

Who's The Target Audience?

Use this chart before, during, or after the Super Bowl game. Have your students complete the last column. Who do they think is most likely to be the target audience this advertiser hopes to reach? [Many of the ads are released prior to the game; see them [here](#).] NOTE: The list does not include ads that run regionally or locally on CBS affiliates in the US. The National Security Innovation Network (NSIN) will air an ad, but only on the Armed Forces Network, not CBS.]

Super Bowl Advertiser Company/Product	Category	Who's the demographic? (gender; age)
Alexa (Amazon)	tech	
Bud Light Seltzer Lemonade (Anheuser Busch)	drink	
Cadillac (General Motors)	auto	
CBS	network promos	
Cheetos (Frito Lay)	snack	
Chipotle	restaurant	
Dexcom G6 Continuous Glucose Monitoring Service	medical	
Discover	credit	
Doordash	delivery service	
Doritos (Frito Lay)	snack	
DraftKings	fantasy sports platform	
Dr. Squatch	soap	
E-trade	financial service	
Fiverr	tech	

Google	tech	
Hard Rock International	restaurant	
Heinz	condiment	
Hellman's (Unilever)	condiment	
Hershey's (Reese Take 5)	candy	
Huggies (Kimberly Clark)	diapers	
Indeed	job service	
Jeep	auto	
Jimmy Johns	food	
Kia	auto	
Klarna	financial service	
Little Ceasars	food	
Logitech	technology	
Mars Wrigley (M&Ms)	candy/gum	
Mercari	tech/service	
Michelob Ultra	drink	
Microsoft	tech	
Mountain Dew	drink	
New York Life	insurance	
NFL	sport	
Oatly	drink	
OceanSpray	drink	
Paramount+	streaming service	
Planters	snack	
Porsche	auto	
Pringles	snack	
Robinhood	finance service	

Rockstar Energy (PepsiCo)	drink	
Quicken Loans	service	
Sam Adams	drink	
Saucony	footwear	
Scientology	religion	
Scotts Miracle Gro	home/garden	
Secret Deodorant	personal care	
Shift4Shop	e commerce platform	
Sketchers	shoes	
Snickers	candy	
Sodastream	drink	
SpaceX (Inspiration4)	space travel	
Squarespace	tech	
State Farm	insurance	
Tide (Proctor & Gamble)	detergent	
Toyota	auto	
Triller	tech/service	
Turbotax	service	
Turkish Airlines	travel	
Uber Eats	delivery service	
Verizon	tech/service	
Vroom	Auto	
Walt Disney Studios	film	
WeatherTech	Auto/other	