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February 13, 2026

## Question of the Week:

“How much do Super Bowl ads drive consumer action, like search?”

Super Bowl LX (2026)



## The Super Bowl drives mid-funnel results for all types of advertisers and strategies

Reach new audiences. Raise awareness. Create interest. Enhance brand image. Rebuild brand equity. Reshape brand perception. Build momentum. Introduce a new brand or product line. Foster consumer action. Drive sales. Accelerate growth.

There were **several objectives and strategies** that advertisers had for their Super Bowl spot(s), but **regardless of their goal**, the massive audience and live, engaging content of **multiscreen TV delivered mid-funnel outcomes, by driving significant lifts in branded search** for brands of all types.

From an advertising perspective, the **Super Bowl is for everyone** – well-established companies, young brands, first time advertisers, long time advertisers, ‘challenger’ brands, new products, brands in emerging categories and everything in between.

Our second annual analysis with a whole new set of 15 Super Bowl advertisers shows similar results to [last year](#): brands saw anywhere **between a 67% – 14x immediate lift in branded search** from curious consumers on Super Bowl night.

These results highlight the power of truly Premium Video but are not an anomaly. As we have shown in other recent analyses – [Breaking Through](#), [Welcome to TV](#) and [Direct Momentum](#) – **multiscreen TV consistently drives consumer action for brands.**

# The Super Bowl delivers outsized mid-funnel results for all types of advertisers across a variety of marketing strategies



1

'First Time'  
Super Bowl  
TV Advertisers

2

'Consistent'  
Super Bowl  
TV Advertisers

3

'Returning Player'  
Super Bowl  
TV Advertisers

4

'Young'  
Life Stage  
Brands

5

'Well Established'  
Life Stage  
Brands

6

Product Line  
Extensions

7

Challenger  
Brands

8

'Emerging' Category  
Brands

9

Women-Targeted  
Products & Services

10

'Business-to-Business'  
Companies

11

Brand Refreshes or  
Repositioning

12

Global Brand  
Introduction to the U.S.

13

Brand  
Partnerships

14

Immersive Brand  
Experiences

15

Streaming Only +  
Regional Market Overlay

*[click through the appropriate box if you would like to be brought directly to the corresponding slide](#)*

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To understand the effect that Super Bowl ads have on mid-funnel outcomes, we **analyzed Google Search Trends for 15 advertisers** – one from each segment on the previous page

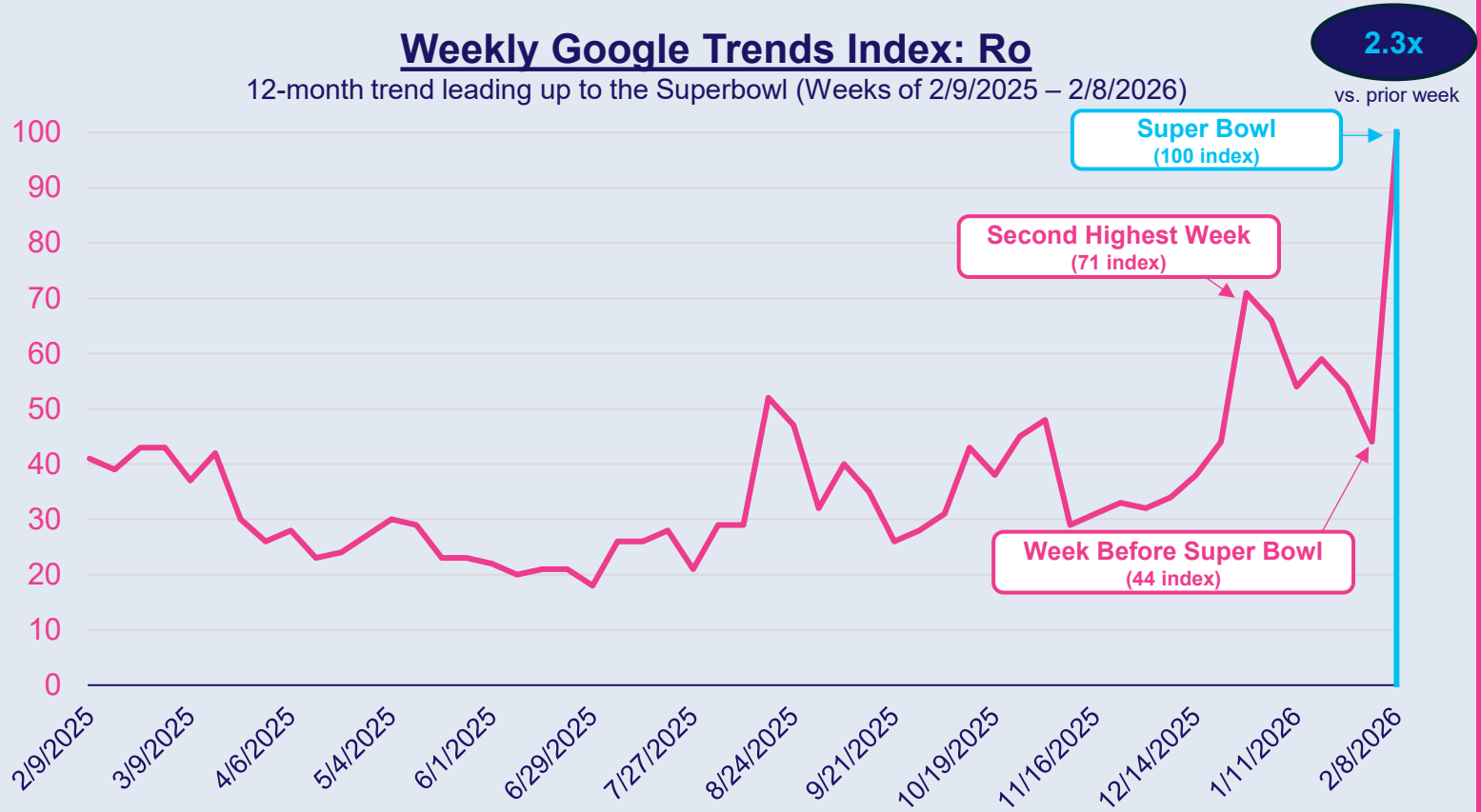
How to read the charts:

**Google Search Index** = represents search interest relative to the highest point during a specific time period for a given region (U.S. for this analysis), a value of **100 is the peak popularity for the term**, a value of 50 means that the term is half as popular.



# Ro: A first-time Super Bowl advertiser used their ad to **reshape consumer perception** of its brand as a more comprehensive health care provider

▶ Branded online search **more than doubled** on Super Bowl night vs. week prior and was **41% higher** than the second highest week over the last 12 months



“As soon as the spot airs, we know we’re going to see a **whole lot of traffic come to our site**, but what we are really expecting and hoping for is to **reshape how we’re perceived in the category.**”

**Will Flaherty**  
SVP of Growth, Ro  
(AdExchanger, 2/6/26)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 – 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. [Click here to view Ro's Super Bowl commercial](#) (via iSpot.tv). Search trend based on ro.co.

