

SUPER BOWL

L V M

PHILADELPHIA EAGLES VS. KANSAS CITY CHIEFS



With two teams and numerous brands battling it out this Super Bowl, Taboola wanted to discover the ultimate MVPs.

Taboola analyzed data from November 1, 2022 through January 30, 2023 to get to the bottom of the Super Bowl buzz.

BIG GAME STATS

On February 12, 2023, the Eagles, Chiefs, entertainment names and lucky fans will flock to State Farm Stadium in Glendale, AZ for the biggest single-day sporting event in the U.S.



SUPER BOWL

▲ 136%



STATE FARM STADIUM

▲ 641%

LET'S TALK TEAMS

The Kansas City Chiefs are reaching for their third Super Bowl title and the Philadelphia Eagles are chasing their second big win. So, who's it gonna be?

The Chiefs win by readership: The Chiefs have 93% increase in readership, compared to 50% increase in readership for the Eagles.



CHIEFS

▲ 93%



EAGLES

▲ 50%

THE LEADING QUARTERBACK

The matchup between the Eagles and Chiefs will make history: Super Bowl LVII marks the **first time that two Black starting quarterbacks will go head-to-head.**

Quarterback Jalen Hurts of the Eagles wins by readership: Jalen Hurts of the Eagles comes out on top with 143% increase in readership over Patrick Mahomes of the Chiefs with 134% increase in readership.



JALEN HURTS

▲ 143%



PATRICK MAHOMES

▲ 134%

THE CHOSEN COACH

Super Bowl LVII uniquely positions the Chiefs' head coach, Andy Reid, against the Philadelphia Eagles—a team he coached for 14 years.

When comparing head coaches, **Andy Reid of the Chiefs has 185% increase in readership,** beating out Nick Sirianni of the Eagles with 96% increase in readership.



ANDY REID

▲ 185%



NICK SIRIANNI

▲ 96%

A FAMILY AFFAIR: THE FAVORED KELCE

For the first time, two brothers on opposing teams will fight for the big W. Taboola data shows **Travis Kelce on the Chiefs has 96% increase in readership,** compared to 71% increase in readership for Jason Kelce on the Eagles.



