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2018 Super Bowl Commercials

THE DEFINITE GUIDE TO THE MUSIC

Collaborating with multiple sources and using real time research, StockMusic has compiled the most comprehensive guide of music data from the commercials of Super Bowl 2018.

FIRST QUARTER

BRAND	LENGTH	AGENCY	CATEGORY	LICENSE	MUSIC USAGE	TRACK NAME	ARTIST	DESCRIPTION
Mass Mutual	120s		Insurance	Label	Foreground	I'll Stand by You	Pretenders	Very emotional - touches a lot of areas
Red Sparrow Movie Trailer	30s	20th Century FOX	Movies/TV	Label	Foreground	Film Score	James Newton Howard	Fim Score by James Newton Howard
Kraft Super Bowl 2018 TV Commercial	30s	Leo Burnett and Starcom	Consumer Goods	Stock	Background	N/A	N/A	Encourage Social Sharing for the entire Super Bowl airing
US Bank	30s	Carmichael Lynch and Crossmedia	Finance	Stock	Background	N/A	N/A	Background music only
Mercedes AMG	30s	Internal Agency	Automotive	Stock and Sound Effects	Background	N/A	N/A	Sharp commercial - Music that captures both sexiness and speed of Mercedes
Pizza Hut	30s	The Martin Agency Inc. (Agency), Deutsch Inc. (Creative Agency), Deutsch Inc. (Digital Agency)	Food & Beverage	Stock	Background	N/A	N/A	Terrell Owens helps us to get pizza faster.
NBC Olympics	60s	NBC	Sports	Label	Foreground	Johnny B Good	Chuck Berry	The start of many promos that NBC has leveraged its Super Bowl coverage for.
A Quiet Place Movie Trailer	30s	Paramount	Movies/TV	Label	Foreground	Film Score	Marco Beltrami	Horror movie sound score by Marco Beltrami.
Ameritrade	30s	Neo @ Ogilvy (Agency), Havas Worldwide (Creative Agency), Neo@OgilvyOne (Media Agency)	Finance	Label	Foreground	All Night Long (All Night)	Lionel Richie	Classic song in the background with Heath Brandon doing the voiceover. Lionel Richie also stars in commercial
McDonalds	30s	Internal	Food & Beverage	Stock	Background			
Jurassic World: Fallen Kingdom Movie Trailer	60s	Universal	Movies/TV	Label	Foreground	Film Score	Michael Giacchino	Movie Trailer with pulsing soundtrack that builds tension. Music by Michael Giacchino. https://en.wikipedia.org/wiki/Jurassic_World:_Fallen_Kingdom
YouTube TV Super Bowl 2018 TV Commercial, 'The Live Shows You Love'	30s	-	Online Brands	Stock	Background			Embedded in Super Bowl Logo for discount
Toyota		Saatchi & Saatchi	Automotive	Label	Foreground	Stronger Than I've Ever Been (Piano Edit)	Kaleena Zanders	This is the piano edit of the song from her.
Sprint	60s	Droga5	Tech	Stock	Background	-	-	Only 6 seconds of music at end. Used lots of stock sound effects.
Lucasfilm Solo: A Star Wars Story	60s	Disney	Movies/TV	Label	Foreground	Star Wars Theme	John Williams	Great trailer - Teases enough through the Star Wars theme and key characters to get even the biggest fan boy excited. https://en.wikipedia.org/wiki/Solo:_A_Star_Wars_Story

