

YouGov[®]
/Research Reality

2025



Scoring big:

Super Bowl ad impact

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Introduction

With some ad spots reportedly costing more than \$8 million, the Super Bowl is an increasingly high-stakes, high-profile opportunity for advertisers.

Looking at the 60+ brands who advertised at or around the 2025 Super Bowl, YouGov's Super Bowl 2025 Advertising Effectiveness Report leverages YouGov BrandIndex to identify 23 whose commercials had the strongest impact on Americans in the week after the game. Did any advertiser beat Booking.com's top score from 2024?

This report also includes insights from a series of polls conducted with YouGov Surveys to gauge viewership trends, advertising sentiment, and the impact of celebrities in advertising.

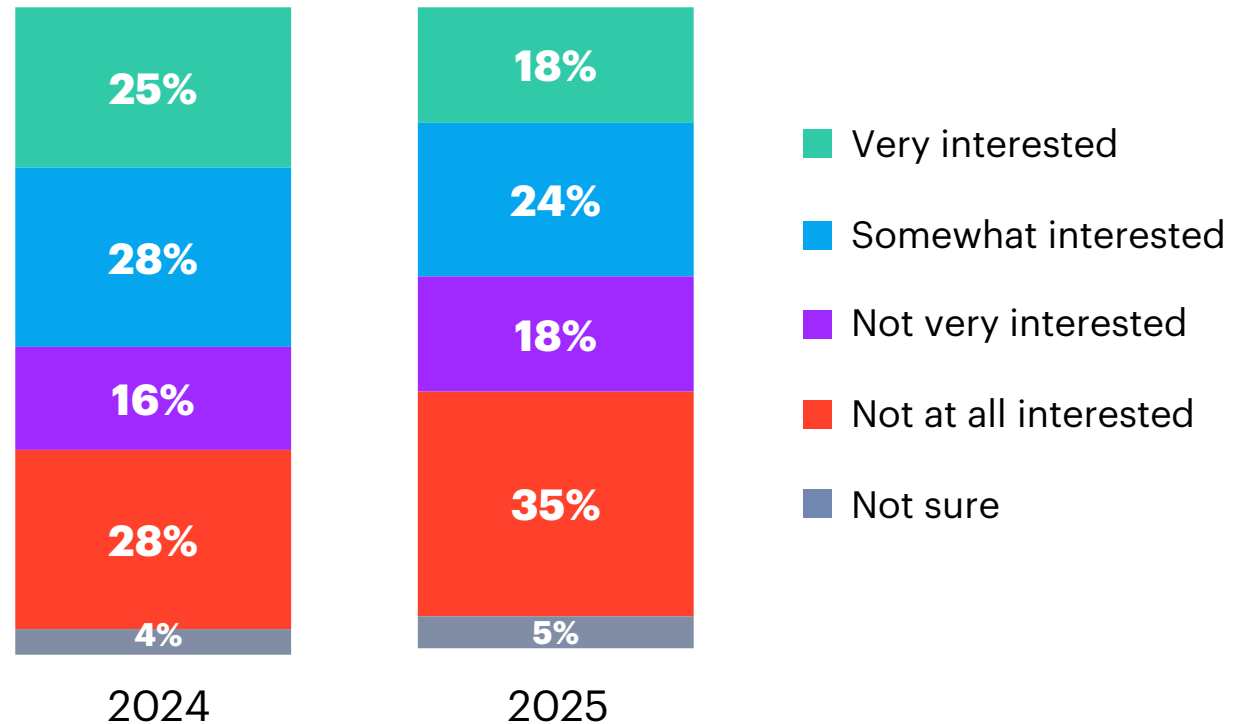
[Talk to a researcher](#)[Explore more data](#)

A familiar storyline

Interest in the Super Bowl fell 9 percentage points between 2024 and 2025, with a repeated team match up possibly contributing to reduced interest.



How interested are you in this year's Super Bowl?



2024: YouGov Surveys (February 1, 2024; n=14,535)

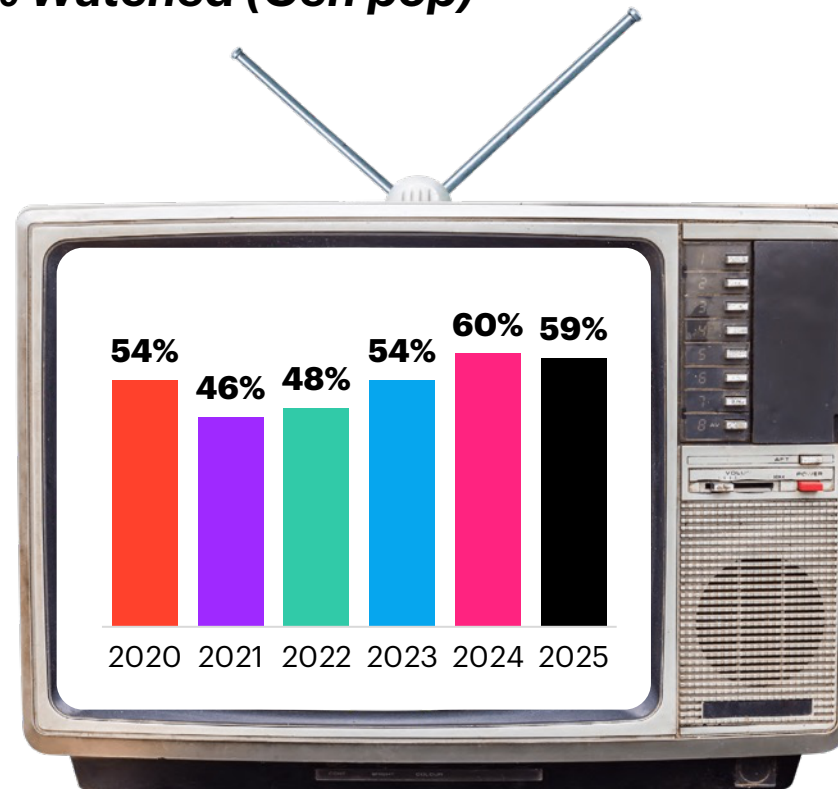
2025: YouGov Surveys (January 31, 2025; n=3,954)

[Explore more data](#)

Super Bowl viewership dips, remains above pre-COVID levels



% Watched (Gen pop)



2024 & 2025: YouGov Surveys: February 12, 2025; February 10, 2025 (n> 5,000)
Previous years: YouGov Profiles (n> 7,000)

Viewership by generation



Which of the following best describes how much of the Super Bowl you watched this year?

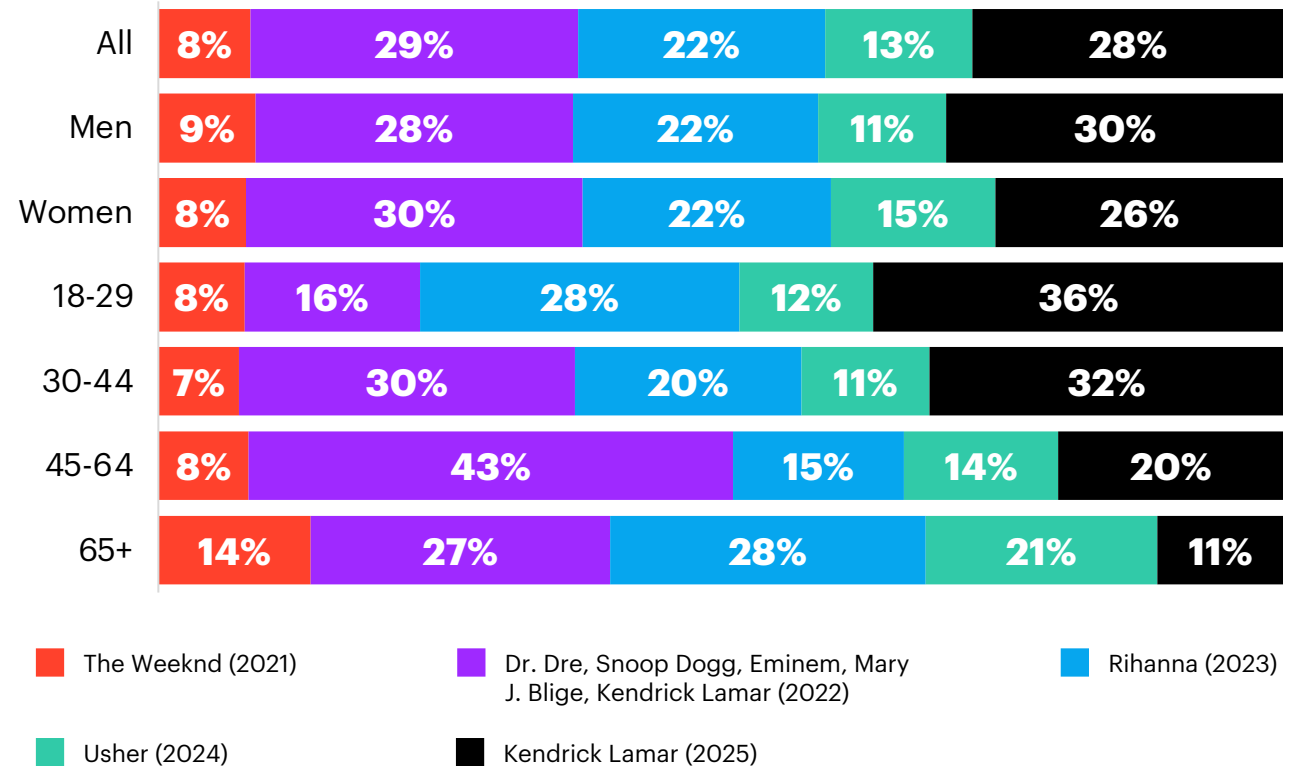
Age (5315 US adults – February 10, 2025)

	All	18-29	30-44	45-64	65+
The whole game	29%	19	30	31	36
Some of the game	22%	24	22	22	21
The halftime show only	7%	17	9	4	2
Highlights only	5%	8	6	4	2
Replays of ads only	1%	2	1	1	1
None	31%	20	25	38	37
Not sure	4%	10	6	1	1

Halftime show high



What was your favorite halftime show?



