



Super **Bowl** *LIX*

How to Win the Super Bowl

System1

Create with Confidence

The Most Comprehensive Creative Effectiveness Review of Super Bowl Advertising

We've tested every Super Bowl ad from 2020-2025,
using System1's globally validated Test Your Ad tool.

That's 425 Super Bowl ads tested over 6 years with 63,750 US respondents.

We benchmark these against our global effectiveness database of 175,000+ ads
to understand the trends in long and short-term creative effectiveness.

And then we crown the winning ads.

**This Playbook dives into it all, filled with our top creative effectiveness tips
that marketers can apply during the game and beyond.**

Key Plays



Super Bowl LIX was the **strongest year yet** for Super Bowl ads with three 5 Star commercials and 13 landing 4 Star Ratings. Last year, for comparison, we found zero 5 Star ads.



This year's Super Bowl ads averaged **3.0 Stars**, an increase from 2024's 2.7 Stars and the 2.3 Star average for all US ads.



Creative Consistency Wins Out: Brands can win big on Fluency and Emotional resonance by leaning into familiarity. The Budweiser Clydesdales are a shining example, having been consistent since the 1980s. The iconic brand mascots placed Bud into the Top 10 this year, with a touching story about a foal and a lost beer barrel.



Defeat Dullness: For all the press attention on celebrities, the top ads didn't rely on star power for effectiveness. Instead, they brought sincere stories that lean into emotion or leaned into humour to subvert expectations.



Section 1

Research Methodology

System1's globally validated long- and short-term effectiveness metrics

System1
Super
Bowl
Insights

System1 | How we score Super Bowl ads



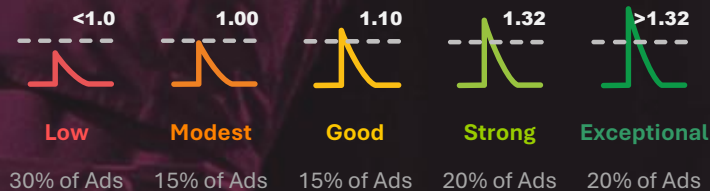
Star Rating

Long-term brand growth based on an ad's creative quality. We calculate Star Rating by measuring emotional response to an ad.



Spike Rating

Predicts short-term sales effect over the 8-10 weeks post airing, derived from strength of branding and intensity of emotional response.



Fluency Rating

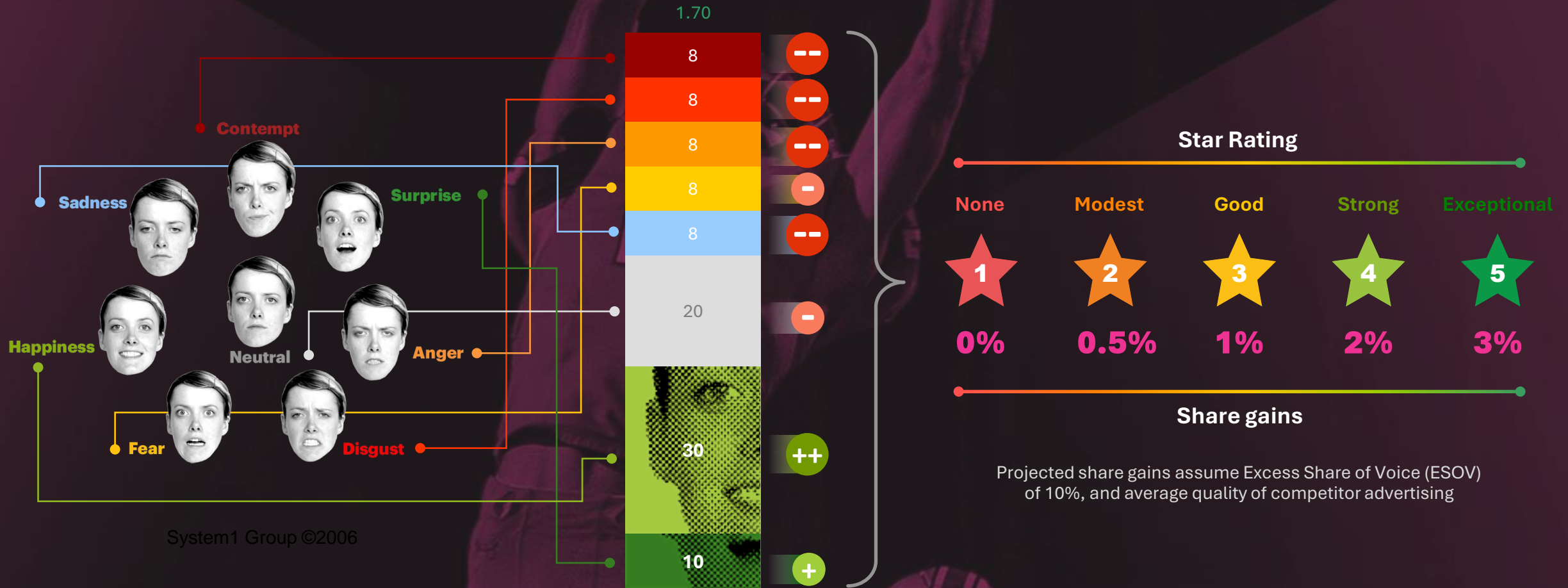
Measure strength of branding in the ad. Fluency is driven by the % of viewers recognising the brand by the end of ad.





