

LIFESTYLE

# SUPER BOWL 2024 IS APPROACHING—SHOP PRODUCTS FROM ICONIC PAST SUPER BOWL COMMERCIALS

These commercials have stood the test of time.



Written by [Kaleb A. Brown](#), News Staff Writer who ties events you care about to products you need.  
 Updated February 9, 2024

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The **Super Bowl** is America's biggest sporting event of the year. It has a history of wild and evocative **commercials**, showing a level of cinematography and humor above most other commercials.

Whether you're a football fanatic or you can't tell a touchdown from a homerun, you'll have at least one commercial stuck in your head. In anticipation of the **Super Bowl**, let's take a trip down memory lane and watch a few of the most iconic Super Bowl commercials from the past few years and reminisce about the products that they feature.

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## Tide

Tide: Super Bowl LII 2018 Commercial – It's All The Tide Ads | DailySpec



Part of the magic of Super Bowl ads is bringing an unassuming product to the forefront of your mind thanks to a wild commercial. You might not even know what's being advertised until the very end. Tide takes this concept to the extreme in a hilarious series of ads from 2017's Super Bowl LII, wherein the company posits that *every* Super Bowl ad is a Tide ad since the actors' clothes are immaculately clean. Generic beer, medication, car, soda and insurance ads are all spoofed. Even some name brands such as Old Spice and Mr. Clean are spoofed, making a lasting impression on viewers (especially for a **laundry detergent**).



### Tide Hygienic Clean Heavy 10x Duty Power PODS Laundry Detergent Soap Pods

Every ad is a Tide ad.

**BUY NOW**  
at Amazon

## Mountain Dew Kickstart

Mountain Dew: "Puppy Monkey Baby" - 2016 Super Bowl Commercial



Some commercials are notable because of how downright *bizarre* they are. Take Mountain Dew's 2016 ad, for example, where they unleashed the "Puppy Monkey Baby" upon the world. In the commercial, three men are watching TV when they're interrupted by the eponymous chimera entering through a panel in the wall, carrying a cooler of Mountain Dew Kickstart. It begins dancing and shaking a rattle while chanting its name. The end of the commercial says that like the Puppy Monkey Baby, Kickstart combined three "awesome" things — caffeine, juice and "Dew." If you say so, Mountain Dew, if you say so.



### Mountain Dew Kickstart

Mountain Dew Kickstart is said to be a chimera not unlike the Puppy Monkey Baby.

**BUY NOW**  
at Amazon

## Doritos

Doritos Super Bowl Commercial 2020 Lil Nas X, Sam Elliott The Cool Ranch



In 2020, Doritos aired a commercial capitalizing on the success of Lil Nas X's record-breaking single, "Old Town Road." In the commercial, Lil Nas X has a dance off against Sam Elliott outside an Old West Saloon, both of them competing for a bag of Cool

Ranch Doritos. Lil Nas X eventually wins the gold. The commercial doesn't forget about Old Town Road's guest star Billy Ray Cyrus, as it ends with him proclaiming, "I ain't dancin'." It's a cute commercial to honor the musical hit and breakout star. And now we're hungry just thinking about it.



### Doritos Flavored Tortilla Chips, Cool Ranch

Luckily, you won't have to win a dance off to get these Doritos.

**BUY NOW**  
at Amazon

## Mophie

"All-Powerless" | mophie | Super Bowl Commercial 2015



Gravity has stopped working. Trees are spontaneously combusting. Fish are raining down from above. There's a hurricane in Nebraska and a tsunami in Paris. The end of the world is obviously at hand. The culprit? A dead phone. For its 2015 Super Bowl ad, the portable charger company, Mophie, actually does a pretty good job of painting the horror of a phone dying. The tagline #staypowerful isn't just an empty brag either; they really do have the **best portable charger** money can buy.



### mophie Powerstation with PD Power Bank

Our favorite portable charger has one of the more memorable Super Bowl commercials.

