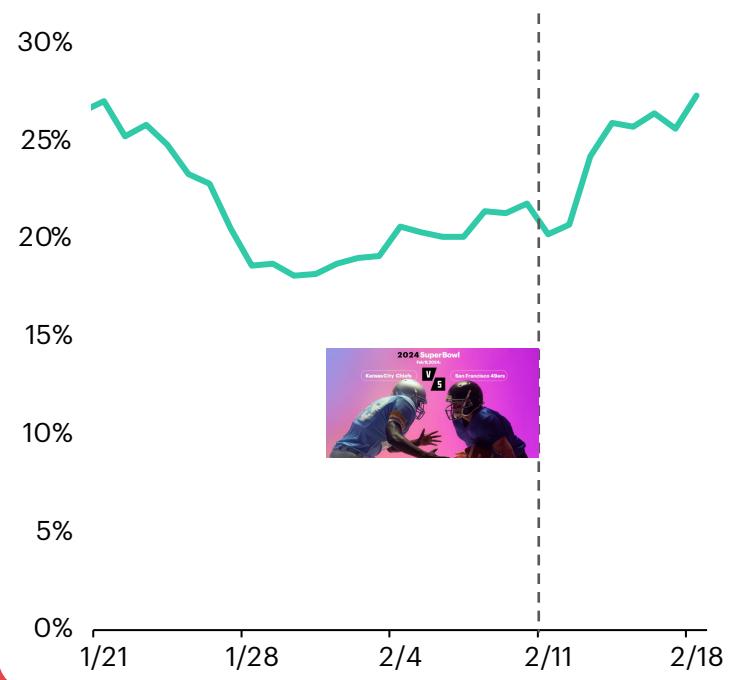
Ad Awareness



Buzz



Consideration



Top 10 Super Bowl Ads 2024

Ranked from 60+ advertisers by Advertiser Impact Score (AIS)

AIS Formula:

- Change in Ad Awareness score +
- Change in Buzz score +
- Change in Consideration score (x2)

Source: YouGov BrandIndex
(Feb 5-11 vs. Feb 12-18)

Rank	Brand	Change in Ad Awareness	Change in Buzz	Change in Consideration	AIS
1	Booking.com	7.5	0.9	7.1	22.6
2	Dunkin'	8.3	7.8	2.0	20.0
3	Volkswagen	7.7	5.1	2.9	18.7
4	Budweiser	8.2	5.9	2.2	18.5
5	Michelob ULTRA	7.6	6.2	1.9	17.6
6	T-Mobile	7.2	2.3	3.4	16.3
7	Sleep Number	6.0	7.2	1.3	15.8
8	Popeyes	7.1	1.8	3.0	15.0
9	Dove	4.9	6.7	1.4	14.4
10	Bud Light	1.9	3.2	4.4	14.0

[Explore more data](#)
[Get in touch](#)

Overtime: Men and Women Top 5

Ranked from 60+ advertisers by:
Advertiser Impact Score (AIS)

AIS Formula:

- Change in Ad Awareness score +
- Change in Buzz score +
- Change in Consideration score (x2)

Source: YouGov BrandIndex
(Feb 5-11 vs. Feb 12-18)

Men

Rank	Brand	Change in Ad Awareness	Change in Buzz	Change in Consideration	AIS
1	OREO	13.2	6.0	8.6	36.4
2	Lindt	12.2	4.5	9.1	34.8
3	Apple Music	6.1	0.2	8.9	24.1
4	Coors Light	8.8	0.2	7.5	23.9
5	Snapchat	9.1	2.2	6.0	23.3

Women

Rank	Brand	Change in Ad Awareness	Change in Buzz	Change in Consideration	AIS
1	Volkswagen	7.2	6.8	8.9	31.9
2	Dunkin'	10.5	10.1	2.5	25.6
3	Booking.com	10.2	0.9	6.6	24.3
4	Starry	10.9	1.8	5.0	22.8
5	Dove	7.7	8.8	3.0	22.5

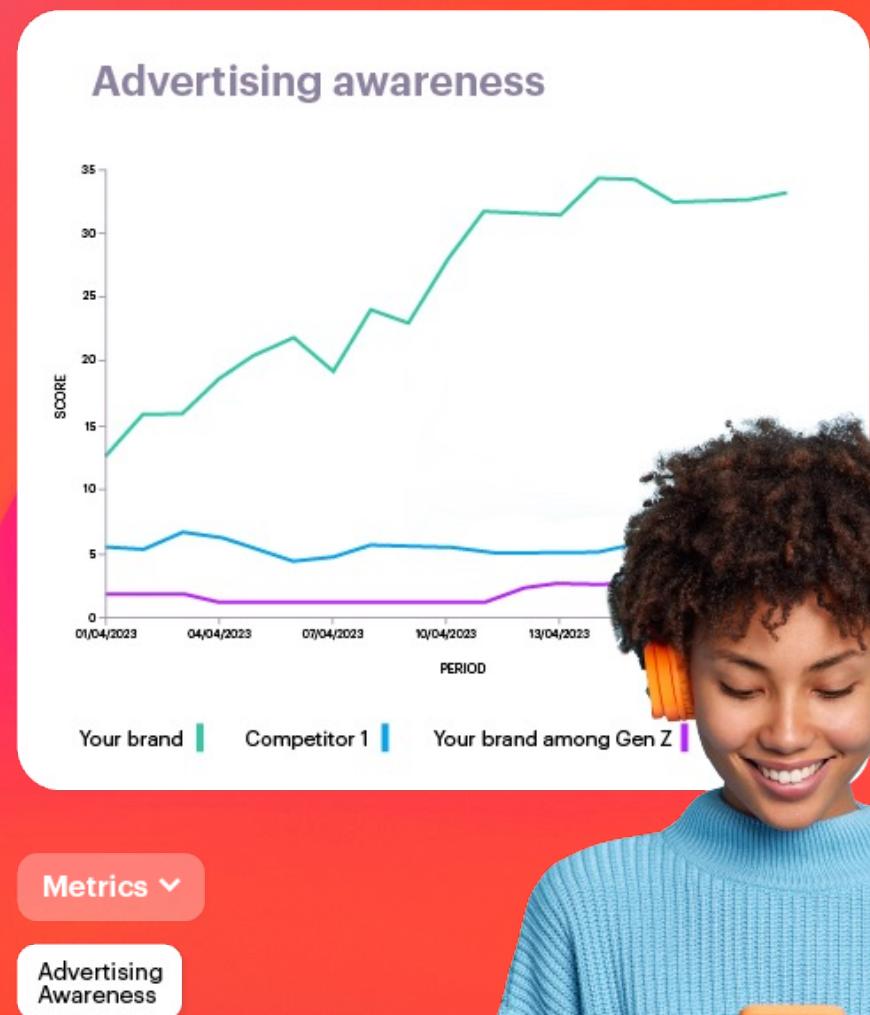
Want a deeper analysis?

YouGov BrandIndex tracks 16 key brand health metrics including:

- Brand Impression
- Corporate Reputation
- Purchase Consideration
- Recommendation

With YouGov Profiles, you can segment your analysis by:

- Advertising attitudes
- Viewership trends
- Social media membership
- And much more

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Thank you

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