Test Your Ad | Methodology

How emotional Advertising leads to long term effectiveness

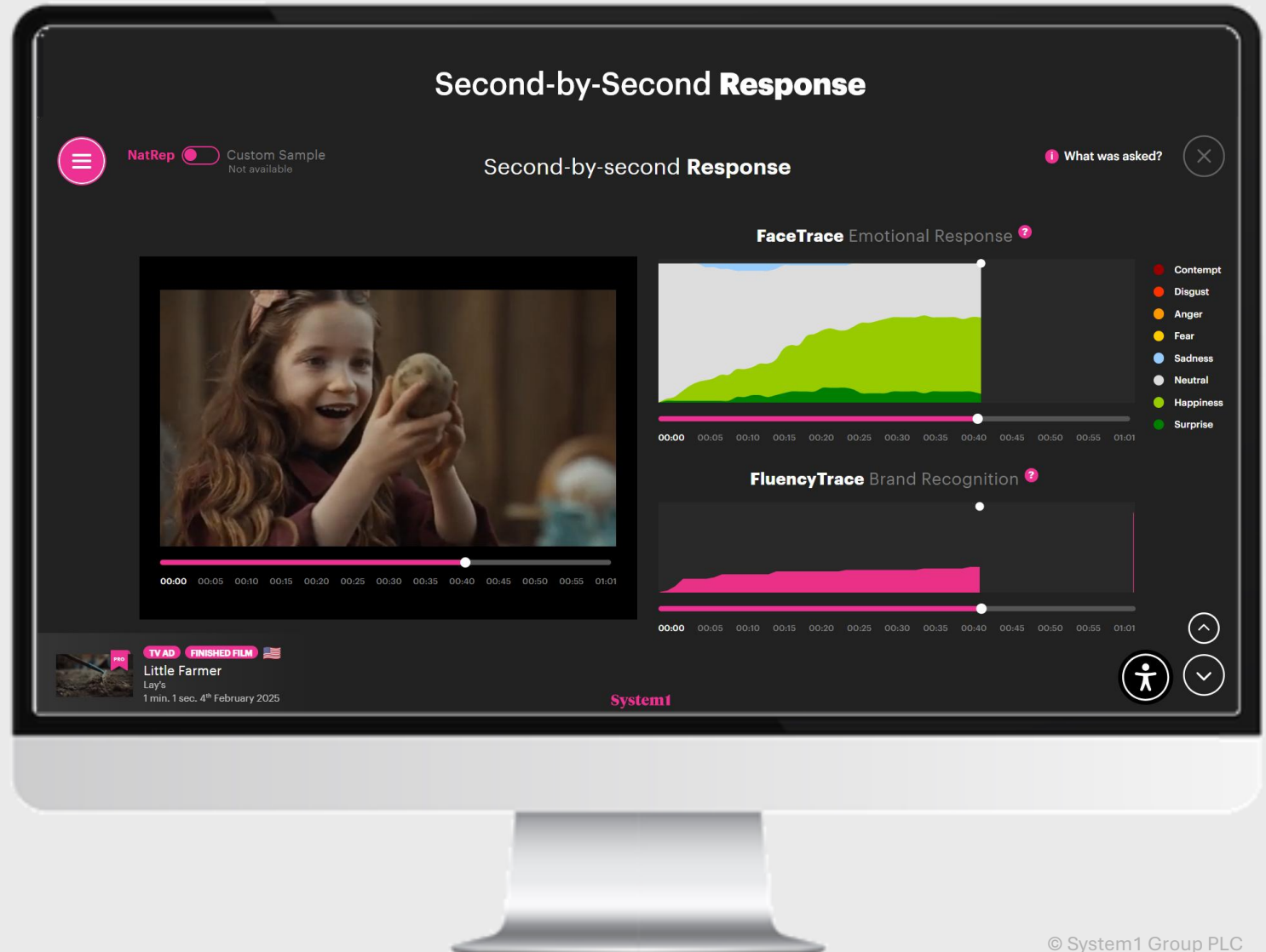


System1 Group ©2006

System1
SuperBowl LIX

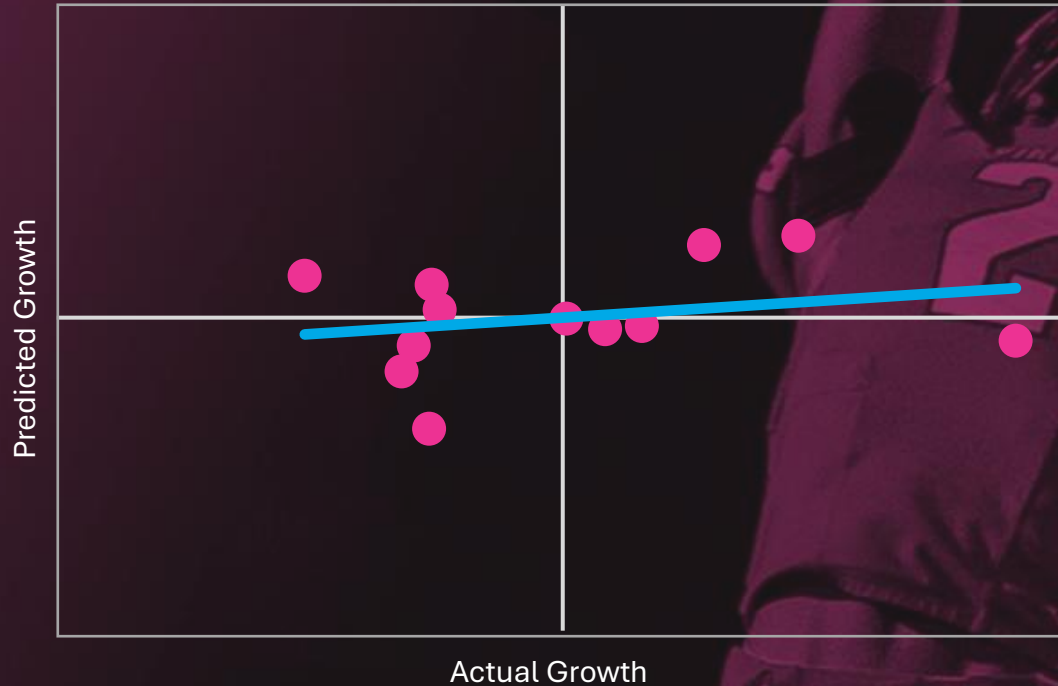
Test Your Ad

System1 also measure the second-by-second emotional and brand response of 150 US respondents to help us understand why that ad is working.



When the System1 Star Rating is combined with Excess Share of Voice (ESOV), it is a much more accurate predictor of market share growth than ESOV alone

Quantity of Advertising
ESOV



Correlation **0.25**

Quantity & Quality of Advertising
ESOV + Star Rating



Correlation **0.83**

ESOV: % share of voice above % share of market. e.g., with 10% market share but 15% share of advertising spend, ESOV would be +5%.
Source: System1 UK Cereals Validation: 12 Brands (55 ads represented), £24m+ TV spend, £700m annual category value

System1
SuperBowl LIX

Validation

System1 Star Rating is a better predictor of market share growth
than career yards are of QB career earnings



Test Your Ad



System1 (Star Rating & ESOV)
predicted market share vs
actual market share

Correlation

0.83

Quarterback Career Earnings
vs Career Yards

Correlation

0.60

System1
Super Bowl LIX



Section 2

The Trends and Top-Scoring
Ads from the Past 6 Years

System1
Super
Bowl
Insights

Super Bowl campaigns remain highly desirable for advertisers, despite the eye-watering price tag

The holy trinity of the Super Bowl: beers, wings, and ads, have all seen significant increases in price ever since Super Bowl I back in 1967.

Despite the staggering increase in ad costs, **major brands understand the cultural importance of the occasion** – ads sell out well in advance of the game, by early November for the 2024 and 2025 games.



A six pack of beers

**1967
(Super Bowl I)**

\$1.82

**2023
(Super Bowl LVII)**

\$7.88

Increase

+333%



**Wings
(Wholesale per lb.)**

\$0.23

\$1.76

+665%



**30 Second
Super Bowl Ad**

\$37,500

\$7,000,000+

+18,567%

<https://www.businessinsider.com/beer-cost-every-year-2018-10#1967-182-15>

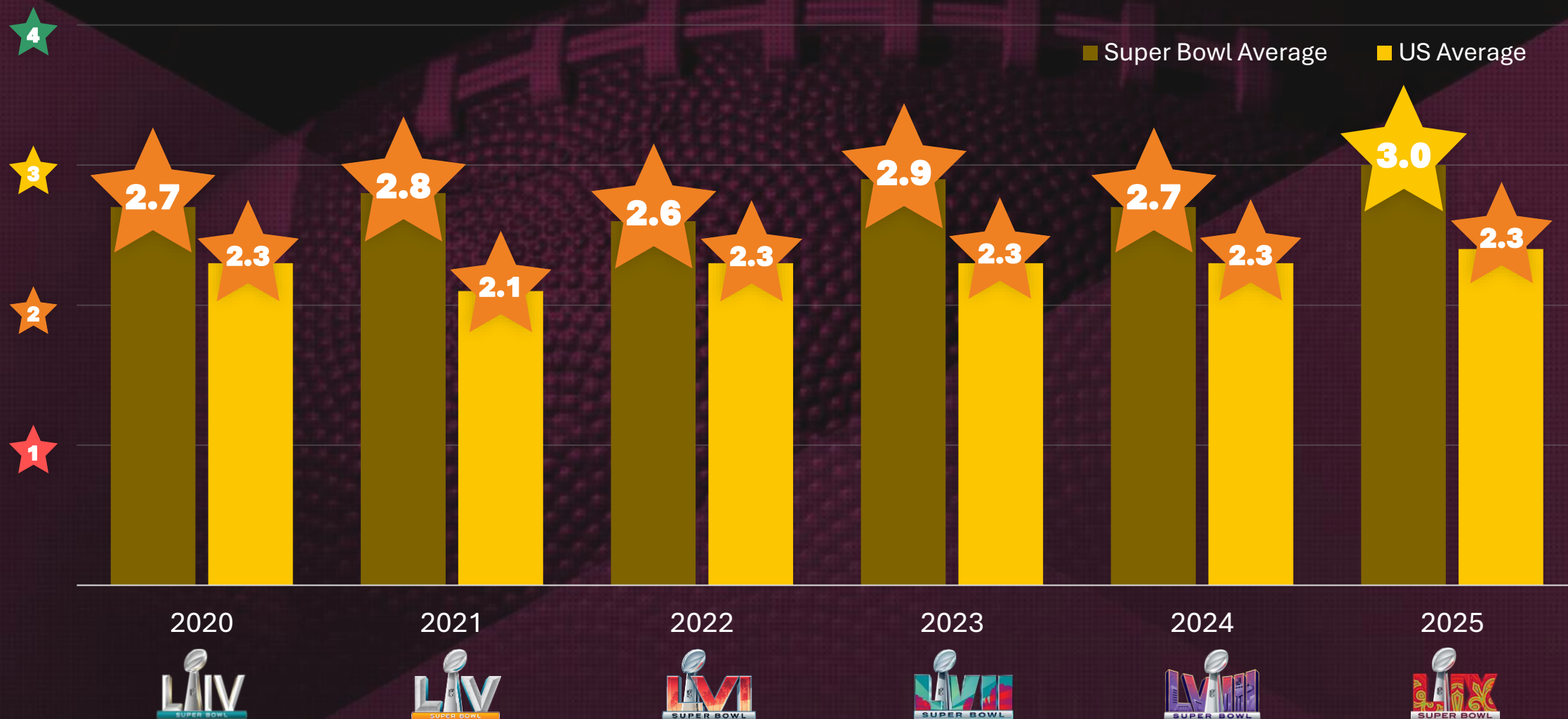
https://www.farmweeknow.com/opinion/perspectives/how-the-super-bowl-shaped-the-chicken-industry/article_fb40a7ae-bfbd-11ee-aa12-2bb4a5dd67cf.html

<https://admeter.usatoday.com/2025/01/09/super-bowl-commercial-costs-since-1967/>

