

Who's Advertising What In Super Bowl 59? Identify the Target Audience

WHO'S ADVERTISING WHAT IN SUPER BOW 59? **IDENTIFY THE TARGET AUDIENCE**



Use the chart (below) before, during, or after the Super Bowl game. **Have your students complete the last column.**

Who do they think is most likely to be the target audience this advertiser hopes to reach? (Ads are listed in **alphabetical order**, NOT the order of when they will appear in the broadcast. Some listed may air only in specific regions of the US) Many of the [ads and teasers are released prior to the game](#) and more than likely, students may already have been exposed to the ad, or part of the ad. NOTE: not included here are spots that will air locally on FOX affiliates in the US.

Super Bowl Product	Category	Who's the target audience (demographic)? (Could be more than one) (gender; age)
Airo (GoDaddy)	Web Services	
Angel Soft	Toilet Paper	
Booking.com	Online Travel Agency	
Bosch	Technology/Engineering	
Bounty	Paper Towel	
Bud Light	Alcoholic beverage	
Budweiser	Alcoholic beverage	

Busch Light	Alcoholic beverage	
Carl's Junior	Fast Food restaurant	
Cetaphil	Skin Care Products	
Cirkul	Water bottle brand	
Coffee Mate	Coffee creamer	
Coors Light	Alcoholic beverage	
CoStar	Real Estate	
Disney+	Entertainment promotion	
DoorDash	Delivery service	
Doritos	Snack	
Dove	Personal care brand (with gender messages)	
Dunkin'	Restaurant	
Duracell	Battery products	
FanDuel	Online betting platform	
Fetch	Shopping rewards app	
Foundation to Combat Antisemitism	Nonprofit organization	
FOX	TV and Sports promotion	
Frank's Red Hot	Condiment	
Great Clips	Hair salon	
Haagen Dazs	Ice Cream	
He Gets Us	Religious Ad campaign	
Hellman's	Mayonnaise	
HexGlad	Cookware	
Hims & Hers	Wellness Platform	
Homes.com	Online Real Estate	
IndyCar	Sports promotion	
Instacart	Online delivery service	
Jeep	Automotive	
Lay's	Snacks	
Liquid Death	Sparkling Water Drink	
Little Caesars	Pizza	
Michelob Ultra Zero	Alcoholic beverage	
MLS Season Pass (Apple TV)	Soccer streaming	
Mountain Dew Baja Blast	Soft drink	
MSC Cruises	Travel	

Nerds	Candy	
NIKE	Athletic Footwear/Apparel	
NerdWallet	Finance	
NFL	Football league	
Novartis (breast cancer awareness)	Pharmaceutical	
Oikos	Yogurt	
On	Shoe Company	
OpenAI	Research organization	
Pepsi	Soft drink	
Pizza Hut	Restaurant	
Poppi	Drink	
Pringles	Snack	
Ram	Automotive	
Ramp	Financial services	
Ray Ban Smart Glasses (META)	Technology	
Reese's	Candy	
Ritz	Snack	
Rocket Mortgage	Mortgage services	
SalesForce	Software	
Samsara	Road safety message	
Science Moms	Advocacy Group	
Skechers	Footwear	
Spruce	Weed/Grass Killer	
SquareSpace	Website Builder	
Starbucks	Coffee	
Stella Nova	Alcoholic beverage	
SToK Cold Brew	Coffee	
Taco Bell	Fast Food	
Totino's Pizza Roll	Snack	
Tubi	Streaming services	
TurboTax	Online tax services	
Uber Eats	Food delivery service	
Warner Bros	Entertainment services	
WeatherTech	Home/Auto products	
Workspace Gemini AI (Google)	Technology	

Yahoo	Web Services	
Zeam Media	Streaming service	