	w ca			IX -Sunday, Feb. 1 on NBC -University of Phoenix Stadium in Phoen	1A, 7 ti 12011d	
	Estimated \$ Ad spend below calculated based on \$4.5 mil			million average per 30-second spot at \$133,333 per second DESCRIPTION & CREATIVE		MADICE
DVEDTIOED	IVIIIN	.320		DESCRIPTION & CREATIVE	A(31 14() 1	MARKET SEGMENT
ADVERTISER Anheuser-Bush	3	30	\$299,250,000 \$31,500,000	Seven 30-sec spots, near ed of game - 'USER INTERACTIVE/PARTICIPATION AD with real-time content during game: "#UpForWhatever #BestBuds CREATIVE: The Clydesdales returning; Bud Light "Up for Whatever" campaign from 2014 game continues with	BUD LIGHT, BBDO; Anomaly Budweiser	FOOD+BEV
				100 different messages scrolled on Bud Light bottles. 2015 BUD LIGHT already on YouTube https://www.youtube.com/watch?v=g9A1NowrnGl and https://www.youtube.com/watch?v=nWEzhg-PuTQ see 2014 Super Bowl ad on YouTube http://www.youtube.com/watch?v=7Z3-6JfotUY		
Avocados From Mexico		30 60	. , ,	First SuperBowl Ad - FIRST FRESH PRODUCE BRAND to advertise in Super Bowl One 30-second spot near the end of the first quarter CREATIVE: "No Guac, No Game" YouTube adhttps://www.youtube.com/watch?v=is1nFTEUeVg First Super Bowl ad in 4 years. One 60-second spot; USER INTERACTIVE/PARTICIPATION AD #HelloFuture CREATIVE: Old "Today"	TBD KBS - creative; UM - media buying	FOOD+BEV AUTOMOTIVE
arls Jr.		30		Show" 1994 segment of Katie Couric and Bryant Gumbel asking "What is Internet anyway? Do you write to it like mail? 21 years later (201: What is i3 anyway?" Ad on YouTube https://www.youtube.com/watch?v=U1jwWwJ-Mxc First Super Bowl Ad - USER INTERACTIVE/PARTICIPATION AD #EatLikeYouMeanIt 'One 60-second spot; Feature their brands -	TBD	FOOD+BEV
				including Princess Cruises, Cunard, Holland America Line, Costa Cruises and SeabournCREATIVE: Upton-like model, Charlotte McKinney (Guess campaign) in Carls Jr. Super Bowl 2015 on YouTubehttps://www.youtube.com/watch?v=4WTA_8waxTo		
Carnival	1	0	,,,,,,,,,,	First Super Bowl Ad - USER INTERACTIVE/PARTICIPATION AD lets fans vote for ad 'One 60-second spot; Feature their brands - including Princess Cruises, Cunard, Holland America Line, Costa Cruises and SeabournCREATIVE: The company in December released four potential commercials and asked consumers to vote for their favorite, which will ultimately run in the game. Voters were entered in a contest	BBDO Atlanta	TRAVEL
Coca-Cola	1		,,,,,,,,,,	USER INTERACTIVE/PARTICIPATION AD #MakeltHappy: 160=sec ad (drop from two in 2014) CREATIVE: "negative social media" 201 teaser ad http://creativity-online.com/work/coca-cola-its-beautiful/33767 2014 ad on YouTube https://www.youtube.com/watch?v=443Vy3l0gJs	Independent Wieden & Kennedy same as in 2014	
Discover		30	\$4,500,000	First Super Bowl Ad since 1986 and only credit card to run this year CREATIVE: "We treat you like you'd treat you" campaign	The Martin Agency	FIN + INSURAN
Ooritos (PepsiCo Frito- ay)	1	0	\$9,000,000	USER INTERACTIVE/PARTICIPATION AD #CrashtheSuperBowl: Two 30 second spots; Will be running the "Crash The Super Bowl" contest for the 9th consecutive year like last year, open to all 46 countries chips are soldCREATIVE: 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 wo	and Partners	FOOD+BEV
