Uber Eats Teases Big Game Showdown Between Matthew McConaughey and Bradley Cooper

Matthew McConaughey can’t let it go.

The actor, playing a conspiracy-theory-obsessed version of himself, is chasing Bradley Cooper down on his runs, playing out Cooper’s capitulation with a pair of finger puppets, and interrogating the San Francisco 49ers mascot, Sourdough Sam.

His obsession? That the game of football is, and always has been, a conspiracy to sell food.

The character was introduced during Uber Eats’ Super Bowl campaign last year, when McConaughey walked viewers through the (surprisingly numerous) historical connections between football and food. This year, the food delivery brand’s NFL campaign continues that theme, with ads throughout the season starring Cooper articulating his impassioned defense of the game.

With three new teasers, Uber Eats has revealed that this year’s Big Game spot will bring the two characters together in a showdown centered around the conspiracy. The brand worked with its longtime agency, Special U.S., on the campaign.

This marks Uber Eats’ sixth consecutive year advertising in the Super Bowl. Last year’s spot featured McConaughey alongside an impressive slate of celebrity talent, including Kevin Bacon, Martha Stewart, Charli XCX, Hot Ones creator Sean

Evans, and filmmaker Greta Gerwig.

Celebrities have been a staple for Uber Eats. Starting in 2021, the brand trotted out Dana Carvey, Mike Myers, and Cardi B in a Wayne's World-themed spot. Next, it was Jennifer Coolidge, Gwyneth Paltrow, Nicholas Braun, and Trevor Noah confronting their confusion over Uber Eats' ability to deliver things that aren't edible.

In 2023, the play on Uber Eats' expansive deliverables continued, with Jennifer Anison, David Schwimmer, David and Victoria Beckham, Usher, and Jelly Roll all forgetting key events in their lives to make room for the idea that Uber Eats can deliver things other than food.

All that to say, if its Super Bowl advertising history is any indicator, one could safely bet that McConaughey and Cooper will be joined by a few more big names during the Super Bowl broadcast on Feb. 8.

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