

# Which Super Bowl LVII Ad Trends Moved the Needle? A Media Analysis

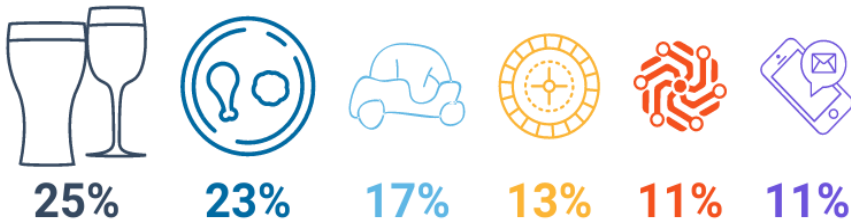
## Media Analysis Summary



Beer ads are practically as characteristic of the **Super Bowl** as touchdowns. And they were again this year, with one big change: they didn't all come from brands owned by Anheuser-Busch, which gave up its exclusive rights to be the only alcohol company to air Super Bowl ads.

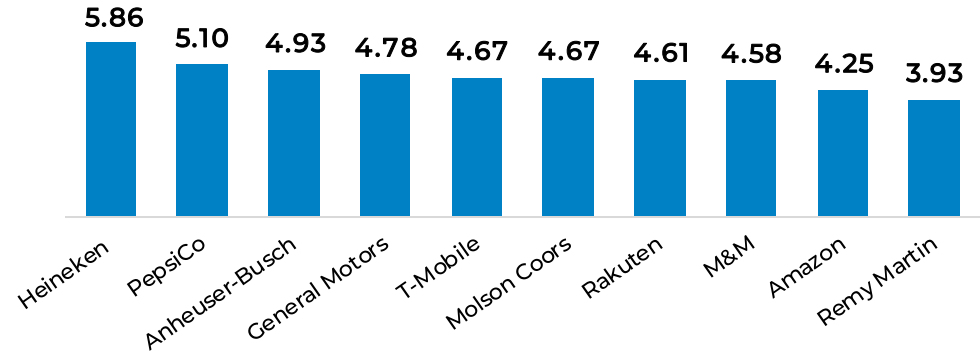
Cue the competitors — and a **flood of beer** and **alcohol ads** in the national broadcast, which in turn made the alcohol industry the most widely discussed one in the media debate:

### Industries in the Super Bowl LVII debate by share of voice



● Alcohol ● Food ● Automobile ● Gambling ● Tech ● Telecommunications

### Top 10 organisations in the Super Bowl LVII debate by media impact score



**Heineken** attracted significant media attention when it said its 30-second Super Bowl ad for Heineken 0.0 was the first national commercial in the game for a nonalcoholic beer, putting a spotlight on the dry movement in booze.

The commercial during U.S. television's biggest event of the year was a chance to **reach younger consumers** who are often drinking less alcohol.

### PR takeaways from Super Bowl LVII:

- Alcohol brands were the biggest story
- The first non-alcoholic Super Bowl ad put Heineken on top
- Bud Light won over Twitter
- A climate letdown
- Crypto was out

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