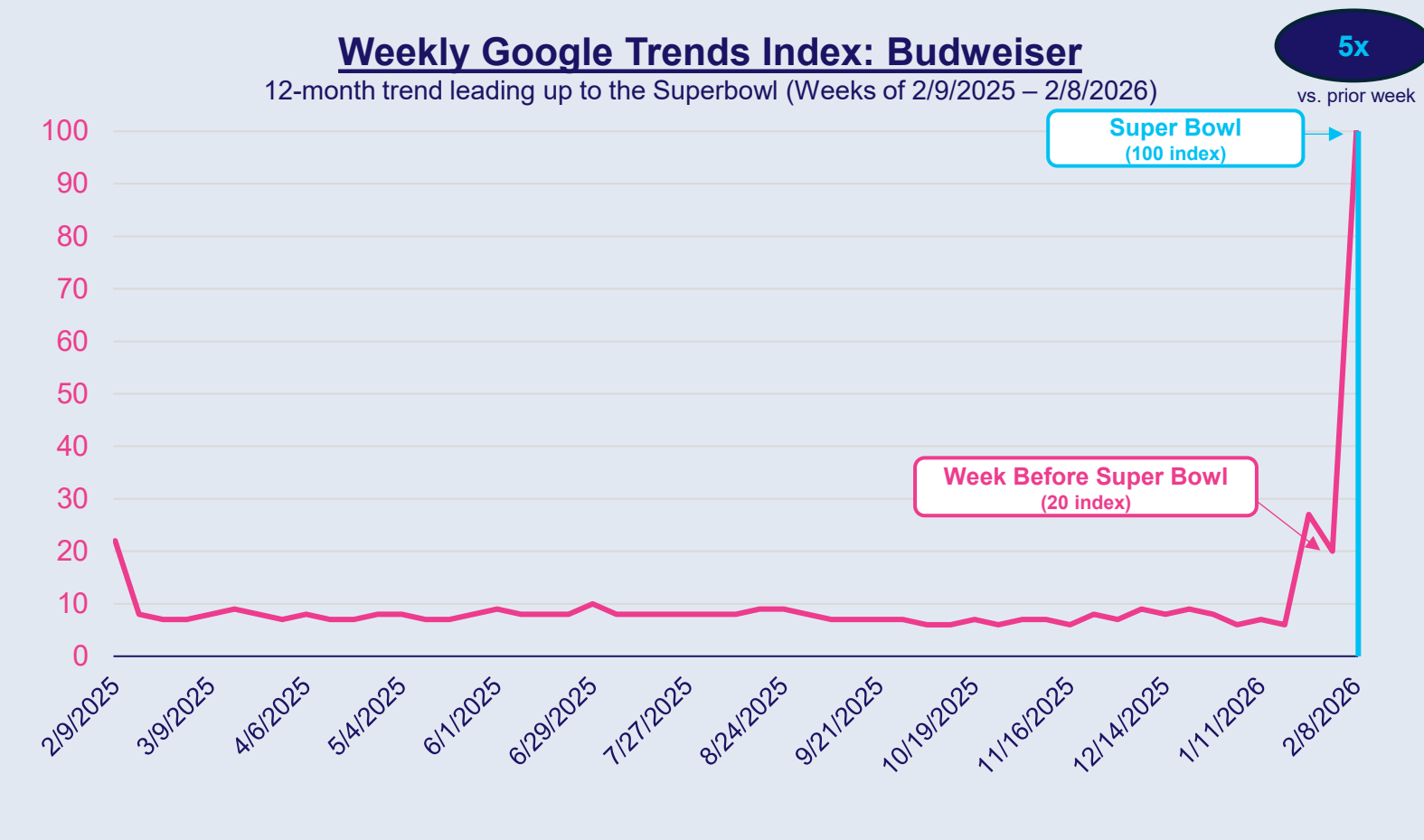
# Budweiser: A popular ad among viewers that not only enhances their brand image but creates a 'halo effect' across the Anheuser-Busch portfolio

▶ Branded online search increased more than **5x** on Super Bowl night vs. week prior



“As we celebrate Budweiser’s 150th anniversary and America’s 250th birthday, we knew we had to rise to the occasion in a way only Budweiser can. This year’s spot **will leave fans awestruck and proud to enjoy a Budweiser** as they celebrate our shared milestone moments.”

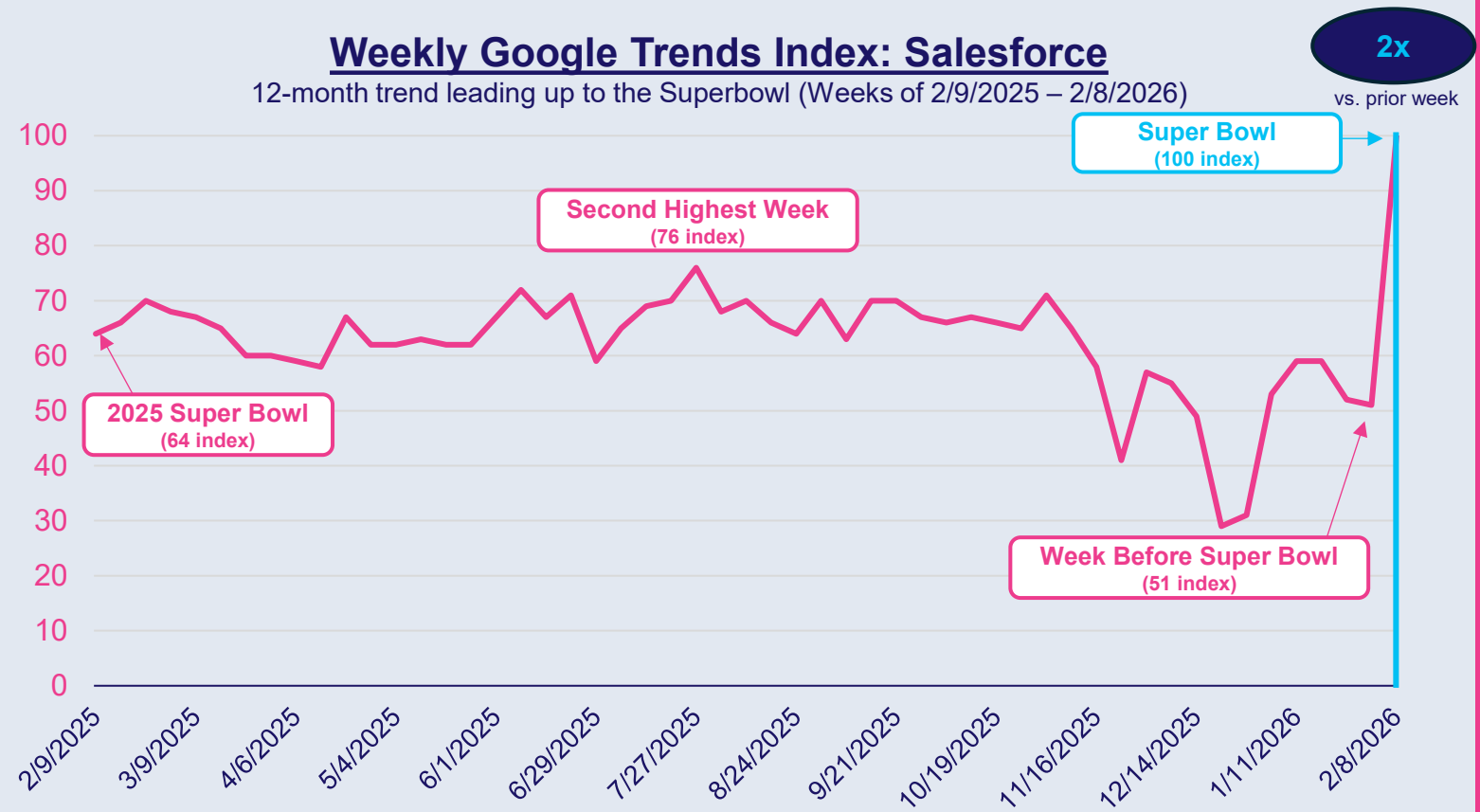
**Todd Allen**  
SVP of Marketing, Budweiser  
(Forbes, 2/1/26)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 – 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. [Click here to view Budweiser's Super Bowl commercial](#) (via iSpot.tv).

# Salesforce: In its 2<sup>nd</sup> consecutive appearance after a two-year hiatus, the brand enlisted popular creator MrBeast to promote a \$1MM prize giveaway

▶ Branded online search **doubled** on Super Bowl night vs. week prior and was **32% higher** than the second highest week over the last 12 months



“We’ve had over **53M people hit this page** since the spot ran. **1.32M** in the last 15 minutes. **Beyond any expectation we could have had.**”

**Marc Benioff**  
CEO, Salesforce  
(X, 2/9/26)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 – 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. [Click here to view Salesforce's Super Bowl commercial](#) (via iSpot.tv).

# Manscaped: Within ten years of its founding, their Super Bowl debut ad sought to reach new audiences after growing their retail footprint

▶ Branded online search **more than doubled** on Super Bowl night vs. week prior and was **20% higher** than the second highest week over the last 12 months

