**Do Celebrities Make Super Bowl Ads More Memorable?**

Ratings for Super Bowl broadcasts have remained high and the event remains a significant draw for advertisers, with a growing number of brands tapping celebrities for their Super Bowl spots -- a tactic that can increase an ad's breakthrough, engagement and memorability. Ads featuring female celebrities grew from 7% in 2010 to 44% in 2023. "With the NFL (and Taylor Swift) working hard to expand the league's audience across age and to include women in particular, the rise of female celebrities will be something to watch in 2024," an iSpot analysis noted.

***Deadline Hollywood 2/2/24***

[*https://deadline.com/2024/02/super-bowl-ads-cbs-tv-streaming-paramount-1235808664/*](https://deadline.com/2024/02/super-bowl-ads-cbs-tv-streaming-paramount-1235808664/)

*Image copyright:*

[*https://s.yimg.com/ny/api/res/1.2/fIo7VWwKX5Q3yKciMfTbxQ--/YXBwaWQ9aGlnaGxhbmRlcjt3PTEyMDA7aD04MTI-/https://media.zenfs.com/en/tvline.com/8f35a32ebd29f7dff1f724095a82782a*](https://s.yimg.com/ny/api/res/1.2/fIo7VWwKX5Q3yKciMfTbxQ--/YXBwaWQ9aGlnaGxhbmRlcjt3PTEyMDA7aD04MTI-/https://media.zenfs.com/en/tvline.com/8f35a32ebd29f7dff1f724095a82782a)