FIRST QUARTER CONT

BRAND	LENGTH	AGENCY	CATEGORY	LICENSE	MUSIC USAGE	TRACK NAME	ARTIST	DESCRIPTION
Turkish Airlines	45s	Internal - Undefined	Travel	Stock	Background	N/A	N/A	Dr. Oz, host of the television series, "The Dr. Oz Show," invites you to explore new places with Turkish Airlines in hopes that everything you see, hear, smell, touch and taste will widen your world.
Rise	30s	NBC	Movies/TV	Label	Performed	Glorious	Mackelmore	Music Director: Tom Kitt, Music Producer: Scott Riesett
Bud Light	30s	Wieden+Kennedy New York	Food & Beverage	Stock	Background	-	Sound Lounge	Ye Old Pep Talk with a custom made for commercial by Sound Lounge
M&M	30s	BBDO	Food & Beverage	Stock	Background	-	-	No
Olympics	20s	NBC	Sports	Stock	Background	-	-	"Where" commercial for the Olympics
Dodge Ram	45s	The Richards Group, Inc. (Agency)	Automotive	Label	Foreground	We Will Rock You Fast Remix	Queen	Great commercial taking a shot at the Minnesota Vikings
Wendys	30s	VML (Creative Agency)	Food & Beverage	Stock	Foreground	-	-	Iceberg Commercial that is highlighting its competition with McDonalds
Jimmy Fallon	15s	NBC	Movies/TV	Stock	Background	-	-	Short tease from Jimmy Fallon
Hulu Unlimited Instant Streaming - Castle Rock	30s	Unknown	Movies/TV	Stock	Background	-	-	Ominous background music
SKECHERS	15s	Unknown	Consumer Goods	Stock	Background	-	-	Hall of Fame member Howie Long is a big man, so it comes as no surprise that his feet feel similar to his middle seating assignment
Heroes of Arena	15s	Unknown	Video Gaming	Stock	Background	-	-	Lots of epic gaming sound effects and stock music.
2018 PyeongChang Winter Olympic Super Bowl 2018 TV Promo, 'Ceremony'	45s	NBC	Sports	Label	Foreground	-	-	Highlighting the opening ceremony
Doritos and Mountain Dew	60s	Goodby Silverstein & Partners	Food & Beverage	Label	Foreground	Get Ur Freak On and Look at Me Now	Missy Elliot and Busta Rhymes	One of the best of day - Heavy music influence from greats combined with true thespians
Tide	15s	Saatchi and Saatchi	Consumer Goods	Label	Foreground	-	-	Effective commercial playing off last year's commercial
Skyscraper Movie Trailer	45s	Universal	Movies/TV	Stock	Foreground	Film Score	Steve Jablonsky	Action packed movie trailer starring The Rock. Music by Steve Jablonsky. https://en.wikipedia.org/wiki/Skyscraper_(2018_film)

SECOND QUARTER

BRAND	LENGTH	AGENCY	CATEGORY	LICENSE	MUSIC USAGE	TRACK NAME	ARTIST	DESCRIPTION
Bud Light	60s	Wieden + Kennedy	Food & Beverage	Stock	Foreground	-	-	Dramatic battlefield setting and a funny commercial
E Trade	30s	Mullenlowe	Finance	Label	Foreground	Day 0	cover of Harry Belafonte	Music really makes this one, clever, smart and funny
Mission Impossible	30s	Paramount	Movies/TV	Label	Foreground	Theme Song	Larry Mullen & Adam Clayton	Signature music selling the MI brand, action packed. https://en.wikipedia.org/wiki/Mission:_Impossible_(soundtrack)
Winter Olympics -Figure Skating	15s	NBC	Movies/TV	Label	Foreground	Let's Dance	David Bowie	Good choice of Music to promote the Winter Olympics
This is Us	15s	NBC	Movies/TV	Stock	Background	-	-	Emotional and moving trailer for another NBC show.
Rocket Loans - Quicken Loans	60s	Eicoff	Finance	Label	Background	Bounce Back	Big Sean	Car scene, funny
Avocados From Mexico	30s	GSD&M	Food & Beverage	Stock	Background	-	-	Funny, clever, cute and unexpected
The Cloverfield Paradox	30s	-	Movies/TV	Stock	Background	-	Bear McCreary	Good promotion, makes the show look intriguing and interesting and scary.
Diet Coke - Twisted Mango	30s	Droga5	Food & Beverage	Label	Foreground	Long Distance	Sam Gellaitry	This was kind of an annoying commercial. It was supposed to be funny I think. The flavors added to the coke seem awful, if this commercial comes on again I will change the channel.
Jeep Cherokee 2019	30s	DDB Chicago	Automotive	Stock	Background	-	-	Inspirational music and a good unexpected car commercial.
Tide	15s	Saatchi and Saatchi	Consumer Goods	Stock	Background	-	-	Short and funny, cute commercial
WeatherTech	30s	Pinnacle Advertising	Consumer Goods	-	-	-	-	reflexive and inspirational, not much sound, no music
Pringles	30s	Grey Group	Food & Beverage	-	-	-	-	fun and silly, kind of entertaining. No music, just lots of sound effects of potato chips getting crunched in a mouth.
Febreze	30s	Grey New York	Consumer Goods	Stock	Background	-	-	I didn't love this commercial, wasn't sure what it was for till the end. Not much music, just subtle background.
Michelob Ultra	30s	Euro RSCG	Food & Beverage	Stock	Background	-	-	loved this one, funny and clever, smart commercial.