# MANSCAPED™

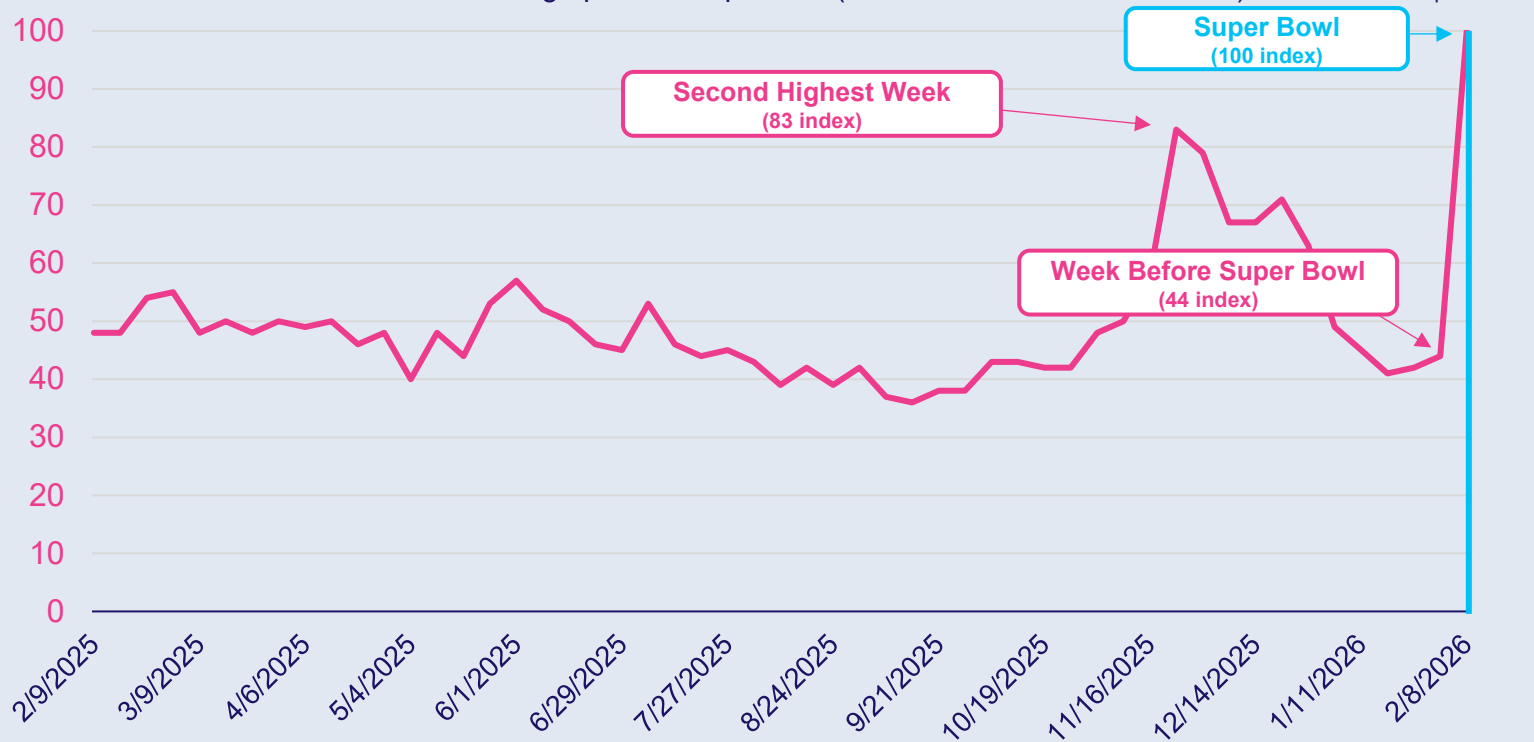
Manscaped started shifting more lower-funnel dollars into upper-funnel branding budgets last year to build awareness.

“We started with a heavy focus on DTC, but the **maturity of the brand’s retail footprint and the need to grow its audience** is what pushed us to flip our media composition”

**Marcelo Kertesz**  
CMO, Manscaped  
(AdExchanger, 2/6/26)

## Weekly Google Trends Index: Manscaped

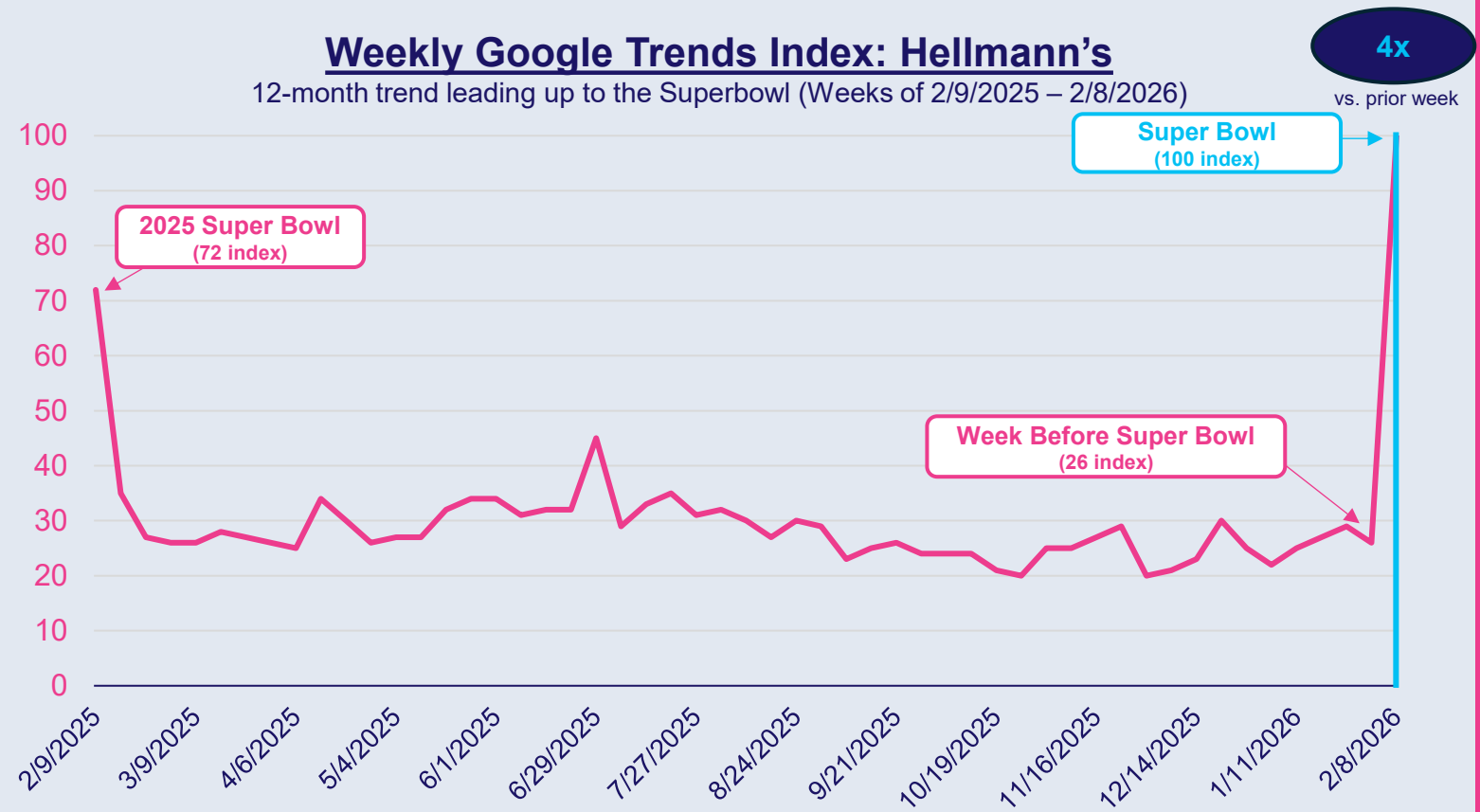
12-month trend leading up to the Superbowl (Weeks of 2/9/2025 – 2/8/2026)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 – 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. Click here to view Manscaped's Super Bowl commercial (via iSpot.tv).

# Hellmann's: This 113-year-old brand has had an ad in the last six Super Bowl as they continue their connection and commitment to consumers

▶ Branded online search **increased 4x** on Super Bowl night vs. week prior and was **39% higher** than the second highest week in the past year (Super Bowl LIX)



“Over the past six years, we’ve worked to build a meaningful presence within football culture, and returning to the Big Game **reflects our commitment to celebrating fans of all kinds** over a common love for game day dishes”

**Jessica Grigoriou, SVP Marketing, Condiments at Unilever North America**  
(USA Today, 2/8/26)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 – 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. [Click here to view Hellmann's Super Bowl commercial](#) (via iSpot.tv).

