

# 'Make noise': How Tubi's disruptive Super Bowl ad happened

Article

Tubi caused many of the **113 million US viewers** watching the Super Bowl Sunday night to frantically search for their TV remote. The ad-supported streaming platform's fake-out ad simulated a connected TV (CTV) platform exiting the big game, scrolling to Tubi, and opening the app.

**“Disrupt, make noise, get people talking about Tubi the next day.”** That was the goal for the campaign, said Greg Hahn, co-founder and chief creative officer of **Mischief**, the agency behind Tubi’s “interface interruption” and **“rabbit hole”-themed Super Bowl ads**.

- **Disrupt:** Tubi’s ad was fundamentally risky. It hinged on viewers being familiar with CTV interfaces and recognizing that what they were seeing really was an ad.
- **Make noise:** Good Super Bowl ads get social media buzz, and Tubi’s campaign did just that, with viewers **sharing TikToks and memes** about being tricked by the spot.
- **Get people talking the next day:** By leveraging banner ads on smart TVs, Tubi made sure its ad wasn’t just a single hit, but a coordinated campaign pointing potential viewers toward the platform.

**Tubi or not to be:** The commercial itself didn’t explain much about what Tubi is, besides offering a product demonstration for viewers who weren’t desperately searching for the remote. But Tubi followed it up with banner ads the next day to keep viewers engaged.

“I’ve got a lot of people going, Tubi just magically appeared on my TV,” said Hahn, pointing toward banner ads Tubi ran on smart TVs Monday morning. “It’s the first thing you see.”

**Super Bold:** “[The Super Bowl] is kind of a rare opportunity to see what happens when everyone is watching the same thing and reacting at the same time,” said Hahn. With that in mind, Tubi needed to stand out.

- Tubi’s total digital ad revenues make up just 0.3% of total US digital ad spend, according to our forecast.
- At \$830 million in spend, the platform will pull in less than a third of ad-supported video rival Roku’s \$2.56 billion this year.
- “We’re not going to advertise the way normal streaming services do, which is titles and all these prestige brands that they have,” said Hahn.

**What does this mean for marketers and brands beyond the big game?** Take the risk.

- Find creative ways to disrupt, playing off an ad’s specific platform or format the way Tubi and Mischief did with CTV.
- A single ad should be one of many touchpoints. Not every spot needs to do everything, but campaigns should work together to pull potential consumers into the fold.

- Going big doesn't mean blowing the budget on celeb partners. In a star-studded Super Bowl ad landscape, Tubi stood out with a simple, well-executed concept.

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