SECOND QUARTER

BRAND	LENGTH	AGENCY	CATEGORY	LICENSE	MUSIC USAGE	TRACK NAME	ARTIST	DESCRIPTION
squarespace.com with Keanu Reeves	30s	In House	Online Brands	Label	Background	Adventures In Success	Will Powers	Intense, good music to accompany commercial
Dodge Ram	60s	The Richards Group, Inc	Automotive	Stock	Background	-	-	Inspirational, but an unexpected car commercial
Australilia.com	60s	-	Movies/TV	Stock	Background	-	-	I really loved this one. Great concept, very clever
Intuit Turbo Tax	30s	Initiative (Agency), Wieden + Kennedy (Creative Agency), Wieden + Kennedy (Media Agency)	Finance	Stock	Background	-	-	The background music, didn't really play much of a role in the commercial.
Persil Pro Clean	30s	TBWA	Consumer Goods	Stock	Background	-	-	Kinda funny commercial, minimal music which didn't impact the quality of the commercial.
Good Girls	15s	Unknown	Movies/TV	Label	Background	Bombastic	Bonnie McKee	Sorry, this commercial didn't make me want to watch the show.

HALFTIME

BRAND	LENGTH	AGENCY	CATEGORY	LICENSE	MUSIC USAGE	TRACK NAME	ARTIST	DESCRIPTION
NFL	30s	Grey NY	Sports	Label	Background	-	-	This commercial was noisy, jumpy and difficult to understand.
SPAM	15s	Unknown	Food & Beverage	Stock	Background	-	-	No music, it was sound effects only. Delicious close ups of bright and shiny food being cooked. Spam never looked so good!
Joydrive	30s	Unknown	Automotive	Stock	Background	-	-	Classic ukulele stock music with banjo, hand clap, and whistle.
Hello Fresh	30s	Unknown	Online Brands	Stock	Background	-	-	More classic ukulele stock music with banjo, hand clap, and whistle.
YellowTail	30s	Unknown	Food & Beverage	Stock	Background	-	-	This effective commercial was backed by a fun dance track. There was a kangaroo at a party with confetti. How could this get any better?
SPAM	15s		Food & Beverage	Stock	Background	-	-	More sound effects with close ups of shiny delicious looking food.

HALFTIME CONT.

BRAND	LENGTH	AGENCY	CATEGORY	LICENSE	MUSIC USAGE	TRACK NAME	ARTIST	DESCRIPTION
Toyota	60s	Saatchi & Saatchi	Automotive	Label	Background	I Want to Know What Love is	Foreigner	Random changing of barely audible stock music. Many different genres, but there was a prominent 70's sounding, rocky movie like track.
Olympics	60s	NBC	Sports	Label	Foreground	Girl on Fire	Alicia Keys	More NBC self promotion.
Unsolved	15s	USA	Movies/TV	Stock	Background	-	-	Effective usage of only sound effects and no music.
Pepsi	60s	Unknown	Food & Beverage	Label	Background	Boogie Feet	Keisha Featuring Eagles of Death Metal	Interesting review of past famous Pepsi commercials. I saw, Britney Spears, Michael Jackson...
Verizon	10s	director Amir Bar-Lev and researchers	Tech	Label	Background	-	-	Voice over by Justin Timberlake
Jack Ryan on Amazon prime	30s	Amazon in House D1	Movies/TV	Label	Foreground	All Along the Watchtower	Devlin feat. Ed Sheererin	Even if the show doesn't work, the catchy cover tune of this Bob Dylan / Jimi Hendrix classic had the entire room humming along!
Verizon	30s	director Amir Bar-Lev and researchers	Tech	Stock	Background	-	-	Standard stock inspirational piano music.
The Voice on NBC	30s	NBC	Movies/tv	Stock	Foreground	-	-	A custom track written for another NBC production, starring Adam Levine, Alicia Keys, Blake Shelton and Kelly Clarkson. I must admit, this was a fun spot!
Jack in the Box	30s	Unknown	Food & Beverage	Stock	Background	-	-	Stock sitcom music with fake audience laughing. 6 different stock tracks representing the entire spectrum of required emotions found in every sitcom. Clever addition of Martha Stewart made this a fun, well done commercial.
Progressive insurance	30s	Unknown	Insurance	Stock	Background			I counted about 5 different, standard stock tracks.