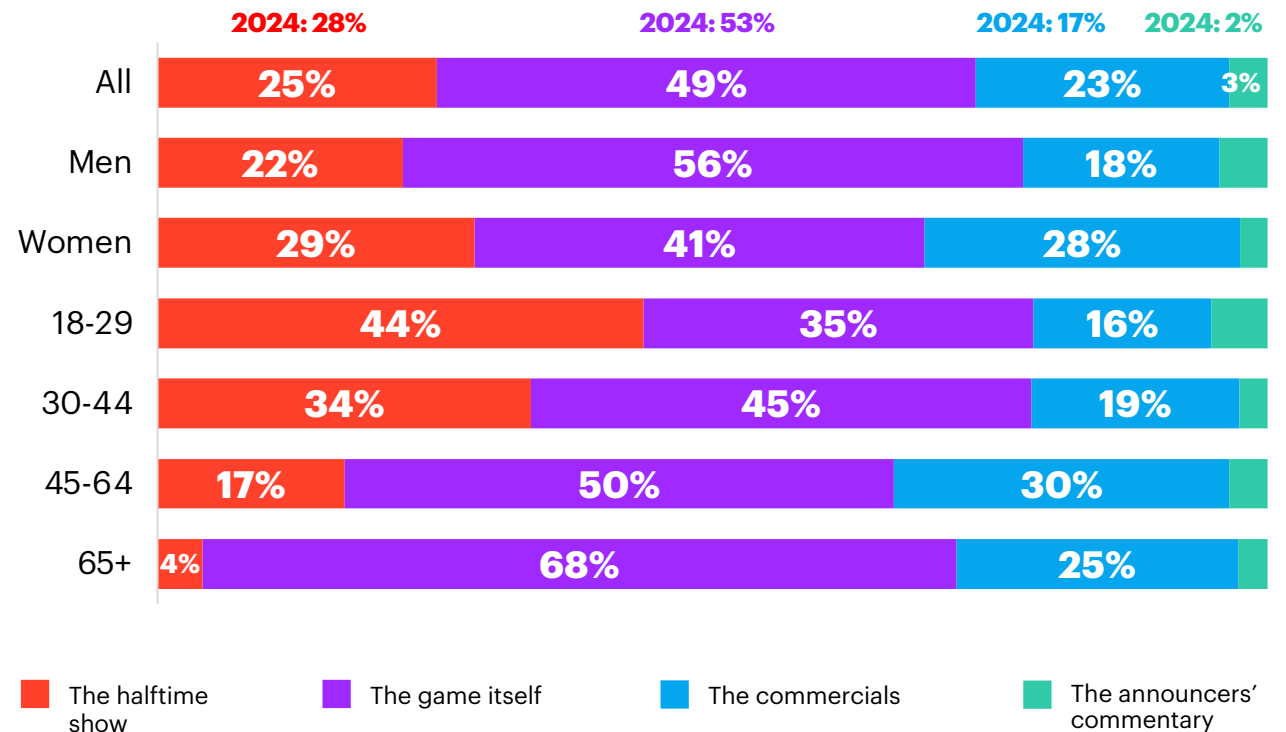
YouGov Surveys: February 10, 2025
 (Filter: Removed "Didn't watch any" and "Not sure" responses; n> 2,200)

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More than just a game



What was your favorite part of the Super Bowl broadcast?



YouGov Surveys: February 10, 2025
(Filter: Americans who had a favorite part of the broadcast; n> 3,000)

Most recognized celebrities

From a list of 60 celebrities, 2025 Super Bowl viewers in the US were most likely to recognize Snoop Dogg and Matthew McConaughey.

[See the full results](#)[Talk to a researcher](#)

Which of the following celebrities or public figures do you remember seeing in a 2025 Super Bowl commercial? Please mark all that apply.

Rank	Celebrity	Viewer recall %
1	Snoop Dogg	42%
2	Matthew McConaughey	41%
3	Peyton Manning	36%
4	Ben Affleck	35%
5	David Beckham	34%
6	Harrison Ford	34%
7	Morgan Freeman	33%
8	Meg Ryan	32%
9	Martha Stewart	32%
10	Eli Manning	31%

YouGov Surveys: February 11-12, 2025. 60 celebrities asked about – Tom Brady not on list due to involvement in broadcast. Super Bowl viewers: n> 925

2025 Super Bowl Ad Review

Feb 9, 2025:

Kansas City Chiefs



V

5

Philadelphia Eagles



Top 10 increases in Ad Awareness

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	Budweiser	11.3
2	Poppi	11.1
3	Bud Light	10.7
4	T-Mobile	9.4
5	Dunkin'	9.3
6	Liquid Death	8.1
7	Booking.com	7.0
8	Fox News Channel	6.2
9	Nike	6.1
10	Meta Quest	6.0

YouGov BrandIndex: February 3-9 vs. February 10-16 (US gen pop)

Top 10 increases in Buzz

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	Poppi	5.9
2	Nerds	5.9
3	Booking.com	5.6
4	Liquid Death	5.3
5	Jeep	5.2
6	T-Mobile	4.4
7	Lay's	4.4
8	Dunkin'	4.2
9	Pringles	4.0
10	Google Pixel	3.9

YouGov BrandIndex: February 3-9 vs. February 10-16 (US gen pop)

Top 10 increases in Consideration

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	Pfizer	4.3
2	Poppi	4.0
3	Google Pixel	3.1
4	Booking.com	3.0
5	Coors Light	3.0
6	Pringles	2.8
7	Novartis	2.4
8	FanDuel	2.3
9	Doritos	2.2
10	Dunkin'	1.9

YouGov BrandIndex: February 3-9 vs. February 10-16 (US gen pop)

Editor's Note: A previous version of this table erroneously listed Liberty Mutual as a top improver. While Liberty Mutual sponsored pre-roll video ads related to the Super Bowl during the measured time range, they did not run a commercial during the game itself.

**So, which
advertisers had
the most impact
this year?**



Calculating the Advertiser Impact Score (AIS)

AIS measures changes in Ad Awareness, Buzz, and Consideration over a designated time period. The AIS formula 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 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?

Consideration

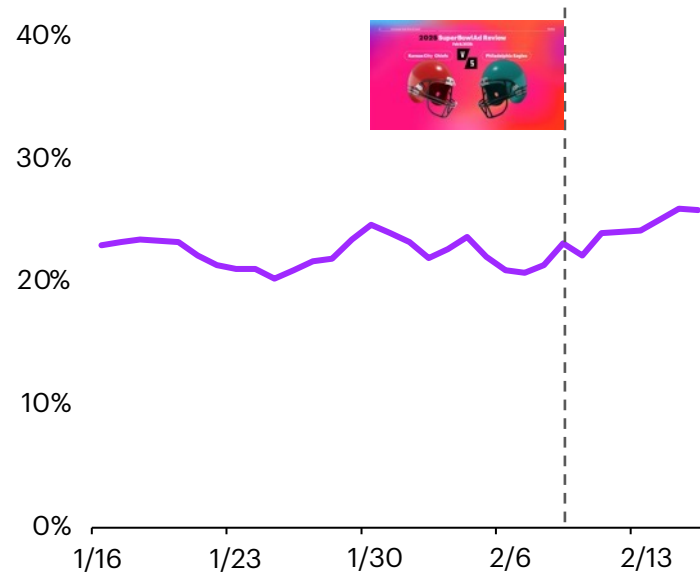
When you are in the market next to purchase [product or service], from which of the following would you consider purchasing?

x2

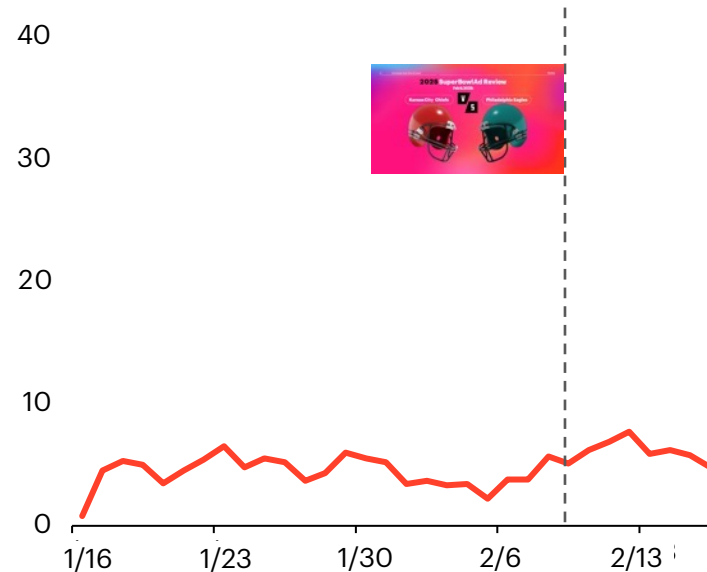
#10: Pfizer

Pfizer is looking to knock out cancer and its non-controversial Super Bowl commercial appeared to land a win with consumers. While Pfizer's Net Buzz remained relatively consistent, Ad Awareness and Purchase Consideration increased noticeably after the Super Bowl.

