



Your Complete Guide to NFL TV Ad Effectiveness

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Audiences Keep Choosing – and Engaging With – the NFL



Today's audiences have more choices than ever, yet premium content continues to command engagement at an unmatched scale. Within that landscape, the NFL remains TV's most-watched programming event – and it continues to prove that the biggest audiences also drive meaningful consumer action long after the final whistle.

Disney and ESPN deliver the NFL's most complete lineup – preseason, regular season, playoffs – plus NFL Network and NFL RedZone for the ultimate superfan. Last season, **a single NFL ad generated the same total impact as roughly 73 ads during the average primetime broadcast and cable program, according to EDO TV outcomes data.** And across Disney's platforms, the results were even stronger. Viewers were **41% more likely to engage with advertisers that aired during NFL on Disney** than the primetime average. We're bringing more NFL, more moments, and more ways for brands to connect with fans than anywhere else.

This past February, we unveiled "The Year of the Super Bowl" – a landmark, year-long celebration building towards the return of the Super Bowl to ABC, and ESPN's first Super Bowl production ever. This year we're excited to have more than 55 brands across 30 distinct categories join us for one of the broadest advertiser and category mixes in Super Bowl history.

Super Bowl LX ads were 226% more effective than the primetime average, **with one ad generating the same impact as more than 1,450 standard primetime spots.** From innovative integrations and custom content solutions, live events, and first-of-its-kind, cross-platform visibility tied to the Super Bowl and the NFL's biggest moments, our teams at Disney and ESPN can't wait to bring the action to fans – and the ultimate value to advertisers.

The insights in EDO's latest TV Outcomes Report reinforce what we see across premium television every year: when brands align with the moments audiences value most, it drives stronger engagement and measurable business outcomes.

As we prepare for another incredible NFL season and Super Bowl LXI at SoFi Stadium, advertisers have an unparalleled opportunity to not only reach consumers, but also drive meaningful outcomes.



Jim Minnich

SVP, Revenue & Yield Management

Disney Advertising

4 Key Takeaways from the 2025-26 NFL Season



NFL's Ad Impact Continues to Reach New Heights

The NFL's massive, engaged audiences continue to deliver results. **The average regular-season ad generated the same impact as 73 ads on primetime TV**, up 15% from 2024-25. Meanwhile, the average Super Bowl spot matched the impact of 1,455 primetime ads.



Pharma Brands Find Cure on the Gridiron

The top two NFL regular season advertisers – and three out of the top five – were Pharma brands. Often running 60-second spots, **brands in this category were 95% more effective during regular-season NFL games** than they were during primetime broadcast and cable.



AI Takes the League By Storm in 2025-26

New advertisers like Claude and AI-themed ads from brands like Microsoft and IBM landed with audiences. For example, **Microsoft's ad highlighting Copilot's AI-powered animation capabilities was the top creative among Internet & Telecom companies**, and it was 667% more effective than the average regular-season ad overall.



Celebrities Turn Fame Into Brand Engagement

A range of celebrities appeared in some of the season's most engaging ads, across brands like **Lavazza** (Steve Carell and John Krasinski from *The Office*), **Old Spice** (The Dallas Cowboys' CeeDee Lamb), **Gillette** (TikTok stars Frank and Joe Mele), and **Hyundai** (Parker Posey from *The White Lotus*). This trend continued during the Super Bowl, which saw celebrity appearances in 98 ads across 20 brand categories.

NFL Consistently Delivers Big Hits for Advertisers

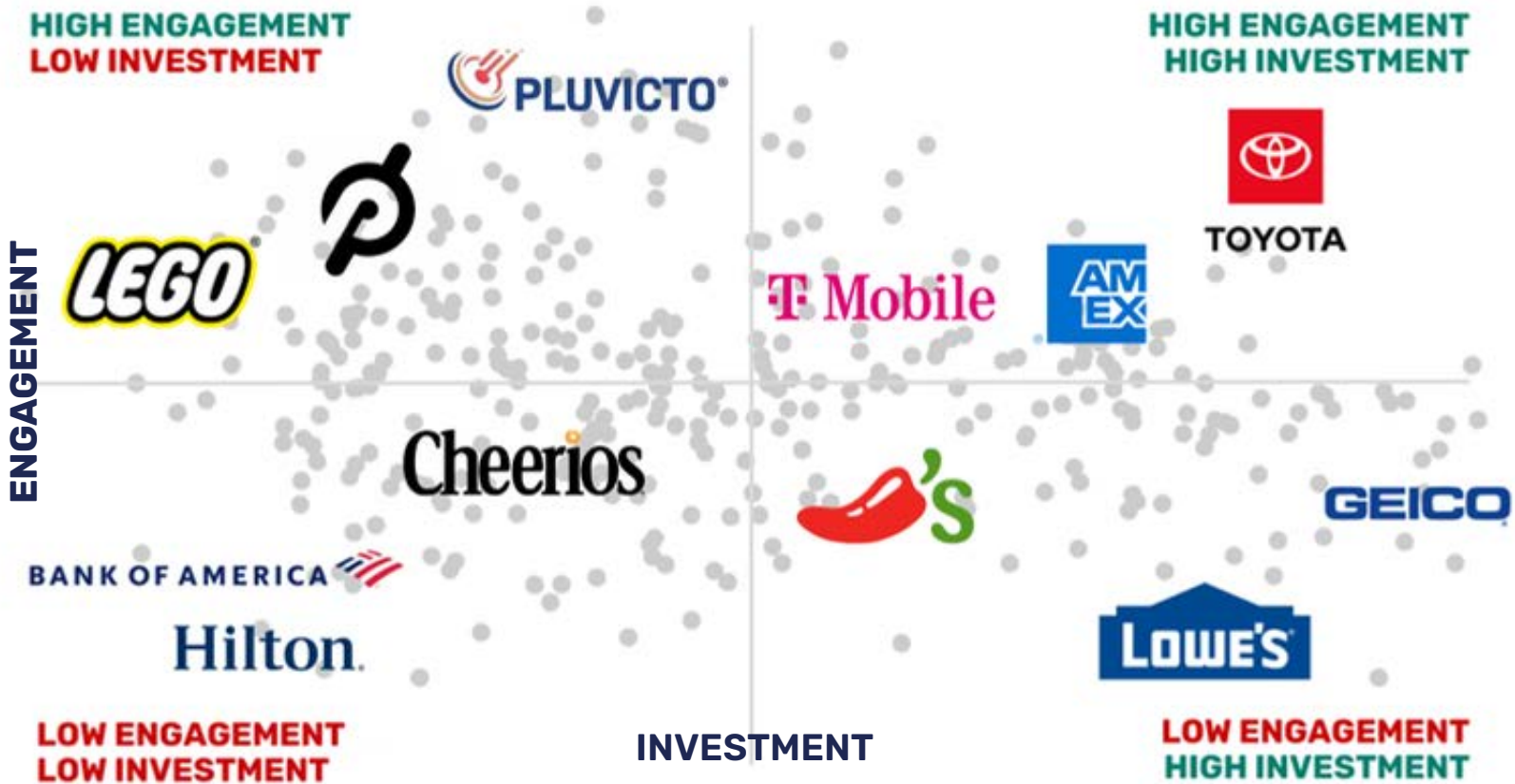
The NFL continued its reign as the leader in Convergent TV advertising throughout the regular season and playoffs, peaking during a Super Bowl where **the average Big Game ad generated 226% more engagement than the primetime benchmark on a per-person, per-second basis**. Pharma brands were among the most effective brands during the regular season, led by Nemluvio.

