



Winning the Super Bowl 2025

*With **124 million viewers** in 2024, the Super Bowl is a lucrative seasonal opportunity for brands and retailers to get right. But how can Fresh brands maximize the opportunity that the Super Bowl offers?*

Food demand is very high during Super Bowl Sunday; the average American consumes

2,400

calories during the event

During the 2024 Super Bowl period* vs 3 weeks prior, the average unit % growth was

+16%

across the key categories

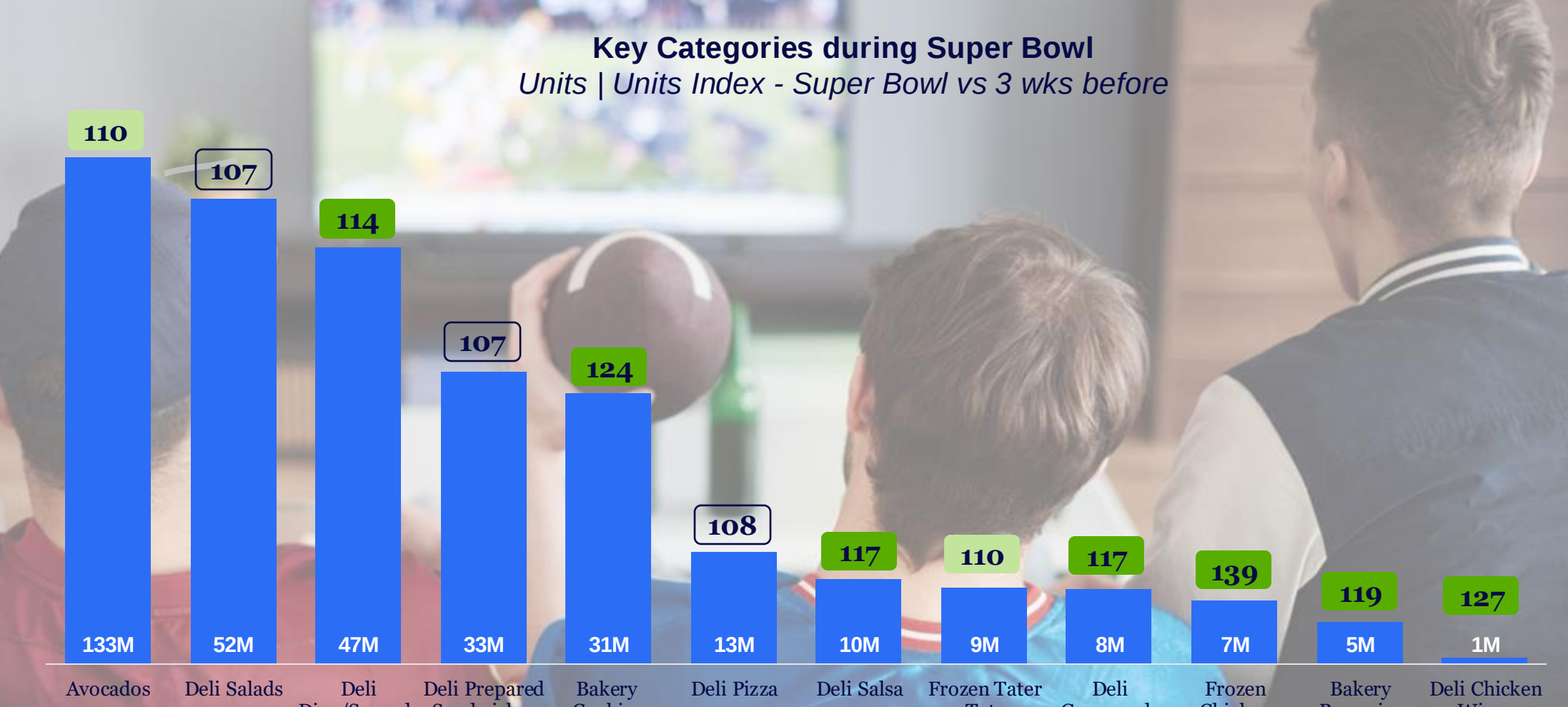
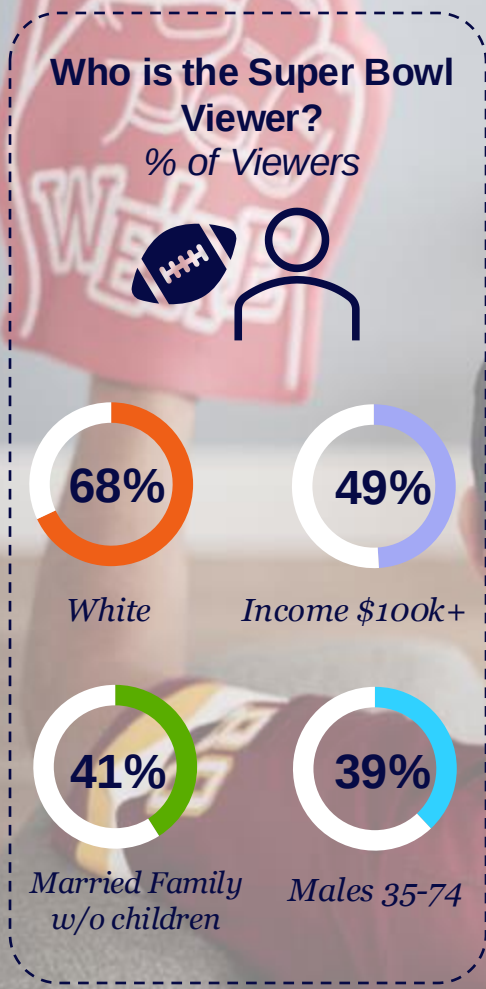
Promotional lift in Fresh Departments was