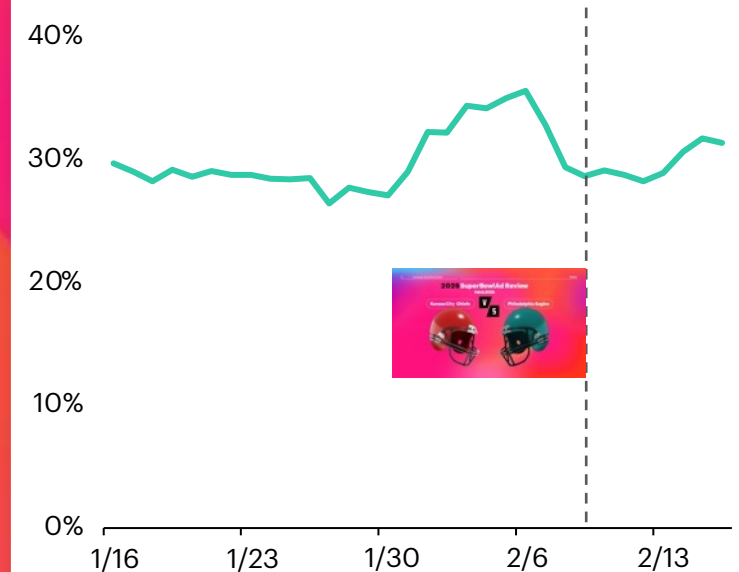
Ad Awareness



Net Buzz



Consideration



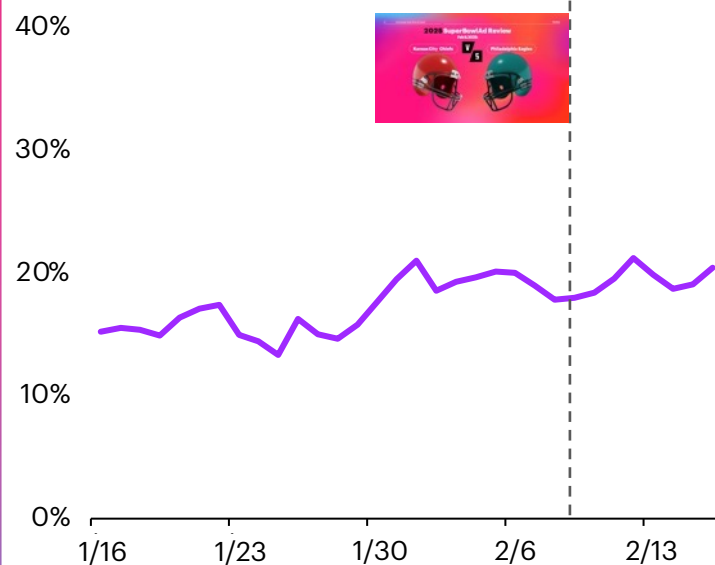
YouGov BrandIndex. Charts: January 16 – February 16, 2025; One-week moving average; US gen pop (n> 650)
(Rankings compare Feb 3-9 vs Feb 10-16, 2025)

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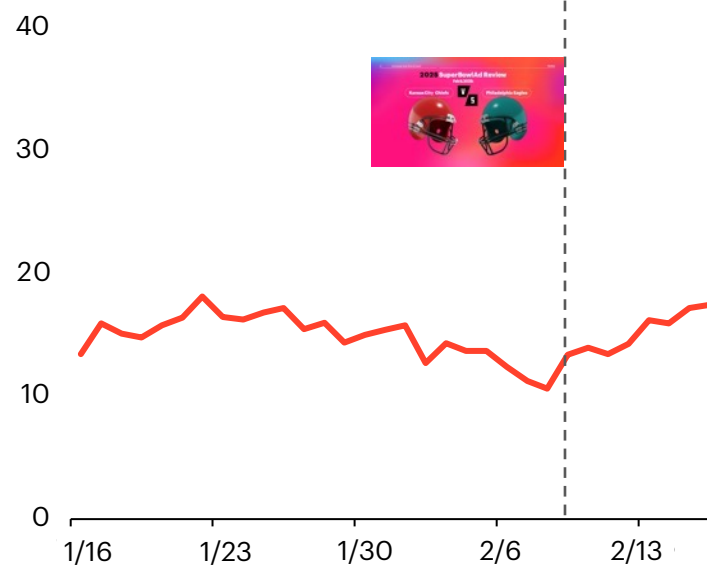
#9: Pringles

Pringles' Super Bowl ad saw mustaches fly off Andy Reid, James Harden, and Nick Offerman. The brand's ad metrics appear to fly high too. While similar conceptually to an ad from Little Caesars, the Pringles brand generated a higher increase in Buzz.

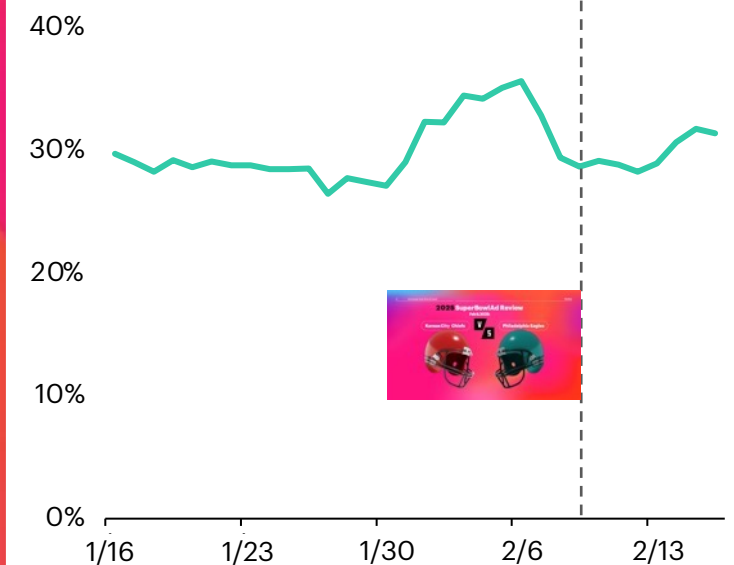
Ad Awareness



Net Buzz



Consideration



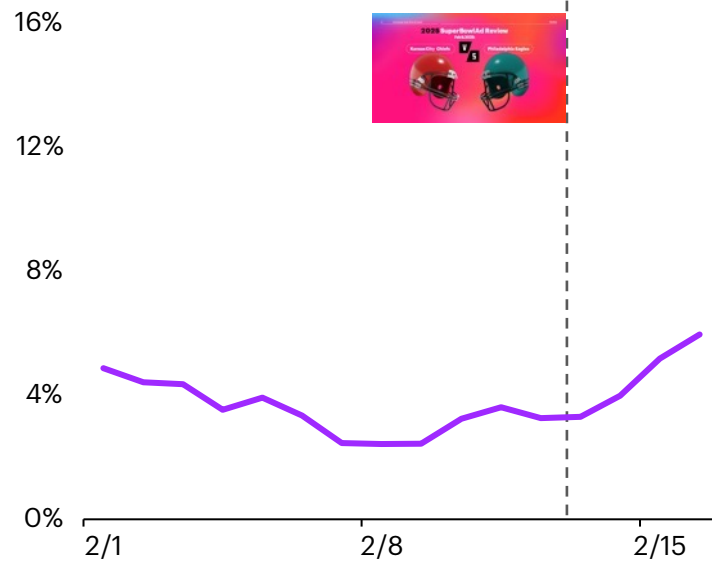
YouGov BrandIndex. Charts: January 16 – February 16, 2025; One-week moving average; US gen pop (n> 325)
(Rankings compare Feb 3-9 vs Feb 10-16, 2025)