THIRD QUARTER								
BRAND	LENGTH	AGENCY	CATEGORY	LICENSE	MUSIC USAGE	TRACK NAME	ARTIST	DESCRIPTION
Lexus	30s	Walton Isaacson	Automotive	Label	Background	Legend Has It	Run The Jewels	Great use of new indie music, excellent and effective placement of Run the Jewels indie rap group in this one.
Tide	15s	Saatchi and Saatchi	Consumer Goods	Stock	Background	-	-	Very funny. Loved the play on the Budweiser & Mr. Clean ads within this Tide ad. Knowing Mr.Clean is owned by Tide, it won't be a legal issue to mock their own brands! Add another one for Sheriff Hopper cleaning up the ad money this season!
Budweiser	60s	DAVID Miami	Food & Beverage	Label	Foreground	Stand By Me	Skyler Grey	Great remake of this golden oldie to fit the appeal.
Intuit turbotax quickbooks	15s	Wieden+Kennedy Portland (Creative Agency), Reset (Production Company)	Finance	Stock	Background	-	-	No music, but love the countdown until end of ad.
Jeep	60s	DDB Chicago (Agency), SapientNitro (Digital Agency)	Automotive	Stock	Background	-	-	An action packed fun commercial to get back into the Jurassic Park vibe. I love JP and Jeff's character in the older movies. Despite it's overly cliché masculine automotive theme, I was totally into it! And not to mention T-rex. Rrarr!
HBO Westworld - Season 2	30s	-	Movies/TV	Stock	Background	-	-	Effective use of the music and messaging.
Intuit Turbo Tax	30s	Wieden+Kennedy Portland (Creative Agency), Reset (Production Company)	Finance	Rights Managed	Background	Made For Commercial - Walker	-	A ghost telling us to not be afraid of your taxes worked. Standard stock-sounding horror underscore turns a silly video trick into something much more real.
Kia	60s	Initiative (Agency), David&Goliath (Creative Agency)	Automotive	Label	Background	Dream On	Aerosmith	The song bringing Steven Tyler back in time is a dream come true. One of my favorite spots of the night. The fact that its from Kia, and not a flashier brand boosted the credibility. And who is that new dude playing the young Steven? Or did they just get a great makeup artist?

THIRD QUARTER CONT.

BRAND	LENGTH	AGENCY	CATEGORY	LICENSE	MUSIC USAGE	TRACK NAME	ARTIST	DESCRIPTION
BlacTure	30s	Unknown	Online Brands	Label	Foreground	Fruit of Islam	Terrence Blanchard	Powerful use of drums and horn, combined with that stage presence in the theater. The messaging made me think and pulled me in. It moved me so much I had to google it. As a large portion of the white America NFL fan base might miss the power or message, I wanted to note how much pull it had for me.
Winter Olympics	15s	NBC	Sports	Stock	Background	-	-	More good quality self promo from NBC. Excellent use of stock motivational music.
Marvel Studios	30s	Anthony Russo ... Director, Joe Russo ... Director	Movies/TV	Stock	Foreground	-	-	Lots of wow factor. Blockbuster audio backed by a blockbuster cast.
T Mobile	60s	Publicis (Agency), Publicis Kaplan Thaler (Creative Agency), Publicis West (Digital Agency)	Tech	Label	Background	All Apologies-Lullaby Cover	Nirvana	With a theme focusing on the babies of the world growing up and demanding to be heard, the choice of a lullaby version of Nirvana fit the bill. It was difficult to hear over the commentary though so it went a bit unnoticed.
NBC	15s	NBC	Movies/TV	Label	Background	Jesus Christ Superstar	Andrew Lloyd Webber	This was an unremarkable promo for a modern remake of the famous classic musical. I forgot NBC was doing this about 2 seconds after the commercial ended.
Toyota	30s	Saatchi & Saatchi	Automotive	Stock	Background	-	-	Very motivating and inspirational sell utilizing a perfect match of stock music.
Wix	30s	Unknown	Online Brands	Stock	Background	-	-	It's the funny Wix guys, doing the same commercial you see between every Youtube video.
Kraft Heinz Co	30s	Leo Burnett (Creative Agency), Starcom (Media Agency)	Food & Beverage	Stock	Background	-	-	Cute. Music fits the inspirational family vibe, but not that remarkable.
NBC	15s	NBC	Movies/TV	Stock	Background	-	-	More leveraging of NBC's media dominance to highlight the two women hosts of Today.

