

Super Bowl 2025 advertisers will balance nostalgia and innovation

Article



The news: Super Bowl LIX advertisers are leaning into nostalgia to connect with audiences during the big game.

- Ads from **Hellmann's**, featuring a “When Harry Met Sally” reunion, **Budweiser**, highlighting its iconic **Clydesdales**, and **Pringles**, paying homage to its signature mustache, evoke shared
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cultural memories.

- Meanwhile, **Meta** is taking a forward-looking approach, focusing on its **Ray-Ban** smart glasses in a star-studded ad featuring **Chris Pratt** and **Chris Hemsworth**.

Why it matters: The Super Bowl's \$7 million per-30-second price tag **demands strategic clarity**—something that nostalgia often taps into (and did with great effect last year).

- Nostalgia resonates deeply with Super Bowl viewers, tapping into shared experiences and creating an emotional bond that boosts ad recall and brand loyalty. Ads drawing from beloved films or cultural icons connect with audiences across generations.
- Nostalgia appeals to older audiences who value familiarity, while ads like Meta's cater to younger, tech-driven consumers interested in innovation. These contrasting approaches highlight how brands tailor their messaging for diverse demographics during the game.
- The Super Bowl is one of the few events where millions gather for a shared experience. Nostalgia reinforces this sense of unity, creating moments of collective joy and reflection.

Our take: Nostalgia remains a powerful tool in Super Bowl advertising because it delivers immediate emotional impact.

- 77% of families say nostalgia strengthens intergenerational relationships, per Disney—making it a perfect fit for Super Bowl family gatherings.
- Ads featuring cultural touchpoints offer instant recognition and appeal to viewers' longing for simpler times. This approach fosters a warm connection to brands, making them more memorable amid the crowded slate of game-day commercials.
- However, not all brands rely on the past. Meta's focus on Ray-Ban smart glasses looks to appeal to those intrigued by new technology. By positioning itself as a brand of innovation, Meta seeks to differentiate itself from nostalgia-heavy competitors.

The contrast between nostalgia and innovation illustrates the dual nature of Super Bowl advertising: Brands either invoke the comfort of shared memories or inspire curiosity about what's next. Both approaches hold value, but nostalgia's ability to foster emotional ties ensures it will remain a staple of game-day advertising for years to come.