



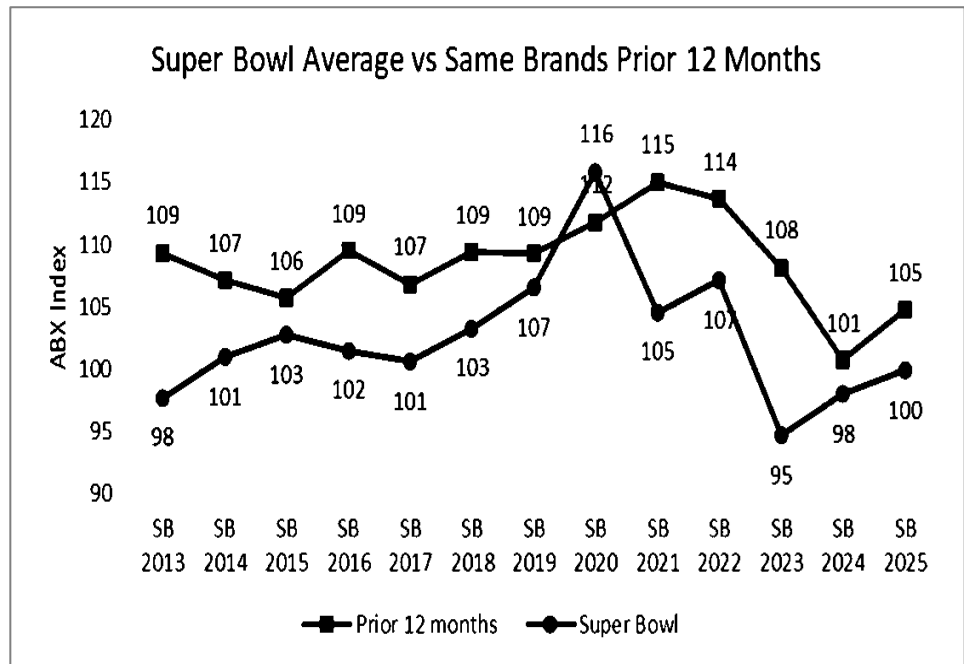
2025 SUPER BOWL REPORT

Super Bowl Ads Fumble Again: How Ignoring Women Cost Brands ROI For the 12th Year

Super Bowl Ads Underperform Regular Brand Ads for 12th Year
Ads that Resonated with Women would have Improved ROI

Super Bowl 2025 ads were, once again, less effective than regular brand ads airing in the prior 12-month period. Amazingly, this comparison has held true for 12-years – except for 2020 during Covid. Could the fact that these ads had little appeal to women be a reason for these declining scores? (See Figure 1 below.)

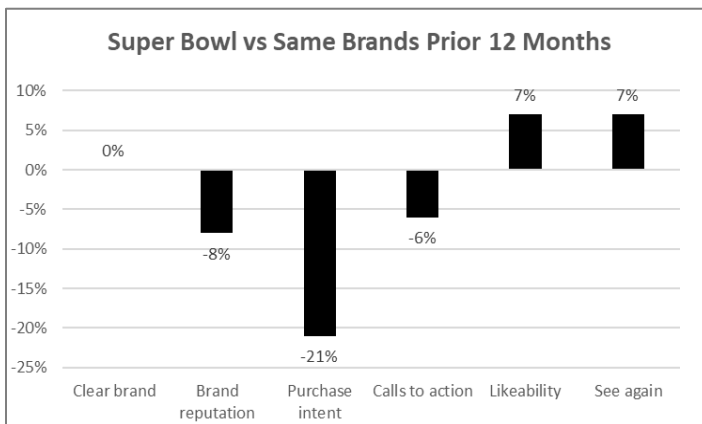
Figure1



This analysis comes from [ABX Advertising Benchmark Index™](#), an [ANA SeeHer™](#) partner and co-developer of [GEM® \(the Gender Equality Measure\)](#). ABX is a leading advertising effectiveness research company that has measured half-a-million ads globally to date.

Only 11% of Super Bowl 2025 ads were above the ABX TV norm; 37% were at norm; and 52% were below norm. Why are so many Super Bowl ads, at \$8 million a pop, missing the mark.

