

# Who's The Target Audience 2023?

ONE OF THE MEDIA LITERACY QUESTIONS IS: WHO IS THIS MESSAGE TRYING TO REACH; HOW DO YOU KNOW?

Use this chart before, during, or after the Super Bowl game-Sunday February 12, 2023. Have your students complete the last column. (This list does not represent the order the ads will air. To see a chronological list of which ads air in each quarter of the game [go here](#))

QUESTIONS FOR YOU TO CONSIDER:

Who do they think is most likely to be the target audience (it could be more than one) this advertiser hopes to reach? What clues in the ad might be revealing?

NOTE: [these commercials](#) –airing in the US–represent only those which have previously been identified. (the list does not include ads that run regionally or locally on FOX affiliates in the US.) **Updated regularly.**

Rows at the bottom are deliberately left blank for last minute, unannounced spots. Students can write in there.

EDUCATORS: Be sure to go to [“Using Super Bowl Ads In The Classroom”](#) for additional handouts, links to the ads, resources and suggestions.

Product/Corporation	Type	Demographic (age, gender)
Air (Amazon Prime)	Movie promotion	
Apple TV+	Streaming service	
Avocados from Mexico (AFM)	Food	
Bic (Société S.A.)	Lighter	

Blockbuster (DISH)	TBA	
Booking.com	Online travel	
Burger King (Restaurant Brands International)	Restaurant/Food	
Bush Beams (Bush Brothers and Company)	Food	
Cognac (Remy Cointreau)	Alcohol	
Coors Light (Molson Coors)	Alcohol	
Crown Royal (Diageo)	Alcohol	
Dexcon DogFish Head Craft Brewery	Diabetes Awareness Alcohol	
Doritos (Pepsico)	Snack	
Downy Unstoppables (Proctor & Gamble	Fabric Softener	
Dunkin Donuts	Restaurant/Food	
DraftKings	Sports Betting	
E-trade (Morgan Stanley)	Investment platform	
FanDuel	Online betting	
The Flash (Warner Bros)	Movie promotion	
Funky Buddha Brewery	Alcohol	
GM/Netflix	Electric Vehicles/Streamer	
Gutfeld! (Fox News)	Comedy promotion	

He Gets Us (Servant Christian Foundation)	Religion promotion	
Heineken (Heineken Holding HV)	Alcohol	
Hellman's Mayonnaise	Food spread	
Hyundai (Hyundai Motor Group)	Automobile	
Limit Break	Gaming	
Kia America	Automobile	
M&Ms (Mars Wrigley Inc)	Candy	
McDonalds	Restaurant/Food	
Michelob Ultra (Anheuser-Busch InBev)	Alcohol	
Miller Lite (Molson Coors)	Alcohol	
NFL	Sports promotion	
Oikos (Danon)	Yogurt	
Pepsi Zero Sugar (Pepsico)	Drink	
Planters (Hormel Food)	Snack	
Poker Face (Paramount+)	TV Promotion	
PopCorners (Pepsico/FritoLay)	Snack	
Power Grip Primer (Elf Cosmetics)	Cosmetic	