System1
SuperBowl LIX

This year's Super Bowl ads were the strongest in 6 years

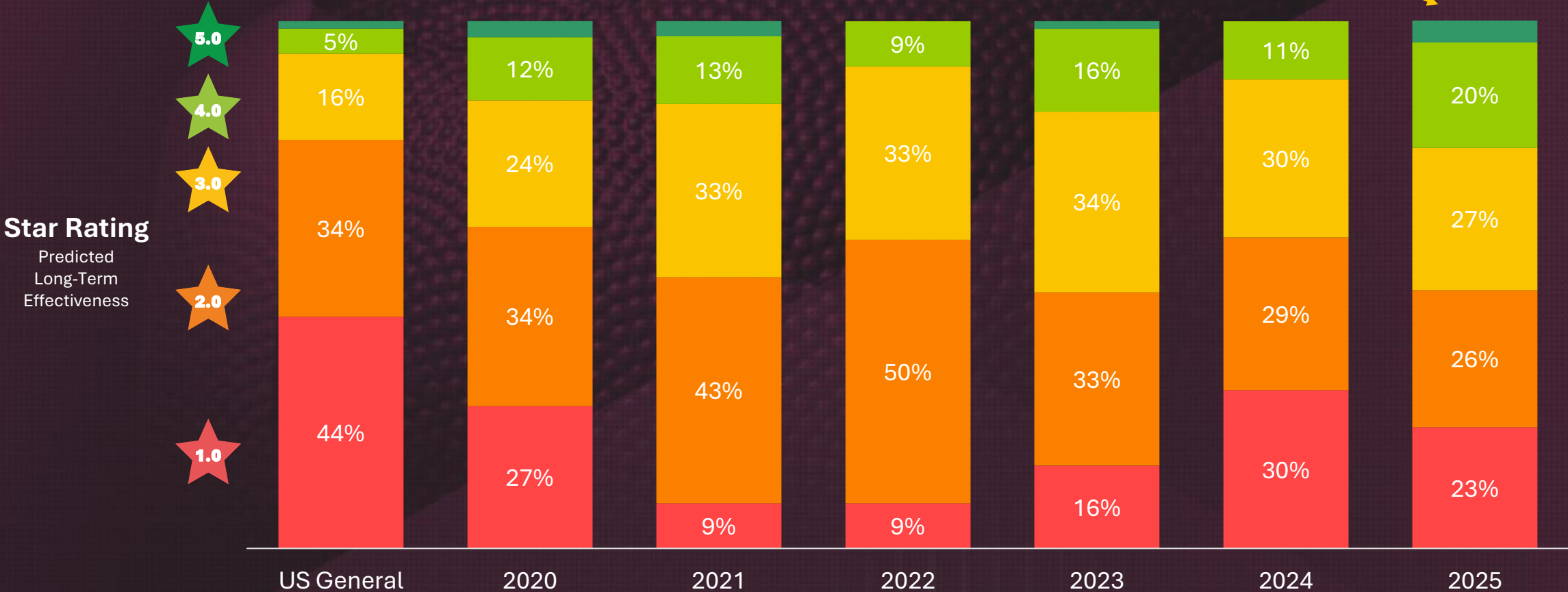
Highest average Star rating since we started testing



System1
Super Bowl LIX

This year's Super Bowl ads were the strongest in 6 years


















The **most 4- and 5-Star ads** since we started testing



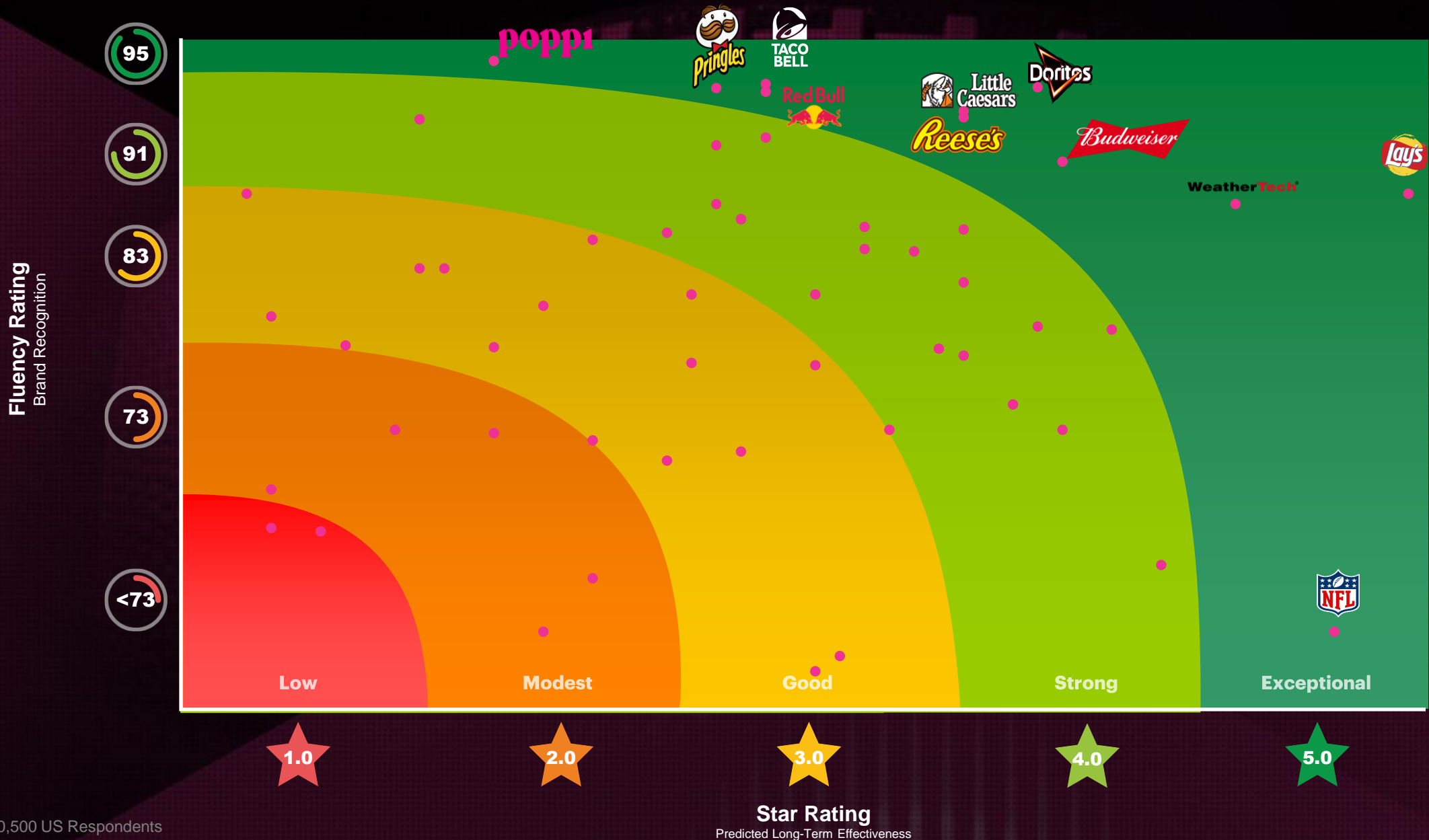
System1 Database, 425 ads tested with over 63,750 respondents.
Star Ratings from the past 6 years of the Super Bowl.

2025 Star Rating Top 10

The highest scoring Super Bowl ads of 2025 for predicted long-term effectiveness (Star Rating)






1			5.9	Click for Report	6			4.5	Click for Report
2			5.6	Click for Report	7			4.4	Click for Report
3			5.2	Click for Report	8			4.4	Click for Report
4			4.9	Click for Report	9			4.3	Click for Report
5			4.7	Click for Report	10			4.1	Click for Report

Effective advertising requires positive Brand Recognition (Star Rating x Fluency)