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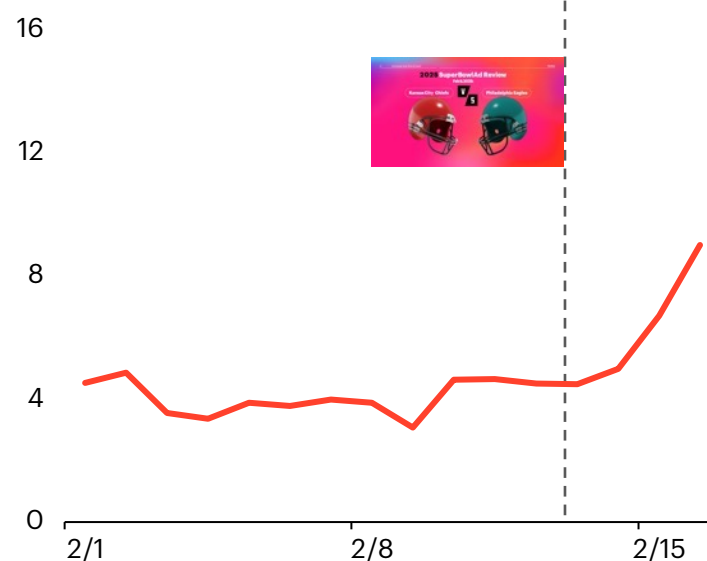
#8: Nerds

Nerds tapped Shaboozey to sing a variation of a verse from 'What A Wonderful World' – which may be how its creative team feels following the Super Bowl. The popular Ferrara candy brand saw notable increases across all three AIS metrics, especially Net Buzz.

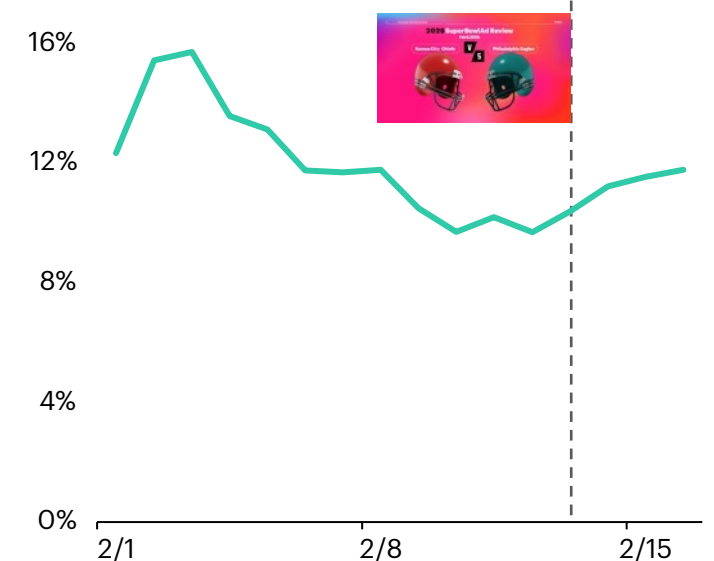
Ad Awareness



Net Buzz



Consideration

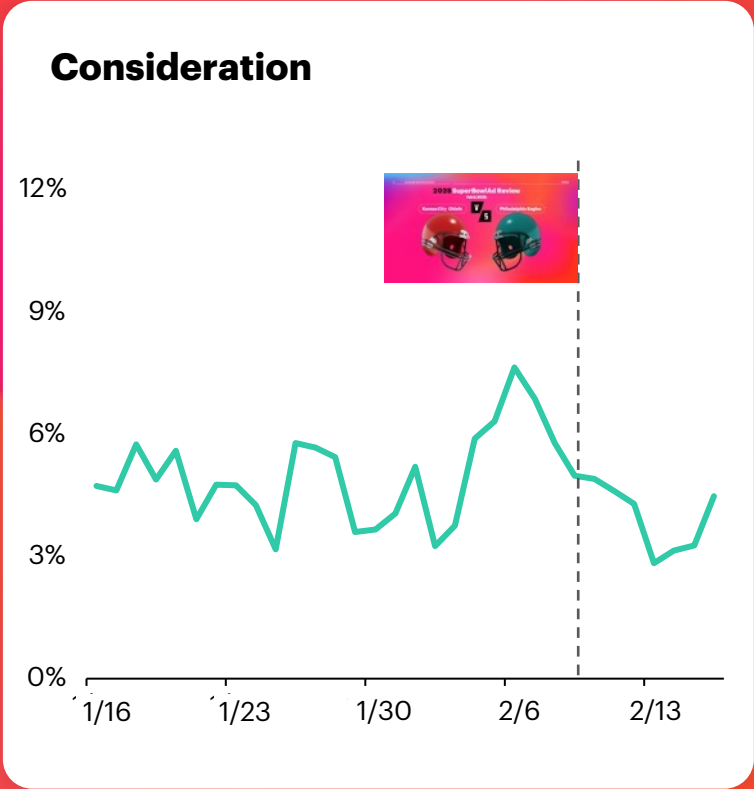
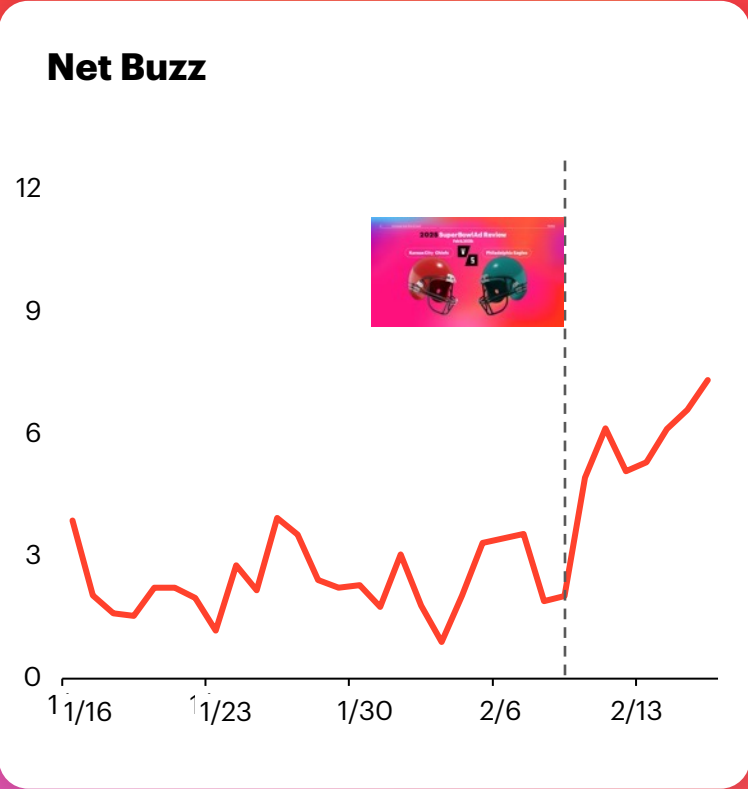
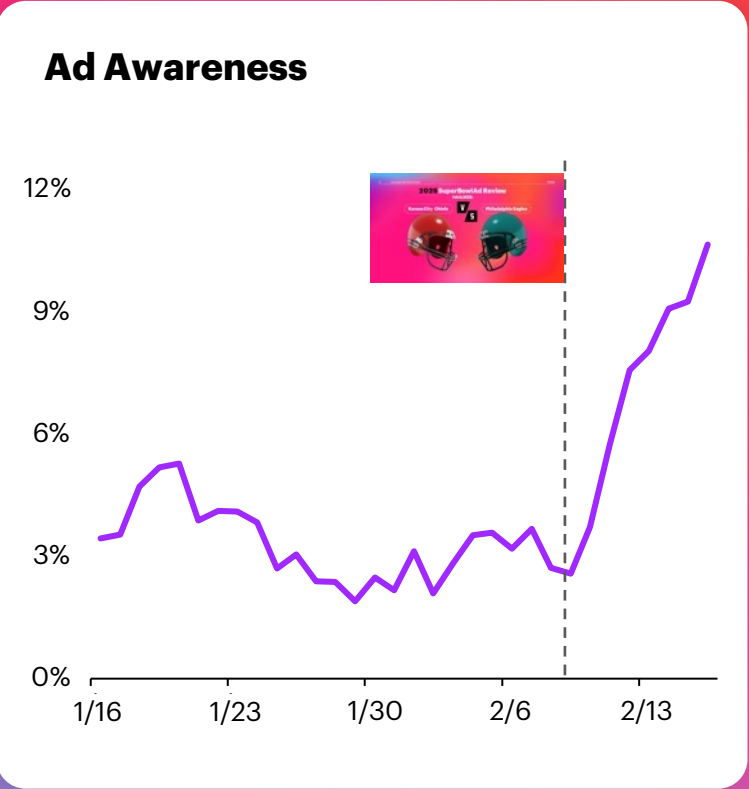


YouGov BrandIndex. Charts: January 16 – February 16, 2025; One-week moving average; US gen pop (n> 150)
(Rankings compare Feb 3-9 vs Feb 10-16, 2025)

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#7: Liquid Death

The canned water brand wants people to drink (water) on the job, a concept that clearly caught viewers' attention. The brand has seen massive increases in Ad Awareness and Net Buzz, but Purchase Consideration has dipped following the Super Bowl.



