



“Top Super Bowl Ads: No Celebrities or AI Needed!”

Description

The results have emerged from the exhilarating Super Bowl LVIII, revealing which advertisements resonated most profoundly with consumers.

The findings elucidate intriguing trends in advertising. The prevalence of celebrity endorsements in Super Bowl commercials has been on a pronounced ascent. This year’s spectacle featured a remarkable 57 celebrity-laden advertisements out of the 94 that aired, marking an increase of 22 percent from the previous year. Sources from *The Hollywood Reporter* indicate that A-list celebrities commanded fees oscillating between \$3 and \$5 million for their appearances, although brief cameos typically garnered lesser remuneration.

Despite the extravagant sums devoted to these celebrity-driven narratives, their engagement levels with the audience were only marginally above the average. According to a survey conducted by the market research firm EDO, 60 percent of the Top 50 ads showcased celebrity appearances. Notably, in the hierarchy of Top 6 non-trailer advertisements, only one—Glen Powell portraying Goldilocks for Ram Trucks—was propelled by a celebrity presence. Other successful entries included Jeep’s “Freedom” spot featuring Harrison Ford, Adam DeVine’s Cirkul water advertisement, and Michelob Ultra’s campaign starring Willem Dafoe alongside Catherine O’Hara.

Yet, one should not overlook the rising influence of Gen Z influencers such as Jake Shane, Alix Earle, and Rob Rausch; their Poppi ad secured the ninth position, outpacing many established icons. Nevertheless, advertisements featuring celebrities accounted for 11 placements in the Top 20, a notable improvement from last year’s mere three. Kevin Krim, the CEO of EDO, remarked that authentic connections between brands and their celebrity ambassadors yielded considerable consumer responses.

Conversely, several celebrity-centric ads exhibited tepid engagement, with Kevin Hart’s DraftKings entry languishing at 75th place. Other notable flops included Vin Diesel’s Haagen-Dazs spot and Matthew McConaughey’s Uber Eats campaign, both failing to captivate audiences as anticipated.

An additional noteworthy trend emerged with AI-generated ads generating significant discourse prior to the event yet ultimately underperforming, with the exception of Ray-Ban’s Meta glasses ad—an indication that flashy technology may not suffice without substantive engagement.

The most efficacious advertisements comprised T-Mobile’s “You’re Connected,” Ram’s truck campaign, and ads promoting health-centric products, highlighting a consumer preference for practicality and empowerment. Such findings suggest that while advertising featuring celebrities appears ubiquitous, its rise in prevalence is a relatively recent phenomenon, warranting contemplation on whether 2025 may be recognized as the apex of celebrity-driven Super Bowl advertisements.

Alex Werpin contributed to this report.



Vocabulary List:

1. **Exhilarating** /ɪg'zɪləreɪtɪŋ/ (adjective): Causing a feeling of excitement and happiness.
2. **Elucidate** /ɪ'luːsɪ,deɪt/ (verb): To make something clear to explain.
3. **Prominent** /'prɒmɪnənt/ (adjective): Important; famous; standing out.
4. **Engagement** /ɪn'geɪdʒmənt/ (noun): The act of participating or being involved.
5. **Ascend** /ə'send/ (verb): To rise or move upward.
6. **Authentic** /ɔ:'θentɪk/ (adjective): Genuine; real; not false or copied.

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which term refers to the atmosphere or mood of a place?

- Option: Ambiance
- Option: Aggregate
- Option: Exemplified
- Option: Attainment

2. Which term means the feeling of sadness or displeasure caused by the nonfulfillment of expectations?

- Option: Ascend
- Option: Disappointment
- Option: Anticipation
- Option: Elucidate

3. Which term means an estimate or forecast of a future situation or trend?

- Option: Aggregate
- Option: Cleansed
- Option: Projection
- Option: Anticipation

4. Which term refers to a formal arrangement to get married?

- Option: Authentic
- Option: Engagement
- Option: Provocative
- Option: Affluence

5. Which term refers to a surprising and previously unknown fact?



- Option: Inconsistent
- Option: Revelation
- Option: Anticipated
- Option: Mischaracterized

6. Which term describes something intended to provoke or stimulate?

- Option: Exhilarating
- Option: Provocative
- Option: Antisemitic
- Option: Condemned

7. Which term means the forming of a theory without firm evidence?

- Option: Shortcomings
- Option: Projection
- Option: Speculation
- Option: Attainment

8. Which term means genuine or real?

- Option: Ascend
- Option: Authentic
- Option: Irresponsible
- Option: Anticipation

9. Which term means the action of expecting something to happen?

- Option: Anticipation
- Option: Diatribes
- Option: Prominent
- Option: Grapple

10. Which term means a deceptive appearance or impression?

- Option: Anticipated
- Option: Illusion
- Option: Attainment
- Option: Projected

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The _____ amount of data needed to be analyzed.

12. The product had various _____ that needed to be addressed.



13. The hikers began their _____ up the mountain at dawn.
14. The article _____ his intentions painting him in a negative light.
15. It was deemed _____ to leave the children unsupervised.
16. Could you please _____ your reasoning behind that decision?
17. He was a _____ figure in the field of science.
18. The team had to _____ with the complex issues at hand.
19. The area was thoroughly _____ of all contaminants.
20. His academic performance was an impressive _____.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The roller coaster ride was so thrilling and exciting that it left the riders breathless and full of joy.
22. Throughout his career the actor received numerous awards and accolades for his outstanding performances.
23. The dictator's actions were strongly criticized and disapproved by the international community.
24. Based on current trends the company a significant increase in profits for the next quarter.
25. Their families celebrated their and eagerly awaited the upcoming wedding.
26. The political rivals displayed open hostility and animosity towards each other during the debate.
27. The fans were eagerly the release of the new album by their favorite band.
28. Her of a master's degree was a proud moment for her and her family.
29. The mystery novel had a plot full of twists and turns that kept readers engaged.
30. Rumors and about the company's upcoming product launch were circulating among industry analysts.



Answer

Multiple Choice: 1. Ambiance 2. Disappointment 3. Projection 4. Engagement 5. Revelation 6. Provocative 7. Speculation 8. Authentic 9. Anticipation 10. Illusion

Gap-Fill: 11. aggregate 12. shortcomings 13. ascend 14. mischaracterized 15. irresponsible 16. elucidate 17. prominent 18. grapple 19. cleansed 20. attainment

Matching sentence: 1. exhilarating 2. illustrious 3. condemned 4. projected 5. engagement 6. antagonism 7. anticipating 8. attainment 9. intriguing 10. speculation

CATEGORY

1. Entertainment - LEVEL6

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