WeatherTech is Back at the Super Bowl for a 14th Time

WeatherTech is back at the Super Bowl for a fourteenth time, tapping into the plight of a dad taking his family on a road trip.

The 30-second spot, “TaDa,” aired during the second quarter of Super Bowl 60 and featured the relatable problem of how to pack a car with luggage. The dad, Gary, is confident he can stuff all the suitcases and bags for his family of four in the car—until it all tumbles out. He has to be reminded (by his wife, of course) that WeatherTech makes more than floor liners and cargo liners.

Other products include a Hitch Basket and Roof Basket and the solution to Gary’s luggage problem is clear: It’s WeatherTech’s line of American-made automobile products.

“TaDa” bucked the trend of Super Bowl spots featuring several Hollywood celebrities or pop culture references. Instead, it relied on a simple story, charming characters, and a clear conflict that can be easily solved by the brand.

In that sense, it’s even a departure from WeatherTech’s 2025 spot, “Whatever Comes Your Way,” which was created by Pinnacle Advertising and featured grannies dancing, flirting, and flashing their way to fun, while protecting their car with WeatherTech.

System1, a behavioral science research firm, named “Whatever Comes Your Way” one of the most effective Super Bowl ads from 2020 to 2025.

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