YouGov BrandIndex. Charts: January 16 – February 16, 2025; One-week moving average; US gen pop (n> 275)
(Rankings compare Feb 3-9 vs Feb 10-16, 2025)

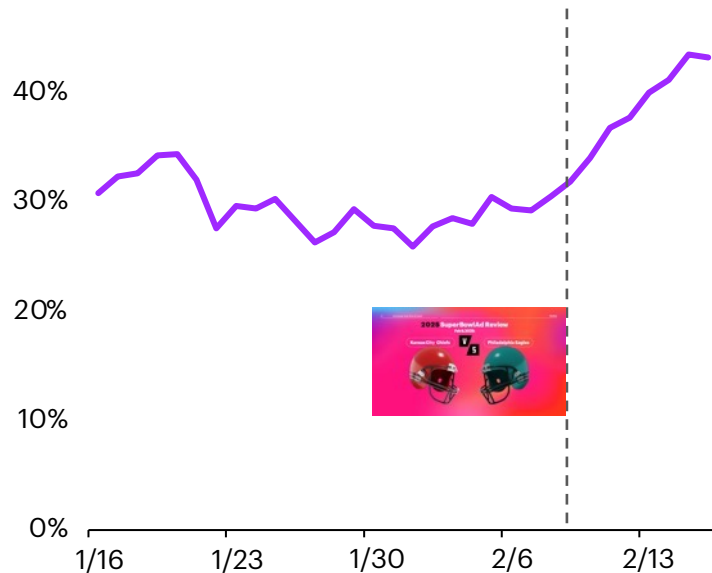
Explore more data

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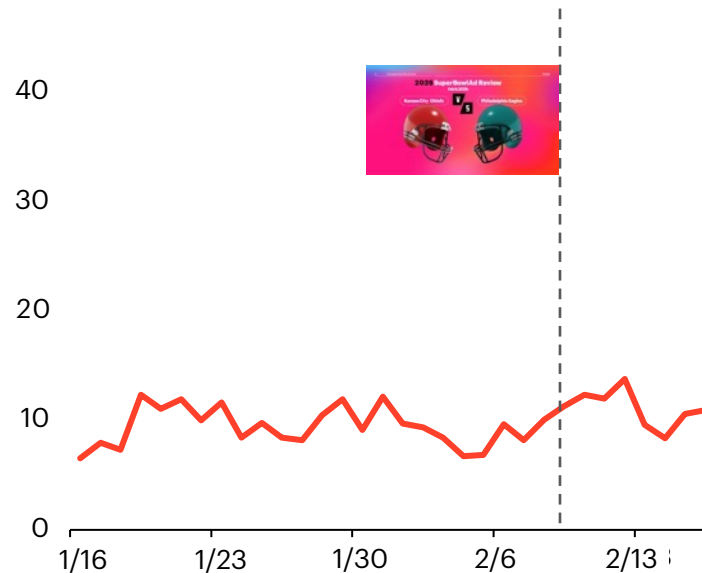
#6: Budweiser

AB InBev's Budweiser remains consistent, featuring its iconic Clydesdales as it has for nearly every Super Bowl since 1986. This led to a strong lift in Ad Awareness, though Net Buzz and Consideration of the beer remained relatively flat.

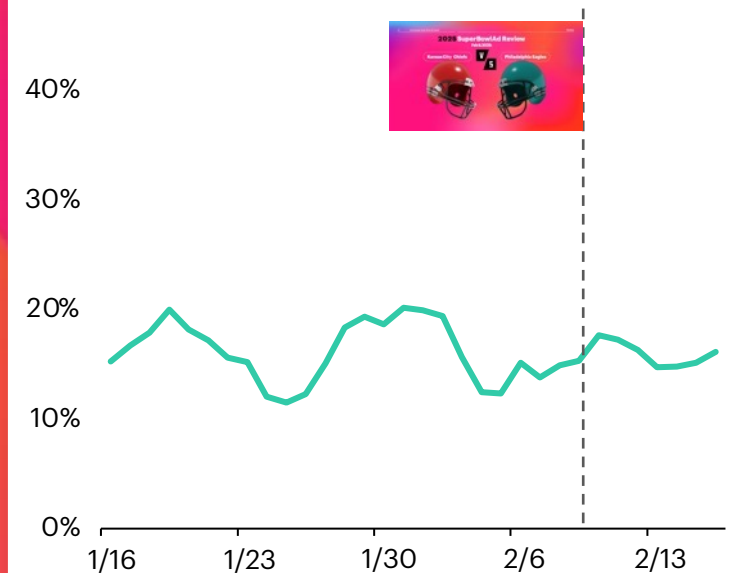
Ad Awareness



Net Buzz



Consideration



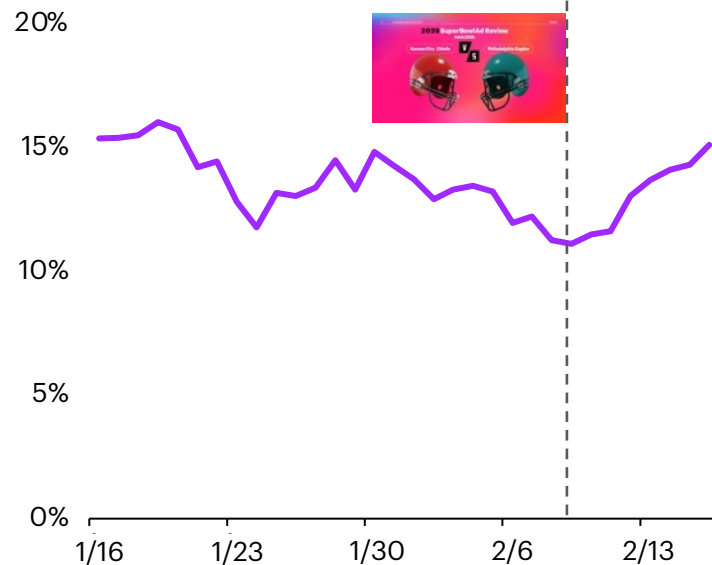
YouGov BrandIndex. Charts: January 16 – February 16, 2025; One-week moving average; US gen pop 21+ (n> 225)
(Rankings compare Feb 3-9 vs Feb 10-16, 2025)

[Explore more data](#)[Request demo](#)

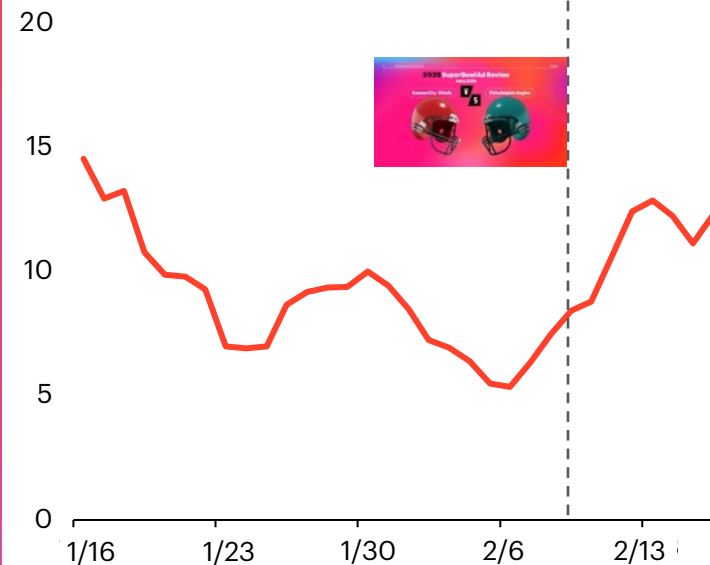
#5: Google Pixel

Google went big for the Super Bowl with a two-minute ad featuring the Google Pixel 9 smartphone and its AI assistant, Gemini Live. The heartwarming commercial drove notable increases across all three metrics measured.

