ABX Rankings Super Bowl 2026 KPIs

Brand	Title	ABX Index Rank	Clear Brand Rank	Message Delivery Rank	Reputation Rank	Like Rank	Purchase Rank	Any Action Rank	Gender Index Male Rank	Gender Index Female Rank	Cultural All Rank
Ai.com	Ai Changes Everything	68	59	69	67	69	68	69	-	-	-
Amazon Alexa	Alexaaaa+	8	23	3	24	6	24	10	27	21	44
Anthropic PBC	Can I get a six pack quickly	63	63	56	63	67	59	53	52	-	36
Apartments.com/Homes.com	Can't Live There	28	18	7	47	54	63	25	21	19	26
Base44	It's App to You	55	67	60	50	60	62	47	34	10	31
Blue Square Alliance Against Hate	Sticky Note	53	54	54	56	57	52	57	31	46	33
Boehringer Ingelheim	Mission: Detect the SOS	49	57	49	39	44	51	29	-	6	17
Bosch Appliances	Just a Guy	36	25	41	30	43	43	51	36	-	17
Bud Light	Keg	44	15	47	48	37	19	40	46	44	54
Budweiser	American Icons	10	15	46	3	1	11	6	23	-	20
Cadillac	Cadiallac Formula 1 Team 2026 Livery Reveal	51	29	55	49	53	65	62	-	-	-
Coinbase	Everybody Coinbase	69	69	68	68	68	54	66	-	-	-
Dove	The Game is Ours	14	46	30	7	19	17	13	-	-	10
DraftKings Inc.	DraftKings Live-ish Super Bowl LX	32	33	31	32	20	36	32	38	50	56
DraftKings Inc.	Super Bowl Rematch	47	5	29	62	59	23	41	37	-	40
Dunkin'	Good Will Dunkin'	18	37	39	18	9	5	3	15	22	10
Fanatics.com	Bet on Kendall with Fanatics Sportsbook	57	29	48	61	63	66	64	-	49	57
FanDuel	Last call for Football	46	43	51	39	32	39	39	16	37	35
Genspark AI	GenSpark Ai	28	5	27	29	46	67	32	21	24	31
Google	New Home	30	55	23	16	28	18	24	-	23	29
GrubHub.com	The Feest	12	37	15	15	24	15	13	41	34	50
He Gets Us	More	66	68	65	59	29	55	43	45	29	54
Hellmann's	Sweet Sandwich Time	34	46	36	42	26	7	11	47	27	45
Hims & Hers Health Inc	Rich People Live Longer	5	25	18	5	22	31	13	32	28	42
Instacart	Bananas	52	52	58	58	49	30	41	49	42	45
Intuit	The Expert	43	33	24	52	37	52	44	12	4	8
Kinder Chocolate	Yes Bueno 2026	15	3	16	45	55	9	7	39	40	43
Lay's	Last Harvest	1	1	11	7	8	1	1	2	1	8
Lay's	The Lay's Challenge	3	8	19	2	12	2	2	2	-	2
Levi Strauss	Backstory	40	4	21	60	52	10	28	50	36	41
Liquid Death	Doctor Warns of Exploding Heads	42	29	50	17	45	13	48	34	32	48
Liquid I.V.	Take A Look	54	59	63	51	58	40	57	-	47	60
Make America Healthy Again PAC	MAHA Real Food by Mike Tyson	40	49	32	28	32	47	53	20	-	38
Manscaped	Hair Ballad	59	51	33	69	56	25	61	55	53	63
Michelob Ultra	The ULTRA Instructor	5	8	11	14	14	8	9	27	16	7
Microsoft	Be a Pro	24	21	27	19	10	27	26	4	26	15
Nerds Candy	Taste Buds	25	18	21	35	41	14	16	30	43	57
NFL	You Are Special	15	46	24	6	4	38	20	5	8	3
NFL	Champion	48	58	40	33	17	57	50	12	-	13
Nike	Taste the Grit	62	65	67	45	46	20	60	23	-	29
Novartis	Relax Your Tight End	31	59	36	21	25	41	5	8	-	19
Oakley, Inc./Meta	Athletic Intelligence Is Here - Part Two	65	40	59	66	62	48	65	54	39	57
Oakley, Inc./Meta	Athletic Intelligence Is Here - Part One	12	17	13	24	13	16	17	27	19	25
OpenAI	You Can Just Build Things	57	64	57	53	50	57	55	25	25	36
Pepsi	The Choice	2	10	6	1	5	3	4	40	33	50
Poppi	Make it poppi	64	33	62	64	66	21	67	56	54	62
Pringles	Pringleleo	4	2	10	4	40	6	8	47	30	39
Red Bull	Dog's Mischief	23	10	4	36	15	12	37	-	-	-
Redfin	America Needs Neighbors Like You	25	42	34	9	15	64	29	5	2	16
Ring	Search Party from Ring | Be A Hero in Your Neighborhood	11	10	8	11	32	26	31	26	41	53
Ritz Crackers	RITZ Island	20	10	45	12	20	4	12	18	11	27
Ro.Co	Healthier on Ro	21	10	16	26	48	61	34	57	12	49
Salesforce	Mr. Beast's Vault	55	56	64	54	61	69	46	32	48	61
Skechers	Effortless Shoes Solve Your Footwear	21	25	14	31	37	49	22	51	18	50
Squarespace	Unavailable	67	66	52	65	65	60	68	-	52	65
State Farm Insurance	Stop Living on a Prayer	50	49	53	43	36	28	38	43	37	24
Svedka Vodka	Shake Your Bots Off	60	53	66	57	64	37	55	58	51	64
The Pokemon Company	What's Your Favorite	60	62	61	55	51	50	59	17	15	21

T-Mobile	Tell Me Why (T-Mobile's Version)	38	23	43	34	27	31	45	53	34	34
Toyota	Where Dreams Begin	25	5	26	22	7	56	36	1	-	1
Toyota	Superhero Belt	32	40	38	23	35	35	35	42	31	28
Uber Eats	Hungry for the Truth	45	45	43	44	41	33	52	44	45	47
Universal Studios	Lil' Bro'	5	37	2	10	3	22	21	10	12	6
Volkswagen	The Great Invitation: Drivers wanted	34	36	41	38	23	29	19	19	17	22
Weathertech Automotive Accessories	Great Storage Solutions for Your Vehicle	17	32	5	20	18	42	27	7	5	12
Wegovy	A New Way to Wegovy	38	25	9	41	30	45	63	8	3	5
Wix Harmony	Wix Harmony: The New Way to Create	19	21	34	13	31	34	18	-	7	22
Xfinity	Jurassic Park…Works	36	44	20	37	2	45	48	14	9	3
YouTube TV	You Tube TV Pregame Show	8	18	1	27	11	44	22	11	12	14

Indicates a top 10 Rank
Indicates a bottom 10 Rank