

The most successful commercials from the 2026 Super Bowl

- **Liquid Death’s commercial was the most popular, with the brand seeing a 4,067% rise in global searches because of the Super Bowl.**
- **Budweiser, Lay’s, Apartments.com, and Alexa+ round out the brands with the top five most successful commercials.**
- **The research analyzed Google Trends data for brands that advertised at the 2026 Super Bowl to determine which was the most popular.**

New data uncovers the most popular advertisements from this year’s Super Bowl.

The research, conducted by AI ad agent [AdMove AI](#), examined worldwide Google Trends data for brands that advertised at the 2026 Super Bowl. The brands with the highest increase in searches over the last seven days have been crowned the most successful of the year.

Liquid Death owns the most popular commercial, with global searches for ‘Liquid Death’ seeing a **4,067%** rise over the last seven days, according to Google Trends. The advertisement, which promotes a new energy drink called Sparkling Energy, stars Dr. Darshan Shah, who co-formulated the recipe.

Budweiser follows in second place, with worldwide searches for ‘Budweiser’ skyrocketing **2,471%** over the last seven days. The 60-second advert portrays an unlikely friendship between a bald eagle and a Clydesdale horse, uniting the symbolism of the United States of America and Budweiser.

In third place, with a **2,400%** rise in worldwide searches over the last seven days, is **Lay’s**. For the 2026 Super Bowl, the brand released a heartwarming advert telling the story of a father passing his Illinois potato farm on to his daughter.

A star-studded commercial with none other than Jeff Goldblum follows in fourth. The actor teamed up with Heidi Gardner in this cross-over ad to promote both **Apartments.com** and Homes.com. ‘Apartments.com’ saw a **1,251%** rise in searches globally, whereas ‘Homes.com’ saw considerably less at 785%.

Table: The most successful commercials from the 2026 Super Bowl

Rank	Brand	Rise in worldwide searches over the last 7 days
1	Liquid Death	4,067%
2	Budweiser	2,471%
3	Lay’s	2,400%
4	Apartments.com	1,251%

Rank	Brand	Rise in worldwide searches over the last 7 days
5	Alexa+	1,233%
6	Nerds	1,120%
7	Pringles	975%
8	Dunkin' Donuts	953%
9	State Farm	878%
10	Redfin	805%
11	Homes.com	785%
12	Pepsi	777%
13	Ritz	562%
14	Levis	525%
15	Instacart	277%

Chris Hemsworth and Elsa Pataky are the faces of Alexa's Super Bowl commercial, which promotes the brand's new **Alexa+** system. In the comedic ad, Hemsworth is worried about artificial intelligence in the home before being convinced by its usefulness. According to Google Trends, searches for 'Alexa Plus' have risen by **1,233%** over the past seven days.

Nerds owns this year's sixth most influential Super Bowl commercial, with a **1,120%** rise in searches. **Pringles** follows in seventh, with a **975%** rise in Google searches. **Dunkin' Donuts** and **State Farm** rank eighth and ninth, with rises of **953%** and **878%**, respectively. **Redfin's** commercial is the tenth most successful, with the brand seeing an **805%** rise in global searches over the past seven days.

Daniel Demian, CEO of [AdMove AI](#), comments on the study,

"In 2026, a 30-second advertisement at the Super Bowl cost businesses \$8 million. With companies spending this much money, it's interesting to see which have made the biggest impact on viewers and potential customers.

"By examining search trends, this study has determined this year's most successful commercials. Liquid Death's promotion of its new energy drink takes the crown, followed by Budweiser and Lay's.

“It’s interesting to see food and beverage brands dominating the top three most influential advertisements. Liquid Death’s commercial included expert insight from Dr. Darshan Shah, whereas Budweiser and Lay’s tapped into American pride and family heritage, showcasing effective ways to advertise other than celebrity endorsements.”

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Source

- Google Trends
- Providence Journal

● **Liquid Death**
Search term

+ Compare

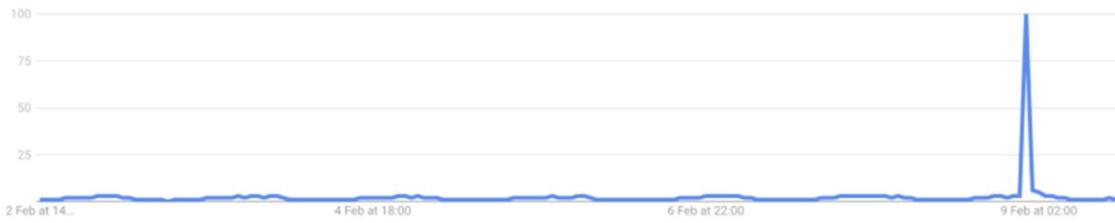
Worldwide ▾

Past 7 days ▾

All categories ▾

Web Search ▾

Interest over time ?



