

# HOW MUCH WAS SPENT ON SUPER BOWL COMMERCIALS 2023

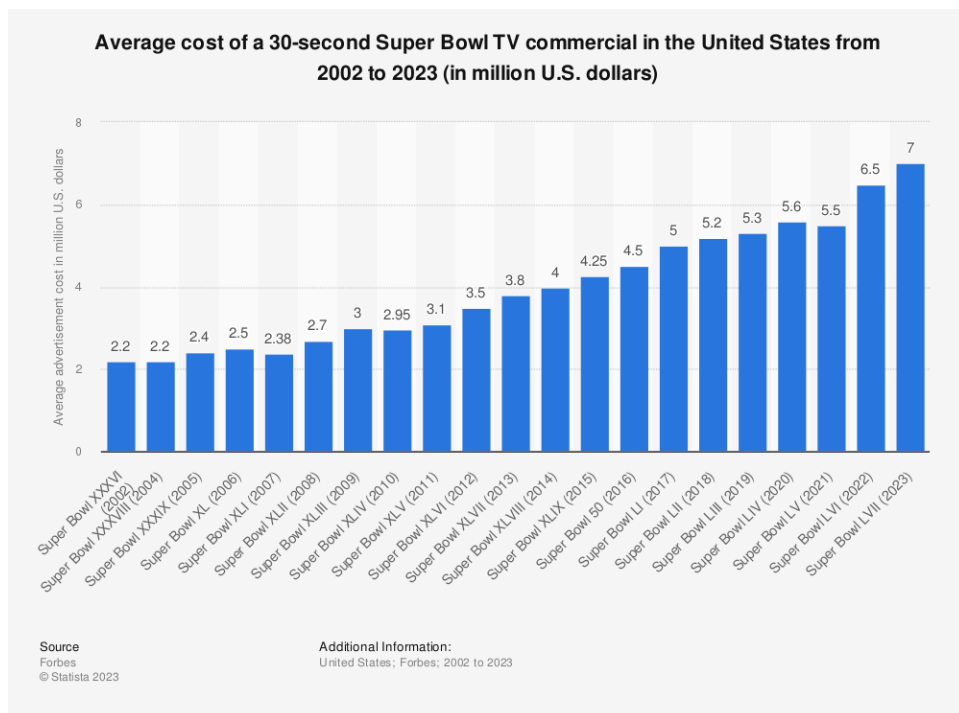


## How much money was spent on the super bowl commercials?

### *The average cost of a 30-second Super Bowl TV commercial in the United States from 2002 to 2023*

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The Super Bowl is one of the biggest events on the sporting calendar, but it is so much more than just the football being played on the pitch. The spectacle surrounding the event, which culminates in the legendary half-time show, is hotly anticipated and [watched by millions around the world](#). With so many captive viewers before, during, and after the game, advertisers use the Super Bowl as a means of raising awareness for their products. However, this awareness and visibility comes at a cost – since 2017 the average price of a 30-second TV advertisement during Super Bowl stood at a minimum of five million U.S. dollars and has risen even further in the last few years.





## Large corporations spend big

The allure of a Super Bowl commercial spot is hard to resist for big corporations. Some of the [largest Super Bowl advertisers in 2021](#) included Pepsico and T-Mobile, while Anheuser-Busch sat top of the list, spending 52 million U.S. dollars on advertising during the big game. As a result of this big spending, [Super Bowl advertising revenue](#) reached a record 485 million U.S. dollars in 2021, more than twice the figure of 2011.

## What is the total return on super bowl commercials?

The total return on investment for Super Bowl commercials can vary widely, depending on various factors such as the type of advertisement, the target audience, and the overall success of the campaign. Generally, research suggests that the average Super Bowl commercial yields a return of five to six times the initial investment.

According to Business Insider, the most expensive Super Bowl commercial ever was a 60-second spot from Amazon, which reportedly cost \$15 million to air during Super Bowl LIV in 2020.