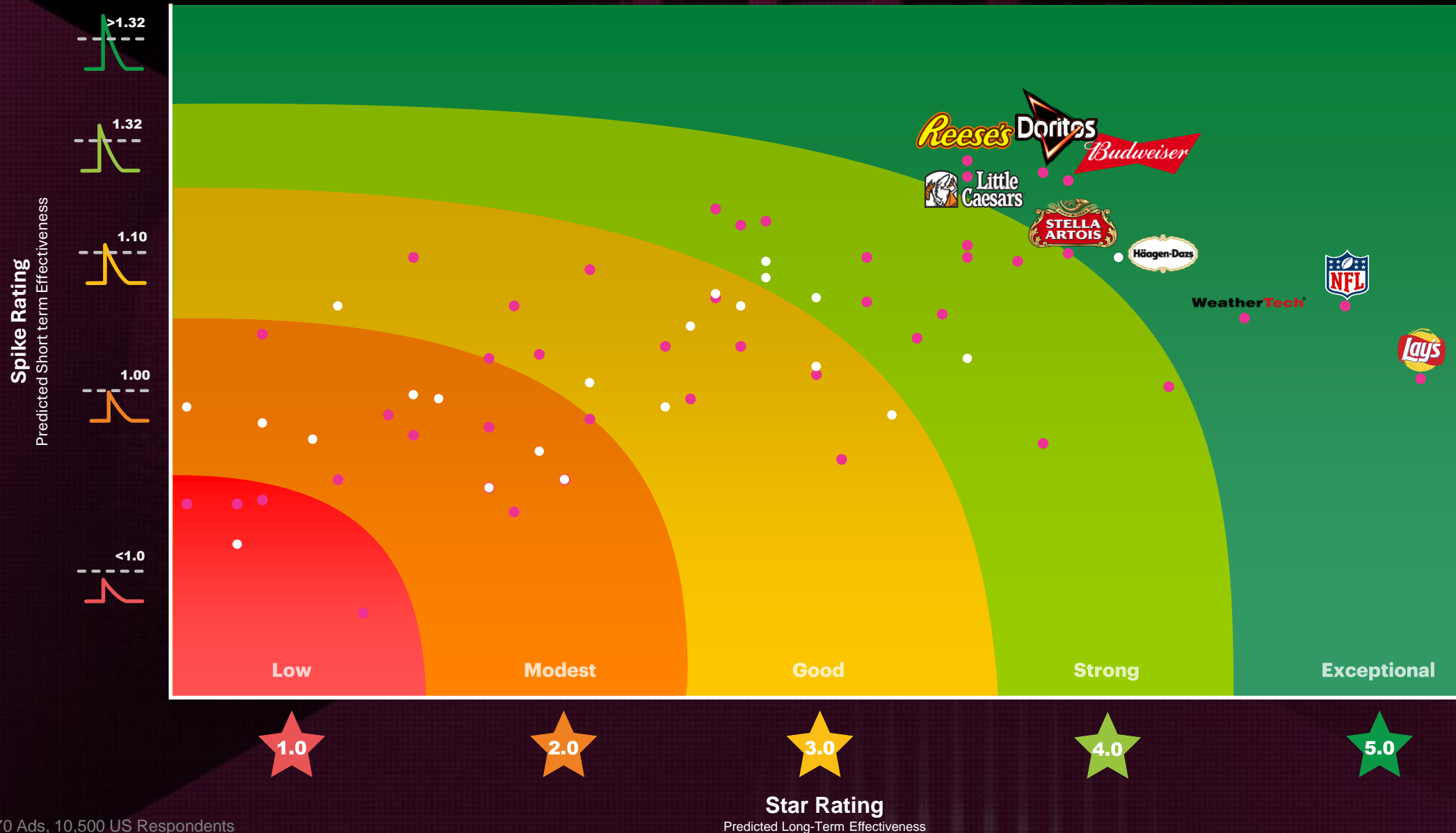
2025 Spike Rating Top 10

The highest scoring Super Bowl ads from 2025 for predicted short-term effectiveness (Spike Rating)

1			1.70 Spike Rating Exceptional	6			1.54 Spike Rating Exceptional
2			1.67 Spike Rating Exceptional	7			1.51 Spike Rating Exceptional
3			1.66 Spike Rating Exceptional	8			1.49 Spike Rating Exceptional
4			1.58 Spike Rating Exceptional	9			1.47 Spike Rating Exceptional
5			1.55 Spike Rating Exceptional	10			1.46 Spike Rating Exceptional

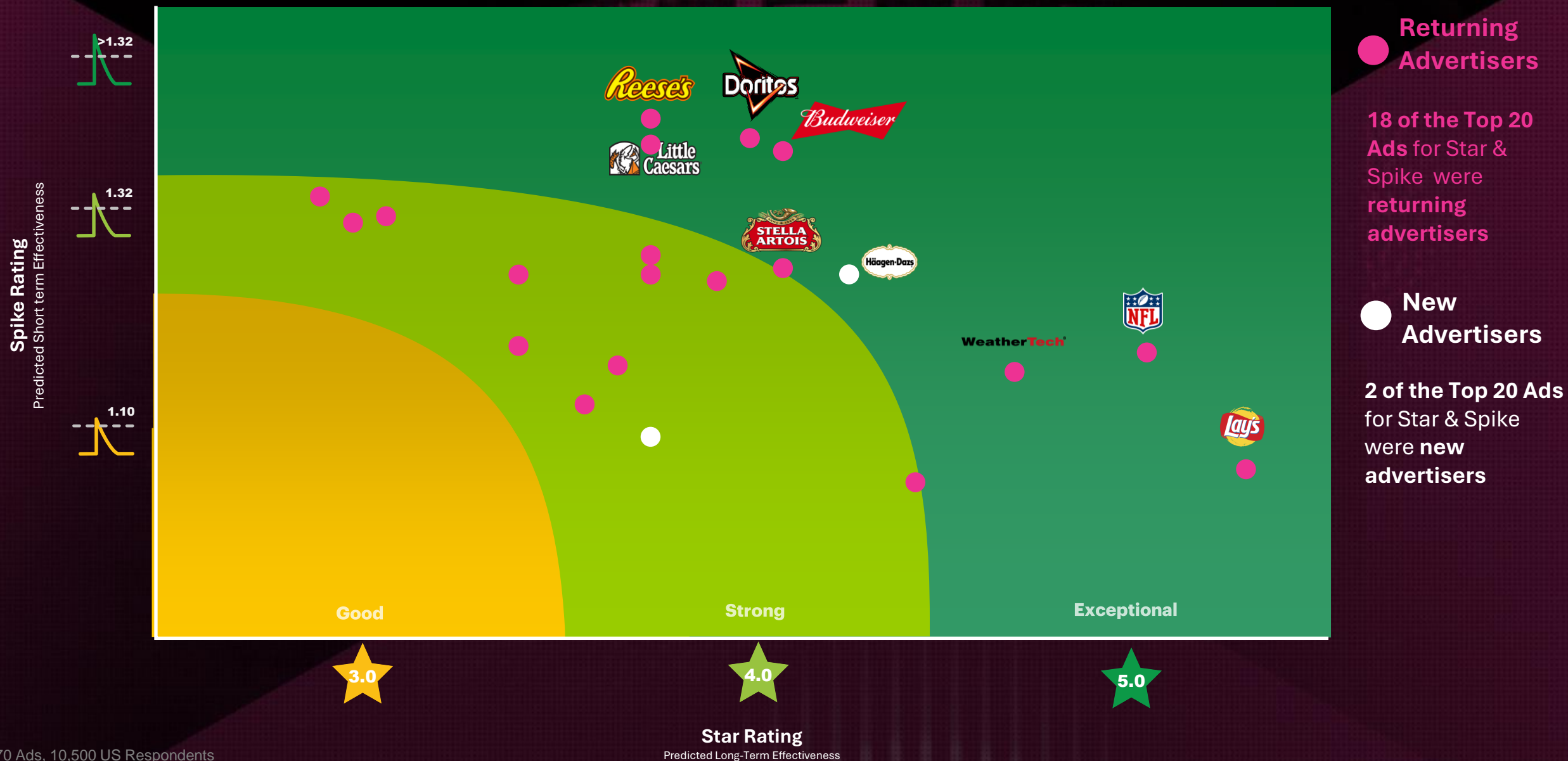
Great advertising can deliver both long & short-term effectiveness

(Star Rating x Spike Rating)









Returning advertisers win on short & long-term effectiveness

(Top 20 | Star Rating x Spike Rating)



2025 Category Standouts

The biggest winners of the Super Bowl are those who outperform their category (Star Rating Uplift vs Category Norm).

1			+	3.4	Top 1% of Auto Ads	6			+	2.2	Top 1% of Beer Ads
2			+	3.2	Best Sports Ad ever tested	7			+	2.2	Top 2% of Beer Ads
3			+	2.8	Best Salty Snack Ad ever tested	8			+	2.1	Top 2% of Mortgage Ads
4			+	2.5	Top 1% of Sports Ads	9			+	2.0	Top 3% of Consumer Banking Ads
5			+	2.3	Top 1% of Pharma Ads	10			+	1.7	Top 3% of Beer Ads

2020-2025 Ad Hall of Fame

2025 was the highest-scoring Super Bowl since System1 started testing every ad aired in the big game, with 4 new ads entering the top 10, including a new top 2.

1			5.9	2025	6			5.2	2020
2			5.6	2025	7			5.1	2020
3			5.4	2021	8			5.1	2021
4			5.3	2023	9			4.9	2025
5			5.2	2025	10			4.9	2022

2020-2025 Advertiser Hall of Fame

Highest Average Star Rating for brands appearing in at least two Super Bowls 2020 - 2025

1				6			
2				7			
3				8			
4				9			
5				10			



Section 3

9 Plays to Win the Super Bowl

Golden insights from our data and analysis with 9 rules to create effective Super Bowl ads

System1
**Super
Bowl**
Insights

System1

9 Plays to Win the Day

Drawing on System1's extensive research and testing, including hundreds of Super Bowl ads from the last 6 years, we've identified 9 plays to win the day and maintain momentum throughout the year.



