

Nike Wins Super Bowl 59 With More Screen Time Than Any Other Brand

With all due respect to the Philadelphia Eagles, there was another big winner at Sunday's Super Bowl.

The Nike logo was shown onscreen more than any other brand during Sunday's Big Game between the Eagles and the Kansas City Chiefs, measurement and technology company Samba TV tells ADWEEK. Nike's logo appeared 819 times across 521 unique frames of footage, including the brand's 60-second Super Bowl ad and the logo appearing in-game, according to company data.

"Nike didn't just show up during the Super Bowl—it dominated the screen," Samba TV co-founder and CEO Ashwin Navin told ADWEEK in a statement. "Not only did its 'So Win' ad win the most-watched ranking and fan-favorite status amongst viewers, its logo was the MVP of the game."

Samba TV analyzes logo detection as part of its efforts to quantify brand exposure and ROI during major live televised events, including the Super Bowl. According to the company, a total of 37 million U.S. households saw the Nike logo—which the company said was 99% of the Super Bowl's total audience—at an average frequency of 371 times.

"Nike's presence was unavoidable," Navin added. "At an average frequency of 371 views per household, this wasn't just brand exposure; it was a masterclass in brand visibility."



In addition to the brand's in-game presence, Nike's "So Win" commercial, created by Wieden+Kennedy Portland, was one of the best-reviewed ads of the night among ad industry creatives canvassed by ADWEEK. Additionally, Business Insider reports the commercial helped the brand generate the most social media engagement of any advertiser, per data from social and consumer intelligence company Meltwater.

Between the logo exposure and the social media buzz, the night was a huge success for the company, especially considering the Super Bowl's extra pricey real estate in 2025. Fox Super Bowl ads topped more than \$8 million for 30 seconds this year, a new all-time high.

And with Nike rising to the top in visibility, others fell to the bottom.

A Swift decline

Samba TV told ADWEEK that the Taylor Swift Effect was virtually nonexistent during Super Bowl 59. The star appeared only a small number of times compared to 2024's Big Game.

Of course, the very fact that there's a phenomenon called the

Swift Effect means the singer will likely shake it off.

Watch Nike's Super Bowl 59 Ad, "So Win," below.

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