TRAVIS KELCE

▲ 96%



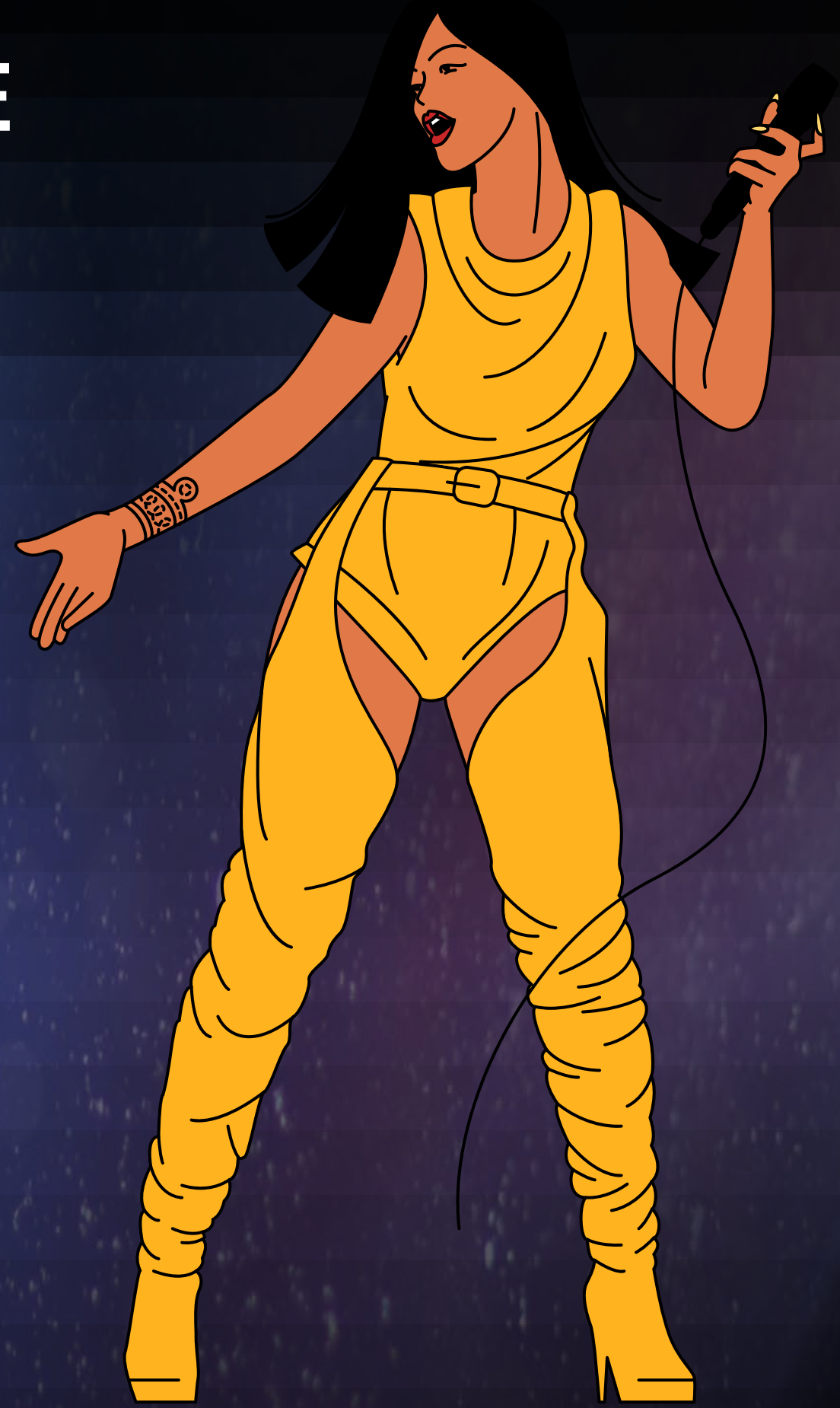
JASON KELCE

▲ 71%

HALFTIME SHOW HEROINE

Rihanna is set to perform her first live show in five years—an iconic event that’s bound to attract a major audience.

To get a sense of the hype that’s building around the big performance and how Rihanna is stacking up compared to past solo, female Super Bowl headliners, Taboola turned to the data.

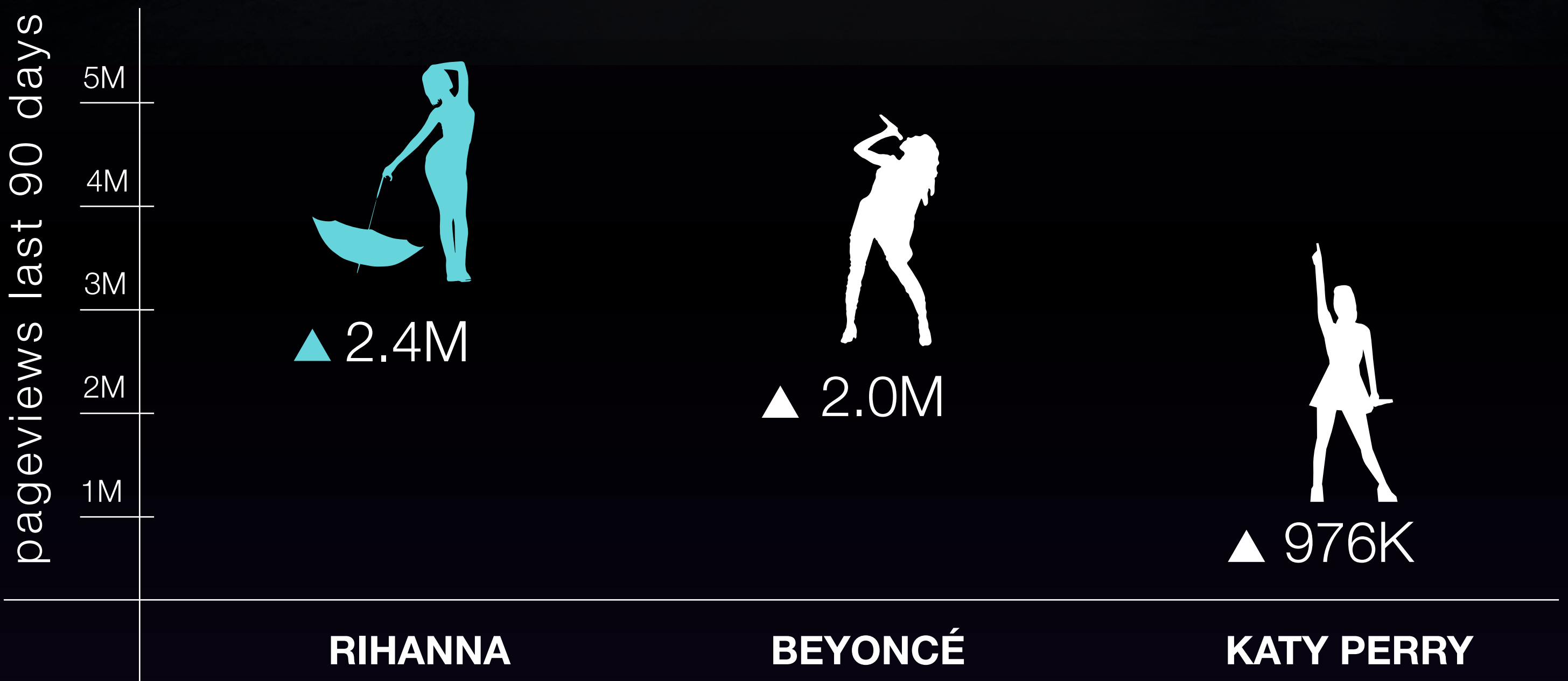


SUPER BOWL
HALFTIME SHOW
▲ 411%



RIHANNA
▲ 108%

Rihanna fans are turning to the web for last-minute performance updates. Searches are booming for **Super Bowl Halftime Show (up 411%)** and **Rihanna (up 108%)**.