Ad Effectiveness Ranking

Brand	Ad Effectiveness
Nemluvio	+1,683%
Pluvicto	+780%
Gillette	+627%
Ebglyss	+526%
Adobe	+488%
SoFi	+412%
Duracell	+401%
Total Wireless	+387%
JCPenney	+374%
Spectrum	+366%

***READ AS:** Brand was x% more effective than the average regular-season advertiser.

NFL Brand Performance Matrix



Winning Strategies

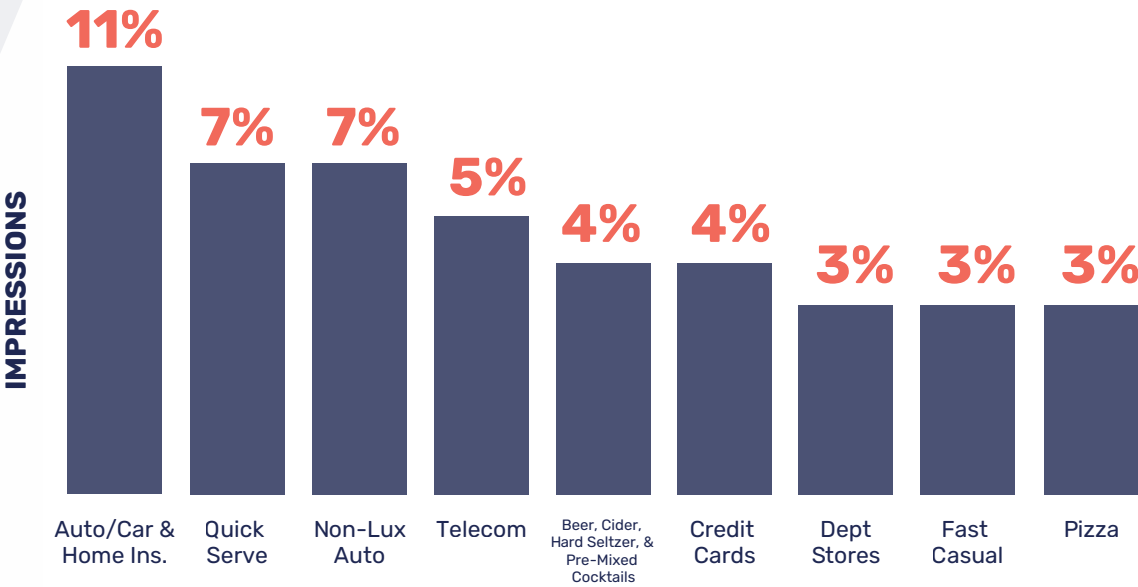
SoFi

+412% more effective*

Online bank SoFi ran some of the most engaging ads during the 2025-26 NFL regular season, particularly when teaming with reigning MVP Josh Allen. Its **most effective spot** showcased Allen and highlighted its top features, outperforming the average NFL regular-season ad by 502%.



Impressions per Category



***READ AS:** Category represents xx% of total regular-season media weight (Excluding TV, movies, and sports leagues).

1 ad during 2025 regular season **has same impact as** **73** average ads on broadcast and cable TV



576 total advertisers during 2025-26 season

Key Stats: 2025-26 NFL Season

	AIRINGS	EST. IMPRESSIONS	AD EFFECTIVENESS	AD IMPACT
REG. SEASON	9,943	183.2B (+5% YoY)	+10% vs. Primetime Broadcast and Cable	73x (+15% YoY)
PLAYOFFS	1,150	41.5B (+5% YoY)	+33%	172x
SUPER BOWL LX	63	7.8B	+226%	1,455x

***READ AS:** The average ad during this programming drove x% as much impact as the primetime average.

Know What Works in NFL Sponsorships

Sponsorships are among live sports’ most valuable ad inventory, but quantifying impact has often been highly manual – if not a matter of complete guesswork. Leveraging **EDO’s Sponsored Ad Outcomes™**, we measured every on-screen sponsorship during a nationally televised NFL game this past regular season, based on the consumer engagement behaviors that predict future sales. The findings? **Halftime Studio Show Segment integrations were most effective for advertisers**, and brands like Toyota, Bud Light, and Burger King made the most of their investments.

Most Effective Integrations

Halftime Studio Show Segment

+198%

Halftime Studio Show Signage

+58%

Sponsor Billboard

+28%

*READ AS: Integration was x% more effective than the average 2025-26 NFL sponsorship unit.

