

tubi AT SUPER BOWL LVII

Social Post Highlights

4.2M

Video Views minus TikTok

1B+

Views on TikTok

6.8B

Potential Impressions of Tubi during
and following the Super Bowl on Social

65K

Owned Engagements



ToddWinters
@ToddBDS

No question. #Tubi. Maybe one of the greatest #SuperBowl campaigns in recent years. The big rabbits? Awesome and terrifying. My entire party screamed "Rabbit Hole" halfway through but weren't sure. The brand strategy? Absolutely fantastic.



Notice
@Noticeeeeeeeee

There's been a lot of talk about "Rabbit Holes" thanks to Tubi's highly successful ad, launched during Super Bowl.



Wriighthouse Productions
@wriighthouseprod

Finally got to see the Tubi super bowl commercial. It was fantastic. I missed it the first time...because I was busy watching Tubi.