

# Super Bowl LIX

## Trends & Solutions to Reach Fans

We understand not every brand has the budget to spend \$7M for a 30-second ad spot during this year's Super Bowl. But brands can still stay relevant with their audiences, avoid the clutter, and jump in on the fanfare. We recommend an omnichannel approach to ensure you reach fans while they research players & teams, find recipes for the game, and more!

123.7

Million Viewers

Were tuned into last year's Super Bowl, making it the most watched Super Bowl in history, and the most popular TV program of all time in the U.S.

Source, [Nielsen](#)

Our recommendation would be to reach fans **2-3 weeks** before the start of the game, with a suggested budget of **\$40,000 - \$55,000**.

### Channels

For an omnichannel approach, we recommend channels that will drive strong performance and reach fans efficiently leading up to the game, whether listening to a podcast, looking at game-day recipes, or chatting with their friends on social.



Display



Mobile



Video



Advanced Audio



Native



Social



Retail Media

### Targeting

1



#### Audience Targeting

Reach fans, foodies, or commercial / halftime watchers

2



#### Contextual Targeting

Align with any content around the Super Bowl

3



#### Purchase data

Reach people buying jerseys and sports gear, game day food, and more