Key Stats Measured

Sponsorships:

1,443

Brands:

139

Games:

79

Integration Types:

7

Networks Measured:

FOX

peacock

NBC

YouTube

prime video

abc

ESPN

ESPN 2

CBS

NETFLIX

Brand Sponsorship Highlights



TOYOTA

Sponsorship Airings: 123

Top Integration:

Presented-By Bumper

157%

more effective than the typical sponsorship during the 2025-26 NFL Season



Sponsorship Airings: 20

Top Integration:

Lower Third

42%

more effective than the typical sponsorship during the 2025-26 NFL Season



Sponsorship Airings: 15

Top Integration:

Sponsor Billboard Card

104%

more effective than the typical sponsorship during the 2025-26 NFL Season

Sponsorships Measured Include:



IN-GAME STATS



IN-GAME SEGMENT



PRESENTED BY/ BUMPER



HALFTIME STUDIO SHOW - SIGNAGE



STANDARD ADS
(Alone or paired with other units)

Get the full whitepaper: [EDO.com/sponsored-ads](https://edo.com/sponsored-ads)

Food & Beverage Brands Feast on NFL Engagement

CPG Food & Beverage brands got their fill during the 2025-26 NFL regular season, with the average spot generating **72x as much impact as the average category ad** on primetime broadcast and cable TV. This skyrocketed to 2,686x during the Super Bowl. King's Hawaiian led the way, with classic indulgences like Sprite, Reese's, and Coca-Cola putting on strong showings, too.

Ad Effectiveness Ranking

Brand	YoY (+ new to the top 10)
1 King's Hawaiian	NEW*
2 Sprite	NEW*
3 Red Bull	⬆ +5
4 Reese's	NEW*
5 Hellmann's	⬇ -1
6 Coca-Cola	⬆ +4
7 Campbell's	⬇ -2
8 Pepsi	⬇ -7
9 Gatorade	—
10 Dr Pepper	⬆ +2

*READ AS: Brand did not run enough airings to be included in our rankings for the 2024-25 NFL season.

Winning Strategies



Sprite

+82% more effective*

Sprite Scores with Ant-Man Assist

Sprite made a splash with cross-sport advertising. **A holiday spot** featuring NBA star Anthony Edwards drove 112% greater per-person, per-second engagement than the category average, propelling Sprite to the No. 2 spot among CPG Food & Beverage advertisers.



Red Bull

+54% more effective*

Red Bull Takes Flight

Red Bull succeeded by airing multiple high-performing creatives. Its most effective was **a humorous look at a penguin** that wanted to fly. Using Red Bull's signature watercolor animation, the creative was 118% more effective than the category average.

*than the category's regular-season average.

Most Effective Creatives

1		King's Hawaiian	Pep Talk :15	+255% more effective* Airings: 14
2		Coca-Cola	Holidays Are Coming (Squirrel) :30	+129% more effective* Airings: 9
3		Red Bull	Come On, Dad :30	+118% more effective* Airings: 8
4		Sprite	Sprite TV Spot, 'Spritemas: Sprite Cranberry' :15	+112% more effective* Airings: 8
5		Pillsbury	Pillsbury Crescent Rolls :15	+102% more effective* Airings: 5

*READ AS: Creative was x% more effective than the average Food & Beverage ad during the 2025-26 NFL regular season.

Key Stats

	AIRINGS	EST. IMPRESSIONS	AD MULTIPLIER*
REGULAR SEASON	449	7.9B	72x
POST SEASON	39	1.4B	141x

*READ AS: CPG Food & Beverage ads during the NFL regular season were **xx times** more impactful than the category's average ad during primetime broadcast and cable.

Know who's driving outcomes THIS season: EDO.com/TopAds

Health & Beauty Brands Put Their Best Face Forward

CPG Health & Beauty brands cleaned up during the NFL regular season, with **ads that were 58% more effective on average than the category benchmark during primetime broadcast and cable TV**. Big brands like Gillette, Old Spice, and Depend drove strong engagement with male-oriented ads. A teeth theme sparked too, with Invisalign and Oral-B both delivering powerful engagement.

Ad Effectiveness Ranking

Brand	YoY (+ new to the top 10)
1 Gillette	⬆️ +1
2 Old Spice	⬆️ -1
3 Depend	NEW*
4 Invisalign	⬆️ +1
5 Oral-B	⬆️ -2
6 Dior	⬆️ -2
7 Colgate	NEW*
8 Chanel	⬆️ -1
9 Naturemade	⬆️ -3

*READ AS: Brand did not run enough airings to be included in our rankings for the 2024-25 NFL season.

Winning Strategies



Gillette

+302% more effective*

Gillette Cuts Down the Competition

Gillette tapped into **a cross-generational message** by using TikTok stars Frank and Joe Mele, a father-son duo, to humorously feature the next generation of Gillette's razors. These ads were 259% more effective than the category average.



Depend

+65% more effective*

Depend Cleans Up in NFL Advertising

Depend found a lane with Dallas Cowboys legend Emmitt Smith, leveraging the Hall of Famer in **a PSA-esque creative** encouraging prostate cancer screening. This creative drove 65% more engagement than the category average on a per-person, per-second basis.

*than the category's regular-season average.

Most Effective Creatives

1		Old Spice Old Spice NFL Collection :15	+300% more effective* Airings: 7
2		Gillette GilletteLabs with Exfoliating Bar Razor :15	+259% more effective* Airings: 10
3		Depend Stand Strong (ft. Emmitt Smith) :15	+65% more effective* Airings: 12
4		invisalign How You Feel Is How You Play ft. Patrick Mahomes :15	+65% more effective* Airings: 16
5		Colgate Running Back (ft. Bijan Robinson) :15	+53% more effective* Airings: 7

*READ AS: Creative was x% more effective than the average Health & Beauty ad during the 2025-26 NFL regular season.

Key Stats

	AIRINGS	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	182	3.2B	+58%
POST SEASON	8	217.7M	+78%

*READ AS: Ads during NFL programming were xx% more likely to drive ad engagement on a per-second, per-person basis as compared to the category's average across primetime broadcast and cable TV.

Know what works THIS season: EDO.com/TopAds

Internet & Telecom Brands Get Full Bars on the NFL Stage

Internet & Telecom brands connected with NFL audiences, **driving 24% greater effectiveness during the regular season than the category’s primetime broadcast and cable average** (up from +11% the prior season). Affordability showed up as a winning theme for category leaders like Total Wireless and Spectrum. AI made a big impact too, with leading brands like Adobe, Amazon Web Services, and IBM spotlighting new technologies.

Ad Effectiveness Ranking

Brand	YoY (+ new to the top 10)
1 Adobe	NEW*
2 Total Wireless	▼ -1
3 Spectrum	NEW*
4 Amazon Web Services (AWS)	▲ +5
5 IBM	▼ -2
6 T-Mobile Internet	▲ +4
7 Xfinity	▲ +2
8 Verizon	▼ -2
9 Visible	▼ -4
10 Claude	NEW*

*READ AS: Brand did not run enough airings to be included in our rankings for the 2024-25 NFL season.

