

Super Bowl Instant Replay: Skechers Banked On a Kansas City Chiefs Three-Peat And Lost

Social media is evolving. Are you adapting? Connect with a community of brand pros and content creators at [Social Media Week](#), May 12–14 in NYC, to learn how to keep pace with new trends and technology. [Register now to save 20% on your pass.](#)

THE AD: Kansas City Chiefs head coach Andy Reid partnered with Skechers for “Side Hustle,” a 30-second Super Bowl spot that promotes the brand’s Hands Free Slip-ins shoes. The new range means that instead of tying shoelaces, Reid can save his hands for something more important like... hand modeling. He might need a side gig to distract him after the Kansas Chiefs’ Super Bowl 59 defeat to the Philadelphia Eagles.

MY HOT TAKE: Skechers understands and embraces its core customer base of retirees and parents of small children, a.k.a. people who either have trouble with, can’t be bothered with, or simply can’t tie their shoes. It’s also for those who just want comfortable, affordable shoes, and don’t care about a cool factor.

As a Philadelphia Eagles fan, I can still objectively say that enlisting someone like Andy Reid for this ad was a risky move. The ad ran right after the game ended and no one knew the

outcome. In fact, it was written and shot before it was confirmed that the Kansas City Chiefs were even going to make it to the Super Bowl in the first place. As the third largest footwear company in the world by sales, Skechers has taken a liking to the number three and was banking on a Chiefs three-peat with this ad. Unfortunately, it didn't pay off.

This is no blockbuster spot but it's also not a fumble. The commercial gets right to the point with Reid slipping his foot in the brand's Hands Free Slip-ins, but I would have liked to see more of his supposed side hustles besides hand modeling.

Watch Skechers' Super Bowl ad, "Side Hustle," below.

Recommended articles

<https://www.adweek.com/brand-marketing/super-bowl-instant-replay-skechers-banked-on-a-kansas-city-chiefs-three-peat-and-lost/>