



captiv8

# 2023 Super Bowl Ad Performance

What Performed Better: Traditional Media or Influencer Marketing





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# Introduction: Super Bowl Analysis

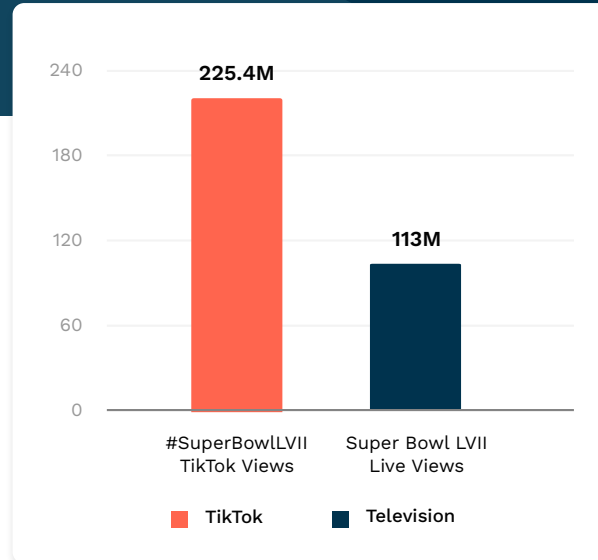
During Super Bowl LVII, we analyzed social data to help measure the impact of the Super Bowl across social media. With the use of Captiv8's social listening capabilities, we were able to gauge how popular Super Bowl LVII topics were across TikTok, Instagram, and Twitter in comparison to traditional TV viewership. In this report, we will walk you through:

- The estimated cost of activating TikTok creators for branded campaigns
- An analysis of views on social versus traditional TV viewership
- A look into the results of brands that built excellent Super Bowl LVII-oriented influencer marketing campaigns
- What the hottest topics were on social media during Super Bowl LVII weekend



# #SuperBowlLVII on TikTok More Than Doubles the Live Viewership Numbers of the Big Game

Super Bowl LVII posted incredible viewership numbers. The big game is continuing its rebound from 2021's multi-year low, to now hit a hit a six-year high! This year's Super Bowl drew in **113M viewers**, making it the second most-watched non-overtime Super Bowl in history! Although, the NFL can be proud of this year's viewership numbers, #SuperBowlLVII on TikTok more than doubled Sunday's record-breaking game by the time that the final whistle had blown!

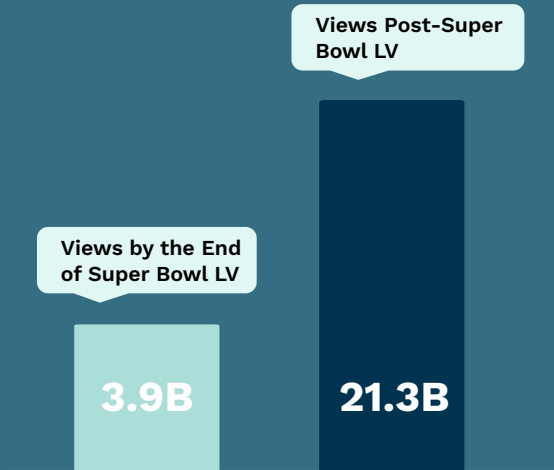


The #SuperBowlLVII hashtag on TikTok generated over

**2x** the views of the actual Super Bowl

# Shelf Life of Creator Content vs Traditional Content

## #DoritosFlatLife TikTok Campaign



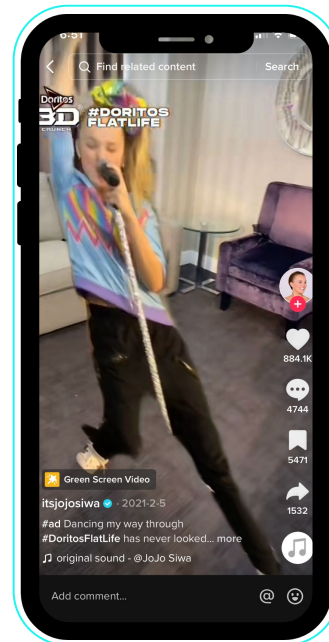
**446%**

Growth in Views After Super Bowl LV Had Ended



Doritos ran the #DoritosFlatLife TikTok campaign in 2021. By the time the Super Bowl had ended in 2021, the hashtag had generated **3.9B** views.