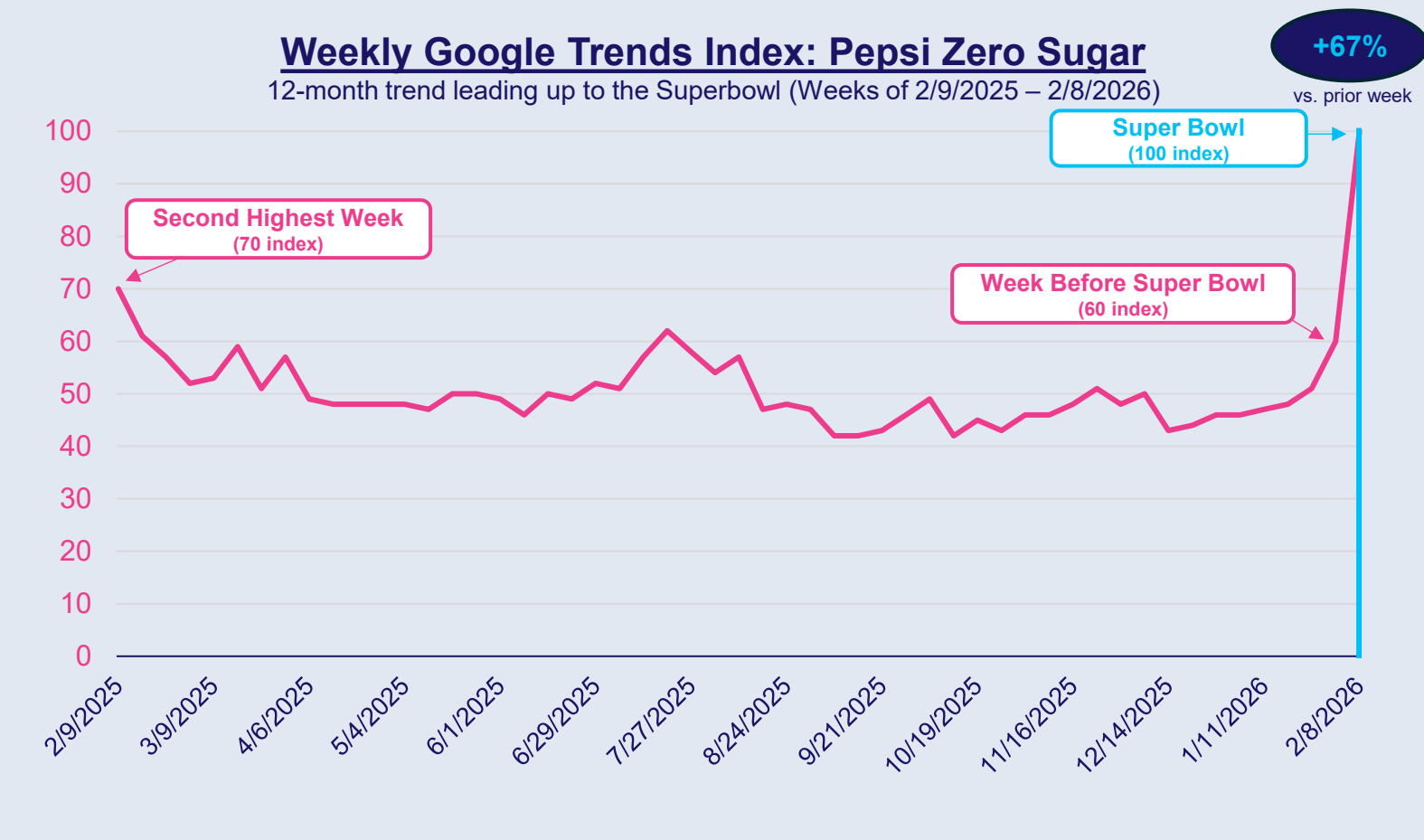
# Pepsi Zero Sugar: Leveraged their Super Bowl ad to **increase awareness** for a fast-growing brand variant in a highly competitive category

▶ Branded online search **increased 67%** on Super Bowl night vs. week prior and was **43% higher** than the second highest week over the last 12 months



“The Super Bowl’s **ability to deliver mass reach** in a fragmented media environment **makes it a powerful stage for growing brands**. It’s the one time you can still reach consumers across cohorts, across generations, all at once.”

**Mark Kirkham**  
CMO, PepsiCo's U.S. Beverages  
(Ad Age, 12/17/25)



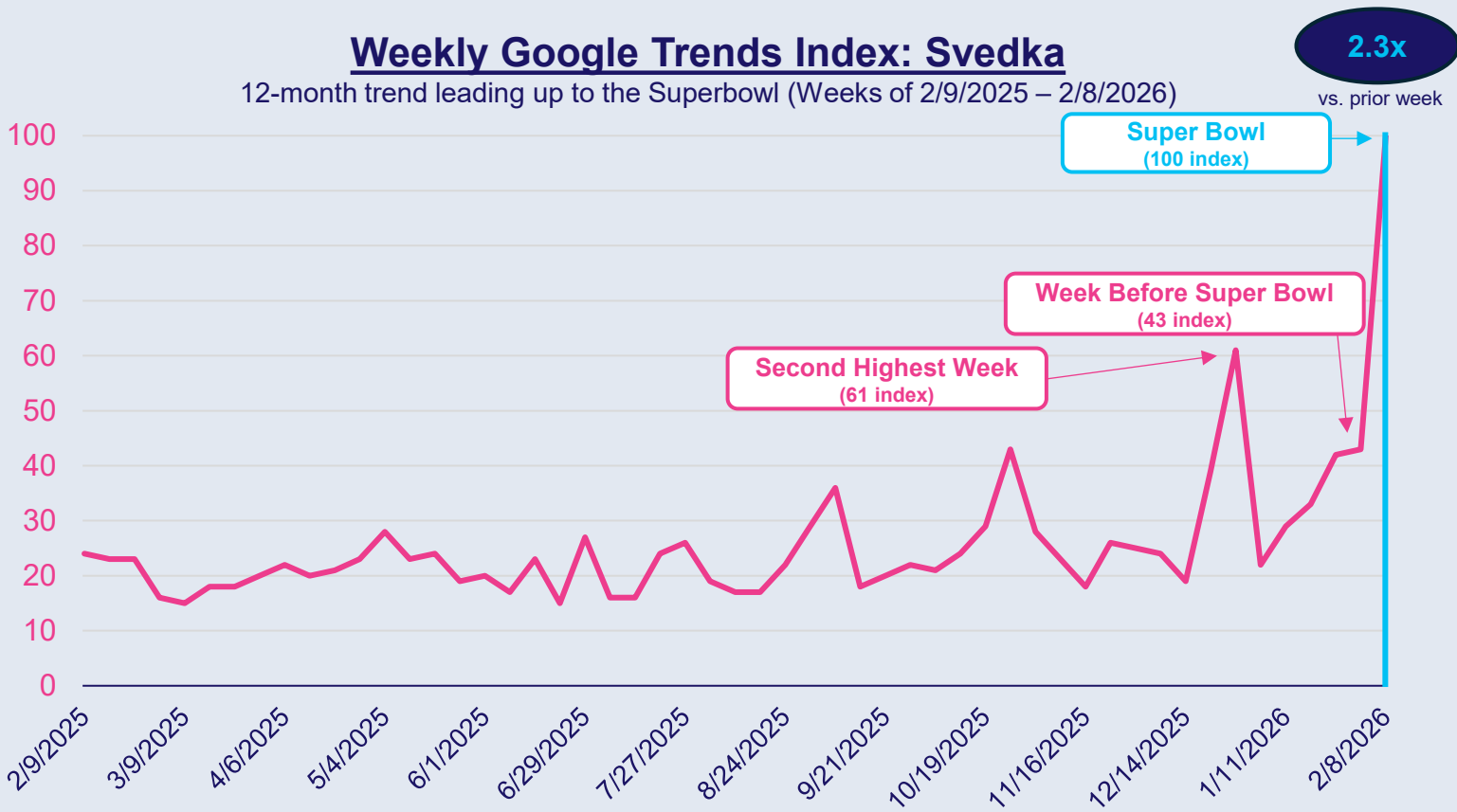
Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 – 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. [Click here to view Pepsi Zero Sugar's Super Bowl commercial](#) (via iSpot.tv).

# Svedka: After being acquired, this challenger in a very competitive category invested in a Super Bowl ad to **rebuild its brand equity** among consumers

► Branded online search **more than doubled** on Super Bowl night vs. week prior and was **64% higher** than the second highest week over the last 12 months

## Weekly Google Trends Index: Svedka

12-month trend leading up to the Superbowl (Weeks of 2/9/2025 – 2/8/2026)



# SVEDKA

“When we acquired Svedka, it had been declining for quite some time. Now that Svedka has returned to growth the brand’s Super Bowl debut is meant to **introduce Svedka to new consumers** and **rebuild its brand equity** with others”

**Sara Saunders**  
 CMO, Sazerac  
 (Wall Street Journal, 12/3/25)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 – 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. [Click here to view Svedka’s Super Bowl commercial](#) (via iSpot.tv).

# Genspark: This AI productivity platform startup secured two Super Bowl spots to showcase the accessibility of its product to a mass audience

