

# 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 SiMug, Sowetan's lifestyle magazine. Contact her at [karabo@bizcommunity.com](mailto:karabo@bizcommunity.com)

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