

Michael Cera, Beyoncé, Usher and more star in \$7m ads

 By [Karabo Ledwaba](#)

12 Feb 2024

Music icon Usher headlined this years Super Bowl show with ads costing around \$7m. The Super Bowl is one of the most-watched sporting events globally, attracting hundreds of millions of viewers. Advertisers can leverage this massive audience to maximise brand exposure and reach potential customers on a scale unmatched by any other televised event.



Michael Cera stars in a CeraVe ad. Source: YouTube.

Cerave

Skincare brand Cerave came through to address the hilarious social media rumour that actor Michael Cera is the founder of the brand.

Pfizer

Pfizer celebrates 175 years. Yay penicillin!

BMW

Yeah...yeah...yeah with BMW, Usher and Christopher Walken.

Verizon

Beyoncé breaks the internet.

Volkswagen

Volkswagen goes on a trip down memory lane.

View the rest of the ads [here](#).

ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SiMug, Sowetan's lifestyle magazine. Contact her at karabo@bizcommunity.com

- #AfricaMonth: Dumisani Moyo, marketing director at SAP, envisions innovation in Africa - 10 May 2024
- 5 key moments that are solidifying Tyla's brand - 9 May 2024
- #SAelections2024: How much ads are costing political parties on Meta and Google - 8 May 2024
- #AfricaMonth: Kenyan illustrator, Joy Richu shines spotlight on African creativity - 6 May 2024
- #Cannes2024: 11 SA creatives on Cannes Lions' Shortlist Jury - 3 May 2024

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>