Winning Strategies



+122% more effective*

IBM Skewers AI Rivals

While many NFL fans tune in to get a break from work, IBM showed that brands can still be effective with office-themed ads. The company contrasted common AI deployment failures with how its own AI delivers real business impact. **IBM's top spot** beat the category average by 131%.



+23% more effective*

Claude Rides Retro Wave in Rookie Season

Despite being a rookie advertiser, Claude debuted **a retro-looking creative**, positioning it as a tool for tackling meaningful problems. The ad was 33% more effective than the Internet & Telecom NFL average, helping the newcomer crack the top 10 in a highly competitive category.

*than the category's regular-season average.

Most Effective Creatives

1			<i>Make Us</i> :30	+719% more effective* Airings: 5
2			<i>The Cooper Family - Home Internet</i> :30	+596% more effective* Airings: 9
3			<i>Adobe Acrobat Studio</i> :30	+504% more effective* Airings: 10
4			<i>AWS is How</i> :30	+269% more effective* Airings: 25
5			<i>Power Move (iPhone 16e)</i> :15	+232% more effective* Airings: 7

*READ AS: Creative was x% more effective than the average Internet & Telecom ad during the 2025-26 NFL regular season.

Key Stats

	AIRINGS	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	817	15.3B	+24%
POST SEASON	120	4.3B	+31%

*READ AS: Ads during NFL programming were xx% more likely to drive ad engagement on a per-second, per-person basis as compared to the category’s average across primetime broadcast and cable TV.

Know who’s driving outcomes THIS season: EDO.com/TopAds

Just What the Doctor Ordered: Pharma Brands in the NFL

Pharmaceutical and Medical OTC brands were 95% more effective in the NFL than they were on primetime broadcast and cable, the strongest performance among categories included in this report. Nemluvio was the top-performing brand overall, with 1,683% more per-person, per-second engagement than the league average and 711% more than the average NFL advertiser in its category.

Ad Effectiveness Ranking

Brand	YoY (+ new to the top 10)
1 Nemluvio	NEW*
2 Pluvicto	▼ -1
3 Ebglyss	NEW*
4 Caplyta	NEW*
5 Tremfya	▼ -3
6 Otezla	NEW*
7 Zepbound	NEW*
8 Ro	NEW*
9 Skyrizi	▼ -5
10 NyQuil	NEW*

*READ AS: Brand did not run enough airings to be included in our rankings for the 2024-25 NFL season.

Winning Strategies





Ebglyss Wins with Clear Skin Pitch

Eczema medication Ebglyss ran highly effective ads during the 2025-26 NFL regular season, using a cover of the Mary J. Blige classic "Real Love" in creatives that highlighted the treatment's purported impact. In limited airings, **this spot** greatly outperformed the category average.





Caplyta Drives Engagement at Scale

Caplyta ran the most ads of any Pharma brand this past season, but it didn't just run up the score on impressions. Its ads were some of Pharma's most effective, particularly one that highlighted **the uplifting possibilities of its bipolar I and II depression treatment**. The spot was 223% more effective than the average Pharma ad during the 2025-26 regular season.

*than the category's regular-season average.

Most Effective Creatives

1		 <i>Unrelenting Itch - Woman :30</i>	+692% more effective* Airings: 16
2		 <i>Breakthrough - Two Big Things on the Menu (EoE) :60</i>	+604% more effective* Airings: 16
3		 <i>Don't Give Up <<V2 Pro Football Hall of Fame>> :60</i>	+315% more effective* Airings: 5
4		 <i>Let in the Lyte - Losing Interest :60</i>	+223% more effective* Airings: 7
5		 <i>Unpredictable :60</i>	+131% more effective* Airings: 8

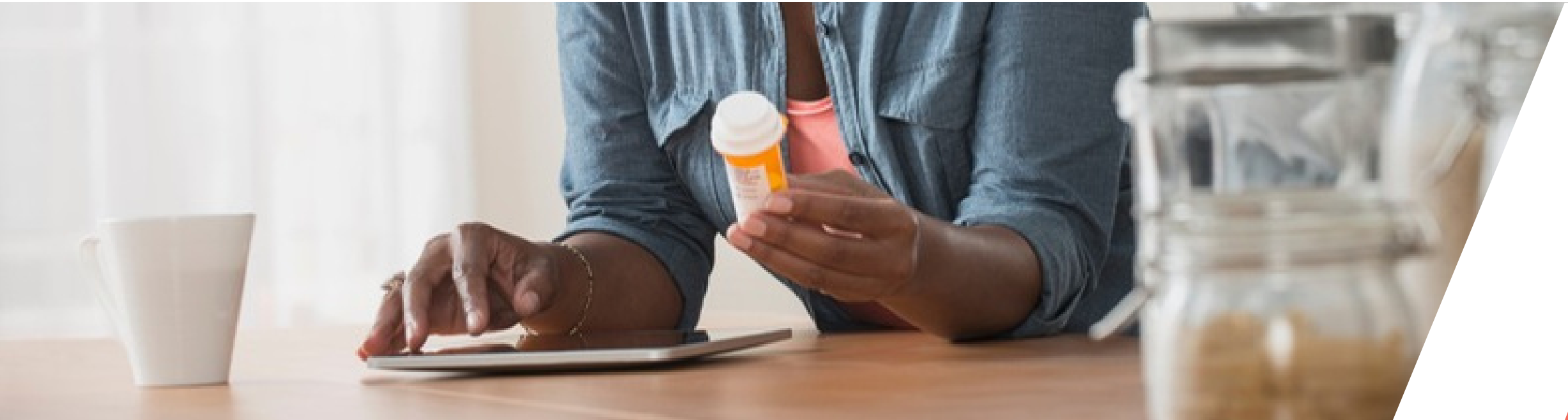
*READ AS: Creative was x% more effective than the average Pharma and OTC ad during the 2025-26 NFL regular season.

Key Stats

	AIRINGS	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	394	7.5B	+95%
POST SEASON	62	2.3B	+248%

*READ AS: Ads during NFL programming were xx% more likely to drive ad engagement on a per-second, per-person basis as compared to the category's average across primetime broadcast and cable TV.