However, given the extended shelf life of creator content on social media, the hashtag has grown **446%** and now has **21.3B** views!





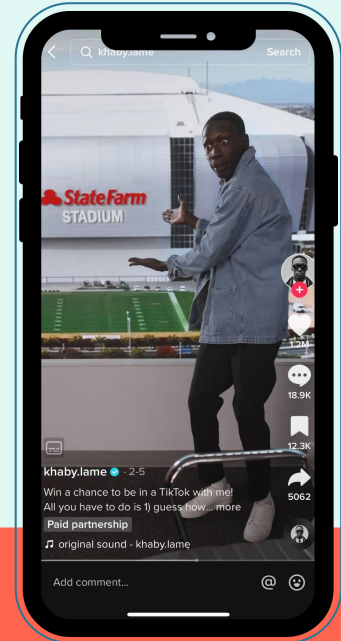
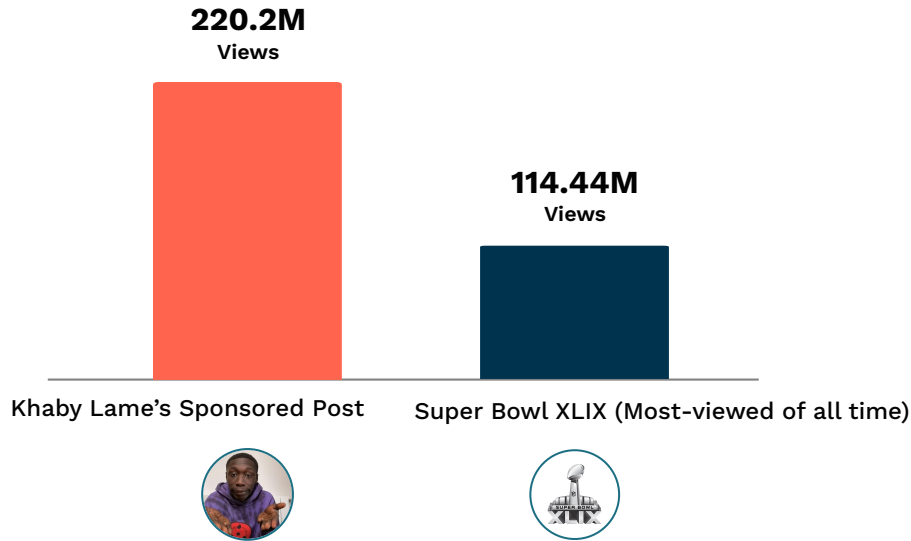
# 2023 Super Bowl Brand Examples



# State Farm's #StateFarmStadiumChallenge

In 2023 State Farm chose not to run a Super Bowl commercial and instead opted for an influencer-first approach on TikTok.

One single sponsored post by Khaby Lame generated 220.2M views on TikTok by the time the Super Bowl had ended, nearly doubling the viewership of the most-watched Super Bowl of all time!



220.2M  
Views

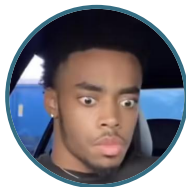
19.2K  
Comments

1.3M  
Likes

5.1K  
Shares

# Creators Activated by Doritos for the #DoritosTriangleTryout

For this Campaign, Doritos Partnered with:



Tay Bloomer

**6.2M**

TikTok Followers



Jordan Grace

**1.2M**

TikTok Followers



Josh Killacky

**1M**

TikTok Followers

**8.4M**

Combined TikTok Followers

Doritos partnered with three mega-influencers for their #DoritosTriangleTryout TikTok campaign. They drove UGC by encouraging TikTok creators to participate in their triangle-inspired dance.

