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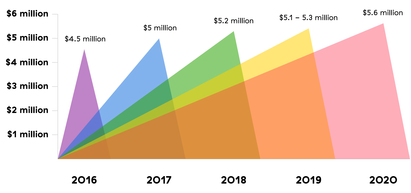
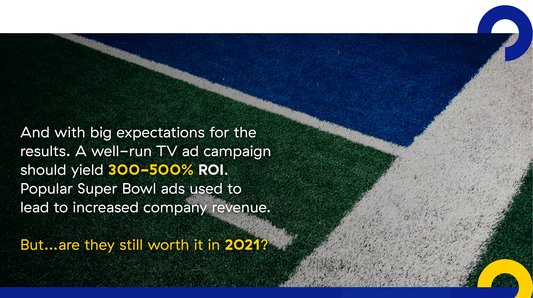
Is the ROI of Super Bowl Ads What it Used to Be?

30 seconds of air time during the Super Bowl is a sizable marketing investment...



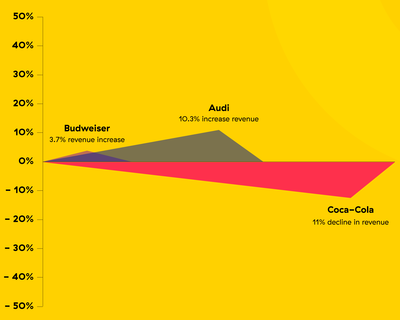


And with big expectations for the results. A well-run TV ad campaign should yield **300-500% ROI.** Popular Super Bowl ads used to lead to increased company revenue.

But...are they still worth it in **2021**?

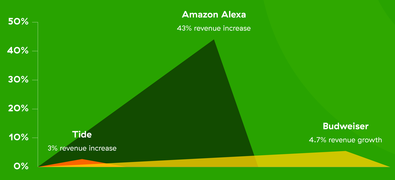
2016

2017

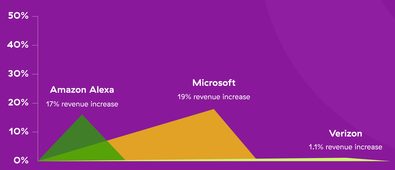


Coca-Cola's ad was a rerun from the 2014 Super Bowl, revenue declined then too by 4%. For 2021, they've decided to sit on the sidelines.

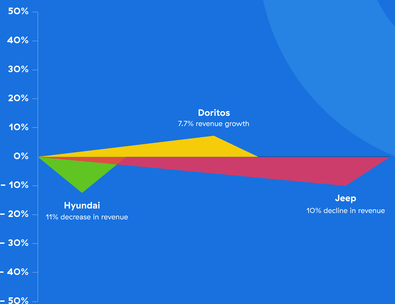
2018



2019



2020



With stay-at-home orders in 2020, it's not surprising sales for cars dropped while snack food soared.

As consumer behaviour continues to pivot in response to the pandemic, marketers must be agile in how they meet the changing needs of their buyers. Is your company ready?

*Disclaimer
The revenue changes for these corporations were collected from their public earning reports. We've aggregated this data to look at trends over time, but have not done any additional calculations to clarify the ROI of these ads for each individual corporation.

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