The ABX KPI scores below provide some insights on where these ads go wrong. **While Super Bowl ads are more Likeable and Re-watchable than regular brand ads, they fall short in Brand Reputation, Purchase Intent, and other crucial Calls to Action.** If ads don't stimulate Action or increase Reputation, are they worth \$8 million to air? Here are the differences between Super Bowl and regular ads for the same brands for the prior 12-month period:



- Clear brand:** Clear which brand is being advertised
- Brand reputation:** Feel better, worse, no different about the brand after being exposed to the ad
- Purchase intent:** As a result of seeing this ad, intend to purchase
- Calls to Action:** As a result of seeing this ad, any of six actions are taken
- Likeability:** Like this ad based on a 10-point scale
- See Again:** I would be willing to see this ad again

Super Bowl ads Aren't Resonating with Women Watching the Game

Women have always been football fans; viewers of both the NFL regular season and the Super Bowl. However, advertising has not acknowledged female fans, nor appealed to them, which is likely a contributing factor of low Super Bowl ad scores.

Women's economic impact extended beyond viewership. ABX data showed that 40% of each female viewer spent an average of \$30 or more on Super Bowl-related purchases such as food, party supplies, and merchandise. Beyond game day, **women wield \$31.5 trillion in purchasing power and influence 85% of consumer decisions.** This underscores why tapping into this demographic is essential for brands.

While viewership from female fans should emphasize the growing importance of this demographic, **women (female characters) are often absent, overshadowed, or inauthentically portrayed in ads.**

Female Representation in Ads Falls Short in Resonance

For this analysis, we leveraged nine years of Super Bowl creative testing results and trends from ABX and the GEM® metric, the first of its kind and the gold standard advertising effectiveness measure for evaluating how successfully character portrayals resonate with consumers in advertising and content.

In 2025, women were present in 81% of Super Bowl ads, a drop of 10 points from 2024. Only one ad had a solo female character ([Skechers](#)), which was the #1 ad based on ABX Index performance. Thirteen percent of ads featured only male characters, all of which were at or below the ABX TV norm. Eighty percent of ads featured both male and female characters.

While women were present in Super Bowl ads, they are not seeing themselves represented accurately in them. The Gender Equality Measure (GEM) for female characters was lower among female respondents than male respondents.

Some Super Bowl Advertisers Were Strategically Inclusive of Women & Girls

Advertisers employ many different tactics to stand out with their ads during Super Bowl. With last year's Super Bowl attracting more girls, young adults and women, advertisers' whose creatives maximized the opportunity to reach these audiences, by strategically representing them, scored well with GEM®. SeeHer members understood the assignment.

Pepsico's Lays, "[The Little Farmer](#)" creative delivered the highest GEM® score of all SeeHer member ads due to its heartfelt, accurate portrayal of a little girl doing her part to translate the success of her farm to our tables. 90% of consumers believe that media has the power to teach girls they can do what boys can do and vice versa. This ad, along with SeeHer member Unilever's Dove "[These Legs](#)" commercial, were **empowering portrayals of girls** that resonated with audiences.

General Mills --Totinos and Hershey's--Reese's commercials also garnered high GEM® scores for female characters, one advertiser providing a **realistic** and the other a **counter stereotypical portrayal** women and girls in **key roles**.

Another SeeHer member, Novartis, also had a stand out commercial, "[Your Attention, Please,](#)" which **reimagined imagery that has been historically used to over sexualize women in advertising. Instead, this approach was used to draw attention to a very important subject, early detection for breast cancer.**

Non-SeeHer members Nike and the NFL also received high GEM® scores. Nike's, "[So, Win](#)" commercial garnered the highest GEM® score of all Super Bowl ads for their **stunning portrayal of women pursuing their passions and achieving their goals, against all odds in counter stereotypical fashion, and in all their celeb-athletic glory.** The NFL, while not a SeeHer member, did present creative that was developed by SeeHer member, 72andSunny. "[Somebody,](#)" leveraged a human truth to **authentically connect and inspire every little boy and girl that they are somebody.**

