

Can AI Help Chris Hemsworth Stop Eating Priceless Art? Meta's Super Bowl Ad Finds Out

What happens when two Chrises, one Kris, and a pair of AI-powered glasses walk into an art museum?

Meta's answer: two 30-second ads for Super Bowl 59 featuring Chris Hemsworth, Chris Pratt, and Kris Jenner, all showcasing its Ray-Ban smart glasses and a little chaos in the art world.

In the first spot (running during the third quarter), a lighthearted art heist unfolds as Hemsworth and Pratt use Meta AI to identify pieces from Jenner's private collection. Things take a turn when Hemsworth accidentally eats a \$6 million banana—Maurizio Cattelan's conceptual artwork, *Comedian*.

The second ad (running during the first quarter) continues the chaos, with the Marvel stars attempting to learn about another art piece through Meta AI—only to accidentally destroy it.

Meta is also rolling out two limited-edition versions of its Ray-Ban Meta smart glasses: Matte Black Wayfarers with gold mirrored lenses and another featuring lenses in the colors of the participating teams. These won't be available for purchase.

"Often starring opposite each other in the Marvel Cinematic Universe, Chris Pratt and Chris Hemsworth both have great comedic timing, making them a natural fit for this ad spot's light-hearted rivalry," Meta wrote in its blog post.

Both ads are directed by Matthew Vaughn, known for Argylle, X-Men: First Class, and the Kingsman franchise.

This isn't Meta's first Super Bowl appearance—it ran a spot for Meta Quest 2 in 2022. But this year, AI-powered products are set to make a bigger splash, with brands across industries using the Big Game to showcase their latest tech tools.

Meta's pitch? Its Ray-Ban Meta smart glasses—which sold over 1 million units last year—let users “capture your friends' reactions to every touchdown, interception, and controversial call—all without fumbling with your phone,” according to the blog post. The glasses also offer real-time stats and game updates, ensuring fans never have to look away from the action.

This isn't the first time Meta has enlisted stars to promote its tech. Back in October, Meta and Ray-Ban partnered with Translation to create a spot featuring musicians Anderson .Paak, Tinashe, and James Blake, highlighting the glasses' hands-free capabilities.

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