● **Budweiser**
Search term

+ Compare

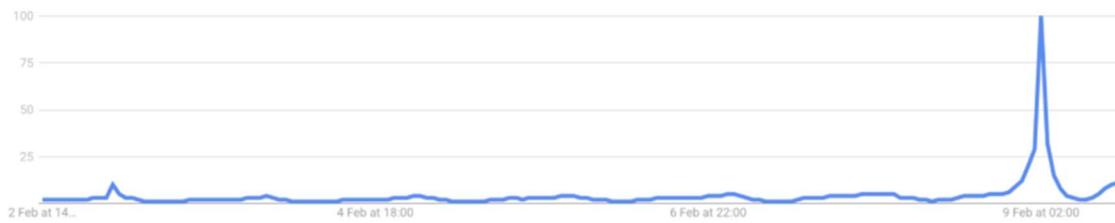
Worldwide ▾

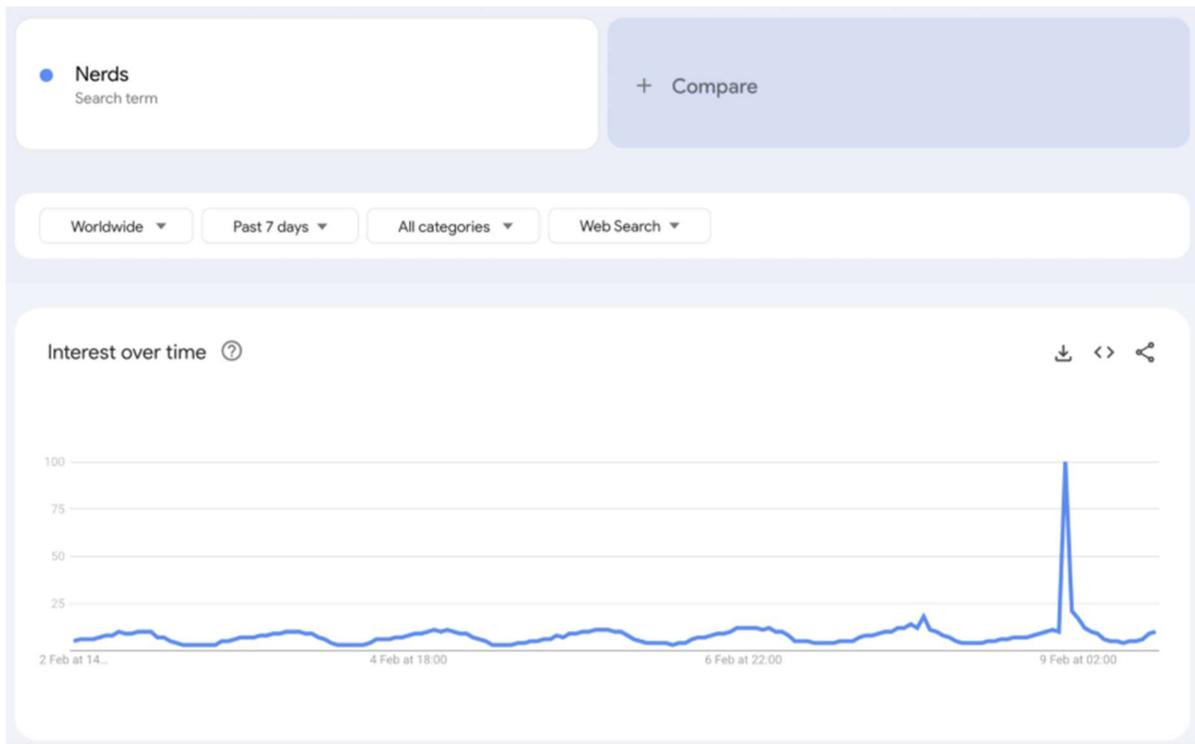
Past 7 days ▾

All categories ▾

Web Search ▾

Interest over time ?





Methodology

All data was collected on February 9, 2026. The study examined Google Trends data for major brands advertising at the 2026 Super Bowl. Brands with the highest increase in worldwide searches over the last seven days have been mentioned.