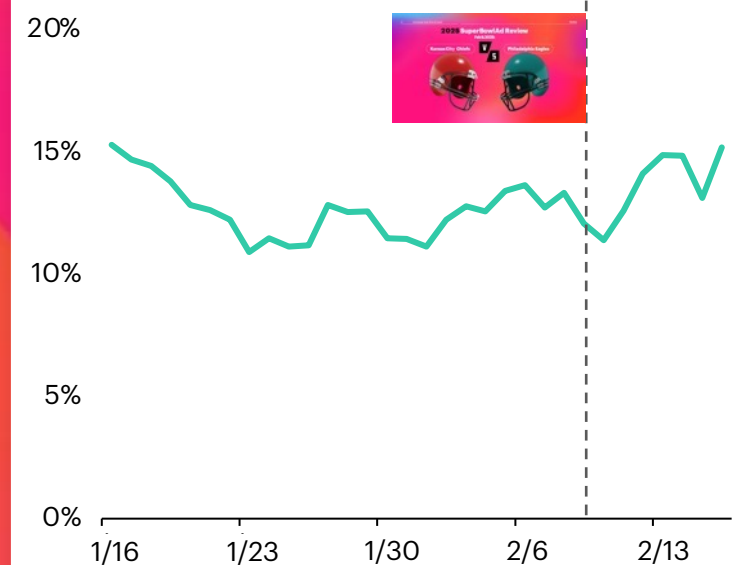
Ad Awareness



Net Buzz



Consideration

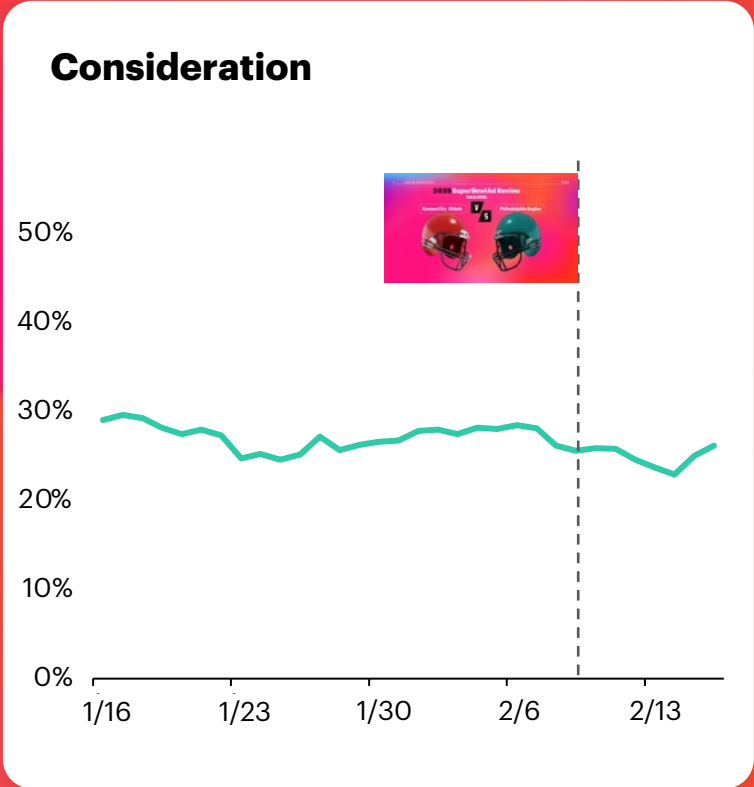
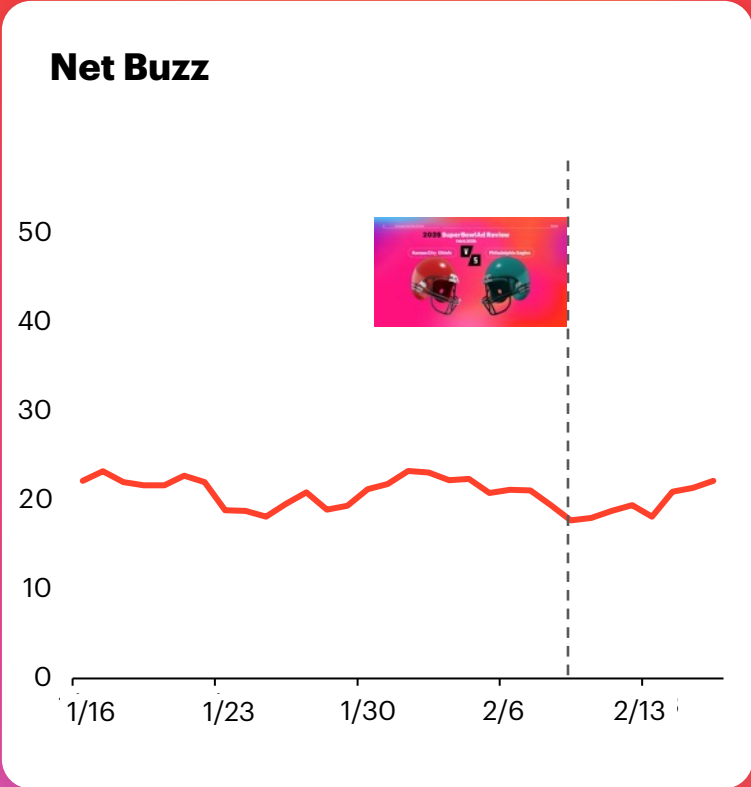
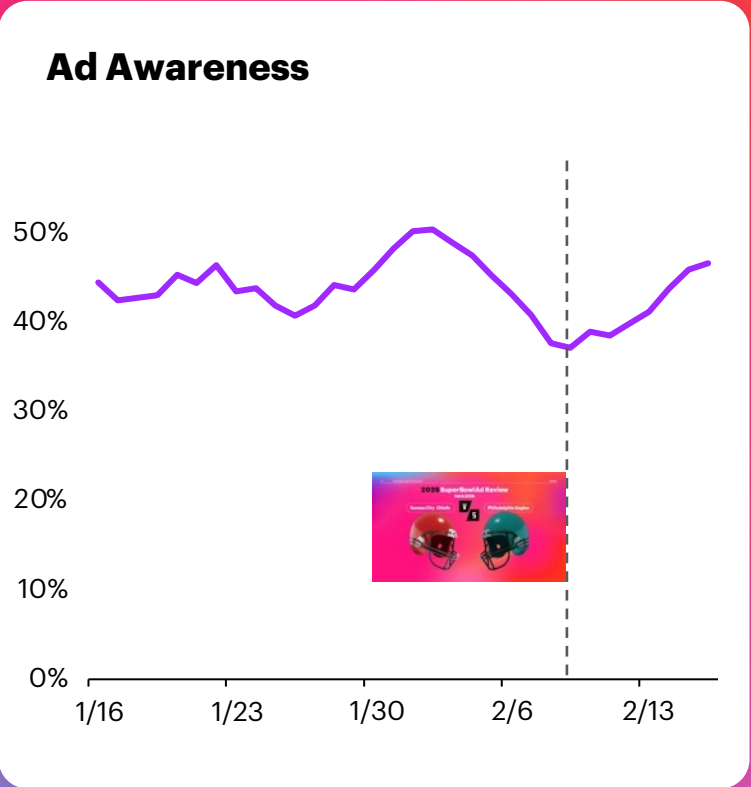


YouGov BrandIndex. Charts: January 16 – February 16, 2025; One-week moving average; US gen pop (n> 525)
(Rankings compare Feb 3-9 vs Feb 10-16, 2025)

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#4: T-Mobile

T-Mobile promoted significantly expanded mobile network coverage via a partnership with Elon Musk's Starlink. The ad helped the carrier reverse a somewhat steep downtrend in Ad Awareness, while Net Buzz and Consideration also ticked up following the Super Bowl.



YouGov BrandIndex. Charts: January 16 – February 16, 2025; One-week moving average; US gen pop (n> 675)
(Rankings compare Feb 3-9 vs Feb 10-16, 2025)

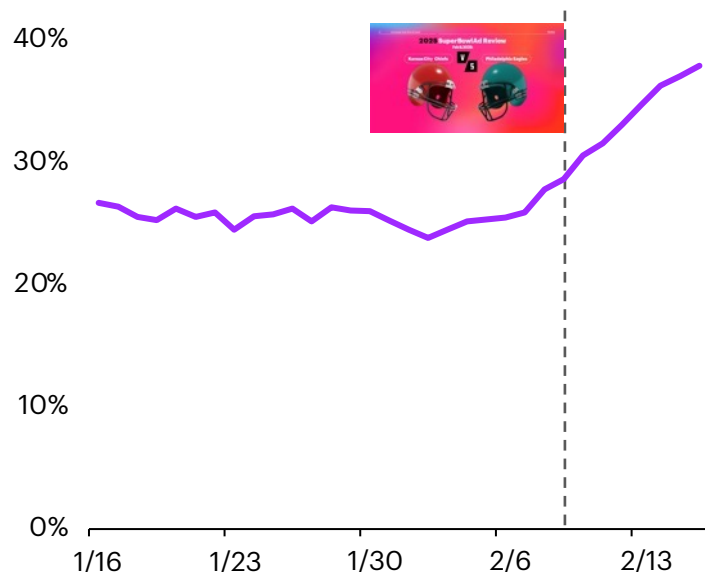
Explore more data

Request demo

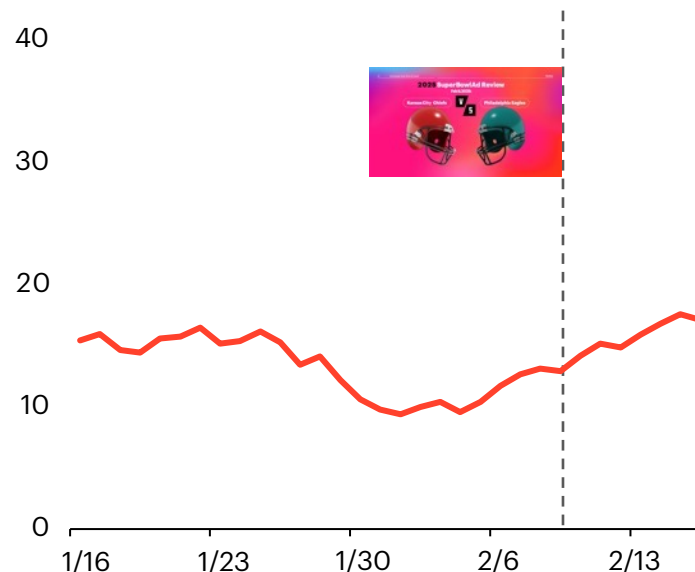
#3: Dunkin'

The Dunkin' sequel featuring Ben Affleck, Jeremy Strong, and Bill Belichick catapulted Dunkin's Ad Awareness to new heights. With Net Buzz experiencing an uplift and Purchase Consideration also trending up, more Americans may run on Dunkin' following the ad.