**BUY NOW**  
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## Amazon Alexa

Amazon's Big Game Commercial: Mind Reader



In 2022, actress Scarlett Johansson and her husband, SNL star Colin Hanks, were featured in a Super Bowl ad in which they showed off the power of Amazon Alexa. Normally an astute **smart speaker**, the commercial takes it a step further and posits that the device can read minds. Awkward hilarity ensues when the device schedules for Hanks to fake his death ahead of attending his wife's performance, plays Fleetwood Mac's "Little Lies" after Johansson states that she dislikes love scenes and announces to dinner guests that the food they're eating was left in the car for hours. While Amazon Alexa can't actually read your mind, it remains a great part of the Amazon Echo smart speaker.



### Echo (4th Gen)

It might not read your mind, but we still think Alexa is pretty great.

**BUY NOW**  
at Amazon

## BIC EZ Reach Lighters

Smoke Turkeys with BIC EZ Reach Lighter, Snoop Dogg, and Martha Stewart



Some Super Bowl ads make memes while others simply tap into them. The latter is the case for last year's BIC EZ Reach Lighter commercial which capitalized on the memetic friendship between **Snoop Dogg** and Martha Stewart. The commercial proves you don't need a high concept to be effective. All they needed to do was simply show the utility of the EZ, making it easy to light things like candles and fireplaces, all while winking and nudging toward the audience regarding what we think Snoop will use the lighter for.



### BIC EZ Reach Candle Lighter

Snoop and Martha light it up with EZ Reach lighters.

**BUY NOW**  
at Amazon

## Bubly

Bubly Vs Bubl  Super Bowl - Extended



Canadian singer Michael Bubl  stars in a simple, yet humorous 2019 Super Bowl commercial for the sparkling water brand, Bubly. In the commercial, Bubl  pronounces the drink the same way one would pronounce his name instead of how it should really be pronounced: "bubly". The farce is carried on by him pronouncing the "e" in "bicycle," "Dave," "muscle," and "poodle" the same way. In the end, it leaves the audience hankering for a bottle.



### bubly Sparkling Water

No matter how you say it, it's delicious.

**BUY NOW**  
at Amazon

## M&M's

### M&M's - Ma&Ya's (2023, USA)



The M&M brand tends to be a regular when it comes to Super Bowl commercials. Last year, the brand's "spokescandies" were apparently axed in favor of a human spokesperson who had an odd year, Maya Rudolph.

As spokesperson, Maya Rudolph renamed the candy "Ma&Ya's," which feature her face on the reverse side and either "Ma" or "Ya" on the front, replacing the "M." Most disturbingly, the candy is comprised of chocolate-covered clams, shells and all. The actors who eat the candy in the commercial are less than enthused with the taste, despite their best efforts and the cheery song that accompanies it.

### M&M's Super Bowl Commercial 2018 Danny DeVito Human



Believe it or not, this isn't the first time the candies have been replaced by humans—sort of. In a 2018 Super Bowl ad, the iconic red M&M wishes to become human, turning into a man played by Danny DeVito as a result. The iconic actor and the staple chocolate candy fit surprisingly well together.



### M&M'S Milk Chocolate Candy

Enjoy a bag of M&Ms—filled with spokescandies, not spokespersons.

**BUY NOW**  
at Amazon

## Always

### Always 'Like a Girl' Super Bowl Commercial: #LikeAGirl



A Super Bowl ad doesn't have to be funny to be exciting. For Always' 2015 Super Bowl commercial, the company decided to go with an inspiring message, showing that the phrase "like a girl" shouldn't be a point of mockery. With its commitment to boosting the confidence of girls and women, the commercial ended up being one of the most popular of the year.



### Always Ultra Thin Feminine Pads

Always gets major props for its inspirational ads.