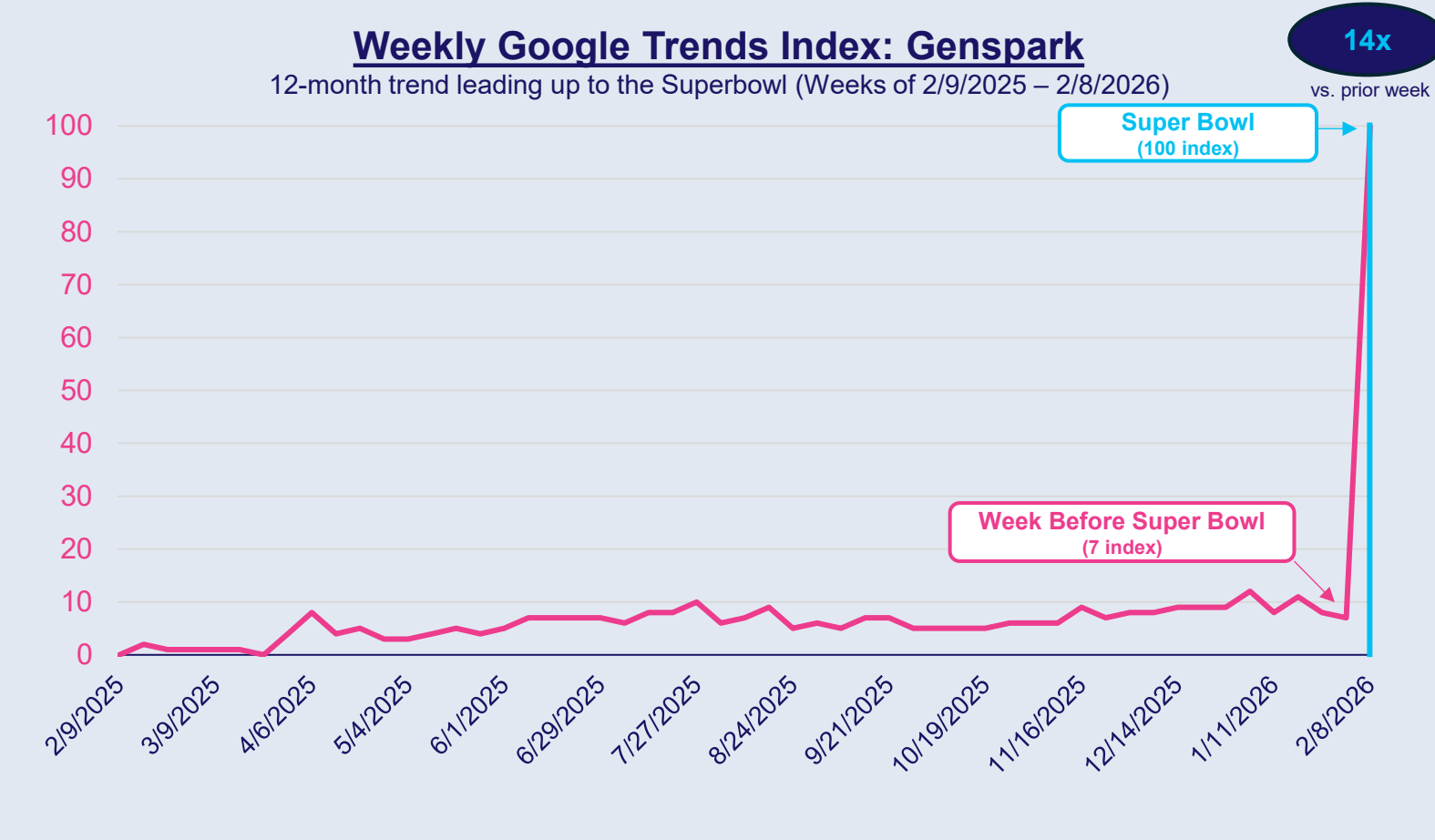
▶ Branded online search **increased over 14x** on Super Bowl night vs. week prior



“Our challenge was that people look at AI and feel psychologically distant ... a tool that you might be afraid of, **we want it to be very accessible to everyone.**”

“We want people to conceive of us as an AI [platform] for work that’s very easy for everyone to use. **That’s why we want to be in the Super Bowl,** but come out unlike a very techie company.”

**Jennifer Lin**  
 Marketing Lead, Genspark  
 (Ad Age, 2/8/26)



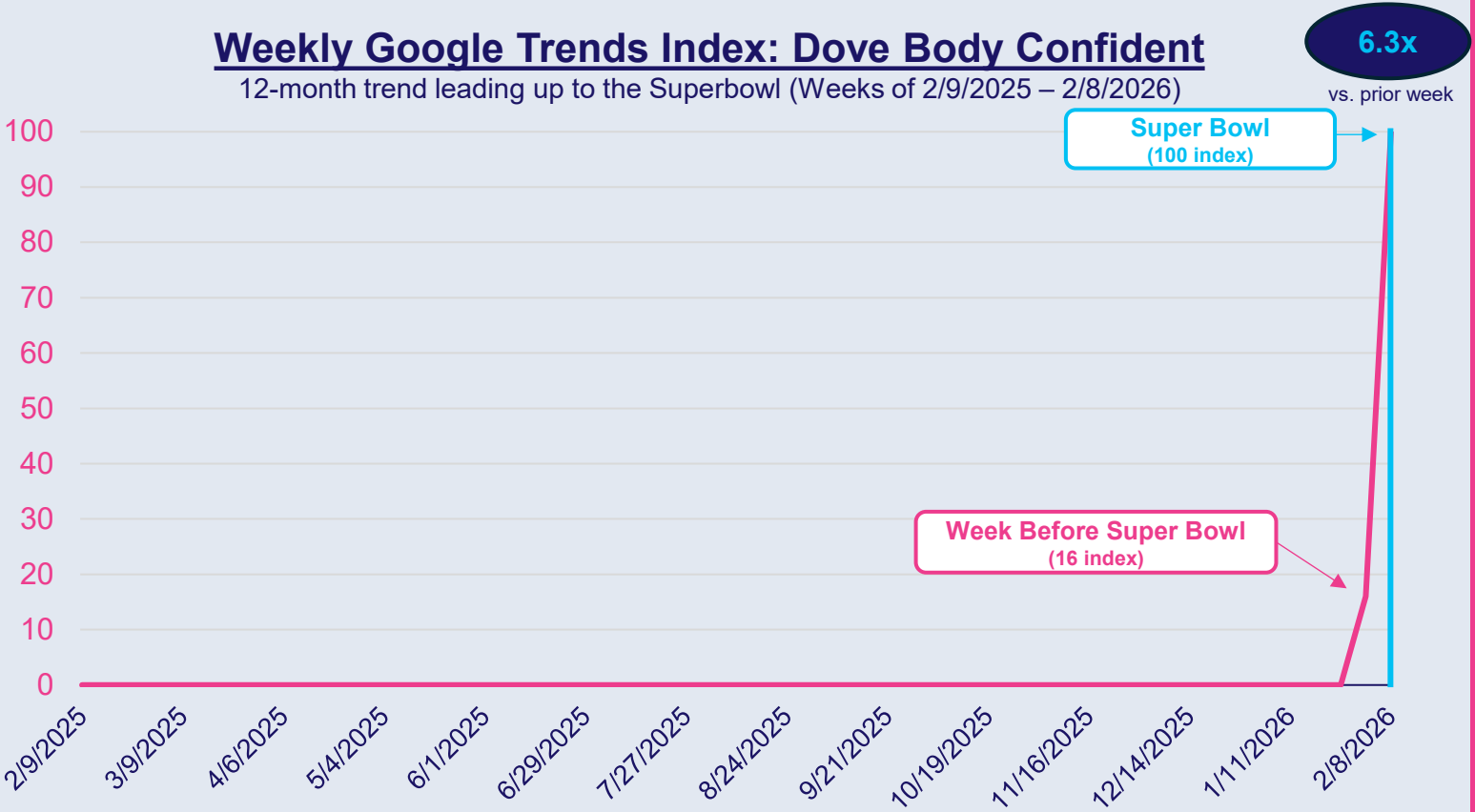
Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 – 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. [Click here to view GenSpark's Super Bowl commercial](#) (via iSpot.tv).

# Dove: The brand used its Super Bowl ad to champion girls' body confidence through support of the Dove Body Confident Sports Program

▶ Branded online search **increased over 6x** on Super Bowl night vs. week prior

## Weekly Google Trends Index: Dove Body Confident

12-month trend leading up to the Superbowl (Weeks of 2/9/2025 – 2/8/2026)



“Sports have the power to build confidence, resilience and joy, yet body pressures continue to push too many girls out of the sports they love. That's why we're **returning to football's biggest night to lift up their body confidence** and shout: You're amazing. You're strong. You belong.”

**Marcela Melero, Chief Growth Officer, Dove Personal Care & Masterbrand in North America**  
(USA Today, 2/8/26)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 – 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. [Click here to view Dove's Super Bowl commercial](#) (via iSpot.tv).

