

The 5 most, least liked Super Bowl commercials, according to viewers

By **Thomas Barrabi** | **FOXBusiness**



[Amazon](#) and Pepsi were among the corporate brands that “won” [Super Bowl LIII](#) with strong commercials, according to survey data from consumer insights firm Suzy.

According to a poll of 500 adult-age Americans, the five most-liked Super Bowl ads were M&M’s “Bad Passengers,” featuring actress Christina Applegate, Amazon’s star-studded “Not Everything Makes the Cut” spot for its Alexa platform, Microsoft’s “We All Win,” Pepsi’s “More Than OK” and Doritos “Chance the Rapper x Backstreet Boys.”

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Top 5 Best and Least Liked Big Game Commercials

BEST LIKED

1. M&M's
2. Amazon Alexa
3. Microsoft
4. Pepsi
5. Doritos

LEAST LIKED

1. Turkish Airways
2. Turbo Tax
3. Bon & Viv Spiked Seltzer
4. Burger King
5. Wix

500 broadcast viewers surveyed 02/03/2019

SOURCE: Suzy.com

Brands spent more than \$5 million per 30-second commercial spot for Super Bowl LIII, according to various reports. CBS is expected to earn roughly \$500 million in advertising revenue from its broadcast of the game.

The five most-liked commercials of Super Bowl LIII can be viewed below.

Amazon

M&Ms

Microsoft

Doritos

Pepsi