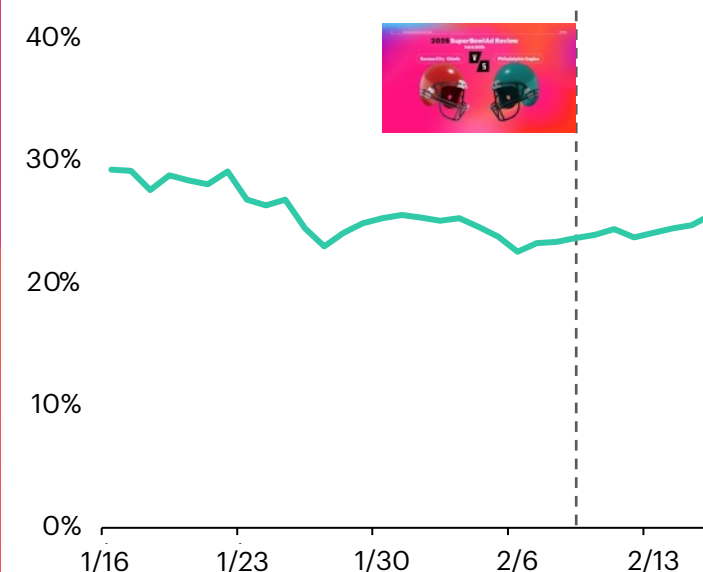
Ad Awareness



Net Buzz



Consideration

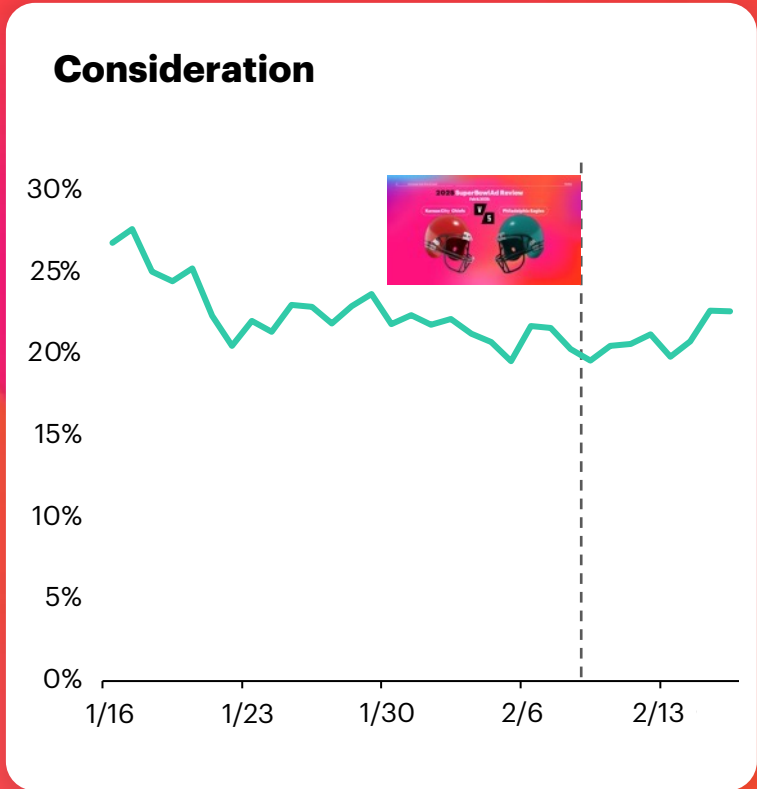
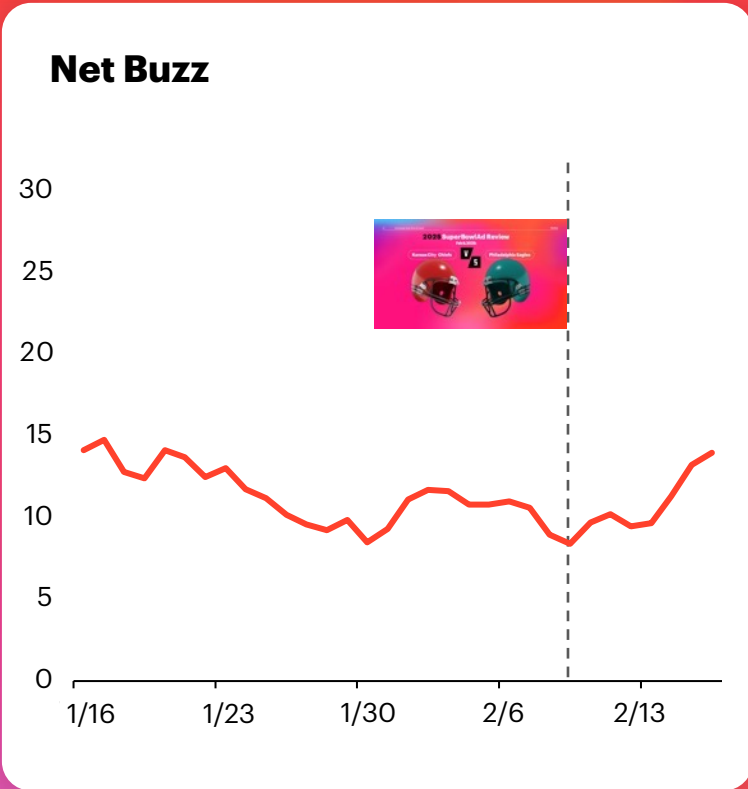
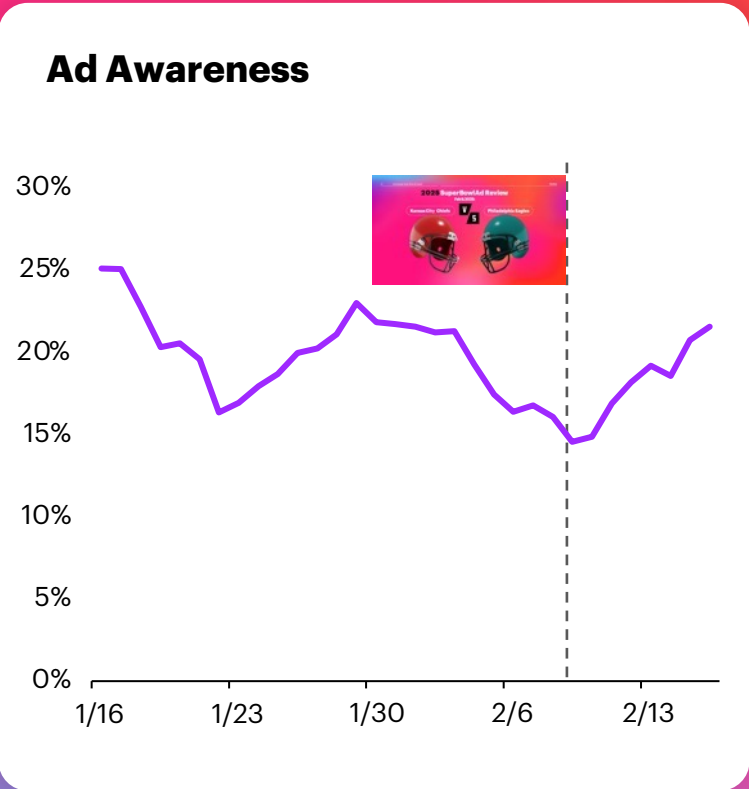


YouGov BrandIndex. Charts: January 16 – February 16, 2025; One-week moving average; US gen pop (n> 825)
(Rankings compare Feb 3-9 vs Feb 10-16, 2025)

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#2: Booking.com

Booking.com topped our rankings in 2024 and came back with another strong Advertising Impact Score. This year, the travel booking site featured The Muppets, leading to a boost across all three metrics and ensuring another successful commercial.



