

Updated February 5, 2014 - total seconds 2,070

Super Bowl XLVIII ad lineup compiled from various sources -- AdAge, BusinessInsider, etc. see section "Additional resources" below.

Prepared by Gloria Buono-Daly © 2014

AD BUY LINEUP OF SUPER BOWL 2014 XLVIII -Sunday, Feb. 2 on Fox -MetLife Stadium in East Rutherford, N.J.

Estimated \$ Ad spend below calculated based on \$4.0 million average per 30-second spot at \$133,333 per second

ADVERTISER	MIN	:SEC	Est'd \$ Ad Spend	DESCRIPTION & CREATIVE	AGENCY
ADVERTISER			\$276,000,000		
Anheuser-Bush	3	30	\$28,000,000	Total of 5 ads -- Two 60-second spots and three 30-second spots. One minute less than previous years. MUSIC THEME. Biggest ad buyer; 2013 and 2012 featured two new higher-end product Budweiser Black Crown with two 30-second ads and Beck's Sapphire with one 30-second ad set to air in the 2nd half of the game. Two new 60-second ads will showcase Bud Light and one 60-second spot will be devoted to the company's classic Clydesdale horses. One of its Super Bowl ads "will feature the world debut of a new song from a well-known artist." During Super Bowl week, Bud Light will host concerts in New York City with performers such as Foo Fighters and Fall Out Boy. (\$263.3 million total Super Bowl ad spend from 2002 - 2013). Bud Light "Journey" 2014 Super Bowl ad on YouTube http://www.youtube.com/watch?v=7Z3-6JotUY	Anomaly (two 30-sec spots called "Coronation" & "Celebration" promoting Black Crown); Translation (two 60-sec spots for Bud Light) Also a 30-sec spot for Beck Sapphire and 60-sec spot for Clydesdale horses
Audi of America (Volkswagen)	1	0	\$8,000,000	USER INTERACTIVE/PARTICIPATION AD: One 60-second spot in the first commercial break after the third quarter kick-off will promote the new Audi A3, according to Audi. 7th consecutive year as a Super Bowl advertiser; three versions of its ad, each with a different ending, and let fans vote on which version they'd like to see run in the Super Bowl. Voting will be open for 24 hours -- midnight to midnight -- on Friday, Jan. 25. The final spot will debut on YouTube in advance of the game.	Venables Bell & Partners, The agency created previous Super Bowl spots for Audi including last year's "Prom" and "Vampire Party" prior to that year.
Axe (Unilever)		30	\$4,000,000	USER INTERACTIVE/PARTICIPATION AD: Air time position not yet determined; First Super Bowl ad last year (2013): "LifeGuard" ad creative includes chance for someone to win a trip to space, part of a broader promotion for the new Axe Apollo brand that will offer winners 23 seats on a private space craft. The contest drew more than 1 million entrants.	Publicis Group's BBH London
Bank of America	1		\$8,000,000	USER INTERACTIVE PARTICIPATION/CHARITY: One 60-second spot. MUSIC THEME. Will feature U2 singing "Invisible" (song about fighting AIDS) and inviting viewers to download a limited edition of the song on iTunes. Ad includes a charitable fundraising effort to kick-off during the game. U2 frontman Bono made the announcement with Bank of America CEO Brian Moynihan at the World Economic Forum in Davos, Switzerland. The download will be free during the game and for the following 24 hours. During that time, Bank of America will donate \$1 for every download -- up to \$2 million -- to the Global Fund to Fight AIDS, Tuberculosis and Malaria. Bono talks about his experience about singing for charity working with (RED, group founded by Bono) and Bank of America on this YouTube video http://www.youtube.com/watch?v=WBOL_P9-wLs	Hill Holliday in Boston and Mad Agency London
Beats Music		30	\$4,000,000	One 30-second spot 3rd quarter of the game; The ad for the new music service, and would-be Spotify challenger, stars Ellen DeGeneres as a Goldilocks type trying out the Beats Music of three bears. She played it for her talk show audience on the Thursday before the game.	R/GA