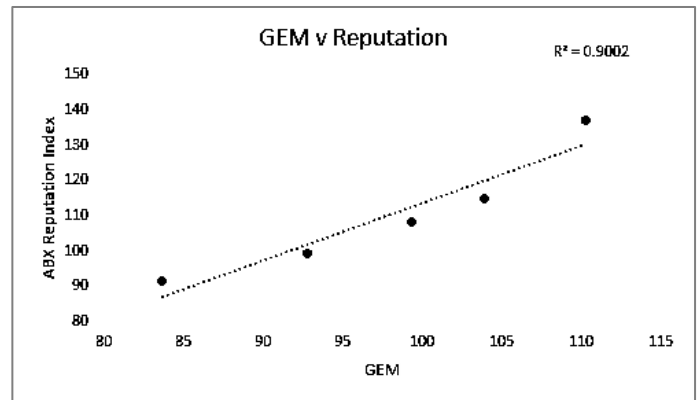
Each of these creatives also delivered above norm likeability and call-to-action scores. The 2025 Super Bowl ads featured everything from humor, to celebrity; nostalgia and even the fixation and focus on body parts in outlandish scenarios. **The GEM® scores and brand KPI's prove that empowering women and girls, portraying them authentically, in their multiplicity, multi dimensionality, and even challenging the status quo are winning advertising strategies for marketers as well.**

Missing the Mark with Female Fans is a Missed Opportunity

Not targeting female fans correlates with weaker purchase intent among women. For Super Bowl ads, the **ABX Purchase Intent Index was only 87 for women compared to 124 for men.**

Improving the portrayal of women is highly correlated with improvement Reputation and Call to Action Scores (includes website visits, search, purchases, recommendations).

The chart below shows that for every point of improvement with GEM®, brand reputation improves 1.7points, or a 70% increase.



The same is true with Call-To-Action. As GEM® increases, Call-to-Action improves by 0.5 points, or 25%. And the measure of overall effectiveness, the ABX Index improves by 0.4 points for every GEM® point improvement, resulting in a 20% increase for brands whose ads accurately portrayed women vs. those that did not.

Conclusion

Super Bowl advertisers continue to miss the mark on creative, which significantly reduces the impact of their substantial investment. And despite the increasing interest and viewership by women, Super Bowl ads fail to resonate with women. For Super Bowl and non-Super Bowl ads, **brands can benefit by prioritizing inclusivity and authenticity, leveraging best practices to optimize their investment and connect with one of the most influential consumer segments in the market ... WOMEN!**

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About GEM®

GEM®, spearheaded by SeeHer and [ABX \(Advertising Benchmark Index\)](#), is a globally renowned [ESOMAR \(European Society for Opinion and Marketing Research\)](#) award-winning advertising effectiveness measurement methodology. GEM® evaluates gender portrayals in advertising and content and is highly correlated to improving brand health, as well as increasing sales. Advertisements delivering high GEM® scores have yielded double-digit increases in brand reputation, brand choice, purchase intent, calls to action, and brand loyalty. Moreover, ads with elevated GEM® scores have been correlated with driving significant sales lifts across genders, races/ethnicities and generations, up to 10X higher than ads with low GEM® scores.

About Advertising Benchmark Index

ABX Advertising Benchmark Index (www.adbenchmark.com), is a techno-research company focused on driving ROAS & ROI through their Global Integrated Single Solution. Marketers, through the [ABX Global Multimedia Platform](#), can evaluate the effectiveness of all their creative across all media types and channels, and against their competitors' and other ads, in 75+ countries. ABX has evaluated half-a-million live, in-market ads through its syndicated system, and offers a wide variety of standard and customized solutions.

About SeeHer

[SeeHer](#) is the leading global movement to eliminate gender bias in marketing, media, and entertainment. Launched in 2016 by [the Association of National Advertisers \(ANA\)](#), SeeHer's coalition of leaders is committed to setting the gender equality agenda for the industry and driving growth for their businesses. To help its members benchmark success and become catalysts for change, SeeHer spearheaded the development of the Gender Equality Measure (GEM®), the first research methodology that quantifies gender bias in ads and programming. A winner of the prestigious ESOMAR Research Effectiveness Award, GEM® is the global measurement standard, proving that content accurately portraying women and girls dramatically increases purchase intent and brand reputation. SeeHer's suite of training and resources, including GEM®, enables marketers to prioritize best practices as part of an always-on approach to driving growth. The movement includes the following vertical expertise: SeeHer in Sports, SeeHer Entertainment, SeeHer Health, and the SeeHer Media Task Force. Visit SeeHer.com to join the movement, and follow SeeHer on [LinkedIn](#) and [Instagram](#).