

NOVUS



Super Bowl LVIII for the win

This year's Super Bowl had pretty much everything: a thrilling game that went into overtime (the Kansas City Chiefs victorious over the San Francisco 49ers, 25-22), celebrity-infused television commercials, five-time Pro Bowler Rob Gronkowski attempting a field goal, Usher bringing back the early 2000s with his halftime performance, Taylor Swift, Post Malone, Reba and the list goes on and on.

The telecast had all that glitz, and it also had *the most* of something. Super Bowl LVIII had the most viewers in USA television history since the 1969 moon landing. And with an estimated 123.4 million viewers, this year's broadcast took a giant leap over the previous big game record holder, Super Bowl LVII (yes, last year) which had 115.1 million viewers. Let's take a trip through some of the highlights of this groundbreaking day.



1 | BY THE NUMBERS

Pretty much all the previous Super Bowl viewing records were broken. Note, some of these achievements could partly be influenced by Nielsen including out-of-home viewers in its measurement (since 2020) but remarkable, nonetheless.

- **123.4 million** - Program average viewer versus previous 2023 record of 115.1 million.
- **202.4 million** - total viewers watched at least some of the Super Bowl across all networks - the highest total viewing audience in history.
- **2.2 million** - Univision average viewers, which is the most ever for a Spanish-language broadcast.
- **1.5 million** - Nickelodeon's fun, family-friendly broadcast average viewers.
- **Most streams** - This year also marked the most streams of a Super Bowl ever.

2 | AI EVERYWHERE

Artificial intelligence showed up in a subtle but influential way this year as well; mostly showcasing tech's newest innovations. With the hype of AI, it was assumed there would be more ads created by the technology. Many believe the absence is due to marketers not feeling comfortable with the Super Bowl being a testing stage for the platform. Instead, AI appeared in spots such as Etsy showcasing their new AI which helps with gift shopping and Google illustrating how Pixel 8 can assist the blind with taking wonderful photos.



3 | SEVEN FOR THIRTY

The cost to run an ad in this year's Super Bowl was 7 million dollars. Considering the viewership size and the fact that this rate is flat to last year, this was a bargain for most of this year's advertisers. On the other hand, the production costs of these spots were not likely a bargain. This due in part to the plethora of celebrities featured in the ads, including Arnold Schwarzenegger, Jennifer Aniston, Beyoncé, Ben Affleck, Jennifer Lopez, just to name a few. Check out [USA Today's Ad Meter](#) to see the top 10 ranked spots.

Nonetheless, this is a prohibitively high cost for most marketers. As such, the trend toward buying regional spots continued (see next page)...

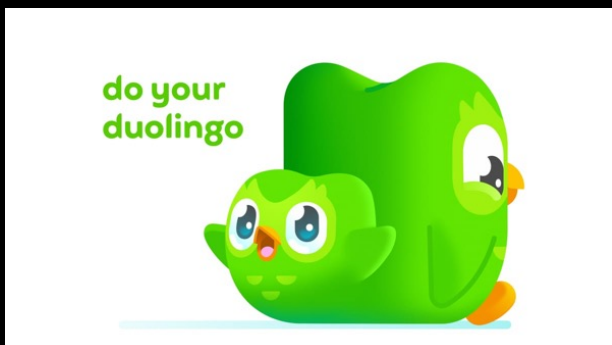
4 | LOCAL LOVE

Since \$7M isn't realistic for most advertisers for a :30 second spot, there are other ways to benefit from the growing hype of the big event. Potential tactics include local Spot TV, ancillary programming, digital contextual targeting, social media, and more.



"Opting for a regional buy allows brands to secure in-game advertising in specific markets where they have a higher likelihood of success. Marketers can optimize their ad spend," said Rob Davis, CMO of Novus, an independent agency specializing in customized and localized media plans and buys.

A number of brands bought local or regional spots this year, including an eye-catching :05 spot from Duo Lingo, as well as regional spots from HEB, Spectrum, Open Door and many others.



5 | FROM TOKYO TO VEGAS

Among the biggest buzz of the football season was the Travis Kelce & Taylor Swift romance. As anyone watching the broadcast knows, the 14-time Grammy winner flew from Tokyo to Las Vegas to see the big game. In total, she received 54 seconds of screen time. While some would say that was a bit less than expected, it is still worth 12.6 million dollars (using the math of an average :30 second commercial). It is predicted that Travis and Taylor could become the richest power couple in entertainment next year, potentially worth \$5 billion.



6 | THE FINAL SCORE

Overall, the night featured a fantastic game with so many records that were shattered:

- Most viewers
- Most field goals
- Longest field goal
- Longest game
- Record-setting betting
- Career rushing yards in Super Bowl (Mahomes)

Or you can go all in like Dunkin. The Dunkin track suits featured in their Super Bowl spot sold out in 19 minutes.



Justin Southern
Head of Investment
justin@novusnext.com