
MARKET FACTS!

MARKET FACT #376

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130M

PEOPLE will watch your 30-second Ads if you pay The Super bowl the price point of \$8 MILLION.

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COMMENT: Those who are in the Advertising Game know that Gary Vee's words about The Super Bowl being the LEAST expensive Ad you can pay know that he's not lying. For 8 MILLION DOLLARS you are given access to 130 MILLION american eyeballs for a 30-second window. If you're smart enough with your Ads and you know how to create Art and how to deliver the message of your goods or service, it's a good trade. Remember that. SOURCE: Gary Vee.

A MESSAGE FOR BRANDS

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