These 10 Brands—Without Super Bowl Ads—Are Hacking the Big Game

Normally, brands that don’t air national ads during the telecast generate Super Bowl buzz with consumer activations in the host city. But as the Covid-19 pandemic continues, many brands decided not to activate in Tampa Bay, and instead are getting creative with efforts to hack the Big Game on Feb. 7 with adjacent digital campaigns and virtual experiences.

https://www.adweek.com/brand-marketing/these-10-brands-without-super-bowl-ads-are-hacking-the-big-game/