A Powerful Offense

Make Sure They Know It's You

The Fluent Device: The Fix for Falling Fluency

Celebrity Star Power

Sincerity Beats Star Power

Defeat Dullness

Appeal to Everyone

Connect with Sport



Defense Wins Championships

Consistency Compounds



Special Teams

Use digital to extend your impact

Super Bowl Insights

1

Make Sure They Know It's You

Super Bowl 2025 had the strongest ads in six years, but **fluency hit an all-time low. 21% of viewers couldn't recall the brand** behind the ad. That's millions wasted.

You might argue *fame* and *buzz* are the goal, but without strong branding, ads fail to use the **Fluency Heuristic** - when something comes to mind quickly, it feels like the right choice.

The best ads make branding an **inseparable part of the story**, whether through **characters, recurring themes, or creative cues** that are unmistakably yours. The lazy option is blaming celebrities. The real issue? Brands **swap celebrities every year** instead of building **consistent insights and creative ideas**.



98



97



97

The Fluency Problem Continues

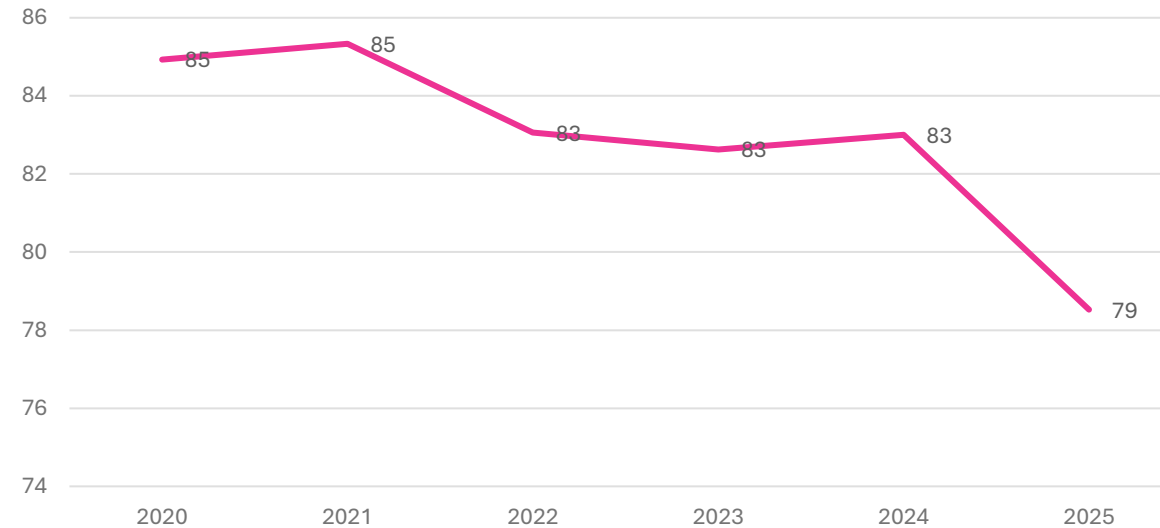
Impact requires recognition, but **Super Bowl ad fluency has hit a new low. 21% of viewers couldn't recall the brand behind the ad.**

Ad spend is wasted when audiences don't know who the ad is for. At **Super Bowl pricing, that's millions lost in seconds.** Despite delivering the strongest lineup of ads in six years, branding is being left behind.

If viewers can't connect your ad to your brand, you've already lost.

We can't let this trend continue year after year. It's time for the industry to make fluency a priority. Here's how brands can fix it.

% Brand Recognition (Fluency Score)



Super Bowl Ads
Average Fluency



Total US Ads
Average Fluency



“Fewer viewers recall what brand each Super Bowl ad is for every year. Imagine spending \$7 million on a spot and about a quarter of people have zero idea who the ad was for.”

Andrew Tindall
System1, SVP System1

2

The Fluent Device: The Fix for Falling Fluency

With **fluency at an all-time low**, too many brands are entertaining millions but failing at the most basic level - being remembered.

A Fluent Device could fix that. A Fluent Device is a recurring brand character (Geico Gecko), or creative conceit expressed as a slogan ('You're Not You When You're Hungry') used as the primary vehicle for drama in an ad. Without them, the ad would make little sense.

Fluent Devices can **do the heavy lifting for branding, ensuring the audience connects the ad to the brand instantly. However, they can also drive emotional impact.** When people recognize something familiar, it creates a positive feeling, making the ad more effective.

Budweiser



100

Red Bull



98

Nerds
candy



4.3

The Fluent Device Effect

Data from 6 Super Bowls shows that ads with fluent devices, whether a character or slogan, consistently outperform those without. Yet, despite their proven power, they remain hugely underused.

Fluent Devices drive the long-term effectiveness and boost brand fluency, yet only 10% of all Super Bowl ads featured a character, and just 4% leveraged a fluent device slogan.

Few Super Bowl brands use fluent devices, but those that do **win big**.

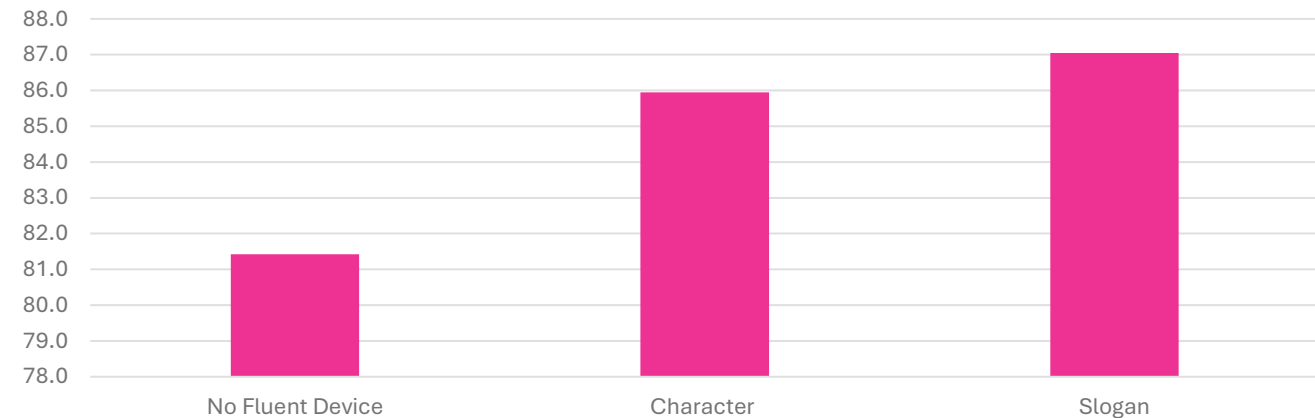
Long-Term Effectiveness (Star Rating)

All Super Bowl Ads



% Brand Recognition (Fluency Rating)

All Super Bowl Ads



SuperBowl Insights

3

Celebrity Star Power

Celebrity cameos were everywhere this year, **up 13% from last year**, making it **even harder to stand out**. With so many famous faces fighting for attention, using them well is more important than ever.

The **best ads** either **subvert expectations** or **lean into what makes their stars iconic**—while **keeping the brand at the center**.

Häagen-Dazs flipped the script on Fast & Furious stars Vin Diesel and Michelle Rodriguez, **swapping high-speed action for slow, indulgent moments**. **Stella Artois** played to its strengths, **continuing its partnership with David Beckham** by **putting him at the heart of a humorous US vs. UK narrative**. **Hellmann's** used celebrities for **what they're known for**, recreating When Harry Met Sally with Meg Ryan and Billy Crystal, while **Sydney Sweeney** added a **fresh twist**.



4.7



4.5





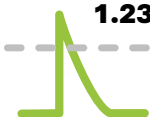



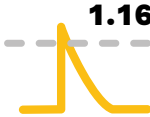



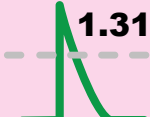

4.1

Start with an idea, not a celebrity

60% of Super Bowl ads in the past 6 years have used celebrities. But despite the hefty price tag – effectiveness is not guaranteed.

Ads with a celebrity perform no better than ads without on long-term effectiveness. However, they can work to drive short-term effects better.

We recommend ads **feature them doing what they are known for**; try to **stick to the same talent** to build brand linkage and **integrate them into a brand creative idea or story**.

% of Ads	Feature	Star Average	Spike Average	Fluency Rating
60%	 Celebrity	 2.8	 1.23	 84
40%	 No Celebrity	 2.8	 1.16	 80
14%	 Fluent Device	 3.4	 1.31	 87



“When brands get it right, we see famous talent feature in a branded creative idea that dials up emotion. Multiplying effectiveness.”

Andrew Tindall
System1, SVP System1

SuperBowl Insights

4

Sincerity Beats Star Power

But for all the **press attention on celebrities**, **7 out of 10 of the top-rated Super Bowl ads didn't rely on them at all**. Instead, they focused on something even more powerful: **sincerity**.