[BUY NOW](#)  
at Amazon

## Walmart

Walmart: Famous Cars



Some of the most iconic Super Bowl ads feature loads of pop culture references. This is the case for **Walmart's** 2019 commercial wherein they show off several famous cars in a store parking lot. No matter who you are or how old you are, it's hard not to feel a bit of nostalgia for the cars on display. While Gary Numan's 1979 song "Cars" plays, we see the likes of the Mystery Machine, Lightning McQueen, the Batmobile and the showstopper: the Mandalorian time machine in flight mode. We won't tell anyone if you went to Walmart afterward hoping that you might catch one of the iconic vehicles.

[Shop Walmart](#)

## Best Buy

Best Buy 2013 Super Bowl TV Commercial, 'Asking Amy' Featuring Amy Poe...



Taking it back a decade, we have Best Buy's 2013 commercial featuring Amy Poehler. In it, she asks a Best Buy associate a barrage of questions including "what makes smart TVs so smart?" and a series of increasingly urgent questions regarding the cloud. The commercial does a good job of capturing the wonder of shopping at Best Buy and seeing all the various electronics on display.

[Shop Best Buy](#)

## Max

Game of Thrones X Bud Light | Official Super Bowl LIII Ad | Extended Versio...



Along with previews, beer is one of the biggest advertising staples at the Super Bowl and in 2019, Bud Light teamed up with Max (then known as HBO Max) to advertise one of the biggest television shows of the 2010s— *Game of Thrones*. Part humorous, part dramatic, the commercial had an exciting finish that hyped up viewers for the final season. The taste of the commercial might be a bit bitter in hindsight, but fortunately, Max has other shows to watch such as *The Last of Us* and *House of the Dragon*, *Game of Thrones*' well-received prequel. And let's not forget its movies such as last year's smash hit *Barbie*.

[Stream Max](#)

## Pepsi

Pepsi Super Bowl Commercial 2021 The Weeknd Get Ready



In 2021, Pepsi teamed up with The Weeknd for the ultimate synergy. The Weeknd was performing the halftime show that year, making audiences primed to see him on television. Just picture The Weeknd driving a vintage Mercedes with "Blinding Lights" playing. Suffice to say, it made for a very cool commercial for a very cool drink.



### Pepsi Soda With Real Sugar

Cola so good it's blinding.

[BUY NOW](#)  
at Amazon

## Snickers

Snickers Super Bowl Commercial 2020 Luis Guzman Fix The World



In 2020, Snickers took its "you're not you when you're hungry" slogan to its logical conclusion when it aired a commercial with the premise that the entire world needed a Snickers. In the commercial, many people sing about their troubles before congregating around a giant hole that a similarly giant Snickers is airlifted into to "feed" the Earth. Let's just say, it got the job done.



### SNICKERS Valentine's Singles Size Chocolate Heart Candy Bars

You're not you when you're hungry.

[BUY NOW](#)  
at Amazon

## Uber Eats

Uber Eats | Waynes World Cardi B's Shameless Manipulation | Super Bowl C...



In 2021, Mike Myers and Dana Carvey reprised their *Wayne's World* roles to film a commercial for Uber Eats filmed in the same style as the classic 90s duology and the *Saturday Night Live* skits before it. It was a blast from the past to those who grew up with the films. Myers and Carvey are as hilarious as ever, spoofing various commercial tropes such as using babies to tug at heartstrings and having celebrity guest appearances. As Garth would say, it's "mega-excellent."

[Sign up for Uber Eats](#)

## PopCorners



It might be a bit hard to tell what's iconic a year out, but for our money, PopCorners' 2023 *Breaking Bad* commercial might just make the cut. Brian Cranston and Aaron Paul reprise their roles as Walter White and Jesse Pinkman. Instead of making, *ahem*, his signature recipe, Walter White cooks up PopCorners, which Jesse can't get enough of. Looking for a distributor, Jesse and Walter meet up with Tuco, one of the series' signature antagonists. The commercial was directed and written by series creator Vince Gilligan, which went a long way in making it uncannily like the *Breaking Bad* we all know and love.



### PopCorners Popped Corn Snacks, Sampler Pack

So good it's criminal.

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at Amazon

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