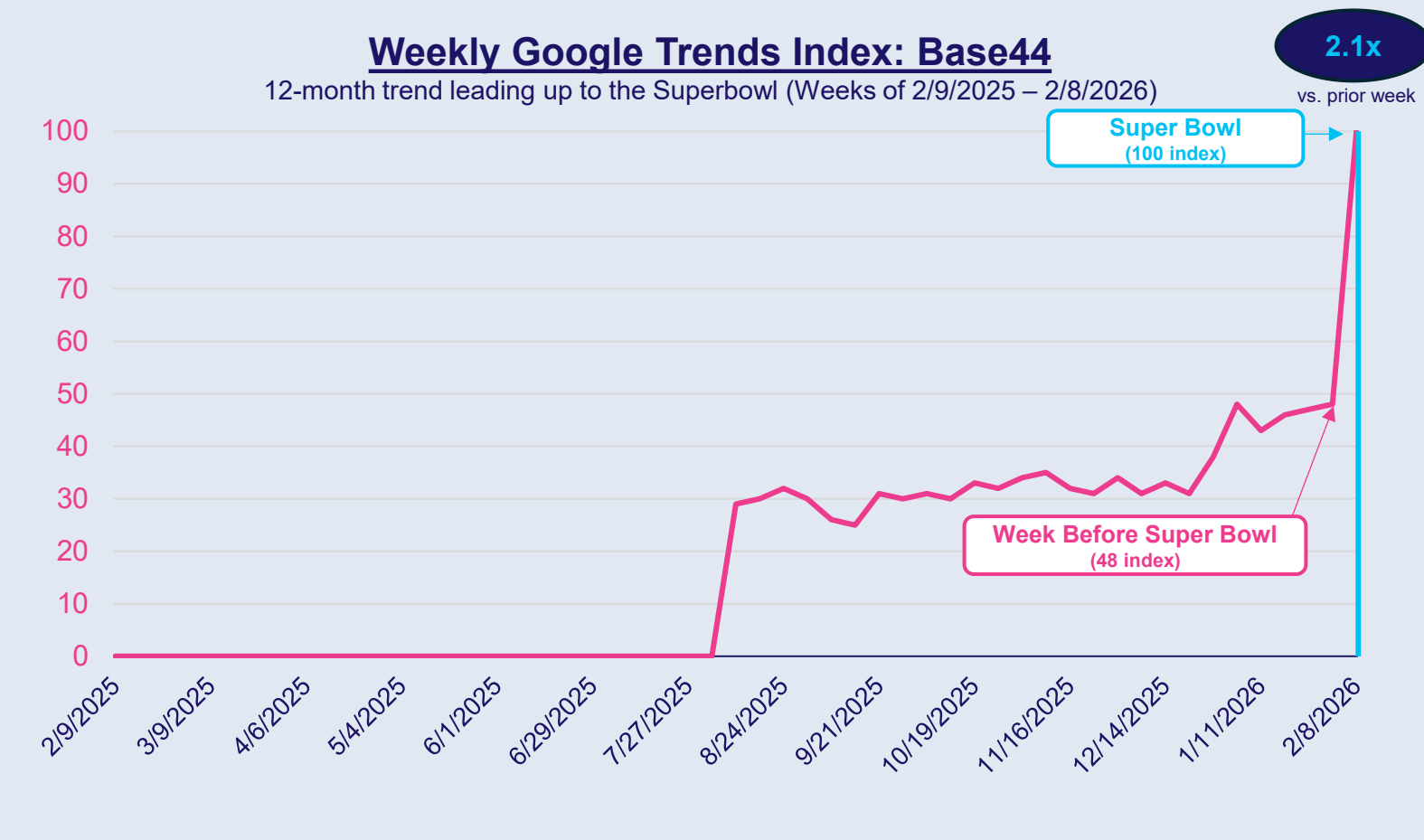
# Base44: This AI-powered custom app builder platform used their Super Bowl ad to **continue the momentum** of their recent customer growth

▶ Branded online search **more than doubled** on Super Bowl night vs. week prior



“The pace of growth at Base44 over the past year has been extraordinary, and appearing during the **Big Game is a marker of that momentum.**”

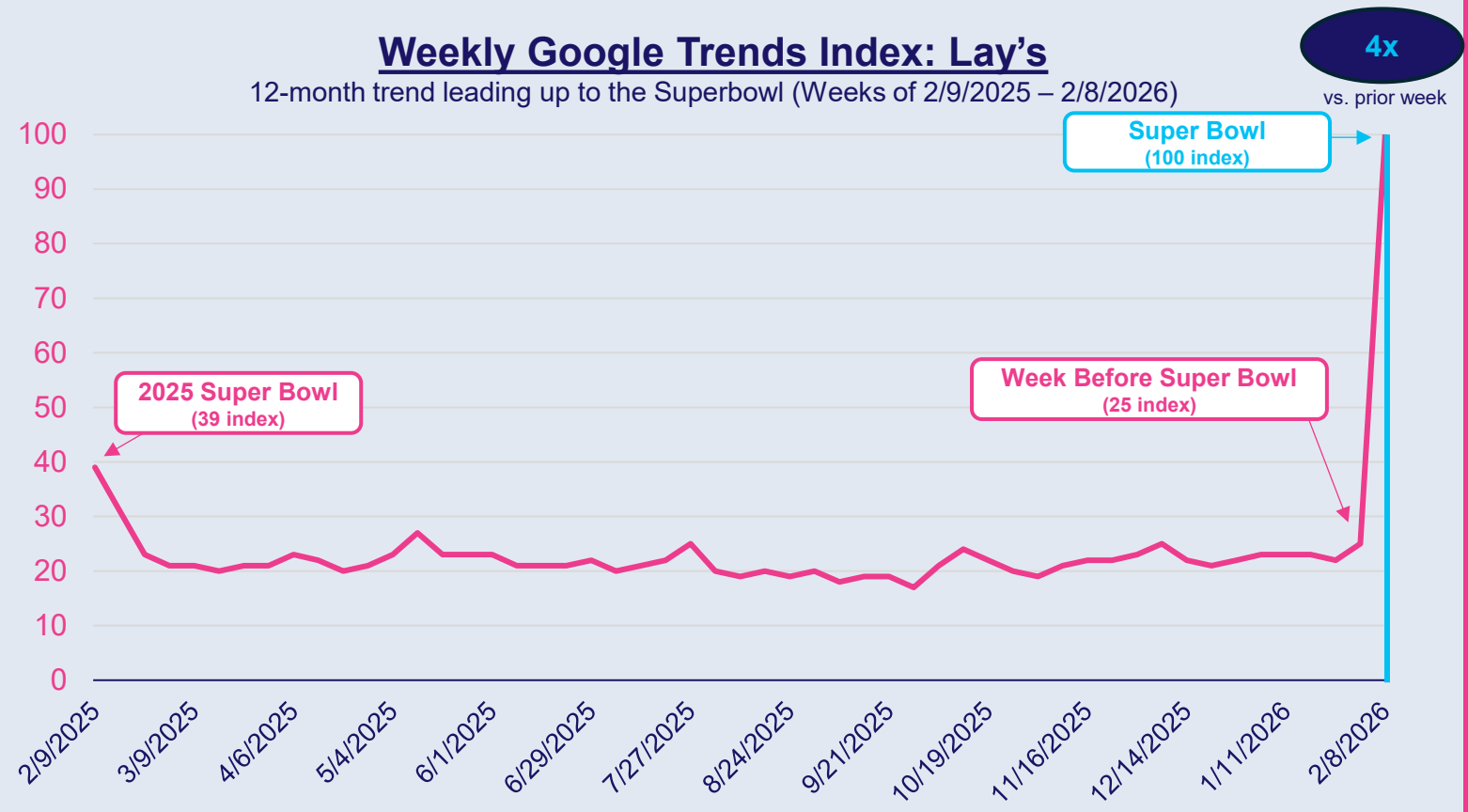
**Shay Korin**  
VP of Marketing, Base44  
(Wix Newsroom, 1/28/26)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 – 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. [Click here to view Base44's Super Bowl commercial](#) (via iSpot.tv).

# Lay's: Making their second consecutive appearance, the potato chip brand used this year's Super Bowl ad to create awareness for their brand refresh

▶ Branded online search increased more than 4x on Super Bowl night vs. week prior and was 2.5x higher than the second highest week in the past year (Super Bowl LIX)



“There’s no better moment than the Super Bowl to continue the Lay’s story as we kick off our largest brand refresh in our history.”

**Hernán Tantardini**  
CMO, PepsiCo Foods U.S.  
(Adweek, 1/27/26)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 - 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. Click here to view Lay's Super Bowl commercial (via iSpot.tv).

# Kinder Bueno: A European chocolate brand aired in the Super Bowl to introduce themselves to America and accelerate U.S.-based growth