Heartfelt, **authentic storytelling** won big. **Lay's spotlighted real potato farmers**, giving the brand a tangible, down-to-earth feel. **The NFL's ad tugged at the heartstrings**, showcasing players mentoring New Orleans youth and proving that every child can become *somebody*. And **Pfizer flipped the script** on typical pharmaceutical ads, shifting the focus from fear to hope, pledging to achieve **eight cancer breakthroughs by 2030**.

Big names might get headlines, but real stories get remembered.



5.9



4.4



5.6

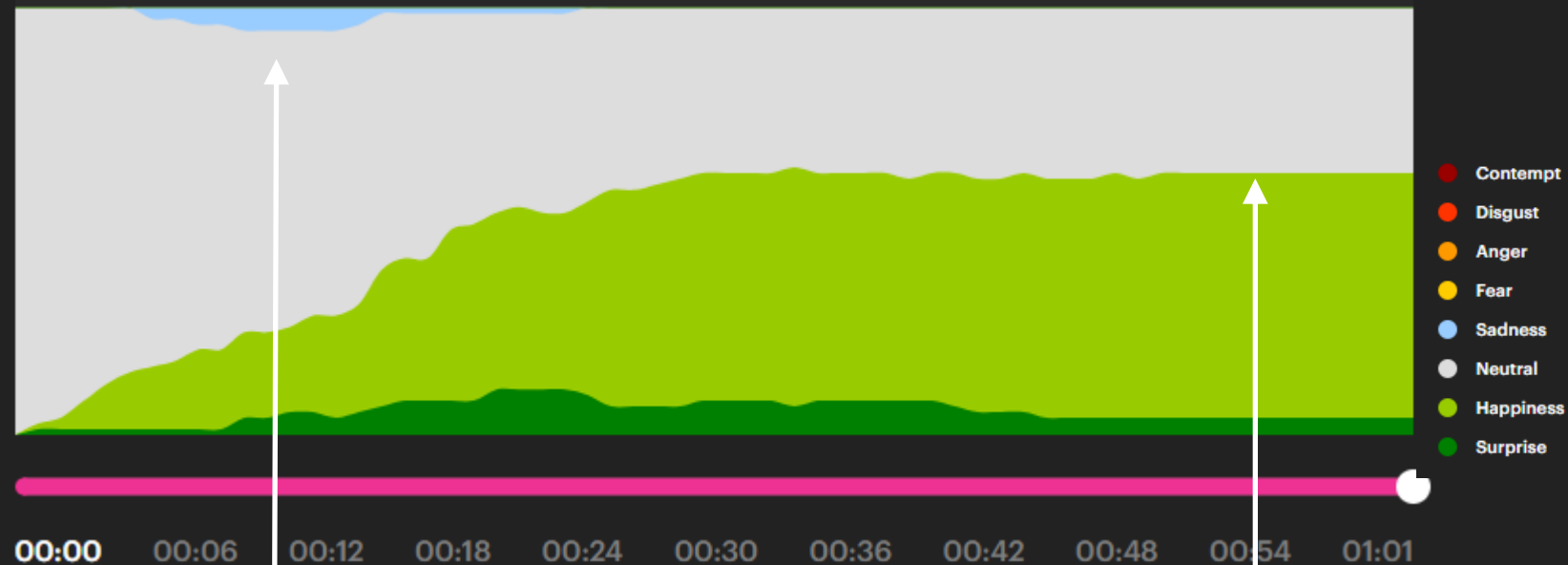
Lay's: A Story Worth Savoring

In the **59th Super Bowl**, Lay's delivered the **first-ever 5.9-Star ad**, proving sincerity beats star power. Ditching celebrities, Lay's told a heartfelt story of the "**Little Farmer**," a young girl nurturing a potato from seed to harvest, a **perfect metaphor for Lay's real family farms**. With rich storytelling, emotion, and a melodic soundtrack, it's a **masterclass in right-brain creativity** and long-term brand building. This ad built happiness throughout, eating into neutrality, and generated very little to no negative emotion.



FaceTrace Emotional Response ?

5.9



SuperBowl Insights

5

Defeat Dullness

In the weeks before the Super Bowl, much is made of the **need for ads to stand out** and **evoke emotion** and for good reason. The **most common emotional response to advertising is none at all.**

On average in the US, **Test Your Ad respondents select neutrality 47% of the time, making it the largest single emotion recorded.** Apathy inducing advertising is one of the easiest ways for you brand to be forgotten and ultimately steals from positive emotions of happiness and surprise. In other words, don't be dull.

As explored in the **Extraordinary Cost of Dull** the **difference this makes to media efficiency is quite staggering.**



19%
Neutrality

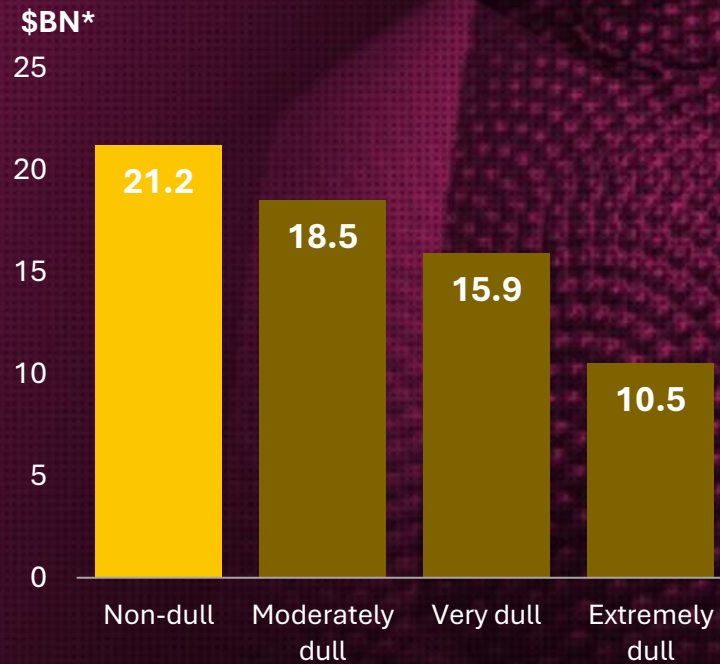


19%
Neutrality

The Extraordinary Cost of Dull TV advertising to US Brands

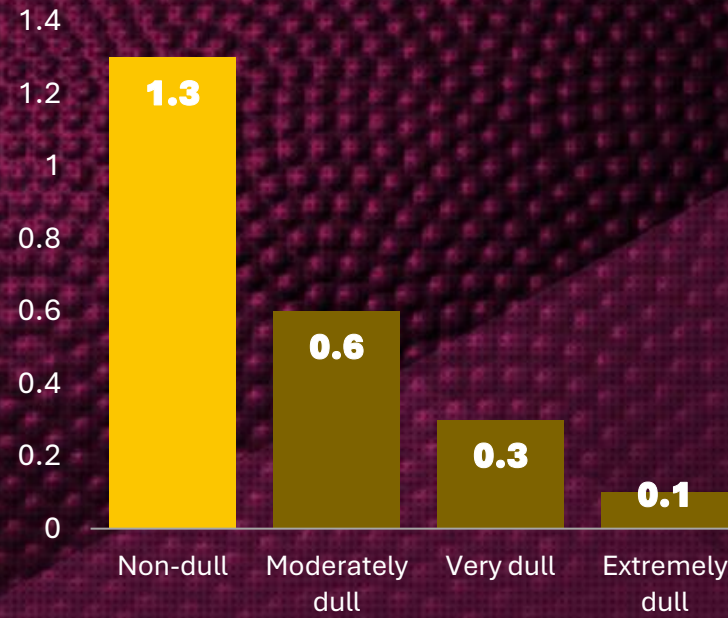
Dull advertising (elicits neutral emotional responses) requires 2X the media spend to achieve the same market share growth as more engaging, emotionally resonant ads

US TV ad spend*



*Average estimated annual spend on all US TV ads (n>55,000) tested in Test Your Ad Premium since 2017. c13,900 ads per quartile. Spend estimates projected from Vivvix ad-level spend estimates for ads monitored in Test Your Ad, extrapolated to total US TV commercial spend estimate for 2022 (Statista)

Growth efficiency of ads*



*Annualised SOM gain points projected from Star ratings assuming a brand of 5% SOM and 15% SOM = +10 ESOV

Extra spend needed to match non-dull ads market share growth*



*Estimated extra annual spend over current levels needed to match **forecast** growth potential if non-dull