				on the set of "Marvel's The Avengers: Age of Ultron." (Rankings will be determined by USA Today's Ad Meter consumer poll.) YouTube Dorito Award Winning Super Bowl 2015 achttps://www.youtube.com/watch?v=iYo2PDcQBHw YouTube banned 2015 super bowl ads: https://www.youtube.com/watch?v=AcsuGqr800k		
ove Men + Care Jnilever)	1	0	\$9,000,000	Returns since 2010 . USER INTERACTIVE/PARTICIPATION AD #realStrength New campaign aimed at supporting the brand's commitment to "Real Strength" the company said.	Omnicom Group's Davie Brown Entertainment	PKGD GOODS
surance		30	. , ,	First Super Bowl Ad CREATIVE: TBD Rumor has it that Esurance Super Bowl 2015 ad with Lindsay Lohan more info here http://www.superbowlcommercial2015.com/latest-updates/esurance-team-car-wrecker-lindsay-lohan/ and TMZ http://www.tmz.com/2015/01/18/lindsay-lohan-esurance-commercial/	LEO BURNETT	FIN + INSURAN
IAT (Chrysler)	0	60		CREATIVE: Three ads, one of which is supposed to run after the "two-minute" warning in the second quarter	KBS - creative; UM - media buying	AUTOMOTIVE
iame of War: First Age		30	\$4,500,000	First Super Bowl ad CREATIVE: mobile gaming company compeitor to "Heroes Charge" Creative builds on the game's first gloabl marketing campaign with Upton that launched in November. Upton also announced the news on her Instagram account todand on YouTube https://www.youtube.com/watch?v=Cs6A-FCUPdw	IN-HOUSE	TECH, TELE, ONLINE SVCS, MOBILE GAMIN
Seico		15	\$2,250,000	Super Bowl Ad CREATIVE: TBD R		FIN + INSURAN
oDaddy.com		30	,,,,,,,	hosting company is back in the Super Bowl for an 11th consecutive year, but this time has only purchased one spot, down from its usual two.	Barton F. Graf 9000	TECH, TELE, ONLINE SVCS
				CREATIVE: "Journey Home," will feature a golden retriever puppy named Buddy and Danica Patrick, shows the tenaciousness of small busines owners. 2015 TBD; 2014 ad on Youtube:http://www.youtube.com/watch?v=WycoJMKzXZ4		
leinz Ketchup (H.J. Heinz co.)		30	. , ,	their happiness in video only 6 seconds long max. Heinz is giving away 100 prizes up to \$5,700. Heinz Super Bowl XLIX 2015 on YouTube https://www.youtube.com/watch?v=Uh7k4w-izzl	TBD	FOOD+BEV
ublia		30	. , ,	First Super Bowl Ad CREATIVE: d to treat toe-nail fungus. Dubbed "Tackle It,"	Ad created by Harrison & Star; Animation byThing	(HBA)
urassic World (Universal		60	, ,,	One 30-second spot featuring Jurassic World USER INTERACTIVE/PARTICIPATION AD #JURASSICWORLD (BUY and ad may change) Leaker Jurassic World Super Bowl TEASER on YouTubehttps://www.youtube.com/watch?v=_8UO1wdlVsg Sixth consecutive Super Bowl ad. One 60-second spot. Kia is making its sixth Super Bowl appearance in a row in 2015CREATIVE: Former	In-House? UNIVERSAL David & Goliath, which created last year's	MOVIES
iia			. , ,	"Remington Steele" and James Bond actor Pierce Brosnan promotes 2016 Kia Sorento. YouTube ad https://www.youtube.com/watch?v=ba7zQXZVAt8	Super Bowl	
.exus (Toyota)		30		Second Lexus Super Bowl ad, Third consecutive Super Bowl ad for Toyota, : USER INTACTIVE/PARTICIPATION AD #LexusNX One 30-second ad, "Make Some Noise" CREATIVE: First marketer to release Super Bowl 2015 ad ahead of time. Lexus NX ad live on YouTube https://www.youtube.com/watch?v=OOex3JDJYF8	Walton Isaacson	AUTOMOTIVE
.ocTite		30	. , ,	First Super Bowl ad. USER INTACTIVE/PARTICIPATION AD #WinAtGlue Loctite, uper Glue, spending equivalent of nearly its usual annua ad budget for a Super Bowl ad at the beginning of the fourth quarteCREATIVE: new ad #WinAtGlue campaign.		PKGD GOODS