▶ Branded online search **more than doubled** on Super Bowl night vs. week prior

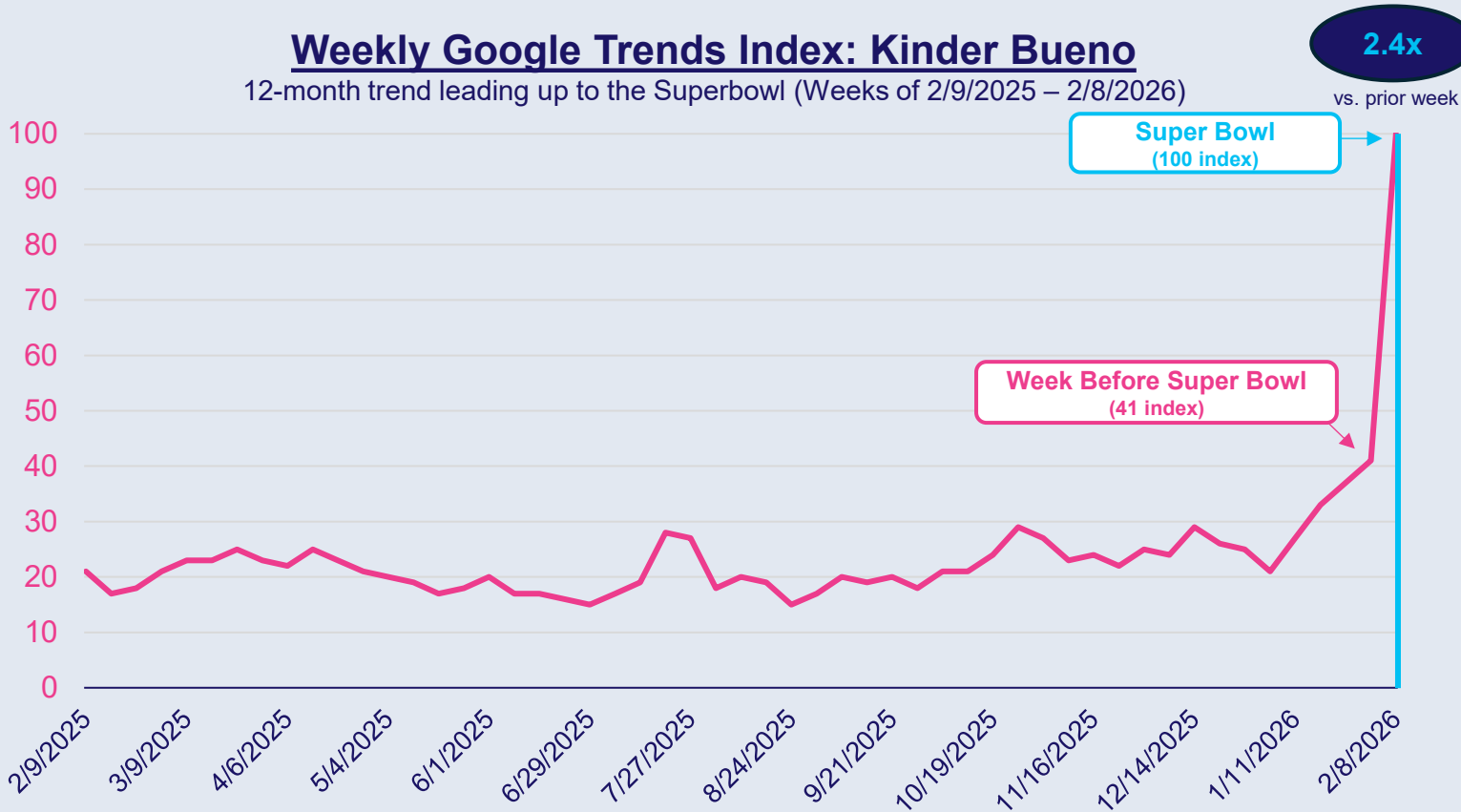


“Making our big game debut represents a transformative moment for Kinder Bueno as we **accelerate our growth in the U.S. market.**”

**Chad Stubbs, CMO of Ferrero North America**  
(Press release, Ferrero North America, 1/15/26)

“This is one of the **biggest cultural moments** of the year, and it's the **perfect stage to really introduce Kinder Bueno to America.**”

**Neal Finkler, VP of Kinder Snacking**  
(Press release, Ferrero North America, 1/15/26)



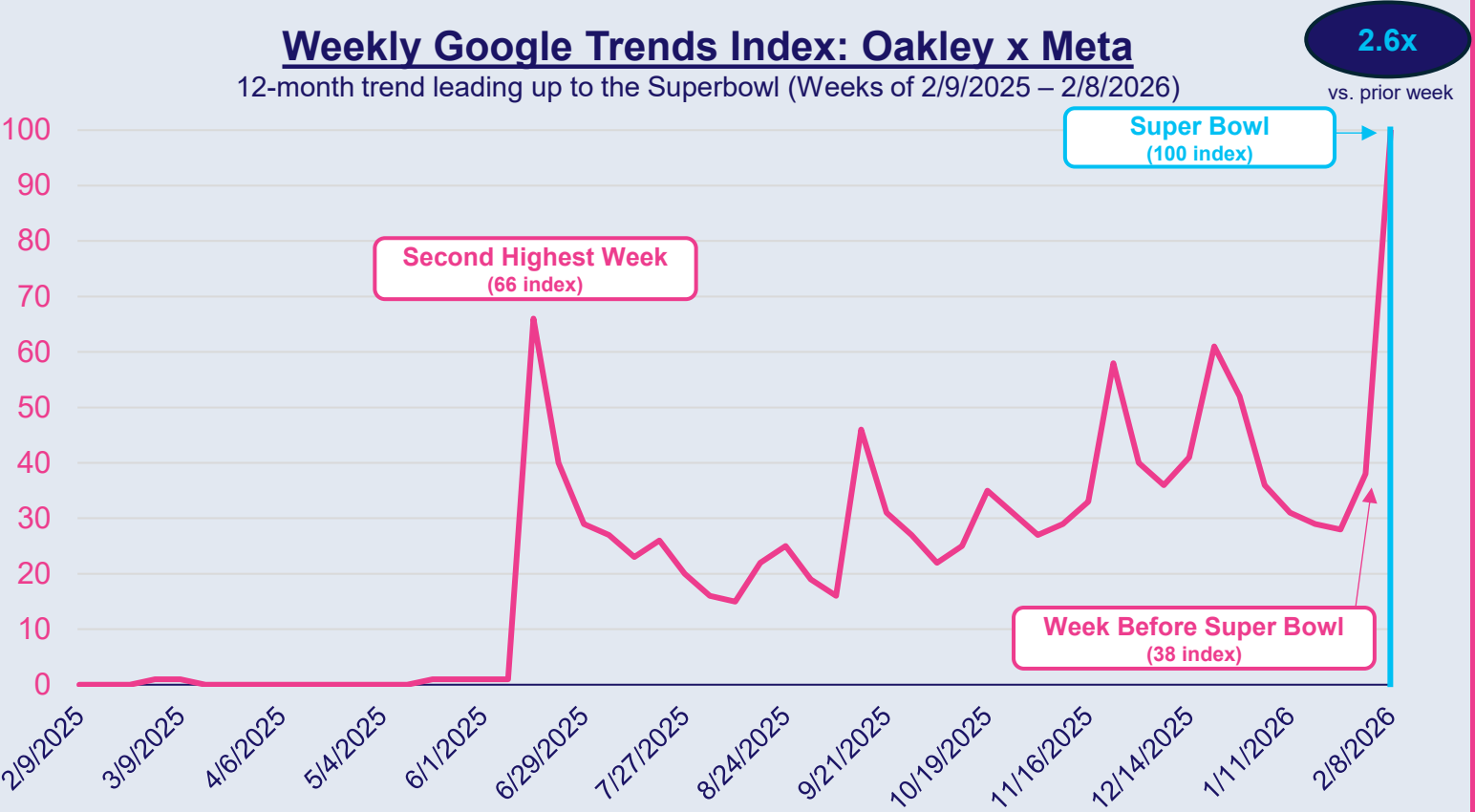
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# Oakley Meta: This partnership utilized a Super Bowl ad to **accelerate growth** of their latest wearable AI tech for consumers

▶ Branded online search **increased nearly 3x** on Super Bowl night vs. week prior and was **52% higher** than the second highest week over the last 12 months

## Weekly Google Trends Index: Oakley x Meta

12-month trend leading up to the Superbowl (Weeks of 2/9/2025 – 2/8/2026)



“This work brings our Athletic Intelligence brand platform to life featuring Marshawn Lynch, iShowSpeed, Spike Lee, Olympians, and world-champion athletes. And **we’re leveraging the biggest stage in the U.S. to accelerate growth of Meta Glasses.**”

**Kimberley Blanding**  
 Head of Marketing, Meta AI Wearables  
 (LinkedIn, 2/8/26)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 – 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. Click here to view Oakley x Meta’s Super Bowl commercial (via iSpot.tv).

# Cadillac Formula 1: The brand immersed Super Bowl viewers through the unveiling of their race car's visual identity ahead of its debut season in F1

▶ Branded online search **increased more than 5x** on Super Bowl night vs. week prior and was almost **3x higher** than the second highest week in the last 12 months