Butterfinger (Nestle)		30	\$4,000,000	One 30-second spot in the second half to promote the new Butterfinger Peanut Butter Cups, a line extension meant to go head-to-head with Reese's Peanut Butter Cups from Hershey. Butterfinger's Super Bowl commercial will not include longtime Butterfinger mascot Bart Simpson, according to Butterfinger Brand Manager Jeremy Vandervoet, who said the plan is to do something "much more broad" than the Simpsons but keeping the brand's "clever, irreverent personality." Ad teaser on YouTube:	Interpublic Group of Cos.' Dailey of West Hollywood, Calif (change from 2013, MDC Partners' Crispin Porter & Bogusky)
Carmax.com		30	\$4,000,000	One 30-second spot in the second quarter of the game; auto retailer Carmax has a 45-second version of this 30-second spot, "Slow Clap." Carmax also released a version called "Slow Bark," which won't air during the Super Bowl but does recreate the ad with puppies.	Silver & Partners
Cheerios (General Mills)		30	\$4,000,000	One 30-second spot to air in the first unscheduled time-out of the game; Creative TBD. The ad will be handled by the same creative team behind "Just Checking," a commercial that featured a mixed-race couple and prompted some racist comments on the web but scored well with most consumers.	Saatchi & Saatchi, New York
Chevrolet (General Motors)	2	0	\$16,000,000	Two 60 second ads in first quarter of the Super Bowl. GM did not advertise in 2013 Super Bowl due to cost but they have kicked off the year with ads during the Grammys (Jan. 2014) and will be advertising multiple spots during the Winter Games and the Oscars. Chevrolet brand has bought time in the next big game in conjunction with the introduction of 12 cars and trucks between mid-2013 and the end of 2014 (Corvette, Malibu, Silverado HD heavy-duty trucks and Traverse).	Global Hue
Chobani Yogurt	1		\$8,000,000	One 60 second ad to run in third quarter. The brand's Super Bowl debut and related marketing will begin a new campaign theme titled "Ransacked" featuring a bear in a supermarket showing how hard it is to find "real, natural food." The spot will unveil the brand's new platform, "How Matters," which is meant to describe the company's mantra of making "nutritious, delicious foods with only natural ingredients accessible to everyone."	The spot and new campaign are being created by Chobani's creative agency of record, Droga5
Coca-Cola	2	0	\$16,000,000	USER INTERACTIVE/PARTICIPATION AD: TWO 60-second spot but NOT CONFIRMED. Jonathan Mildenhall, VP for global advertising strategy and content excellence, has tweeted scenes from the commercial shoot featuring roller skaters and tap dancers, as pointed out by UK-based MarketingWeek. He also added that the advertising "would be all about celebrating 'American society' and Coca-Cola's role within it."	Agency for 2014 not confirmed; 2013 ad agency was Independent Wieden & Kennedy
Doritos (PepsiCo Frito-Lay)	1	0	\$8,000,000	USER INTERACTIVE/PARTICIPATION AD: Two 30 second spots: Will be running the "Crash The Super Bowl" contest for the 8th consecutive year but this year contest open to all 46 countries chips are sold; Contest offering amateurs the chance to have a self-produced ad run in the Super Bowl with consumer who creates the top-ranked Doritos commercial to run during the game the chance to work on the set of "Marvel's The Avengers: Age of Ultron." (Rankings will be determined by USA Today's Ad Meter consumer poll.) Doritos 2014 winner: http://www.youtube.com/watch?v=hJGPJyO2iSo YouTube teaser ad: http://www.youtube.com/watch?v=LyEoVn5omw	Omnicom Group's Goodby Silverstein and Partners
GoDaddy.com	1	0	\$8,000,000	Two 30-second spots, one in each half; This year, no nerd, less voyeurism ad. One or both spots replacing Danica Patrick with bodybuilders flaunting their pecs and rushing to get a spray tan. Patrick will still be in the ad but unrecognizable in a muscular body-suit. Teaser ad on YouTube: http://www.youtube.com/watch?v=Wyc0JMKzXZ4	Interpublic Group's Deutsch