The campaign resulted in **13.3B total hashtag views!**



# Doritos' #DoritosTriangleTryout

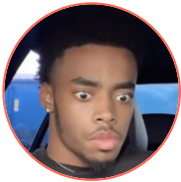


Hashtag  
Views



Sponsored  
Content Views

## Creators Activated



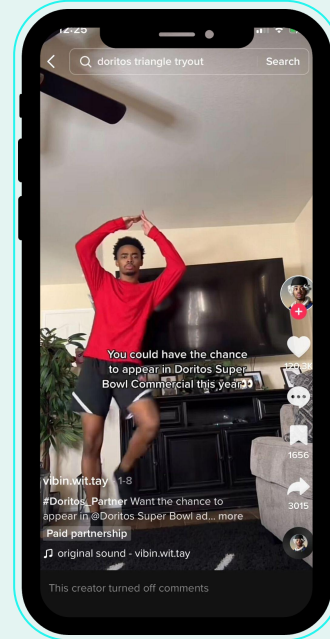
Tay  
Bloomer



Josh  
Killacky



Jordan  
Grace



# Estimated Cost to Run the Campaign



## #DoritosTriangleTryout Estimated Cost:



According to historical data, activating this specific group of mega-influencers with a combined reach of **8.4M** followers solely through TikTok could cost an estimated **\$550K**. The campaign resulted in **13.3B** TikTok views!

However, for the average cost of a 30-second commercial during Super Bowl LVII, \$7M, the **#DoritosTriangleTryout campaign could have been run over 12 times!**

