

Michael Cera, Beyoncé, Usher and more star in \$7m ads

 By [Karabo Ledwaba](#)

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Music icon Usher headlined this years Super Bowl show with ads costing around \$7m. The Super Bowl is one of the most-watched sporting events globally, attracting hundreds of millions of viewers. Advertisers can leverage this massive audience to maximise brand exposure and reach potential customers on a scale unmatched by any other televised event.



Michael Cera stars in a CeraVe ad. Source: YouTube.

Cerave

Skincare brand Cerave came through to address the hilarious social media rumour that actor Michael Cera is the founder of the brand.

Pfizer

Pfizer celebrates 175 years. Yay penicillin!

BMW

Yeah...yeah...yeah with BMW, Usher and Christopher Walken.

Verizon

Beyoncé breaks the internet.

Volkswagen

Volkswagen goes on a trip down memory lane.

View the rest of the ads [here](#).

ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SiMags, Sowetan's lifestyle magazine. Contact her at karabo@bizcommunity.com

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