YouGov BrandIndex. Charts: January 16 – February 16, 2025; One-week moving average; US gen pop (n> 625)
(Rankings compare Feb 3-9 vs Feb 10-16, 2025)

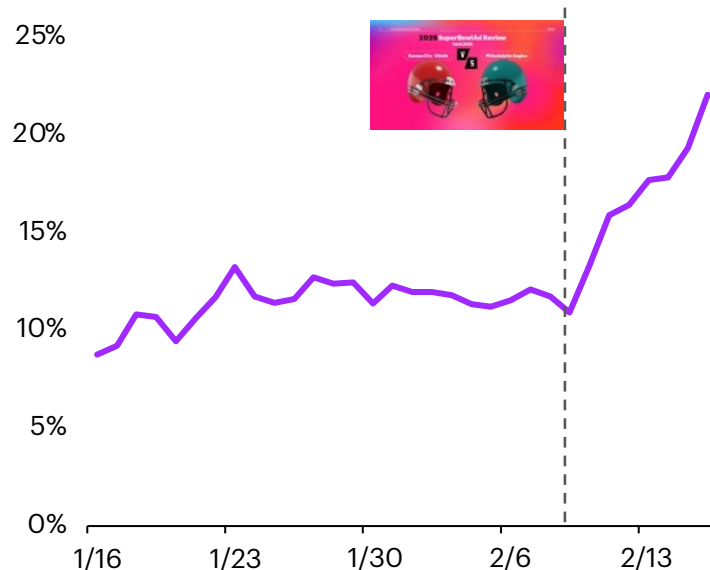
Explore more data

Request demo

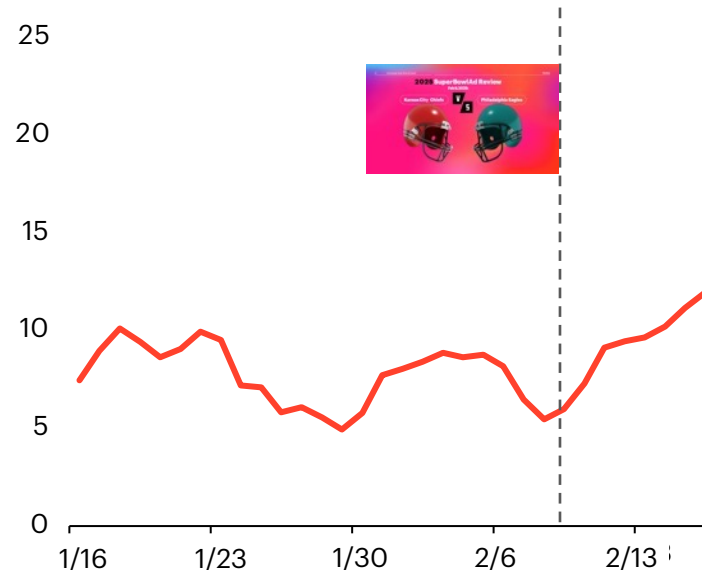
#1: Poppi

While most brands that featured celebrities in their ads used movie stars or singers, Poppi leaned into social media influence instead, featuring several TikTok stars. This led to skyrocketing ad awareness, and the healthy soda brand claims the top spot in the 2025 rankings.

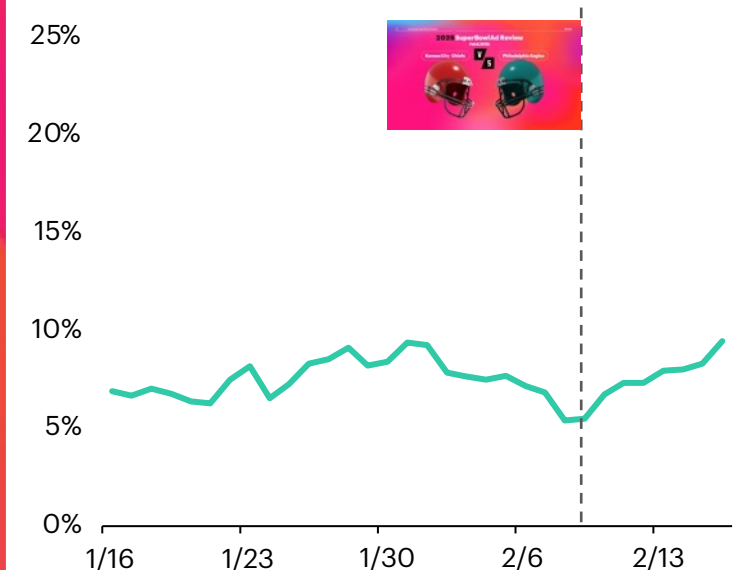
Ad Awareness



Net Buzz



Consideration



YouGov BrandIndex. Charts: January 16 – February 16, 2025; One-week moving average; US gen pop (n> 450)
(Rankings compare Feb 3-9 vs Feb 10-16, 2025)

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Top 10 Super Bowl Ads 2025

60+ advertisers ranked by:
Advertiser Impact Score (AIS)

AIS Formula:

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

Source: YouGov BrandIndex
(US gen pop: Feb 3-9 vs. Feb 10-16)

Rank	Brand	Change in Ad Awareness	Change in Buzz	Change in Consideration	AIS
1	Poppi	11.1	5.9	4.0	25.0
2	Booking.com	7.0	5.6	3.0	18.6
3	Dunkin'	9.3	4.2	1.9	17.3
4	T-Mobile	9.4	4.4	0.5	14.8
5	Google Pixel	4.0	3.9	3.1	14.1
6	Budweiser	11.3	-0.4	0.8	12.5
7	Liquid Death	8.1	5.3	-0.5	12.4
8	Nerds	3.6	5.9	1.3	12.1
9	Pringles	2.4	4.0	2.8	12.0
10	Pfizer	2.7	-0.3	4.3	11.0

Source: YouGov BrandIndex (US gen pop: Feb 3-9 vs. Feb 10-16);
Top 10 2025 Super Bowl advertisers of 60+ analyzed

Overtime: Men and Women Top 5

60+ advertisers ranked 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 3-9 vs. Feb 10-16)

Men

Rank	Brand	Change in Ad Awareness	Change in Buzz	Change in Consideration	AIS
1	Fox News Channel	8.4	10.3	7.9	34.5
2	Bud Light	17.2	9.8	3.4	33.8
3	Poppi	13.9	9.8	5.0	33.7
4	Pringles	-0.8	12.9	10.5	33.1
5	Hellmann’s Mayonnaise	6.6	7.5	6.9	27.9

Women

Rank	Brand	Change in Ad Awareness	Change in Buzz	Change in Consideration	AIS
1	Booking.com	7.4	7.8	7.8	30.8
2	Nerds	2.0	9.1	5.9	22.9
3	Budweiser	16.9	0.2	2.9	22.9
4	Dunkin'	10.3	5.4	2.8	21.3
5	Poppi	8.4	2.5	3.0	16.9

Want a deeper analysis?

YouGov BrandIndex tracks 16 key brand health metrics including:

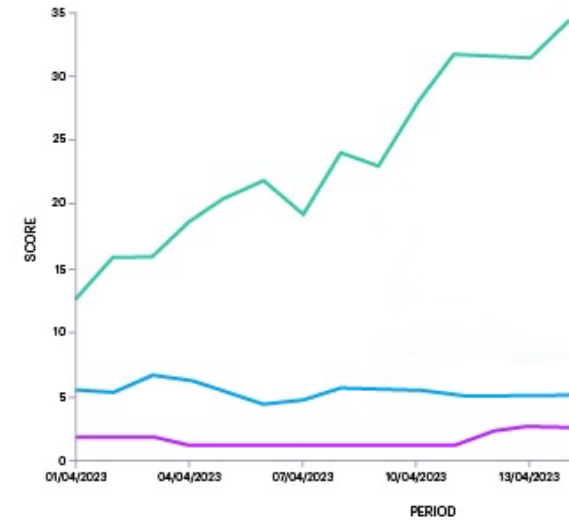
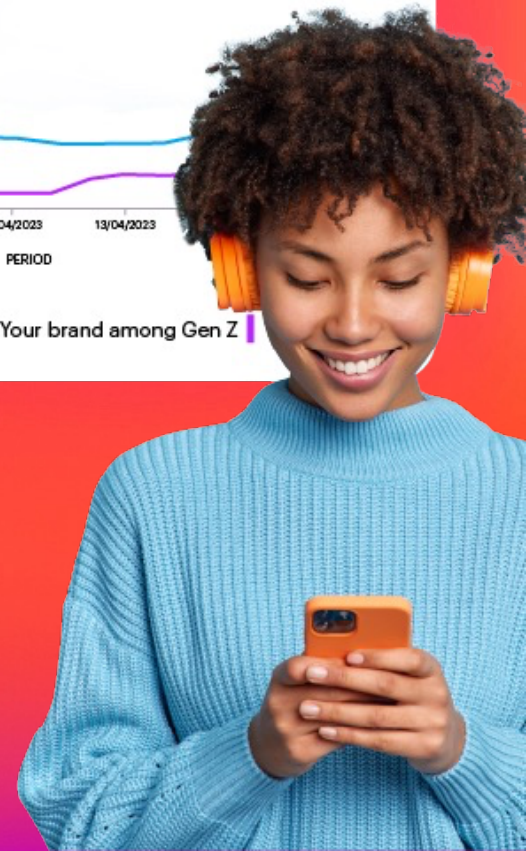
- Brand Impression
- Corporate Reputation
- Purchase Consideration
- Recommendation

With YouGov Profiles, you can segment your analysis by:

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

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Advertising awareness

[Metrics ▾](#)[Advertising Awareness](#)

Thank you

/Research Reality

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