## #DoritosTriangleTryout Sponsored Post Results



**3** sponsored posts created



**33.8M** views on sponsored posts

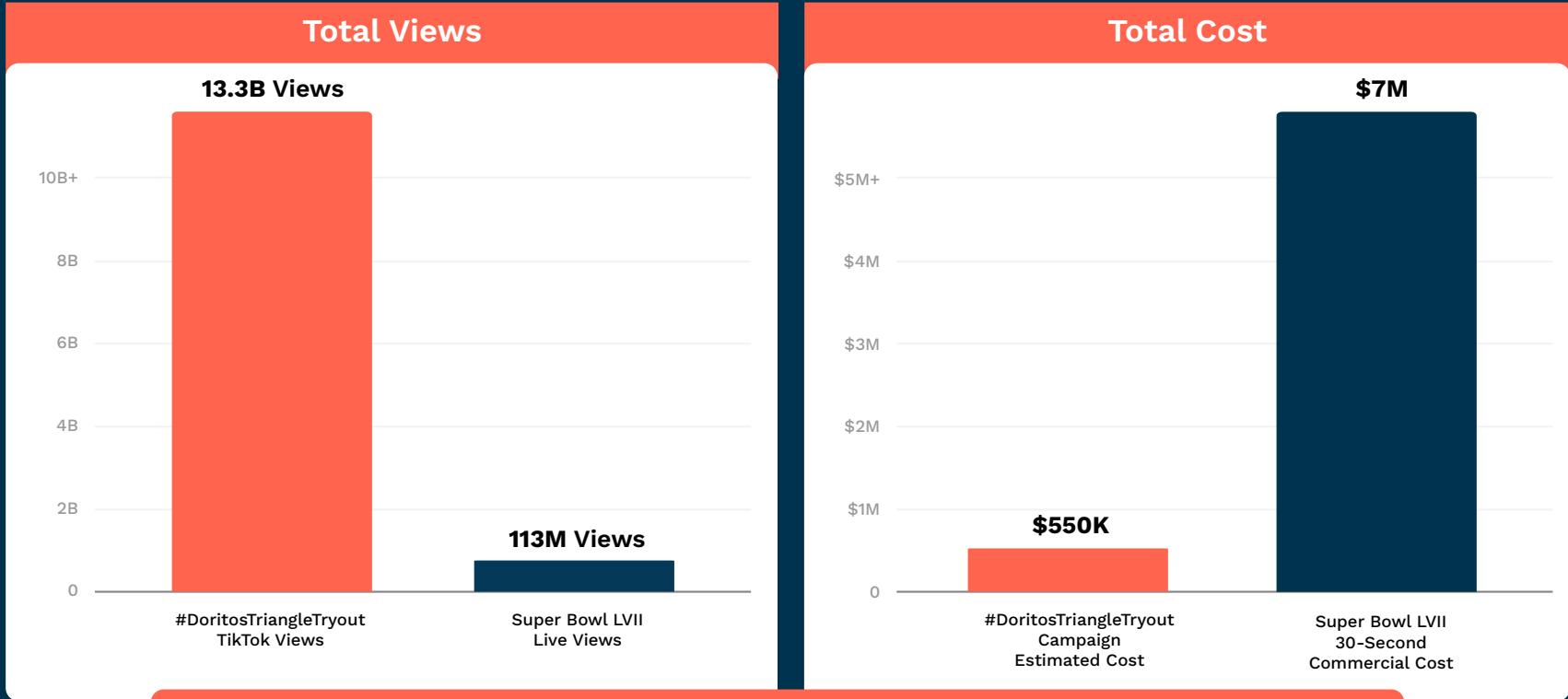


**163K** likes on sponsored posts



**5.6K** shares on sponsored posts

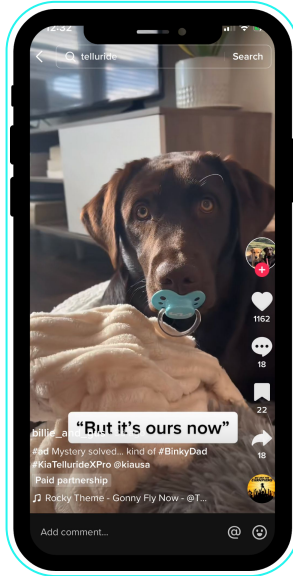
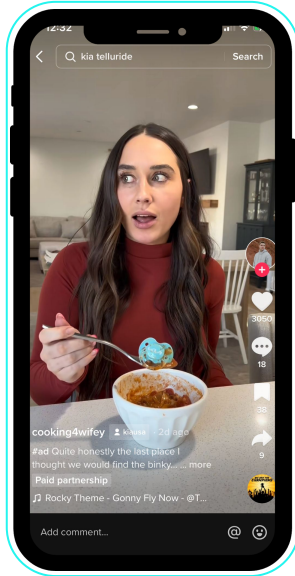
# Total Views vs. Estimated Cost



Given the creators that Doritos activated, and our estimates of what it could have potentially cost to run the campaign, Doritos could have activated these creators over 12 times for the same budget required for a 30-second Super Bowl ad.

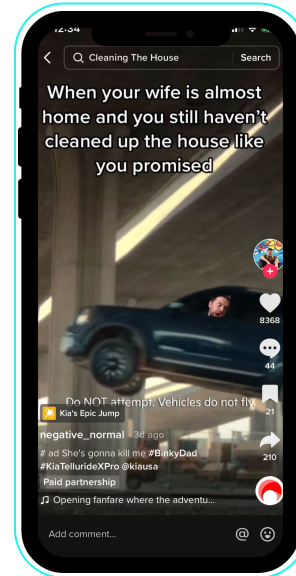
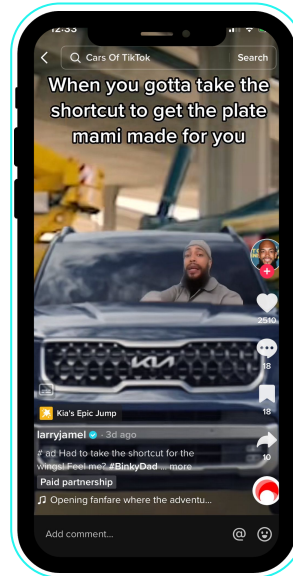
# Kia Binky Dad

## #BinkyFinale



Kia's goal was to increase viewership "We upped our social media views 21% this year over last year on social media"  
- Jeff Cannata (Group Communications Director, David&Goliath)