Know what works THIS season: EDO.com/TopAds



QSR Brands Deliver a Supersized NFL Season

QSR brands served up NFL ads that were 54% more effective than the category’s average ad on primetime broadcast and cable. While Seattle triumphed over New England at Super Bowl LX, Massachusetts-based Dunkin' avenged the Patriots’ defeat by edging Seattle-based Starbucks in our NFL ad rankings. Still, both brands triumphed with ads that were 97% and 87% more effective than the QSR NFL average, respectively.

Ad Effectiveness Ranking

Brand	YoY (+ new to the top 10)
1 Arby's	⬆️ +2
2 Dunkin'	⬆️ +2
3 Popeye's	⬇️ -1
4 Starbucks	⬆️ +14
5 Chick-fil-A	⬇️ -3
6 Domino's Pizza	⬆️ +5
7 Sonic	➡️
8 Chipotle	⬆️ +1
9 Papa Johns	⬆️ +1
10 KFC	⬆️ +4

Winning Strategies



+104% more effective*

Arby's 'Steaks' Its Claim to No. 1 Spot
Arby's has the meats and the engagement, topping the list of the NFL's most effective QSR brands. One of its **best-performing creatives** focused on affordability, featuring its \$7.99 "meat and 3 box" and a promise to give consumers "more meal for your money."



+63% more effective*

Chick-fil-A Hits with Fan-Focused Ads
Chick-fil-A went for contextual relevance with **a football-focused ad**, but instead of using a player as a spokesperson, the chicken-focused QSR highlighted football fans. The creative was more than twice as effective as the average QSR ad during the 2025 NFL regular season.

*Than the category's regular-season average.

Most Effective Creatives

1



Steak Nuggets - Favorite Steakhouse
:15

+162% more effective*
Airings: 15

2



Value Is Back on the Menu - Big Mac
:15

+154% more effective*
Airings: 6

3



Protein is Here
:15

+151% more effective*
Airings: 17

4



Build Your Own Chipotle
:15

+147% more effective*
Airings: 14

5



Treat Yo Self - How? ft. Retta (Mix and Match Specialty Pizzas \$9.99)
:15

+116% more effective*
Airings: 8

***READ AS:** Creative was **x%** more effective than the average QSR ad during the 2025-26 NFL regular season.

Key Stats

	AIRINGS	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	1,302	24B	+54%
POST SEASON	192	7.0B	+121%

***READ AS:** Ads during NFL programming were **xx%** more likely to drive ad engagement on a per-second, per-person basis as compared to the category’s average across primetime broadcast and cable TV.

Know who’s driving outcomes THIS season: EDO.com/TopAds



The Odds Are In: Sports Betting Goes All In on the NFL

As a whole, Sports Betting brands cashed in on a big bet – **the category more than doubled its total primetime investment with regular-season ads**, and its average NFL ad was 10% more effective than the Sports Betting primetime average. BetMGM and DraftKings buoyed this performance, while others have room to improve next season.

Ad Effectiveness Ranking

Brand	YoY (+ new to the top 10)
1  BETMGM	—
2  DRAFTKINGS	⬆️ +1
3  FANDUEL	⬆️ -1
4  ESPN BET	—

Winning Strategies



BETMGM

+288% more effective*

BetMGM parlayed a celebrity spokesperson, Jon Hamm, into NFL regular-season success. Its **most effective creative** last year was a story-driven creative, narrated by Hamm, about a legendary night out in Las Vegas, sparked by BetMGM. The creative was 372% more effective than the category average, making it the most successful spot for Sports Betting brands.



+6% more effective*

DraftKings also took the celebrity route by **featuring Bengals legend Chad Johnson** in an upbeat creative that drove 43% more per-person, per-second engagement than the average Sports Betting ad this past season. The company's above-average overall ad effectiveness reversed last year's lagging performance.

*Than the category's regular-season average.

Most Effective Creatives

1 	 BETMGM	<i>Vegas Speakeasy</i> ft. <i>Jon Hamm</i> :30	+372% more effective* Airs: 13
2 	 BETMGM	<i>Make It a Place You'll Never Forget</i> ft. <i>Jon Hamm - Live Parlay</i> :30	+298% more effective* Airs: 7
3 		<i>TNF - Ride the Upside</i> <i>Pick 6 (Bet \$5 Get \$50)</i> :30	+43% more effective* Airs: 6
4 	 FANDUEL	<i>Sportsbook: Touchdown Graphic</i> :30	+15% more effective* Airs: 8
5 	 FANDUEL	<i>TNFL: Live Bet Montage</i> ft. <i>Luis Guzman & Rob Gronkowski</i> :30	+8% more effective* Airs: 7

*READ AS: Creative was x% more effective than the average Sports Betting ad during the 2025-26 NFL regular season.

Key Stats

	AIRINGS	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	199	3.3B	+10%
POST SEASON	25	809.8M	+10%

*READ AS: Ads during NFL programming were xx% more likely to drive ad engagement on a per-second, per-person basis as compared to the category's average across primetime broadcast and cable TV.



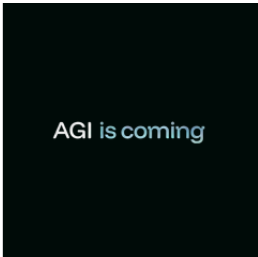
The Brands That Won the AI Super Bowl

Opinions don't matter — outcomes do. We ranked every Super Bowl ad based on how effective the spot was at driving consumer behaviors that are proven predictors of future sales, such as brand searches, website visits, and app downloads. Now, marketers can know which ads really delivered the results that will move their businesses forward.

Watch every SB ad and read our analysis: EDO.com/superbowl

Top 10 Super Bowl LX Ads

#1



ai.com
Introducing ai.com :30

ai.com, a new AI platform founded by Crypto.com founder and CEO Kris Marszalek, is on the horizon.

910%
as much engagement*



#2



Universal Pictures
Minions & Monsters :30

Illumination teases its latest Minions adventure, "Minions & Monsters."

909%
as much engagement*



#3



Lay's
The Lay's Challenge :30

Lay's promises free chips for the first 100,000 fans who scan its QR code.

707%
as much engagement*



#4



Netflix
Untitled Film Teaser :60

Brad Pitt and Timothy Olyphant star in an untitled Netflix film teaser — later revealed to be "The Adventures of Cliff Booth".

