**The Top TV Ads of 2020, As Rated By Consumers**

Ace Metrix analysis of consumer sentiment toward 9,000 TV ads from 2020 reveals the top-rated spots in multiple categories, with T-Mobile's "MLB Little League Grant" rated No. 1 for "most empowering ads" and Snickers' "First Visitors" topping "funniest ads" category. Capital One's "Instant Search" took first place for "breakthrough" ads, and the rankings showed that audiences responded best to funny, inspiring and comforting ads during a tumultuous year.

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[*https://www.marketingdive.com/news/t-mobile-snickers-capital-one-top-rankings-of-stand-out-2020-ads/593112/*](https://www.marketingdive.com/news/t-mobile-snickers-capital-one-top-rankings-of-stand-out-2020-ads/593112/)

*Image credit:*

[*https://everykidsports.org/*](https://everykidsports.org/)