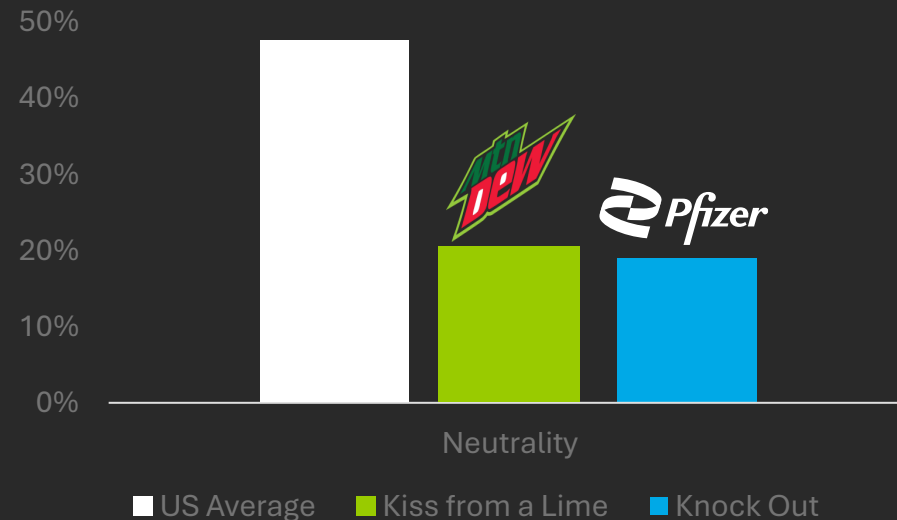
Different ways to Defeat Dullness

The **two ads** which scored the **lowest for neutrality (AKA the least Dullness)** this year were on opposite ends of the 'sincerity vs unhinged' advertising spectrum, which just goes to show that **isn't one set formula for entertaining audiences and making them feel something.**

Mountain Dew's "Kiss from a Lime" ad set the internet and TV screens ablaze with its **extreme lateral thinking**, heavily leaning into the unhinged content trend which is oh so popular on TikTok.

Pfizer's Knock Out ad on the other hand **tugged at the heartstrings** and left viewers feeling uplifted with its **tension resolving, dynamic story arc.**

FaceTrace Emotional Response



Hot Take

Vanessa Chin
SVP System1



“

You don't need to be controversial to reduce neutrality and defeat dull. Sometimes you just need to zig when others zag.

SuperBowl *Insights*

SuperBowl Insights

6

Appeal To Everyone

The Super Bowl has an incredibly diverse audience, with all ages, genders, ethnic and cultural backgrounds tuning in. **Ads that drive the most positive feeling and highest Long-Term Effectiveness Star Scores across this vast group focus on themes and celebrities with broad appeal.**

Whether it's a determined baby horse from Budweiser or a young farmer from Lay's, David Beckham meeting his secret brother, or the Fast & Furious crew enjoying a relaxing ice-cream, **easily understood stories create impact and build positive associations** for the brands involved.

Authentic portrayals of less-represented groups from the wider audience create positive feeling, especially amongst those seeing themselves on screen. Michelob's pickleball hustlers and WeatherTech's free-spirited grandmas offer a fresh view on what aging can look like, while NFL's flag footballers and Nike's pro athletes provided a highlight for women's sport.

WeatherTech
Automotive Accessories



5.2



4.5



4.9

SuperBowl Insights

7

Connect with Sport

Let's not forget why we're here. **Sports** is arguably the **most relevant mass culture reference** and when it's incorporated in Super Bowl ads, we see that it **continues to drive long- and short-term effectiveness**.

But what's the best way for marketers to harness the power of sports? While **showing the game in action boosts emotional intensity**, the **most powerful ads go beyond the field**, tapping into the **emotions sports create**. Fan stories, raw reactions, and the human moments behind the game are often what truly resonate.



5.6



4.9

Michelob
ULTRA



4.1

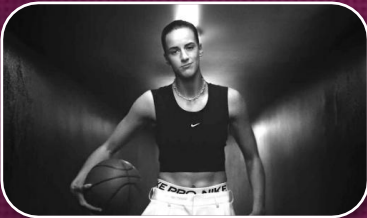
System1
SuperBowl LIX



DURACELL®

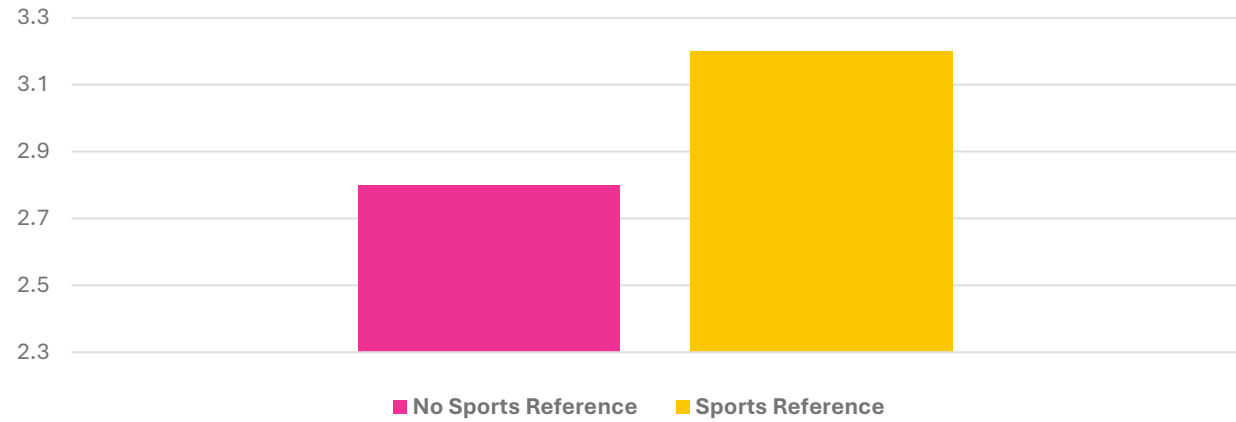


Michelob
ULTRA



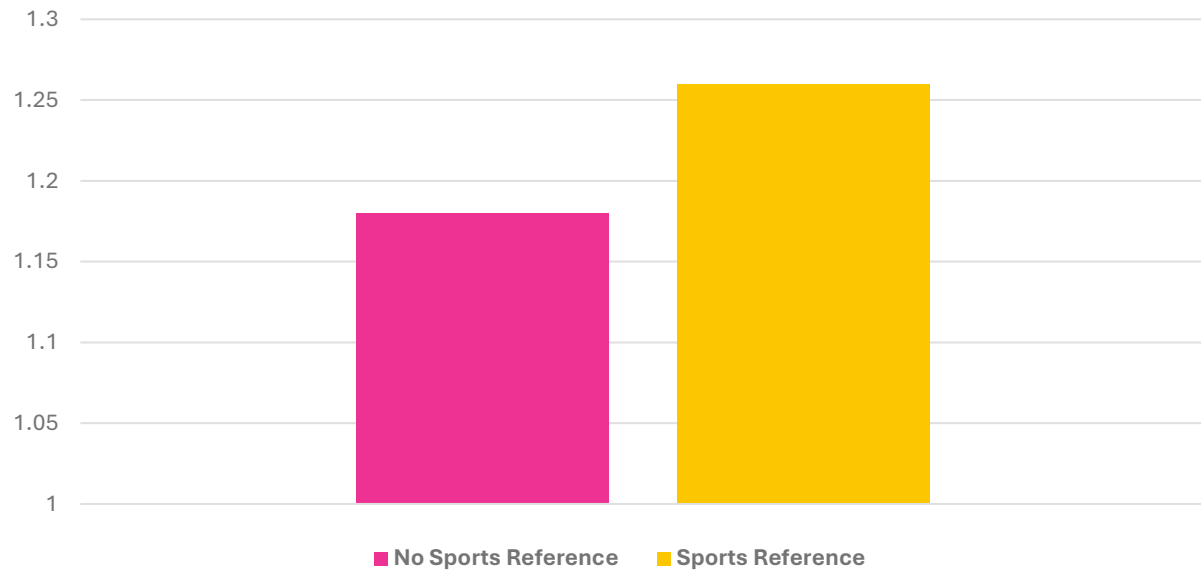
Long term Effectiveness (Star Rating)

All Super Bowl Ads



Short term Effectiveness (Spike Rating)

All Super Bowl Ads



SuperBowl Insights

8

Consistency Compounds

About the only time a 'favorite commercial' debate may come up is the Super Bowl: there's a short list of iconic ads over the years. While once-off ads can deliver outsize impact, **using consistent fluent devices (the characters or scenarios owned by brands) and themes across years builds positive associations for your brand, making each new edition work more effectively.**

Beyond the Super Bowl, there's real opportunity is in making sure your Super Bowl effort aligns with your brand campaigns throughout the year.

Finding **the right insight-driven positioning** for the brand, then **building and evolving creative** from this solid starting point, allows investment, **reinforces the audience's awareness and understanding** of your brand and their positive feelings towards it, and **drives long-term growth.**

Booking.com



4.1

Budweiser



4.5

Red Bull



98

Consistency is a Super Bowl win

Consistency makes it easy for the audience to recognize your brand and engage with your ad.