569%
as much engagement*



#5



Dunkin'
Good Will Dunkin' :60

Tom Brady, Ben Affleck, and a slew of 90s sitcom stars (including Jennifer Aniston) shine in "Good Will Dunkin'."

497%
as much engagement*



#6



Universal Pictures
Disclosure Day :60

Emily Blunt, Josh O'Connor, and Colin Firth star in "Disclosure Day," directed by Steven Spielberg.

475%
as much engagement*



#7



Cadillac
The Mission Begins :30

"The mission begins." Cadillac unveils the new car for its debut season in Formula 1.

429%
as much engagement*



#8



Budweiser
American Icons :60

Set to Lynyrd Skynyrd's "Free Bird," a bald eagle spreads its wings after befriending a Budweiser Clydesdale.

406%
as much engagement*



#9



Invest America
Investing :30

Advocacy group Invest America promotes a new policy aiming to give each American child an investment account.

399%
as much engagement*



#10



Wegovy
A New Way :90

Kenan Thompson, DJ Khaled, and other celebs spread the word that Novo Nordisk's Wegovy is now available as a pill.

374%
as much engagement*



Super Bowl Ads by Ad Engagement Index

#11	Paramount Pictures — Scream 7	281	#55	Kinder — Yes Bueno 2026	61
#12	Claude — Can I Get a Six Pack Quickly?	280	#56	Squarespace — Unavailable	61
#13	Claude — How Can I Better Communicate With My Mom?	279	#57	Wix (Web Design) — The New Way To Create	60
#14	Salesforce — Vault	271	#58	Bosch — Just A Guy	60
#15	Levi's — Behind	262	#59	Oakley — Athletic Intelligence Is Here ft. Spike	57
#16	Genspark — Take the Monday After the Super Bowl Off	255	#60	Svedka — Shake You Bots Off	57
#17	T-Mobile — Tell Me Why	254	#61	Uber Eats — Hungry for the Truth	56
#18	Peacock — The Burbs	241	#62	Ramp — Multiply What's Possible	47
#19	Hims & Hers — Rich People Live Longer	225	#63	Dove — The Game Is Ours	44
#20	Meta — Athletic Intelligence Is Here ft. Marshawn Lynch	224	#64	GrubHub — The Feast	42
#21	Liquid Death — Stop Exploding	222	#65	Bud Light — Keg	42
#22	Universal Parks & Resorts — Lil Bro	214	#66	Intuit TurboTax — The Expert: Rain	41
#23	Boehringer Ingelheim — Mission: Detect the SOS	213	#67	Rocket Mortgage — America Needs Neighbors Like You	40
#24	Codex — You Can Just Build Things	187	#68	Red Bull — Charlie	39
#25	Toyota — Superhero Belt	186	#69	Skechers — Sofia Vergara Kicks Off Big Game in Skechers	39
#26	Pringles — Pringleleo	185	#70	Walt Disney Studios — Hoppers	34
#27	State Farm — Stop Livin' on a Prayer	174	#71	MGM Pictures — Project Hail Mary	33
#28	Oakley — Athletic Intelligence Is Here ft. Marshawn Lynch	165	#72	Walmart — Thought You Knew	30
#29	Base44 — It's App to You	161	#73	Manscaped — Hair Ballad	30
#30	YouTube TV — Meh	148	#74	Homes.com — Can't Live There	27
#31	Redfin — America Needs Neighbors Like You	131	#75	Nike — We Run It Now	27
#32	Universal Pictures — Super Mario Galaxy	130	#76	Novartis — Relax Your Tight End	21
#33	Xfinity — Jurassic Park ... Works	125	#77	Ro (Weight Control) — Healthier On Ro	21
#34	Lay's — Last Harvest	121	#78	Pokémon — What's Your Favorite?	21
#35	Volkswagen — The Great Invitation: Drivers Wanted	120	#79	Zepbound — Watch This	20
#36	Michelob Ultra — The ULTRA Instructor	116	#80	American Express — Nothing Like Platinum	19
#37	Genspark — Take the Monday After the Super Bowl Off	115	#81	Liquid I.V. — Take a Look	18
#38	Meta — Athletic Intelligence Is Here ft. Spike Lee	111	#82	Microsoft — Simplify Data with Copilot in Excel	18
#39	MAHA Council — Eat Real Food	111	#83	Ritz Crackers — RITZ Island	17
#40	He Gets Us — Is There More to Life Than More?	106	#84	Apartments.com — Can't Live There	17
#41	Instacart — Bananas	105	#85	FanDuel — Toast	17
#42	Ring — Be a Hero in Your Neighborhood	105	#86	Fanatics — Bet on Kendall	17
#43	Walt Disney Studios — Mandalorian & Grogu	104	#87	Poppi — Vibes	15
#44	Nerds — Taste Buds	96	#88	DraftKings — Bet \$5 and Get \$300	15
#45	Pepsi — The Choice	88	#89	Hellmann's — Longform	14
#46	Amazon — Chris Hemsworth Thinks Alexa+ Is Scary Good	85	#90	WeatherTech — TaDa	13
#47	Coinbase — Everybody	84	#91	Foundation to Combat Antisemitism — Sticky Note	12
#48	Toyota — Where Dreams Began	82	#92	DraftKings — Bet \$5 and Get \$300	10
#49	Google Gemini — New Home	81	#93	McDonald's — The Horizontal Breakfast	9
#50	Slack — Vault	80	#94	DraftKings — Live-ish	8
#51	NBC — The Fall and Rise of Reggie Dinkins	74	#95	Peacock — Peacock	6
#52	Peacock — Wicked: For Good	74	#96	Intuit TurboTax — The Expert: Method	5
#53	State Farm — Stop Livin' on a Prayer	63	#97	Expedia — Going Places with Ken	5
#54	Peacock — Traitors	62	#98	Carnival Cruise Line — Find Your Fun Again	4

