Rocket Mortgage Snags the First and Second Spots in USA Today Ad Meter Rankings

The people have spoken: The winning Super Bowl ad, according to the USA Today Ad Meter, is Rocket Mortgage’s “Certain Is Better” featuring Tracy Morgan, Dave Bautista and Liza Koshy. The brand also took second place in the Ad Meter ranking with its second Super Bowl ad later on in the game.

https://www.adweek.com/brand-marketing/rocket-mortgage-snags-the-first-and-second-spots-in-usa-today-ad-meter-rankings/