**A Few Brands Scored Big From Their Super Bowl 55 Spots**

According to consumer research firm Brandwatch, Mountain Dew carried the night in terms of conversation. The firm counted some 318,000 mentions of the soft drink during the game—approximately 1,300 per minute. Much of that was likely due to the $1 million contest the ad introduced rather than its dazzling creative work, but attention is attention.

***Ad Week 2.8.21***

[*https://www.adweek.com/brand-marketing/a-few-brands-scored-big-from-their-super-bowl-55-spots-but-just-a-few/?utm\_content=position\_2&utm\_source=postup&utm\_medium=email&utm\_campaign=FirstThingsFirst\_Newsletter\_210209055058&lyt\_id=1418028*](https://www.adweek.com/brand-marketing/a-few-brands-scored-big-from-their-super-bowl-55-spots-but-just-a-few/?utm_content=position_2&utm_source=postup&utm_medium=email&utm_campaign=FirstThingsFirst_Newsletter_210209055058&lyt_id=1418028)

*Image credit:*

[*https://video.newsserve.net/v/20210208/1316168696-Mountain-Dew-Major-Melon-Bottle-Count-Super-Bowl\_hires.jpg*](https://video.newsserve.net/v/20210208/1316168696-Mountain-Dew-Major-Melon-Bottle-Count-Super-Bowl_hires.jpg)