**Social Media Momentum A Must For Super Bowl Ads**

The 60% of Super Bowl ads released before the Big Game last year scored slightly higher for emotional reaction than ads that debuted during the game, while driving greater impact for brands during the game, per a study by System1. "Over the years we have seen social media channels and platforms such as YouTube deliver significant added views and engagement before, during and after the game, making it a huge touchdown for brands who release their spots in advance," writes Jess Messenger, global head of communications for System1.

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