

SPORTS

Luxury brands stake claim in Super Bowl LVII

February 14, 2023



U.S. jeweler Tiffany & Co. has handcrafted the Vince Lombardi Trophy since 1966. Image credit: Tiffany & Co.

By AMIRAH KEATON

From the commercials to custom halftime outfits to the culminating prize, luxury players managed to break through the noise of the Super Bowl 2023 showcase from all angles.

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Celebrities sparked conversation for some brands, while effective marketing unions between others brought out each entity's best. Overall this year, luxury showcases comprised a sizable portion of the creative force behind the Bowl, driving one of the year's most major sporting and advertising moments forward.

"The Super Bowl will remain a cultural sports entertainment marquis in American culture, thus a forum for brands to communicate a message," said Rony Zeidan, founder and creative director of **RO New York**, New York.

"It sets the bar high for creativity, wit and ideas."

Beyond the field

This year's LVII edition may have seen Kansas City take the title, but just beneath the ceremony's surface, a number of activations propelled programming.

Of those brands that determined the creative direction of one of the year's most expensive events per ad unit a 30-second ad slot at Super Bowl 2023 reportedly cost companies about \$7 million, per data from **Kantar** a few excerpts rise to the top.

Starting with the tech players first to the scene, the focus of Google's Super Bowl spot was the new "Magic Eraser" feature, which offers owners the opportunity to edit out unwanted in-frame figures. Compatible with Google's Pixel mobile phone, the new software can also bring clarity to old photos.

The Super Bowl spot promotes Google AI's new "Magic Eraser" feature for mobile

The search engine giant went live with a 90-second slice of #FixedonPixel. The commercial promoted the update and included such nationwide names as comedian Amy Schumer, musician Doja Cat and professional basketball player Giannis Antetokounmpo.

Meanwhile, Rakuten the affiliate commerce company recently published new data from a monthslong U.S. luxury shopper study in partnership with *Vogue Business* ([see story](#)) came out in full force with an excerpt starring American actress and "Clueless" alum Alicia Silverstone.

The company's "Not So Clueless" campaign plays on pop culture, employing the plot of the 1995 Paramount Pictures classic.

"I used to be pretty Clueless about shopping," says Ms. Silverstone, in the video.

"Like when I heard I could save by getting Cash Back with Rakuten I was like as if!"

A 30-second version of the fashion-forward ad aired during the football game's first quarter.

The 30-second ad aired during the game's first quarter on Sunday.

In an extended engagement, Rakuten tapped American designer Christian Siriano, who referenced the film by designing a reimagination of the main character's standout yellow plaid suit and churning out three additional supporting looks, all of which debuted on Feb. 9, 2023 as part of New York Fashion Week.

Luxury auto also took the respective ad time allotted to flag new features.

General Motors, of which newer Cadillac releases fall under the luxury umbrella ([see story](#)), reflected the car-conscious shift in sentiment currently sweeping the U.S. ([see story](#)), by casting American actor Will Ferrell in an ad cocreated with global video streaming platform Netflix.

Actor Will Ferrell drives an all-electric Cadillac in GM's latest Super Bowl selection

General Motors' "Why Not an EV?" references a few of the streamer's most popular picks, placing the talent amid comical renditions of titles like "Squid Games" and "Bridgerton" in honor of the partnership.

"General Motors is going electric, and Netflix is joining in by including more EVs in their movies and shows," says Mr. Ferrell, amid the satirical spot.

Toyota Corp.'s Lexus joined in on the electric affair.

Lexus' "An Electrifying Starting Lineup" advertisement

In an effort to showcase its EV range, from hybrid to plug-in hybrid to all-electric models, the brand released "An Electrifying Starting Lineup." Eleven years after the company's first Super Bowl push, the spot is in many ways indicative of serious industrywide ESG progress.

Luxury touches down

To the question of whether or not the Super Bowl befits luxury brands today, experts weigh in.

"The Super Bowl is not the right forum for luxury advertising," RO New York's Mr. Zeidan said.