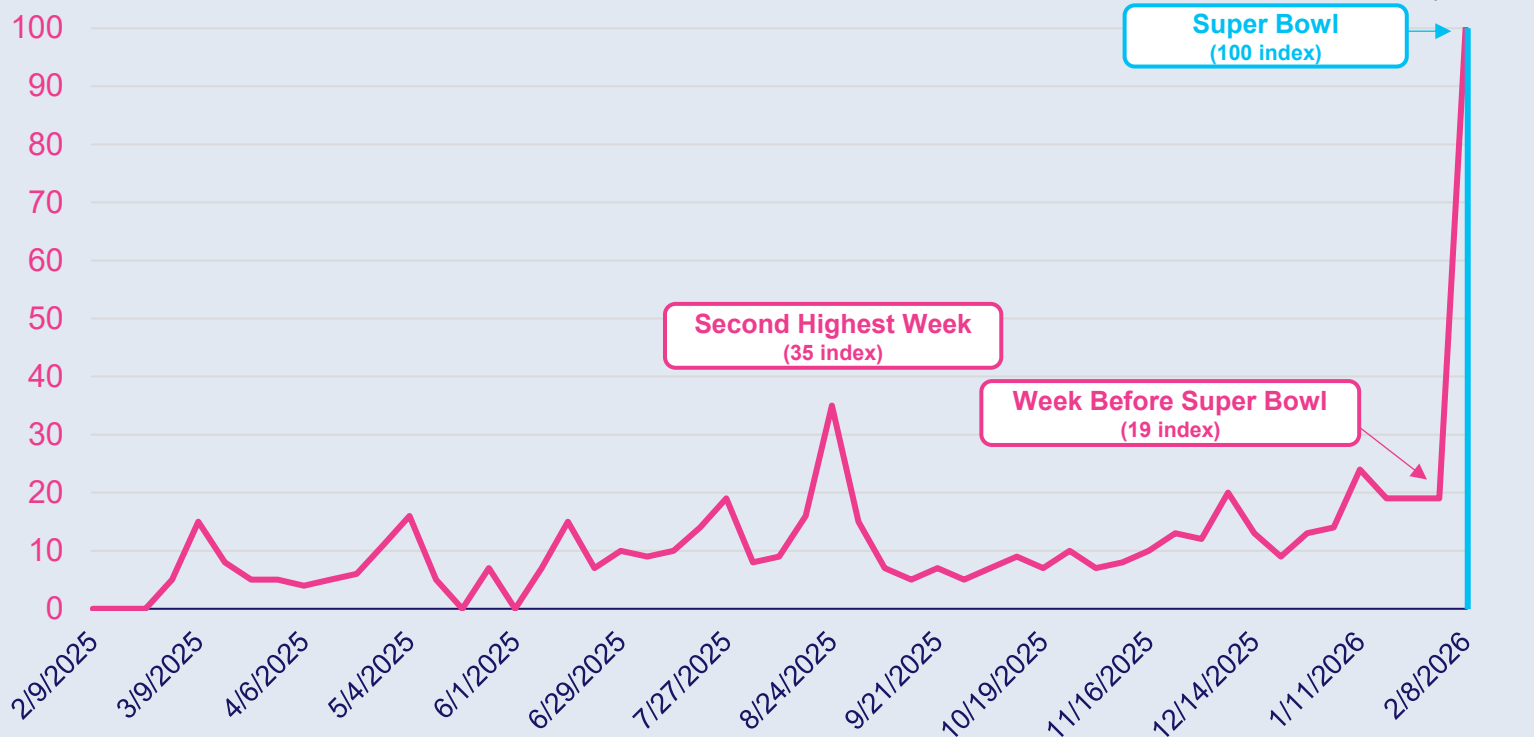
**CADILLAC**  
FORMULA 1 TEAM

“We’re not trying to tell you to come into a warehouse with all of our executives. **With millions of everyday Americans watching the Super Bowl**, we’re coming to you and we’re going to show you something amazing **so we can pull you into our world.**”

**Ahmed Iqbal**  
CMO, Cadillac F1  
(Ad Age, 2/8/26)

## Weekly Google Trends Index: Cadillac F1

12-month trend leading up to the Superbowl (Weeks of 2/9/2025 – 2/8/2026)



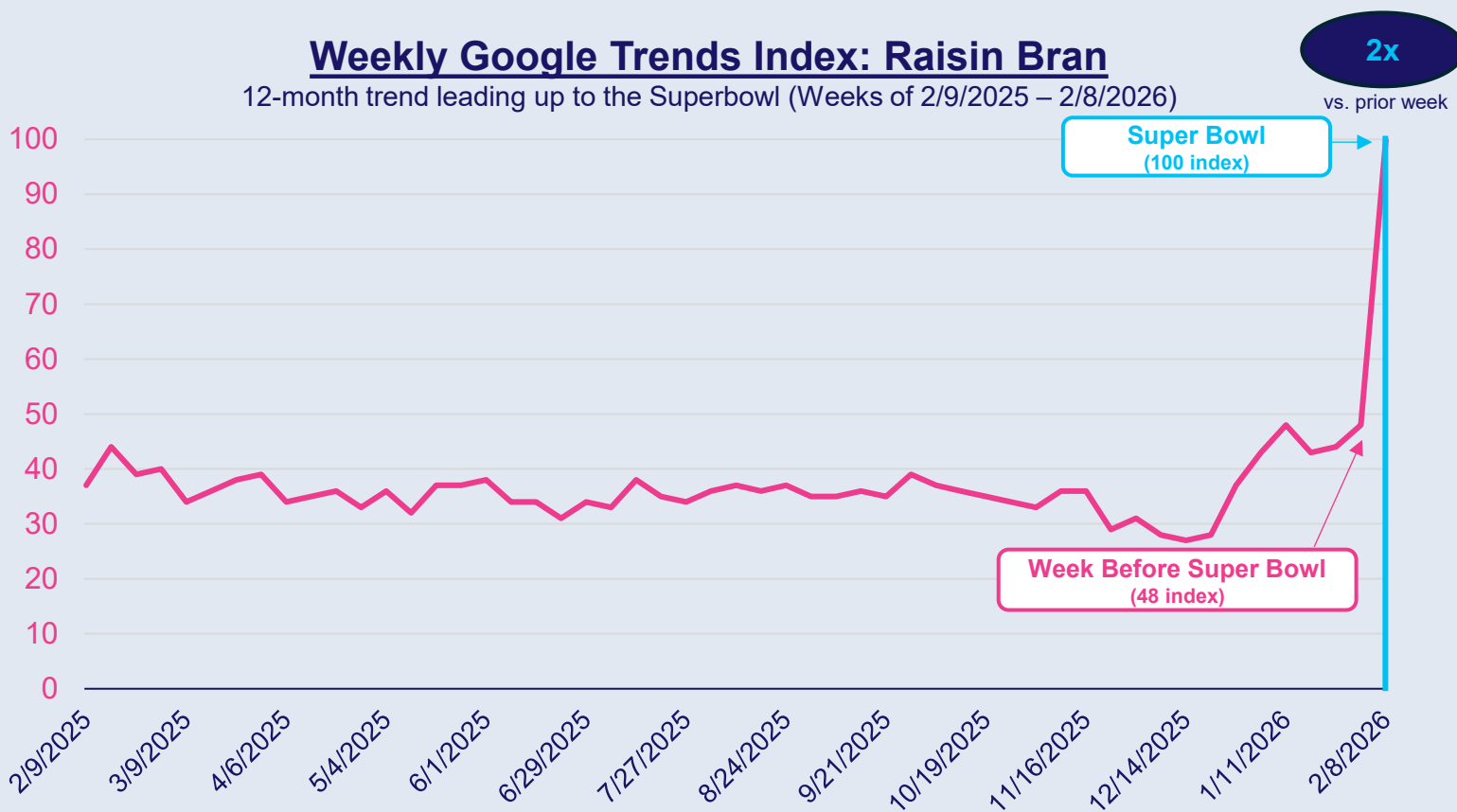
Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 – 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. [Click here to view Cadillac's Super Bowl commercial](#) (via iSpot.tv).

# Raisin Bran: Utilized Super Bowl streaming platforms to extend reach among younger audiences beyond linear spots in strategic markets

► Branded online search **doubled** on Super Bowl night vs. week prior

## Weekly Google Trends Index: Raisin Bran

12-month trend leading up to the Superbowl (Weeks of 2/9/2025 – 2/8/2026)



“The Super Bowl these days is an ecosystem of screens. It’s not one spot on one game...especially among a younger demographic. That’s a demo we especially wanted to reach in this Super Bowl effort, and so streaming was strategic for us.”

**Doug VandeVelde**  
 Chief Growth Officer, WK Kellogg Co  
 (Ad Age, 2/3/26)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/9/25 – 2/8/26. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LX. Click here to view Raisin Bran’s Super Bowl commercial (via Ad Age). Six regional markets included New York, Los Angeles, Chicago, Grand Rapids, Cincinnati and Fort Smith, Arkansas.

# The power of truly Premium Video enables multiscreen TV to drive mid-funnel results across brands of all types, regardless of messaging

## The Power of Premium Video

Premium Video = Multiscreen TV



Click [here](#) to learn more about the attributes of Premium Video

## 15 Super Bowl Advertisers Analyzed

Represents a cross-section of categories\*, brand strategies, messaging, creative executions and call-to-actions



\*categories include health & wellness, beer, men's lifestyle, food, beverages, liquor, consumer packaged goods, AI platforms, wearable tech, automotive and more.

# Download these other VAB resources to see how marketers are leveraging Premium Video / Multiscreen TV to build their brand



## Performance Starts With Brand

How Marketers Are Looking to Balance Short-Term Sales with Long-Term Growth



## The Power of Premium Video

What it Means for Multiscreen TV and Why it Matters to Marketers



## Welcome to TV

Meet the New Advertisers Who Are Creating Consumer Curiosity and Brand Consideration



## Direct Momentum

10 Case Studies on How Multiscreen TV Drives Mid-Funnel Outcomes for DTC Brands



## A Commanding Presence

How Ad Continuity in Multiscreen TV Drives Incremental Growth for Brands



## What's the Spread?

Examining Key Stats on Audience Growth From the 2025 NFL Season

# About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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