H & M		30	\$4,000,000	USER INTERACTIVE/PARTICIPATION AD: One 30-second spot during the second quarter; The spot will feature David Beckham, will let viewers with certain Samsung smart TVs use their remote controls to engage with the commercial and buy products from Mr. Beckham's Bodywear line, using tech from Delivery Agent.	All of H&M ads are produced internally at headquarters in Sweden in cooperation with independent creatives
Heinz Ketchup (H.J. Heinz Co.)		30	\$4,000,000	One 30-second spot; First Super Bowl ad appearance since way back in 1997. A senior brand manager described the 30-second Super Bowl spot from Chicago agency Cramer-Krasselt as "an opportunity to remind consumers of the love they have for this iconic brand."	Cramer-Krasselt, Chicago, Illinois
HONDA		30	\$4,000,000	One ad late enough in the game that its opening line -- "Great game, right?" -- bumped uncomfortably into the reality of a boring blowout in full swing. CREATIVE: "Hugfest," starring Bruce Willis and Fred Armisen, encourages viewers to hug those near and dear to them as part of a pitch on car safety.	RPA
Hyundai (Hyundai Motor Group)	1		\$8,000,000	Two 30-second spots. Plus sharing one 60-second spot with Walt Disney. This will be the seventh consecutive Super Bowl appearance for Hyundai. Creative not confirmed. However Terry Crews, Flint native and actor will appear in a 60-second ad with the Muppets. Commercial doubles as an ad for the 2014 Toyota Highlander, and for "Muppets Most Wanted," a Disney film scheduled to hit theaters in March. Teaser ad on YouTube: http://www.youtube.com/watch?v=jmwdLM478A http://www.mlive.com/entertainment/flint/index.ssf/2014/01/super_bowl_commercial_to_featu.html	Innocean
Intuit and Goldie Blox	30		\$4,000,000	USER INTERACTIVE/PARTICIPATION AD: One 30-second spot. First Super Bowl ad: Intuit, financial and tax prep software such as Quicken and TurboTax, is actually promising the ad time -- a national 30-second spot on Fox during the game -- to the winner of a contest for small businesses will be announced on Friday, Jan. 23. The four Intuit finalists were Poop Natural Dairy Compost, dog treat maker Barley Labs, egg company Locally Laid and Beaslie Boys antagonist GoldieBlox. YouTube teaser ad top 4 revealed: http://www.youtube.com/watch?v=tN5BEHZ7wl	RPA out of Santa Monica, Calif.
Jaguar	1	0	\$8,000,000	One 60-second spot in the third quarter; This marks First Super Bowl ad Jaguar has run. The marketer initially secured 30 seconds of time but increased its buy to tell more of a story. The first Super Bowl ad for the venerable British brand, part of a months-long campaign promoting the new F-Type, will star British actors Ben Kingsley, Tom Hiddleston and Mark Strong as a trio of British villains. The spot is being directed by Tom Hooper, who won Best Director for "The King's Speech" at the 2011 Academy Awards. Jaguar has been running teaser spots directing viewers to a microsite.	Internal shop Spark 44
JEEP	1	0	\$8,000,000	One 60-second spot; "Are you among the restless many?" the narrative begins. Images of outdoor scenes, and driving in them, follow.	Richards Group
Kia (Hyundai Motor Group)	1		\$8,000,000	One 60-second spot in the third quarter for the compact Kia (as per teaser ad). MUSIC THEME. Kia is making its fifth consecutive Super Bowl outing to help introduce its new K900 flagship sedan in the United States. Audi posted teaser video on YouTube for its Super Bowl ad with singer Sarah McLachlan. Its spots in the last Super Bowl focused on "space babies" and "hotbots," the straight-faced star of the 1999 hit sci-fi film The Matrix, stars in a Kia ad showcasing its new K900 luxury sedan.	Independent David & Goliath will again handle the creative work.
