These Brands Ran the Longest Super Bowl Ads

> 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.

At $8 million for 30-seconds, brands shell out big money for Super Bowl ads. And for those that want to show off longer 60-second and 90-second ads, the stakes can be higher.

The payoff can be big if the ad hits, but brands also risk losing consumers' attention if the story isn't compelling.

Here are the brands that shelled out the big bucks with 60-second and 90-second ads during Super Bowl 59.

And check out ADWEEK's live blog for up-to-the-minute news.

Dunkin's Super Bowl 59 Ad Is a Hilarious Reunion For the DunKings

Dunkin' assembles a new crew of the DunKings—the fictional boy band fronted by Ben Affleck—in this 60-second ad.

Pfizer Teams Up With LL Cool J In Super Bowl Ad, Literally Fighting Cancer

The healthcare giant took a message of reliance and motivation to the Super Bowl.

The 60-second ad shows a young boy getting out of a hospital

bed donning a pair of boxing gloves set to LL Cool J's "Mama Said Knock You Out."

MSC Cruises Ribs Americans and Brits Alike in Its Super Bowl 59 Ad

The cruise brand picked a 60-second ad for its Super Bowl debut, in which Drew Barrymore and Orlando Bloom show the difference between American and British travelers.

T-Mobile Ditches Celebrities for Space at Super Bowl 59

T-Mobile used a 60-second Super Bowl ad to promote a new partnership with Elon Musk-owned Starlink that will deliver phone coverage to 500,000 square miles of dead zones in the U.S.

Willem Dafoe and Catherine O'Hara are Pickleball Pros in Michelob Ultra's Super Bowl Ad

Catherine O'Hara and Willem Dafoe beat out the Pickleball competition in a 60-second Super Bowl ad. The spot shows the unassuming duo taking to the court to shake-n-bake and hustle their way to beating the competition.

Uber Eats' Super Bowl Ad Is a Time-Traveling Foodie Conspiracy With Matthew McConaughey

Uber Eats went long on an ad starring loads of celebrities who are sure that the Super Bowl is a conspiracy to eat more food.

TurboTax's Dreamy Super Bowl Ad Starts with Issa Rae's Nightmare about Her Accountant's Office

TurboTax enlisted Issa Rae to show the complexities of filing taxes in 2025 in a 60-second cut.

Google's Heartfelt Super Bowl Ad Promos Gemini-Enabled Talk Features on Pixel

Google cut down a two-minute film into a 60-second ad promoting its AI tools through the story a father who translates his skills as a parent into a new job opportunity.

Rocket’s Emotive Super Bowl Ad Says Everyone Deserves a Shot at the American Dream

A 60-second ad is part of Rocket’s recent rebrand that encourages consumers to own the American dream.

‘He Gets Us’ Wants Viewers to Ruminate on Jesus’ Greatness During Super Bowl 2025

For the third year in a row, nonprofit Christian group “He Gets Us” ran a 60-second ad to promote the teachings of Jesus.

NFL Super Bowl Ad Goes Back to Flag Football Future

The NFL placed girls and women’s flag football at the center of its two-minute Super Bowl ad.

Glen Powell Bears Down in Ram Super Bowl Ad

The automaker’s 60-second ad parodies Goldilocks with Glen Powell.

Budweiser U-Turns on Regional Super Bowl Plans, Thanks To a Baby Horse

Budweiser’s ad starring a Clydesdale foal clocked in at 90 seconds.

Nike’s Super Bowl Ad Puts Women Athletes Center Stage on a Male-Dominated Field

Nike’s first Super Bowl ad since 1988 ran for 90 seconds and focused on athlete-driven stories in an effort to continue its brand comeback.

Hailee Steinfeld Wants Your Attention in Novartis Super Bowl Ad

In the Novartis' 60-second ad, viewers get a glimpse at cheerleaders, partygoers, and everyday women simply living their lives, all in a bid to bring attention to breast cancer prevention.

Why a Cowboy and His 'Fleshy Hat' Star in Tubi's Super Bowl Ad

Tubi stays true to form with multiple Super Bowl ads—a 60-second ad and a 15-second cutdown—starring a cowboy and his "fleshy" hat.

Lay's Super Bowl Ad Trades All-Dressed for Farm-Grown

Lay's Super Bowl plans took a U-turn away from promoting a Canada-favorite flavor and focused instead on the story of a farmer with a 60-second ad.

Post Malone and Shane Gillis Rescue a 'Lame' Party in Bud Light's Super Bowl Ad

Anheuser-Busch is known for going long, and this year is no exception with a 60-second ad for Bud Light starting Post Malone and Shane Gillis saving a lame block party.

Hims & Hers Super Bowl Ad Wants Cheap Weight Loss Drugs

GLP-1 marketing got a full 60 seconds of air time to make the case that the drugs are safe. But the ad didn't come without controversy.

Creators Alix Earle, Jake Shane, and Rob Rausch Are the Stars of Poppi's Super Bowl 59 Ad

Poppi enlisted creators Alix Earle, Jake Shane, and Rob Rausch for its 60-second Super Bowl ad that promotes the low-sugar

soda.

David Beckham’s A-List Twin Brother Is Unmasked in Stella’s Super Bowl Ad

David Beckham and Matt Damon pitched the beer in a 60-second ad.

Jeep Calls on Harrison Ford for Super Bowl Ad (Even Though His Name Is Ford)

Jeep’s two-minute film, titled “Owners Manual,” stars renowned actor Harrison Ford.

Recommended articles
https://www.adweek.com/brand-marketing/these-brands-spent-the-most-money-on-super-bowl-ads/