/IcDonald's		30		Returns after years. McDonald's is prepping a Super Bowl spot in the 2015 game, executives familiar with the business said, after years of opting out of the game + ad instead in the pre-game slot just before kickofCREATIVE: "I'm Lovin It" theme Sneak Peek YouTube https://www.youtube.com/watch?v=Q5rJ_EOFnnI	Publicis Groupe's Leo Burnett	FOOD+BEV
Mercedes Benz	1	0	**,***,***	Third time in SuperBowl; Last appearing 2013 and sitting out 2014. USER INTERACTIVE/PARTICIPATION AD #TheBigRace #TeamHare #TeamTortoise: One spot ad. 'The marketer's buy is likely to continue its Super Bowl habit of a 60-second spoCREATIVE: Tortoise and the Hare ad on YouTube https://www.youtube.com/watch?v=FcLVekOOpj4 Ad debut on Ellen DeGeneres show Jan	Merkley & Partners	AUTOMOTIVE
/licrosoft		60	. , ,	26th Second SuperBowl Ad. Returning from last year.CREATIVE: "Empowerment" theme continuation from 2014. Teaser ad on YouTube https://www.youtube.com/watch?v=RgMnatpQmrM	Microsoft In-House Ad	TECH, TELE, ONLINE SVCS
Mophie Nationwide		30	\$4,500,000 \$13,500,000		Deutche, Los Angeles Chiel Worldwide's McKinney is	TECH, TELE, ONLINE SVCS FIN + INSURAN
				#InvisibleMindy Teaser ad on YouTube https://www.youtube.com/watch?v=P30yUzwSTKo	Nationwide's lead creative -Ogilvy & Mather handled the new campaign with Mr. Manning	
IFL PSA/CAUSE AD	1	0	\$9,000,000	donated airtime and production costs for the spot. First time returning to Superbowl since 1997. USER INTERACTION/PARTICIPATION AD #WithDad One 60-second spot in an	GREY, NEW YORK In-House agency	PSA/CAUSE AD
				undisclosed quarter. "fewer yet bigger moments. CREATIVE: TBD but has seven YouTube stars, including Roman Atwood and Dude Perfect, to churn out online videos leading up to the Big Game. Ad offouTube https://www.youtube.com/watch?v=8yEgN3yj6xY	MekanismTBWA/Chiat/Day, Los Angeles.	
lorthrup Grumman Pepsi (PepsiCola)	1	30	. , ,	First Super Bowl Ad. CREATIVE: Promoting upcoming bomber (which costs a pricey half billion dollars to build) in a 30-second ad. The vider was posted on YouTube Thursday, generating more than 315,000 views so far. USER INTERACTIVE/PARTICIPATION AD: Two 30-second ads. PepsiCo is a key sponsor of the NFL and is sponsoring this year's Halftime		AVIATION & DEFENSE FOOD+BEV
POSSIBLE HALFTIME AD			\$3,000,000	Show for the third year in a row. One 30-second commercial either during the game or during halftime, plus the halftime sponsorsh@REATIVE: TBD; Katy Perry is performing during the halftime show.	meranishi aso handed 2014 ad.	10051521
Procter & Gamble		60	\$9,000,000	Returns since 2010 . USER INTERACTION/PARTICIPATION AD #LikeARealGirl CREATIVE: Like a Girl" campaign will run a 60-second commerical in the Super Bowl.	Leo Burnett	PKGD GOODS
Sketchers		15	\$2,250,000	First Super Bowl ad; One 15 second ad starring Pete Rose		FASHION
kittles		30	,	First Super Bowl Ad. One 30-second ad; USER INTERACTIVE/PARTICIPATION AD: #Settlelt CREATIVE: Skittles was a big winner in las season's Super Bowl even without an ad because Seattle Seahawks star Marshawn Lynch is a Skittles fard on YouTube https://www.youtube.com/watch?v=nziP0on4t4Y		FOOD+BEV