Maserati (Fiat Chrysler Automobiles)		90	\$12,000,000	One 90-second spot; Various beautiful but jerky imagery, along with a child's breathy voiceover about learning to overcome giants.	Weiden & Kennedy.
M&M's (Mars Inc.)		45	\$6,000,000	One 45-second spot, which will either promote Snickers or M&M's; First Super Bowl ad was in 2012. The company is holding a "shootout" to determine which brand has the pitch that's most creative and can best continue after the Super Bowl, according to Mars Chocolate North America President Debra Sandier. Ad on YouTube: http://www.youtube.com/watch?v=sNr1a-k3bwk	Omnicom Group's BBDO
Microsoft		45	\$6,000,000	First Super Bowl ad. One 30-second spot in 4th Quarter; Tear-jerker starring former NFL player Steve Gleason, battling Lou Gehrig's disease and using a Surface Pro tablet with eye-tracking technology to speak.	TBD
Oikos (Dannon)		30	\$4,000,000	One 30-second spot 4th quarter; Dannon made its Super Bowl debut in 2012 with an Oikos Greek spot featuring actor John Stamos, but skipped the 2013 game because it wanted time to evaluate the long-term viability of the Oikos brand. Creative with Mr. Stamos joining fellow former "Full House" cast members Bob Saget and Dave Coulik. Incidentally "oikos" means "house" in Greek. Teaser ad: http://www.youtube.com/watch?v=zgQX2v6V1-c	crowdsourced using Poptent, which handled the 2012 Super Bowl ad with assistance from Y&R. The creative execution of the new ad was handled by Vinizius/Y&R.
Paramount Pictures (Viacom)		30	\$4,000,000	One 30-second spot to promote "Transformers: Age of Extinction," the fourth movie in Hasbro and Paramount's "Transformers" franchise, due out in June; Creative includes footage from the film.	In-House agency Mekanism
PepsiCo Beverages	1	0	\$8,000,000	USER INTERACTIVE/PARTICIPATION AD: Two 30-second ads. PepsiCo is a key sponsor of the NFL and is sponsoring this year's Halftime Show for the second year in a row. As part of a promo clip for its Super Bowl Halftime Show, headlined by Bruno Mars, Pepsi recently brought country star Lee Brice to the tiny town of Milligan, Neb., population 275. The surprise concert venue was selected "because it lies halfway between Los Angeles and New York City," according to the Journal Star. In addition to halftime, Pepsi reportedly has two 30-second spots booked to promote its core beverage brands. YouTube teaser ads: "Pepsi #Halftime: What if Grammy's had a Halftime Show?" http://adage.com/article/special-report-super-bowl/pepsi-alters-super-bowl-strategy-takes-masterbrand-approach/291271/ and "Pepsi - there Since the First #Halftime" http://www.youtube.com/watch?v=meQKpdVgEjo "Pepsi #Halftime with Lee Brice" http://www.youtube.com/watch?v=oM4xO5azcvE	TBWA/Chiat/Day
RadioShack		30	\$4,000,000	One 30-second spot; RadioShack goes where few brands dare and cops to reality. A store employee picks up the phone and announces, "The 80s called. They want their store back." A cavalcade of 80's icons like Hulk Hogan and Alf storm in and tear the place apart.	GSD&M
SodaStream International		30	\$4,000,000	One 30-second spot in 4th quarter; First Super Bowl ad was in 2013; Scarlett Johansson is getting a Super Bowl ad on behalf of SodaStream home carbonation machines; The theme is "better bubbles made by you," which sounds fairly innocuous, but CEO Daniel Birnbaum has promised an "edgy ad," telling Ad Age that the company sought a fourth-quarter time slot because it wanted to get the final word after any Coke and Pepsi ads. As of Jan. 26, ad was rejected again (CBS rejected their ad last year, similar issue) due to Scarlett Johansen's ending "Sorry, Coke and Pepsi." SodaStream CEO, Daniel Birnbaum said that he will drop the line since he has no choice, no refunds this late in the game.	Humanaut, a new Chattanooga, Tenn.-based shop that has Alex Bogusky as a minority investor.