FOURTH QUARTER

BRAND	LENGTH	AGENCY	CATEGORY	LICENSE	MUSIC USAGE	TRACK NAME	ARTIST	DESCRIPTION
NFL	60s	Grey NY	Sports	Label	Foreground	The Time of My Life	Bill Medley & Jennifer Warnes	The best of the night entertainment wise for that super bowl commercial traditional appeal. I couldn't stop giggling this was so stinking cute! The song is, of course, the key to this well-loved scenario. I'll never forget those guys doing the lift finale at the end!
Monster headphones	60s	Content Innovation Agency	Consumer Goods	Label	Foreground	Savior	Iggy Azalea Feat. Quavo	YouTube star RiceGum was utilized portray a stereotypical asian guy who build electronics in his small room while eating noodles. Regardless, it was very effective, and I enjoyed the music.
Michelob Ultra	30s	FCB Chicago	Food & Beverage	Label	Foreground	I Like Beer	Tom T Hall, Jon Pardy	A fun group of drunk bar goers all join in a sing along. Who knows how this one was licensed!
Groupon	30s	O'Keefe Reinhard & Paul	Online Brands	Label	Background	Theme to Masterpiece Theater	Jean-Joseph Mouret	The theme to Masterpiece Theater was attractive and memorial, but confusing.
Amazon Echo	60s	Lucky Generals	Online Brands	Label & stock	Both	Nobody Knows it Better, Carley Simon and Cardi B doing Bodak Yellow	Carley Simon, Cardi B.	One of the most interesting commercials of the night, with a star studded cast of characters.
Coca Cola	60s	Wieden+Kennedy Portland (Creative Agency), Epoch Films (Production)	Food & Beverage	Stock	Foreground	-	-	Made for this commercial by Lime Studios
Universal Parks and Resorts	30s	Unknown	Travel	Stock & Sound Effects	Background	-	-	Vacation QB commercial included background music and a good amount of sound effects from the amusement parks.
Telemundo	10s	Unknown	Movies/ Television		-	-	-	No music, no sound effects. But the world knows that yell when there is a match goal. This totally worked. Starring Andres Cantor

FOURTH QUARTER CONT.

BRAND	LENGTH	AGENCY	CATEGORY	LICENSE	MUSIC USAGE	TRACK NAME	ARTIST	DESCRIPTION
Hyundai	30s	Innocean USA (Creative Agency)	Automobile	Stock	Background	-	-	Motivational, and inspirational music, Hyundai have cancer victims. The song was created for this commercial
Olympics	60s	NBC	Sports	Label	Foreground	"This Is Me"	Keala Settle and The Greatist Showman Ensemble	One more NBC promo for the olympics. I think they saved one of the best for last. Sean White is going for yet another comeback. Isn't this his 5th Olympics?
Stella Atroi	30s	Mother (Creative Agency)	Food & Beverage	Stock	Background	-	-	Matt Damon stars and narrates in the simple and effective ad for a very worthy and admirable charity.

Data collected by [stockmusic.net](#) and [A2B Media](#) Marketing Research

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For over 14 years we have been a destination for producers and advertisers because of our extensive catalog of music and industry proven licenses. We have made it our goal to provide premium music that supports every type of project or event in life.

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