Brands who commit to a consistent approach see improvements in the response they draw from consumers, a higher Fluency and Star rating ensuring **lower ad wastage and a predicted +1% additional long-term share gain.**

One of the most consistent of all approaches to the Super Bowl comes from Budweiser, who have relied on the Clydesdales to represent the brand since the 1980s. **Bud was Top 10 this year with a touching story about a foal and a lost beer barrel, with a Strong 4.5 Stars and 94 Fluency.**



Low Consistency
2025 Super Bowl Ads
Modest Long-Term Effectiveness
Modest Brand Fluency



High Consistency
2025 Super Bowl Ads
Good Long-Term Effectiveness
Good Brand Fluency

Compound all year

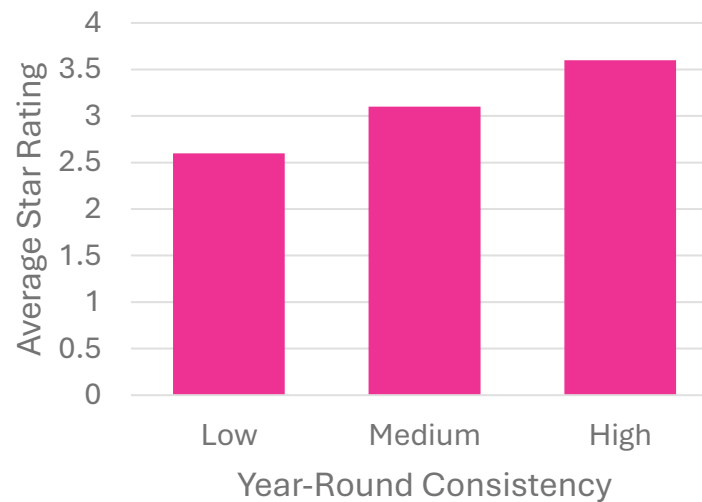
Ensuring that the creative assets used in Super Bowl commercials align to those used the rest of the year makes it easier for the audience to recognize the brand and respond positively.

Brands who are consistent across the year see a significant impact on their Super Bowl ad's effectiveness, with a **1-Star uplift from low consistency to high consistency brands and an extra 14 points of brand recognition.**

Super Bowl first timer Red Bull was amongst the strongest newcomers with a Good 3.3-Star rating and an Exceptional 98 Fluency – **the distinct visual style and 'Red Bull gives you wings' creative ensured nearly everyone who the ad understood exactly who it was for.**

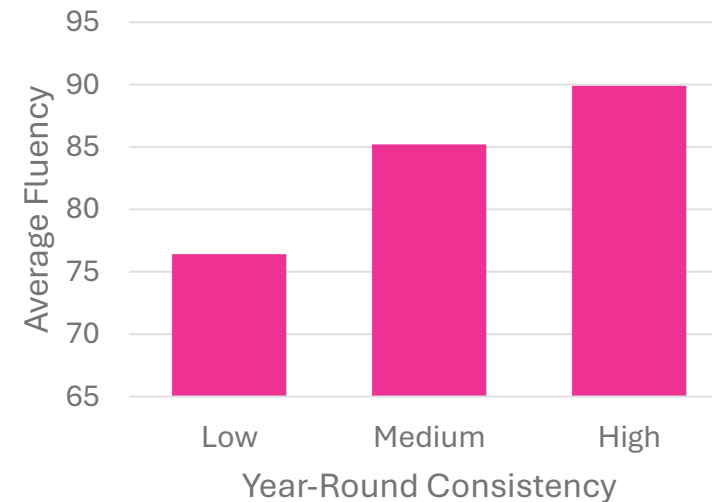
Long-Term Effectiveness (Star Rating)

2025 Super Bowl Ads



Brand Recognition (Fluency)

2025 Super Bowl Ads



Consistency's longterm payoff is exponential

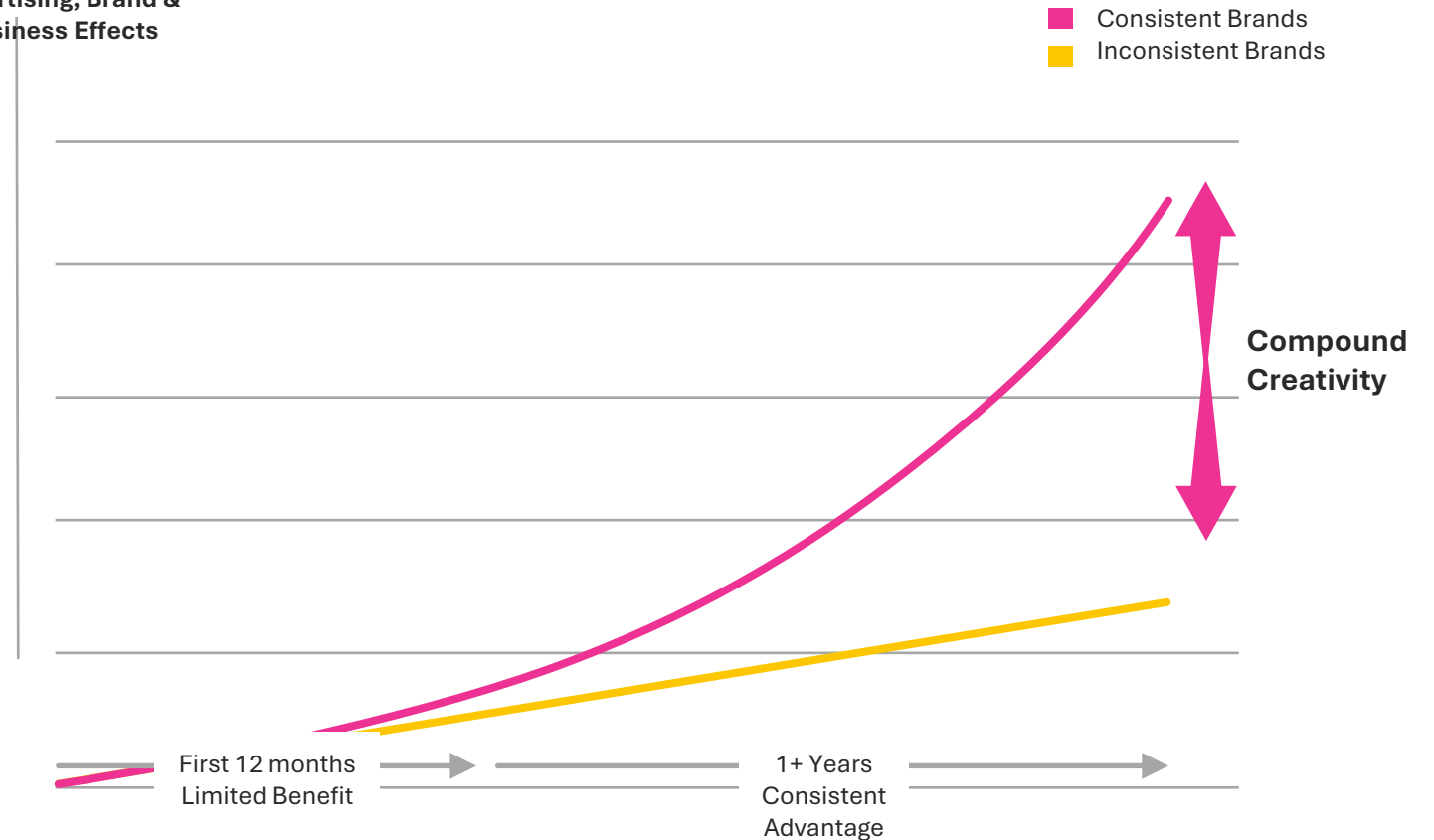
Creative Consistency delivers a compounding effect that delivers increasing creative quality, brand strength and business returns the longer it's in effect.

1. Creative Foundations: A strong creative identity from the outset to ensure consistency delivers results.

2. Culture of Consistency: Dedication to consistency across channels, commitment to longer ad life, and a focus on entertaining the audience, to drive business impact.

3. Consistent Execution: How brands show up. The visible features that consumers will learn to recognise and cement the brand in their minds.

Advertising, Brand & Business Effects



Hot Take

Andrew Tindall
SVP System1



“

**Consistent brands
squeeze the most out
of creativity and
effectiveness.**

**The Super Bowl is no
exception.**

System1
SuperBowl LIX

SuperBowl Insights

9

Extend with Digital

Whilst the Super Bowl may be the only time of year where **most of the US** gathers round the TV to **actively watch the ads**, that **doesn't mean** that your **reach and impact need to stop there**.

The Super Bowl is a time where advertisers raise the bar. And that applies to other channels across the media mix too.

System1's Test Your Ad Digital shows that Super Bowl ads can deliver both short-and-long term effectiveness beyond the big screen.

A cut-down for digital of Reese's Super Bowl ad scored in the **Top 3%** of all US digital video ads tested for predicted long-term effects.

Reese's

4.3



[Click for Report](#)

Thank You

Further Reading



System1
Super
Bowl
Insights