

Building Brand Fandom at the Super Bowl

The power of sports fans lies in their energy, enthusiasm, loyalty, and engagement.

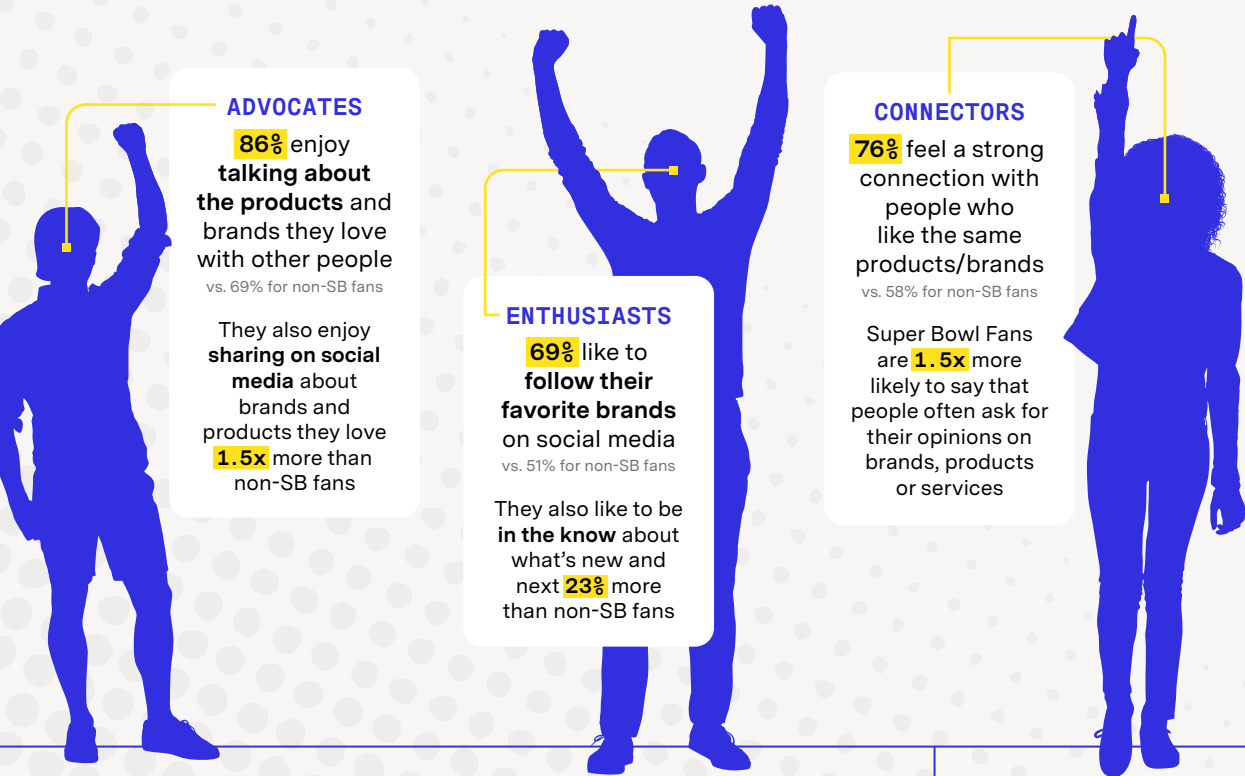
That power spans well beyond its impact on sports teams and leagues, supercharging passion for brands of all kinds. Innovation, creativity, community—all key ingredients for stoking brand fandom—are served up in spades at the Super Bowl.

Our latest research unpacks the anatomy of a fan and offers a roadmap for how brands can leverage these valuable fan experiences to generate passion for their own brand. Building on insights from our brand fandom research in 2022, we take a spotlight to the impact of sports fans on brand fandoms.

ANATOMY OF A FAN

Super Bown Fans are not just a large captive audience, they are also coveted.

When compared to non-fans, Super Bowl fans are more likely to be:

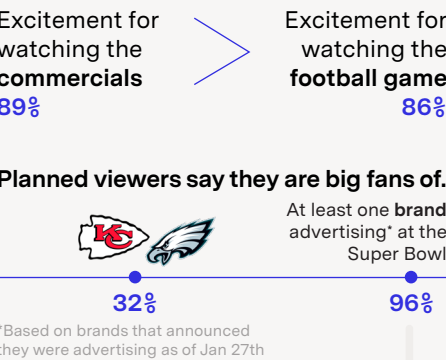


Brands that aren't involved miss out on a cultural conversation that takes place before, during, and resonates long after the event.

75% like to hear about what brands are planning for their commercials ahead of the Super Bowl

MORE THAN A GAME

Brands share the stage: fans excitedly anticipate what both the game and the brands will bring to the Super Bowl.



KEY QUALITIES

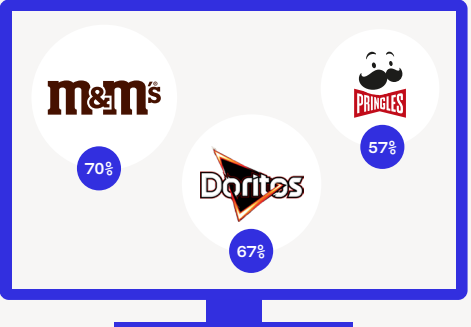
Many of the qualities that people associate with Super Bowl advertisers are such that drive brand fandom.

Top Qualities People Associate with Super Bowl Advertisers

- 1 Creative
- 2 Helps people feel good or have fun
- 3 Innovative
- 4 Fresh and new
- 5 High quality
- 6 Exciting or thrilling
- 7 Stands out from the crowd
- 8 Relevant in today's culture

Blue outline signifies a quality that also drives brand fandom

Top 3 Brand Fandoms of Brands Advertising at the Super Bowl



68% say that leading up to the Super Bowl, they like to follow what's trending about the brands planning Super Bowl commercials

STOKING FANDOM

These ads effectively spark net new fans or reignite existing ones to deepen and broaden fan engagements.

SPARK

41% say they have become a fan of a product because of its Super Bowl commercial

"I was introduced to Dr. Squatch in a Super Bowl commercial. I thought the commercial was entertaining... I immediately bought a bar of soap for my significant other and we've bought the brand ever since. I've showed their iconic commercial to many men in my life and recommend they give it a try."

REIGNITE

56% say past Super Bowl commercials have deepened a connection they had with a brand

"Some brands such as Pepsi or the Planter's peanuts really have great commercials. So from watching the ads I not only have a stronger desire to go out and buy some, but also feel proud to be a fan of them. I also get to talk about the product with friends and family given that the ad was very good."

87% say the commercials in the Super Bowl set the tone for brand buzz for a long time after the game