

“ The best Super Bowl commercial in years ”



“ Won the Super Bowl ”



★★★★★
AdAge



“ An ultra-meta multipronged marketing campaign ”

The New York Times

“ Absolutely bonkers and simultaneously brilliant ”

allure

“ Very, very, very stupid ”

-MICHAEL CERA

THE CONSPIRACY THEORY THAT WAS REALLY A SUPER BOWL CAMPAIGN.

CeraVe skincare was going to its first Super Bowl.

The goal was for everyone to know it is developed with dermatologists. But the Super Bowl is packed with A-List celebrities. And Dermatologists are (how do we put this nicely...) not as alluring as celebs.

So, we needed to re-write the Super Bowl Playbook.

Most brands tease their spot a week before the game. We spent a month leading up to the game spreading a conspiracy theory that CeraVe was developed by a celebrity: actor Michael Cera. Only problem: Michael Cera isn't on social media. How could we get this all over the internet, when our celebrity had no presence online?

We leaned into a robust PR, social, and influence plan:

800+ publications from Daily Mail to New York Times. Partnering with meme accounts, podcasters, skinfluencers, you name it...The more CeraVe used their channels to deny it, the more people were invested.

We put out all the information. Then let the internet, internet.

People didn't just watch, they participated (in a conspiracy about a skincare brand!) 'Michael CeraVe' was everywhere. It became a global hot topic debate which led to 9 Billion impressions BEFORE the commercial even aired.

We revealed the truth during the most ever watched Super Bowl.

Our commercial wasn't the hero like most Super Bowl spots. It was the conclusion to a month-long, fully immersive campaign. Comedy legends Tim & Eric directed a bizarre, hilarious, fever dream which was hailed as "Perfect" (TODAY). In the spot, dermatologists reject Michael making it clear once and for all: CeraVe is developed with dermatologists. Not Michael Cera.



30 BILLION

EARNED IMPRESSIONS

#1

MOST EFFECTIVE SUPER BOWL BRAND
TikTok

#1

SUPER BOWL CAMPAIGN
AdAge Forbes ADWEEK

2000

EARNED PUBLICATIONS

25%

INCREASE IN SALES
In week following game

2200% 15B

INCREASE IN SEARCH FOR CERA VE

EARNED IMPRESSIONS PRE-SUPER BOWL

4 WEEKS BEFORE SUPER BOWL

"Is that...Michael Cera?"
- @HayleeBaylee (15M followers)

"Bootleg" PR Kits from Michael Cera

Speculation from 'Ceraspiracists'

"Did you or did you not create CeraVe?"
- @BobbiAlthoff (11M)

CeraVe calls out Cera

"I could be from CeraVe."
- Cera to Dr. Shah (20M)

SUPER BOWL SUNDAY

Super Bowl commercial reveals the truth

"The social marketing was brilliant" - Jimmy Fallon

