

2024 Super Bowl Ad Media Literacy Activity

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created by media educator [Frank W Baker](#)

Listed below are the products in the order they were advertised in this year's game. **Those listed are only on the US broadcast;** commercials inserted by local TV stations or broadcasts outside the US are not included here.

Students use the page (printed out) to list any products not already listed (in first column). They will have to research who owns the product. They brainstorm the category (see [last year's chart](#) for a listing of the types of ads shown then) and after watching the ad ([many of which are available before the game](#)) decide who (age, gender, etc.) the product is designed to appeal to.

Product Name	Product Owner	Product Category	Intended Audience
FIRST QUARTER			
WICKED movie trailer			
M&Ms			
Dove			
CBS prime time promo			
Universal Kingdom of the Planet of The Apes movie trailer			
BETMG			
He Gets Us			

Mt Dew Baja Blast			
Lindt			
Kawasaki			
Popeye's			
Apartments/com			
Pringles			
Michelob Ultra			
TEMU			
CeraVe			
SECOND QUARTER			
Starry			
BWM			
State Farm			
Nerd Gummy Clusters			
Universal TWISTERS movie trailer			
Booking.com			
Homes.com			
T-Mobile			
Coors Light			
FanDuel			
TEMU			
Oreo			
E-Trade			
Hellman's			
Paramount+ HALO movie trailer			
Reese's			
SquareSpace			
Bass Pro Shops			

Stand up to Hate			
Paramount+ Knuckles trailer			
CBS Tracker promo			
Dunkin			
HeGetsUs.com			
FX/Hulu Shogun promo			
CBS Young Sheldon/Ghosts promo			
TurboTax			
CrowdStrike			
Google Pixel AI			
CBS Master promo			
Snapchat			
American Values 2024: Robert Kennedy Jr. for President			
Poppi			
THIRD QUARTER			
Verizon 5G			
UberEats			
Pluto TV			
Pfizer			
Skechers			
Bud Light			
Toyota Tacoma			
TEMU			

Doritos			
CBS prime time promos			
VW			
Homes.com			
Drumstick			
Paramount IF movie promo			
CBS NCIS			
NFL Shop			
FOURTH QUARTER			
NFL Character Playbook			
CBS late night			
KIA			
CoPilot (Microsoft)			
Homes.com			
Disney+			
Budweiser			
CBS Promos			
NFL Character Playbook			
TMobile 5G			
DoorDash			
CBS Sports			