Belichick, Dunkin' Among Big Game's Big Winners

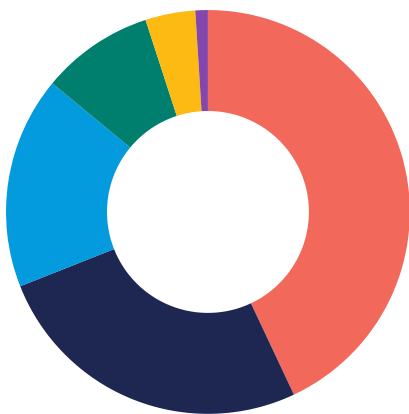
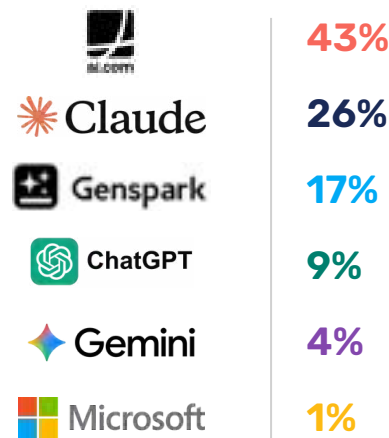
Super Bowl LX featured 86 unique celebrities appearing in 98 ads across 20 brand categories. **YouTube sensation MrBeast led the way**, featured in a gamified Salesforce/Slack ad where he drove 37.3x as much engagement as the median celebrity who appeared in a 2026 Super Bowl ad. Other top celebs included Hollywood stars Brad Pitt and Chris Hemsworth, music stars Sabrina Carpenter and The Backstreet Boys, and athletes Serena Williams and Mike Tyson.

See how every SB celebrity stacked up: [EDO.com/sb-celebs](https://edo.com/sb-celebs)

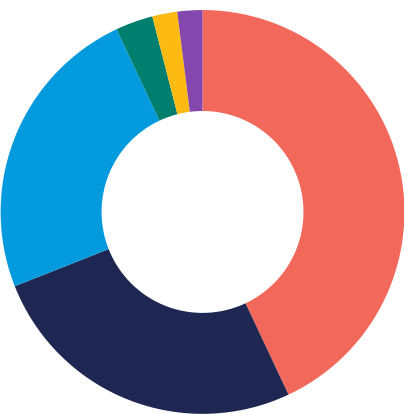
Super Bowl Category Share of Engagement

Know which brands took home their Super Bowl category crown. Across major industries, we ranked Super Bowl advertisers by "Share of Engagement" in their respective verticals. **Don't see your brand/category? Reach out: hello@edo.com**

AI Services

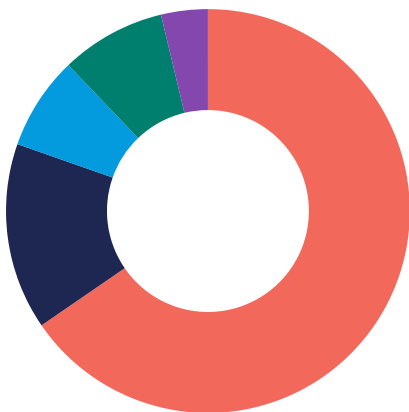
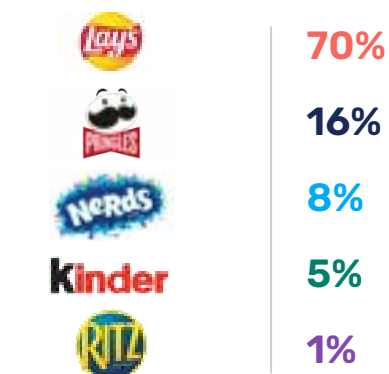


Pharma

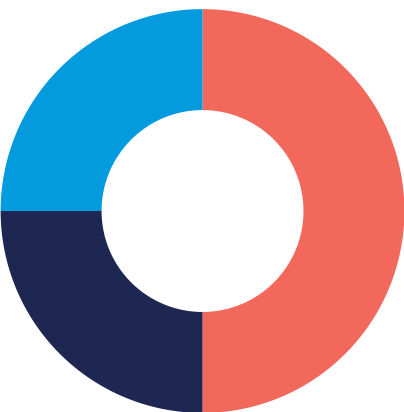
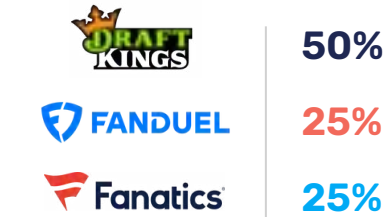


*READ AS: Brand was x% more effective than the average category ad during the 2026 Super Bowl.

CPG Snacks & Candy



Sports Betting



Most Engaging Celebs



MrBeast

Slack
Vault
:30

37x
as much engagement*

Salesforce and MrBeast promote Slackbot AI by sending viewers on a \$1 million scavenger hunt for a hidden code.



Brad Pitt

Netflix
Untitled Film
Teaser :60

14x
as much engagement*

Brad Pitt and Timothy Olyphant star in an untitled Netflix film teaser — later revealed to be "The Adventures of Cliff Booth".



Chris Hemsworth

Amazon
Alexa+ Is Scary
Good :60

13x
as much engagement*

Amazon Alexa+ alleviates Chris Hemsworth's AI fears by booking him a massage. Elsa Pataky co-stars.



Sabrina Carpenter

Pringles
Pringleleo :30

9x
as much engagement*

Sabrina Carpenter builds her dream man out of Pringles.



The Backstreet Boys

T-Mobile
Tell Me Why
(T-Mobile's
Version) :60

8x
as much engagement*

The Backstreet Boys, Druski, and MGK star for T-Mobile, set to a parody of "I Want It That Way."

*READ AS: Consumers engaged with this Super Bowl celebrity x times more than they did with the median Super Bowl celebrity.

Bad Bunny's Big Night

Super Bowl halftime shows often serve as cultural touchpoints. **While Bad Bunny's Spanish-language performance sparked some debate this year, the discourse did not seem to hinder engagement.** Instead, his performance ranked as one of the most engaging Super Bowl halftime shows in recent memory.

Bad Bunny drove
88,000x
as much engagement
as the average
celebrity
at Super
Bowl LX.