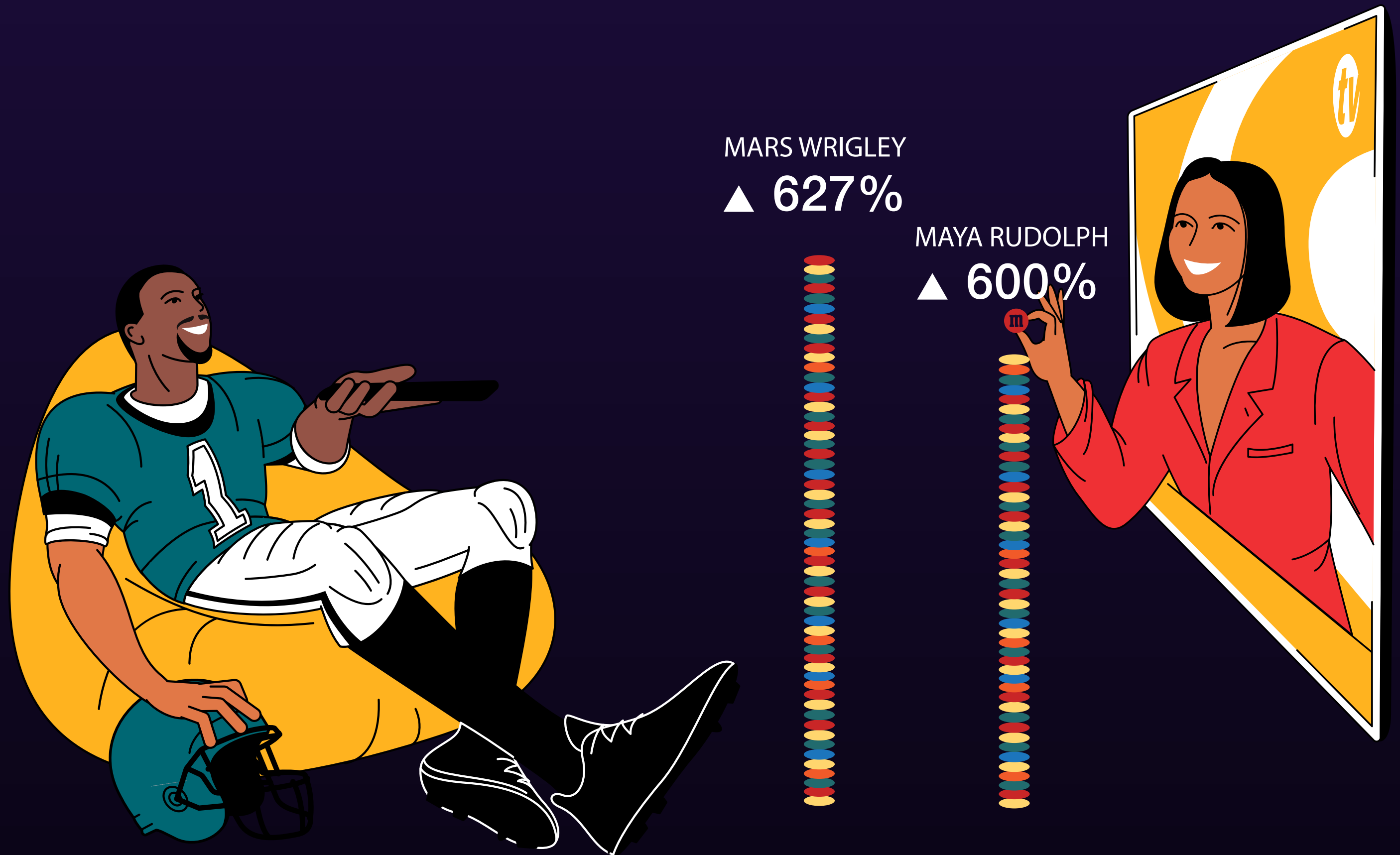


Taboola data shows that Rihanna is the Halftime Show heroine, boasting the most pageviews compared to Beyoncé and Katy Perry.

THE BIG REVEAL: ALL EYES ON M&M'S

M&M's 🤝 Maya Rudolph: After a controversial year for M&M's, Mars Wrigley announced that comedian Maya Rudolph will be its new spokeswoman. According to the candy maker, Maya Rudolph is someone "America can agree on," and her first big chocolatey debut is set for Super Bowl Sunday.

Taboola data suggests that Americans will be tuning in to see what M&M's and Maya Rudolph have in store. Since the big update on January 23, readership interest has skyrocketed for **Mars Wrigley (up 627%)** and **Maya Rudolph (up 600%)**.



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