

# 2024 Super Bowl Ad Media Literacy Activity

## 2024 Super Bowl Ad/Media Literacy Activity

created by media educator [Frank W Baker](#)

Listed below are the products in the order they were advertised in this year's game. **Those listed are only on the US broadcast;** commercials inserted by local TV stations or broadcasts outside the US are not included here.

Students use the page (printed out) to list any products not already listed (in first column). They will have to research who owns the product. They brainstorm the category (see [last year's chart](#) for a listing of the types of ads shown then) and after watching the ad ([many of which are available before the game](#)) decide who (age, gender, etc.) the product is designed to appeal to.

| Product Name                                              | Product Owner | Product Category | Intended Audience |
|-----------------------------------------------------------|---------------|------------------|-------------------|
| <b>FIRST QUARTER</b>                                      |               |                  |                   |
| WICKED movie trailer                                      |               |                  |                   |
| M&Ms                                                      |               |                  |                   |
| Dove                                                      |               |                  |                   |
| CBS prime time promo                                      |               |                  |                   |
| Universal Kingdom of the Planet of The Apes movie trailer |               |                  |                   |
| BETMG                                                     |               |                  |                   |
| He Gets Us                                                |               |                  |                   |

|                                  |  |  |  |
|----------------------------------|--|--|--|
| Mt Dew Baja Blast                |  |  |  |
| Lindt                            |  |  |  |
| Kawasaki                         |  |  |  |
| Popeye's                         |  |  |  |
| Apartments/com                   |  |  |  |
| Pringles                         |  |  |  |
| Michelob Ultra                   |  |  |  |
| TEMU                             |  |  |  |
| CeraVe                           |  |  |  |
| <b>SECOND QUARTER</b>            |  |  |  |
| Starry                           |  |  |  |
| BWM                              |  |  |  |
| State Farm                       |  |  |  |
| Nerd Gummy Clusters              |  |  |  |
| Universal TWISTERS movie trailer |  |  |  |
| Booking.com                      |  |  |  |
| Homes.com                        |  |  |  |
| T-Mobile                         |  |  |  |
| Coors Light                      |  |  |  |
| FanDuel                          |  |  |  |
| TEMU                             |  |  |  |
| Oreo                             |  |  |  |
| E-Trade                          |  |  |  |
| Hellman's                        |  |  |  |
| Paramount+ HALO movie trailer    |  |  |  |
| Reese's                          |  |  |  |
| SquareSpace                      |  |  |  |
| Bass Pro Shops                   |  |  |  |

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|--------------------------------------------------------|--|--|--|
| Stand up to Hate                                       |  |  |  |
| Paramount+ Knuckles trailer                            |  |  |  |
| CBS Tracker promo                                      |  |  |  |
| Dunkin                                                 |  |  |  |
| HeGetsUs.com                                           |  |  |  |
| FX/Hulu Shogun promo                                   |  |  |  |
| CBS Young Sheldon/Ghosts promo                         |  |  |  |
| TurboTax                                               |  |  |  |
| CrowdStrike                                            |  |  |  |
| Google Pixel AI                                        |  |  |  |
| CBS Master promo                                       |  |  |  |
| Snapchat                                               |  |  |  |
| American Values 2024: Robert Kennedy Jr. for President |  |  |  |
| Poppi                                                  |  |  |  |
| <b>THIRD QUARTER</b>                                   |  |  |  |
| Verizon 5G                                             |  |  |  |
| UberEats                                               |  |  |  |
| Pluto TV                                               |  |  |  |
| Pfizer                                                 |  |  |  |
| Skechers                                               |  |  |  |
| Bud Light                                              |  |  |  |
| Toyota Tacoma                                          |  |  |  |
| TEMU                                                   |  |  |  |

|                          |  |  |  |
|--------------------------|--|--|--|
| Doritos                  |  |  |  |
| CBS prime time promos    |  |  |  |
| VW                       |  |  |  |
| Homes.com                |  |  |  |
| Drumstick                |  |  |  |
| Paramount IF movie promo |  |  |  |
| CBS NCIS                 |  |  |  |
| NFL Shop                 |  |  |  |
| FOURTH QUARTER           |  |  |  |
| NFL Character Playbook   |  |  |  |
| CBS late night           |  |  |  |
| KIA                      |  |  |  |
| CoPilot (Microsoft)      |  |  |  |
| Homes.com                |  |  |  |
| Disney+                  |  |  |  |
| Budweiser                |  |  |  |
| CBS Promos               |  |  |  |
| NFL Character Playbook   |  |  |  |
| TMobile 5G               |  |  |  |
| DoorDash                 |  |  |  |
| CBS Sports               |  |  |  |
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