nickers (Mars Inc.)		30	, ,,	Snickers' first since 2001. USER INTERACTIVE/PARTICIPATION AD: #EatASnickers One 30-second ad. CREATIVE: The commercial will continue Snickers' "You're Not You When You're Hungry" campaign, introduced by BBD@d on YouTube https://www.youtube.com/watch?v=3U02A2p-19A Fourth Super Bowl ad. Last year ran 3 spots during game; CREATIVE: TBD		FOOD+BEV TECH, TELE,
print quarespace		30		Second Super Bowl ad debut in 2014. It joins another web development platform, Wix.com with first spot during the 2015 game, and web-	Deutche, Los Angeles Wieden & Kennedy, New York	ONLINE SVCS TECH, TELE,
-Mobile		60		hosting company and chronic Super Bowl advertiser GoDaddy.CREATIVE: STARS JEFF BRIDGES, In 2014 company has released a teaser ad for SuperBowl 2014. Squarespace, a first-time Super Bowl advertiser, creative theme on teaser video "A Better Web AwaitsTeaser ad on YouTube: http://www.youtube.com/watch?v=ksXQG-rLjZo Second year Super Bowl ad. Last year ran 3 spots during game; USER PARTICIPATION AD #KimsDataStash CREATIVE: T-Mobile the	Publicis, Seattle	ONLINE SVCS
-wobile 	1			UN-CARRIER Kim Kardashian West,first announced the spot to her 28 million+ Twitter followers "It's Your Data. Keep It" YouTube ad https://www.youtube.com/watch?v=ZTwzsV3I3OQ Third consecutive Super Bowl . Buy TBD - Two 6-scond spots seems likely. Toyota declined to detail its buy, but said it will be	Saatchi & Saatchi, Los Angeles	ONLINE SVCS
Oyota			40,000,000	similar to prior years. USER PARTICIPATION AD #OneBoldChoice: CREATIVE: promoting 2015 Camry with featuringParalympic athlete and actress Amy Purdy; Muhammad Ali; and NFL players Kurt Warner, LaVar Arrington and Fred Jackson. Last year, Toyota had one 60-secon spot 1st quarter; First of the two ads live on YouTube https://www.youtube.com/watch?v=PjUfygo5mzw		
Cool Horoco Charge		60		Second year Super Bowl ad. 60-second commercial during the first quarter.CREATIVE: First Super Bowl ad CREATIVE: mobile gaming company theme created in-house spotlights Heroes Charge	Wieden & Kennedy	FIN + INSURAN TECH, TELE,
Cool Heroes Charge nobile game)		15	, ,,	First Super Bowl ad CREATIVE: mobile gaming company theme created in-house spotlights Heroes Charge First Super Bowl ad; One 60-second spot, the first Super Bowl ad for Victoria's Secret since 2008. The ad will run in the fourth quarter.	IN-HOUSE	ONLINE SVCS, MOBILE GAMIN
/ictoria's Secret (Limited Brands)		60	**,***,***	CREATIVE: "FROM STOCKHOLM TO SINGAPORE Let the Real Games begin. Ad features Angel supermodels Karlie Kloss, Adriana Lima, Doutzen Kroes, Lily Aldridge, Behati Prinsloo and Candice Swanepoel. VALENTINES DAY campaign that also includes a 90-second online	Saatchi & Saatchi, Los Angeles	FASHION
VeatherTech		30		video.Ad already on YouTubehttps://www.youtube.com/watch?v=8lZgpaVpKQk First Super Bowl ad. Buy One 30-second spot, TBD, CREATIVE: TBD	Weiden & Kennedy	AUTOMOTIVE
Veight Watchers Vix.com		30 30	\$4,500,000	Second Super Bowl ad. Buy One 30-second spot, CREATIVE: "America at Work," will feature employees of Weathertech, the automotive floor mat manufacturer that ran its first Super Bowl ad in 2014 First ad SuperBowl 2015. USER PARTICIPATION AD: #ItsThatEasy; 30-second spot in 4th Qtr; CREATIVE: Wix.com will air its first Super	•	FOOD+BEV TECH, TELE,
				Bowl commercial in the upcoming game with a commercial highlighting Wix's mission to simplify website creation; YouTube https://www.youtube.com/watch?v=P5SB1Ypy1EM	Francisco creative team Jeff Huggins and Andrea Janetos	ONLINE SVCS