Sonos		30	\$4,000,000	One 30-second spot; A home is gradually filled with music represented by colored light.	72andSunny
Squarespace		30	\$4,000,000	One 30-second spot; but the company has released a teaser ad. Squarespace, a first-time Super Bowl advertiser, creative theme on teaser video "A Better Web Awaits." Teaser ad on YouTube: http://www.youtube.com/watch?v=ksXQG-rLjZo	In-house, created by a team led by the company's chief creative officer, David Lee, who formerly served as TBWA Worldwide's digital executive creative director.
Subway Restaurants		30	\$4,000,000	One 30-second spot; A spot, aptly dubbed "Crunch Time," promoting its newest product, the Fritos Chicken Enchilada	Independent MMB of Boston
T-Mobile	1	30	\$12,000,000	Three 30-second spots - 2nd, 3rd and 4th Quarters; Two ads released the Friday before the game star former NFL quarterback Tim Tebow in scenarios only possible because he's got no NFL contract, like delivering a baby and addressing the United Nations. "No Contract, No Worries" and "Still No Contract" are the first two ads for the phone carrier in the game.	Butler, Shine, Stern & Partners - Tebow ads; Publicis Seattle and Riney -- 4th Quarter ad
Toyota		1	\$8,000,000	Three 30-second spots - 2nd, 3rd and 4th Quarters; Two ads released the Friday before the game star former NFL quarterback Tim Tebow in scenarios only possible because he's got no NFL contract, like delivering a baby and addressing the United Nations. "No Contract, No Worries" and "Still No Contract" are the first two ads for the phone carrier in the game.	Saatchi & Saatchi, Los Angeles.
Turbotax (Intuit)		60	\$8,000,000	One 60-second spot promoting Toyota Highlander; Toyota released the ad the Tuesday before the game. It features Terry Crews driving up to what looks like an abandoned school bus in a Highlander, then getting ambushed by surprise passengers -- Muppets. For the prior Super Bowl, the automaker bought two 30-second slots, then combined them into a comedic 60-second ad starring Kaley Cuoco from "The Big Bang Theory" as a "RAV4 Genie" who grants wishes for a family.	Wieden+Kennedy
Volkswagen		1	\$8,000,000	One 60-second spot in the second quarter; This will mark the fifth consecutive year; Creative not determined yet; Volkswagen has a habit of releasing its Super Bowl ads, or at least teasers for its ads, ahead of time. The automaker's last two Super Bowl spots from Deutsch L.A., "The Dog Strikes Back" and "Get Happy," were both relative disappointments in terms of public reception compared to "The Force," which has more than 58 million YouTube views to date.	Creative agency supporting the ad is Argonaut, while "key messaging" for the spot was developed by Deutsch.
Walt Disney - Muppet Movie		30	\$4,000,000	Sharing one 60 second commercial with Hyundai for their Highlander model. American actor and former NFL player Terry Crews, will appear in a 60-second ad with the Muppets. Commercial doubles as an ad for the 2014 Toyota Highlander, and for "Muppets Most Wanted," a Disney film scheduled to hit theaters in March. Teaser ad on YouTube: http://www.youtube.com/watch?v=jmwdLM478A	
WeatherTech		30	\$4,000,000	One 30-second ad in the second quarter. New creative theme "You Can't Do That," brand centric and emphasizes importance of manufacturing in the U.S. than the floor mats the company makes.	Schaumburg, Ill.-based Pinnacle Advertising and Marketing
Wonderful Pistachios (Roll International)		30	\$4,000,000	Two 15-second spots in the second quarter; Stephen Colbert will debut in both spots, marking the beginning of a year-long endorsement deal using the campaign theme "Get Crackin', America."	The Fire Station, In-House agency

TOTAL ADVERTISERS 39

VS '13 ADVERTISERS 36

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