Mountain Dew Is Running a Super Bowl 2020 Ad This Year



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PepsiCo’s Mountain Dew is running an ad during Super Bowl 54, according to people familiar with the matter.

The spot will mark Mountain Dew’s return to the Big Game after sitting out this past year. Its parent company PepsiCo, which has served as the Super Bowl’s halftime sponsor since 2012, aired ads for Pepsi, Doritos and sparkling water brand Bubly at the 2019 game.

A PepsiCo spokesperson said the company “doesn’t have anything to share yet.”

The spot will likely be created by TBWA\Chiat\Day New York, which was named the soda brand’s lead agency this summer following a closed, Omnicom-only review that ended Mountain Dew’s 46-year relationship with BBDO New York.

Fox Sports has received as much as $5.6 million per 30-second spot for Super Bowl 54, and in-game advertising inventory sold out as of last month.

After a 15-year hiatus, Mountain Dew returned to the Super Bowl in 2016 with its bizarre “Puppy Monkey Baby” spot to promote its line of Kickstart drinks. In 2018, the soft drink partnered with fellow PepsiCo brand Doritos on a hybrid 60-second ad starring Peter Dinklage and Morgan Freeman. In this year’s spot, the two actors pit Doritos Blaze and Mountain Dew Ice against one another in a lip-sync rap battle.

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