## Larger Than Life Filter



6500+

Videos Created Using the Larger Than Life Filter

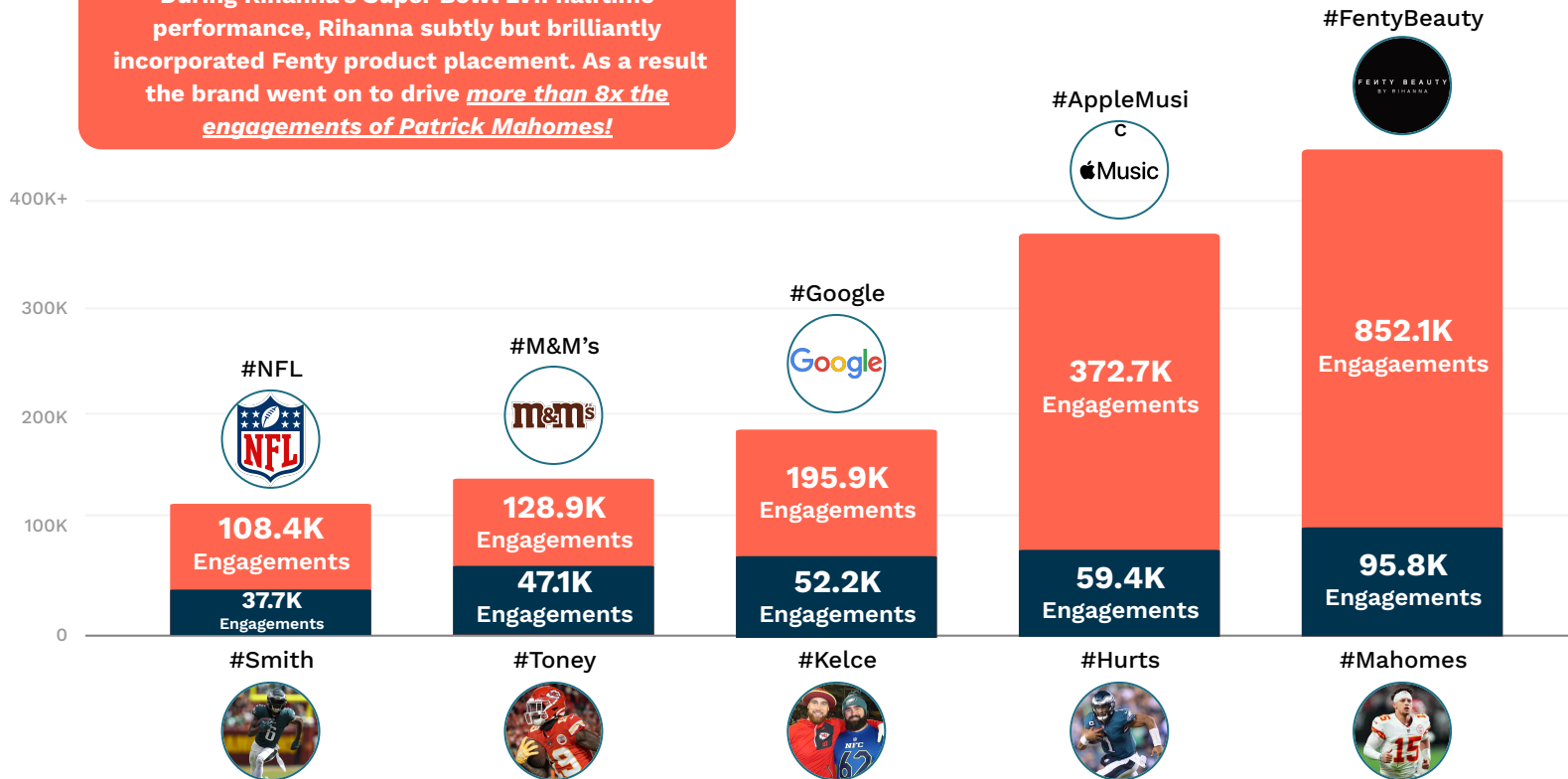


# Which Brand Won the Super Bowl? Highest Brand Engagements



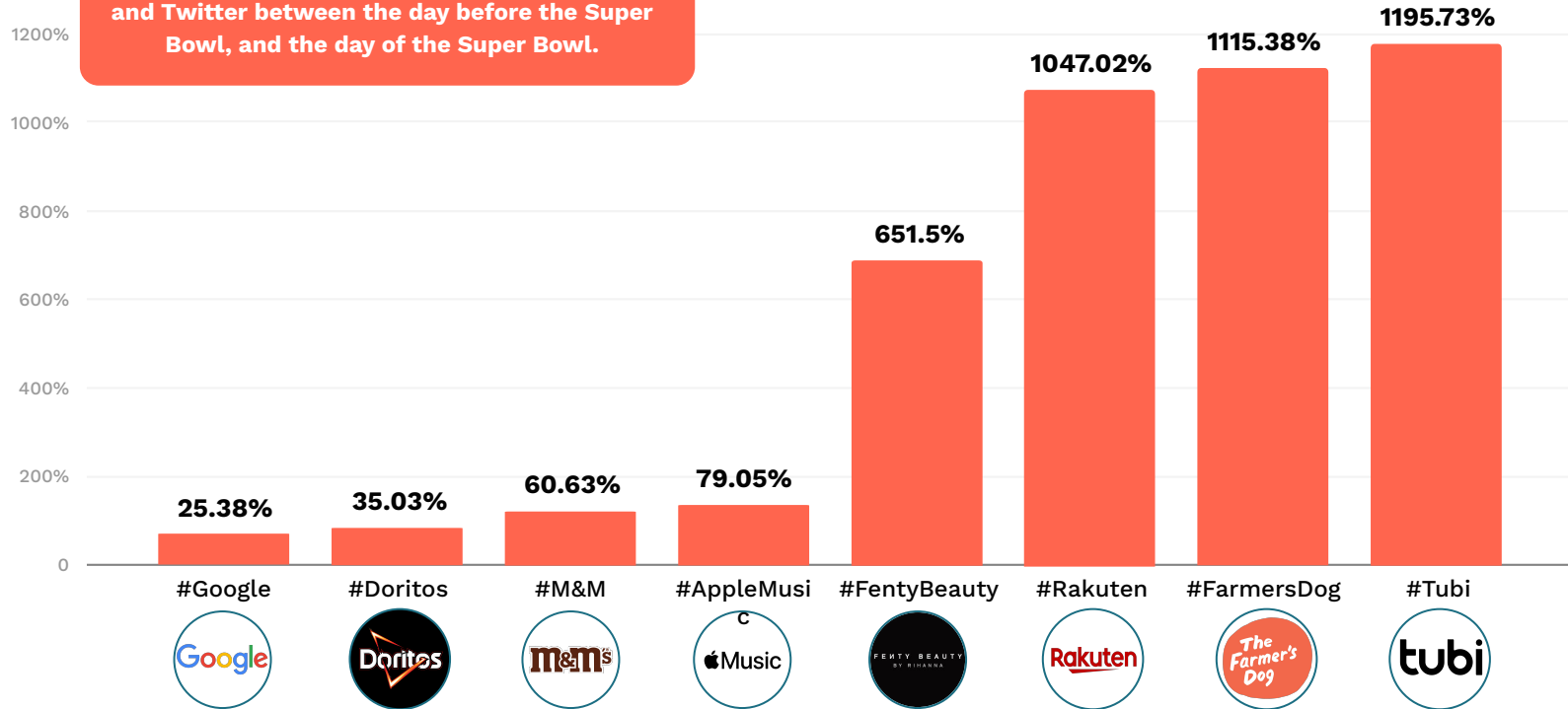
# Brands Shined During Super Bowl LVII Generating More Instagram & Twitter Engagements Than Players

During Rihanna's Super Bowl LVII halftime performance, Rihanna subtly but brilliantly incorporated Fenty product placement. As a result the brand went on to drive more than 8x the engagements of Patrick Mahomes!



# Most Brand Engagements on Instagram & Twitter During Super Bowl LVII

Growth in brand engagements on Instagram and Twitter between the day before the Super Bowl, and the day of the Super Bowl.





# Key Takeaways, Influencer Tips, and Strategies





# 6 Influencer Tips & Strategies



- 1 Consider an Influencer-First Activations for Sports Marketing Events
- 2 If Producing Commercial Content for Major Events, Don't Simply Repurpose Offline Content Across Online Social Channels
- 3 A Sports-Centric Campaign Doesn't Need to be Sports-Specific, This Can Lead to Fun Evergreen Creator Content
- 4 Build Fun Campaigns that Encourage Engagement to Drive UGC
- 5 Be Prepared to Build Lead Time and Custom Landing Pages for Shoppable Campaign Success
- 6 Capitalize on Nostalgia

# Key Takeaways

In conclusion, the average price to run a 30 second commercial during Super Bowl LVII would have cost **\$7 million**. However, influencer marketing campaigns deliver much more value for your investment. As seen in the #DoritosTriangleTryout TikTok campaign, the hashtag alone garnered **13.3 billion views** before the game even kicked-off in comparison to Super Bowl LVII's **113 million viewers**.

Based on historical data, the campaign could potentially have costed an estimated **\$550 thousand** to activate that group of creators. With the budget required to run a 30 second commercial during the NFL's big game, Doritos could have run this campaign over 12 times!

Although the football players are the ones competing for the Super Bowl, brands are actually the talk of the town on social media, brands drive more mentions and engagements than the NFL stars on the field during the big game!

