

Advertising at the Super Bowl is unlike any other event. The extensive number of viewers and atmosphere of the game gives a commercial more power than any other time in the year. But what exactly puts a brand's ad in the end zone with fans?

This is what we found:

SUPER BOWL



749

official brand posts monitored

2,966,038

content Facebook Reactions analyzed

255,085

comments documented

921,777

times content was shared

240

facebook Reactions per minute recorded

Top 5 trends

- 1 ★ Nostalgia / Feel good
- 2 ↑ Female empowerment
- 3 ↑ Humor
- 4 ↑ Raise of AI
- 5 ↓ Cause / Message

Cause-based advertising was once a predominant theme in Super Bowl advertising, but it has fallen from its top spot in favor of newer, more lighthearted trends. Nostalgic and feel good commercials tended to prove more popular with most Super Bowl fans this time around.

Top 10 brands

- 1 NFL
- 2 Jeep
- 3 Ramtrucks US
- 4 Stella Artois
- 5 Dodge
- 6 Mercedes-Benz
- 7 Hyundai
- 8 Simplisafe US
- 9 Walt Disney Studios
- 10 Bud Light

Crisp Labs analyzed each brand's social ad, from the week preceding the Championship game to five hours after it ended, and investigated the Facebook Reactions made by customers to determine who won the Social Super Bowl.

And the winners are...



Jeep

**Most Liked Post**  
Jeep: OneRepublic, More Than Just Words



Jeep

**Most Loved Post**  
Jeep: OneRepublic, More Than Just Words



**Most Haha Post**  
Stella Artois: Change up the Usual



**Most Anger Post**  
Painting of Tom Brady celebrating 6 Super Bowl wins



Jeep's star-spangled success

Jeep's "illustrative narration" of the Star Spangled Banner outperformed all other commercials over the course of the Super Bowl. And yet, this commercial did not actually air on TV during the Big Game.

Jeep's digital blitz received 350,778 Reactions and was shared a total of 163,022 times.



Stella choose nostalgia over cause-marketing

Instead of cause-marketing, laughter and nostalgia were evoked to provide the audience with a moment's relief from the weight of social responsibility that dominates today's advertising.

Stella Artois' commercial received 117,682 Reactions and was shared 23,397 times.