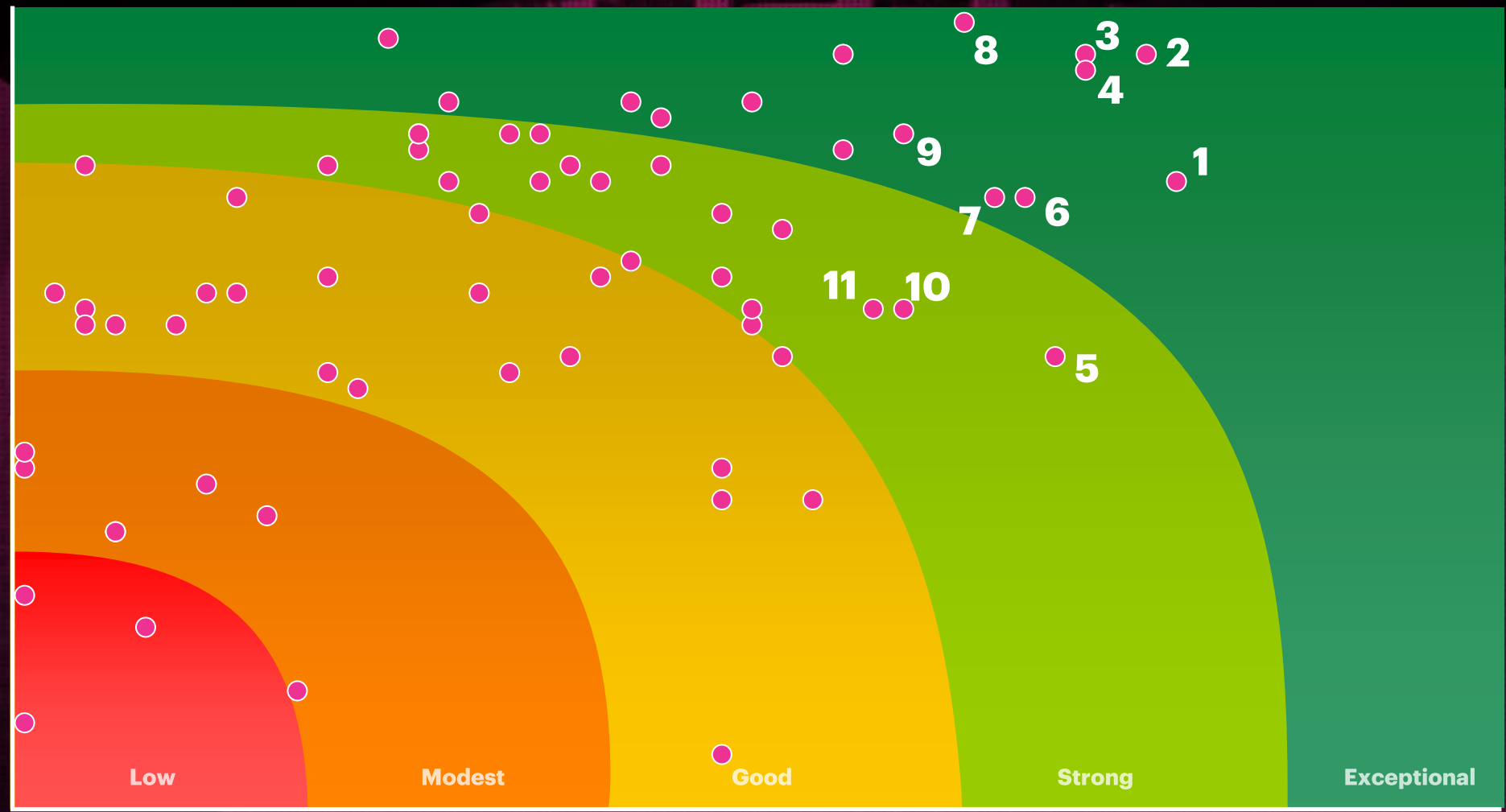


2024: The Super Bowl Winners

Fluency Rating
Brand Recognition



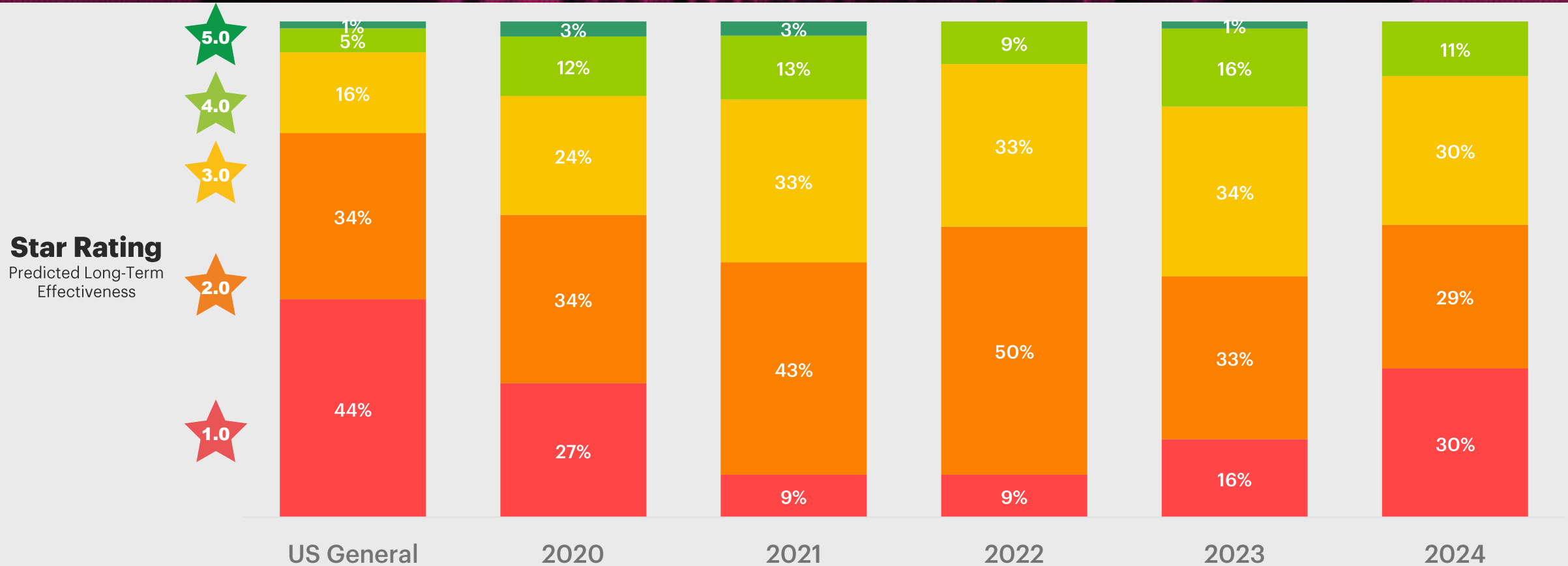
Star Rating

Predicted Long-Term Effectiveness

Rank	Ad
1	<i>Michelob</i> ULTRA
2	<i>Reese's</i>
3	HELLMANN'S EST. 1919
4	T Mobile
5	<i>Lindt</i>
6	NFL
7	<i>Budweiser</i>
8	OREO
9	S SKECHERS
10	m&m's
11	Pfizer

Long-Term Effectiveness | Every Super Bowl

378 ads. 56,700 American's emotions. 2024 saw the most 1-Star ads since we started testing.













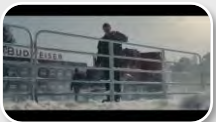















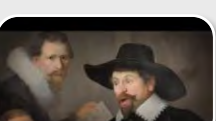









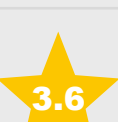

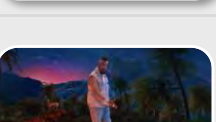





System1 Database, 378 Ads with 56,700 Americans respondents.
Every Super Bowl ad from the past 5 years, tested.

System1 Super Bowl Insights

2024 Category Standouts

Comparing Star Rating to the category average, we see the which brands have stand out effectiveness.

#1				+	
#2				+	
#3				+	
#4				+	
#5				+	
#6				+	
#7				+	
#8				+	
#9				+	
#10				+	
#11				+	

2024 Top Scoring Super Bowl Ads

The highest-scoring ads from 2024, for short-term effectiveness (Spike Rating)

1



DUNKIN'



2



3



4



5



6



POPEYES



7



8



9



10



Booking.com



11