"Due to the vast audience range, the Super Bowl is well positioned for brands with mass appeal and broad distribution, such as Dunkin', or Doritos."

To a degree, results from a [National Retail Federation](#) survey regarding the event aligns with the above in terms of the spending area most popular among viewers.

NRF's data takes into account the responses of more than 7,600 U.S. adults. Findings suggest that 79 percent will be driven to purchase in the food and beverage segment.

Apparel and accessories lag behind at just 12 percent, and while 84 percent of those surveyed agreed that advertising during the game is a smart investment for brands, 65 percent consider there to be more effective forums for brands to reach consumers, versus the annual event.

Viewership data fanatics about the big game since the first one in 1967. Learn more about what we have learned over the years: <https://t.co/smYFxyOmbV> pic.twitter.com/itdnRUHI0i

Nielsen (@nielsen) [February 9, 2023](#)

Conversely, according to AnalyticsIQ, a quarter of football watchers have above-average household incomes ([see](#)

story). There were also more viewers of this year's game than ever before, up by 8.4 million year-over-year, which could explain the anticipated jump in retail spending postgame.

NRF shares that retail spending surrounding the event is expected to jump from \$14.6 billion last year, to \$16.5 billion in total this year.

Congratulations to the @Chiefs on their @NFL Super Bowl LVII victory. Only a true champion is worthy of the coveted Vince Lombardi Trophy handcrafted by Tiffany & Co. since 1966.

Discover more: <https://t.co/AdqtAOuBOy> #TiffanyTrophies #CraftingVictory #TiffanyAndCo pic.twitter.com/QCZiANbWQO

Tiffany & Co. (@TiffanyAndCo) February 13, 2023

Additionally and per observations, the mere presence of certain branded ads credentials the ceremony's earning potential.

"Surprising to see Google on TV as the premier search engine and tech brand, this says a lot about advertising trends," Mr. Zeidan said.

On this note, interestingly, a solid portion of viewers have admitted to tuning in for entertainment purposes only, according to NRF's effort.

Less than half of respondents cited the actual game itself as being important to them, landing at 42 percent, while 19 percent mentioned the commercials are most important and a near-exact segment claimed the same for the halftime show, at 18 percent.

This year, American musician Rihanna headlined the highly anticipated halftime performance, using the slot to boost her joint venture with the world's largest luxury goods player.

B*tch betta have my Invisimatte pic.twitter.com/gx0xpPbLDL

Fenty Beauty (@fentybeauty) February 13, 2023

In an integrated twist, Rihanna and LVMH's Fenty Beauty got a boost from programming, as the singer applied her self-titled makeup range mid-segment during the live show, a move that seems to have drastically spiked awareness.

The brand reached all-time search highs, peaking around 8 p.m. at precisely the time the halftime show was set to take place. A longtime retail exclusive of Sephora (see story) up until last year, the singer maintains a 30 percent stake in Fenty Beauty, according to *Forbes* estimates.

Beauty aside, the singer's halftime presentation included such high fashion forces as Alaa (see story) and Loewe at one point, the star donned a bright red cape atop a custom Loewe look, in a subtle tribute to the late Andr Leon Talley (see story) her apparent pregnancy making waves in the performance's aftermath.

Crafting the LOEWE flight-inspired look for @rihanna's much-anticipated performance at the #SuperBowl halftime show. The look featured a silk jersey catsuit with a matching cotton canvas flight suit and made-to-measure sculpted leather corset. #LOEWE pic.twitter.com/TwJa2FIf6l

LOEWE (@LoeweOfficial) February 13, 2023

While overall marketing effectiveness may vary from season to season at the Super Bowl, experts can indeed corroborate the impact of the innovative slot on this year's event.

"Product placement was well done, from Rihanna's custom Alaa cape that played homage to Andre Leon Talley and the bespoke jewelry by Joseph Saidian & Sons worn, those were subtle show stealer moments that will set the trend of red and bling for the coming year," Mr. Zeidan said.

"Well done, Rihanna."

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