8%

higher during the 2024 Super Bowl period* vs the 3 weeks prior

Understand the Super Bowl consumer & popular categories during the event

Targeting products towards the Super Bowl viewer may lead to growth during the weeks around the event



Capitalize on the power of promotion & social media campaigns

Super Bowl advertising provides higher lifts & an opportunity to reach new demographics & audiences

Among key categories during the Super Bowl...

...any promo \$ % lift is on average

50%

Higher*

...any promo unit % lift is on average

55%

Higher*

*Vs the 3 weeks before

Super Bowl Campaign Success Story



The **Dunkin' "Dunkings"** campaign leveraged celebrity endorsements and social media reactions to generate early buzz around the commercials.

The campaign created an episodic story that expanded to a star-filled universe, ending in menu items and merchandise.

The success of this campaign can be attributed to **utilizing social media** and **tangible products** to encourage purchase occasions.

Fresh Takeaways:
Take fresh campaigns to the next level by incorporating social media this Super Bowl

During the 2023 Super Bowl, **Avocados From Mexico** debuted a stand-out commercial with actress Anna Faris.

While the campaign generated buzz from the content, the campaign could have been elevated with **social media assets** and **interactive content**.

Key Takeaways ➡

1. There is fierce competition during a seasonal event like the Super Bowl, so brands are challenged to stand out on both the physical and digital shelf. One key step is understanding the impact on growth the Super Bowl provides for your category and *who* the Super Bowl viewer is to tailor product content.
2. Brands can leverage the power of Super Bowl content to make their brands discoverable and increase trial rates. This is especially key for smaller brands that may be alternative for when larger brands are out of stock and key for complementary items.
3. Interactive and timely social media content is a powerful way to directly engage with customers. However, only 37% of manufacturers feel well prepared to respond to emerging trends. It is crucial for brands to prepare early to ensure content is relevant and stands out.



Scan the QR code for more fresh and frozen insights

Reach out to your NIQ representative to learn how NIQ can help leverage your brand assets to stand out during the Super Bowl!

Share your **feedback** with us here!