As Super Bowl ad prices reach new records, brands can't afford to run commercials during the Big Game without knowing what works. Using AI, EDO analyzed the past five Super Bowls to isolate the variables that drive Big Game ad performance, beyond the baseline factors such as a brand's industry and history. So if you're running ads during this marquee event, you can get a better grasp on what's in your control as you aim for a higher ROI. **Sign up to receive the full whitepaper – landing.edo.com/superbowl-research**



3 Kinds of Variables Drive SB Ad Engagement

One variable drives about half of incremental lift in ad effectiveness: whether the game is exciting. The other two variables – media placement and creative elements – compose the other half. **You can't stop a game from being a blowout, but you can pull levers like ad duration and talent selection.**



Comedians Deliver More Than Laughs for SB Brands

Celebrities tend to be effective, but a brand's talent choices matter. To maximize engagement, consider going for laughs. **Among celebrity appearances, comedians drive the best results (1.8x as much engagement as the average celebrity)** – a significant premium vs. dramatic actors (1.3x).



Pod Position Has a Major Impact on Ad Performance

Where ads run during a Super Bowl commercial break makes a big difference on ad impact. For instance, **ads that run first in a pod deliver 1.7x as much engagement as those that run later.** Meanwhile, some ads later in the pod drive 10% less engagement than the baseline Super Bowl ad.



Situational Setups Make Super Starts to High-Performing Ads

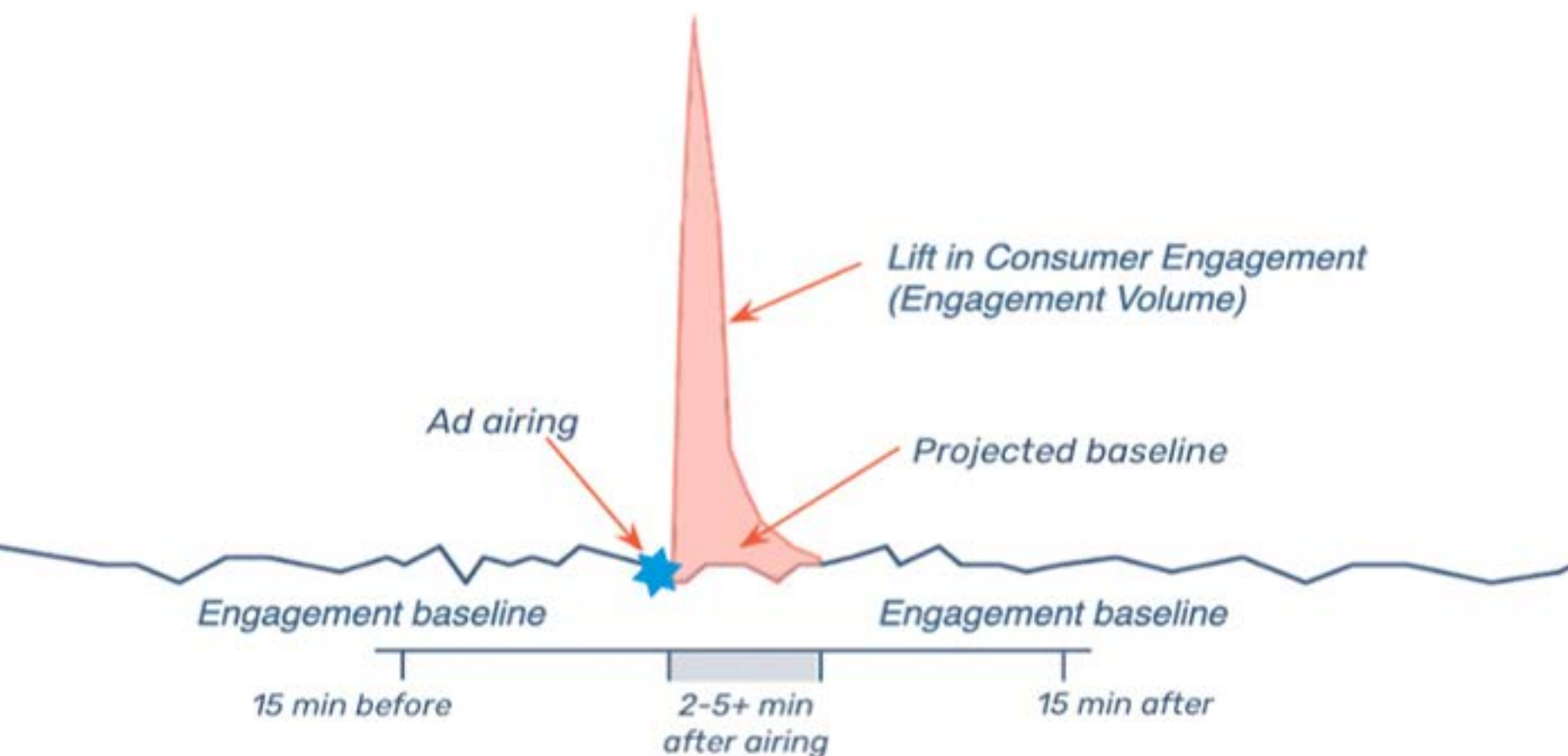
Storytelling tends to hook audiences in ways that can pay off for brands. Instead of opening with a direct product pitch, consider starting creatives with a dilemma or scripted scene. Our research finds that these kinds of **narrative ad beginnings drive 1.5x as much engagement as the baseline.**

Every Ad, Everywhere, All At Once

Connect Occurrences to Outcomes with EDO Syndicated Data

EDO equips clients with accurate investment-grade signals – measuring the real-time impact of ads on business outcomes. Across multiple industries, studies have found that **an increase in online engagement for a brand leads to increased market share**. EDO has built its own proprietary ad database to capture every national linear ad since 2015, along with a proprietary outcomes model of minute-by-minute online engagement behavior – which has a proven link to business results.

EDO definitively ties each airing to ad-driven engagement by **measuring the incremental spike in brand engagement created by an ad within minutes of airing**. We then ensure apples-to-apples comparison between ads by controlling for impressions, duration, & other factors like seasonality.



EDO TV AD DATABASE

Every national linear ad since 2015, including your brand's and your competitors'

389 MILLION
ad airings

2.6 MILLION
ad creatives

36 THOUSAND
brand advertisers

112 TRILLION
ad impressions

Learn more about TV Outcomes – hello@edo.com



EDO is the TV outcomes company

We are the leading platform for measuring predictive behaviors driven by Convergent TV advertising. By combining real-time engagement signals with world-class decision science, our data maximizes creative and media performance for leading brands, TV networks, entertainment studios, and ad agencies.

TRUST EDO WHEN YOUR AD IS ON THE LINE.

*Want industry intel, success stories,
research, top ads, and more? **EDO.com***