DOORDASH-ALL-THE-ADS

DELIVERING-EVERYTHING-ADVERTISED-

FROM-EVERY-SUPER-BOWL-COMMERCIAL

"Caught The Internet By Storm"

NBC

"Most Commercially Savvy"
TIME

"Door Dash Crushed
The Super Bowl."

abe NEWS

11.9 BILLION IMPRESSIONS

8 MILLION SUBMISSIONS

76 OFFICIAL PARTNERSHIPS

DOORDASH-ALL-THE-ADS-2024-PROMOCODE









NSIGHT

DoorDash was renowned for restaurant delivery, but not for the millions of other products now offered on the app. So during the Super Bowl, when the other brands ran their own ads, DoorDash saw an opportunity to prove that it could now deliver pretty much anything-by delivering all the products, from all the other Super Bowl ads, all to one person.

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Every time another brand's Super Bowl ad debuted, we added their products into our online cart, so the world could keep track in real-time. Then after four straight quarters of brand, influencer, and internet engagement during the game, our own Super Bowl ad aired, featuring an incredibly long promo code that you had to enter correctly for a chance to get everything advertised.

RESULTS

DoorDash successfully delivered all the products, from all 76 of the ads, all to one lucky person, proving it could now deliver pretty much anything. Overall, the weeks-long campaign was a massive feat of real-time multi-brand collaboration, legal approvals, internet participation, and the first-of-its-kind Super Bowl activation, with exactly 2,468 individual products delivered.