

Local Expert Breaks Down 2020 Super Bowl Commercials



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JANUARY 31, 2020 - 9:18 AM



CATEGORIES: [Local News](#), [Local](#)

DALLAS (KRLD) - America's annual national phenomenon will again unfold on Sunday, when San Francisco and Kansas City meet in Super Bowl 54 in Miami.

The broadcast of the Super Bowl is unlike any other in today's fragmented media world. We still stay for the commercials. We actually look forward to watching the various product pitches, hoping to be touched or entertained. Some spots exceed expectations, while others miss the mark. Boom or bust, Americans will be talking about the commercials on Monday

morning.

UT-Dallas Business Prof. Abhi Biswas is a top expert on Super Bowl advertising. KRLD's Chris Sommer talked with him about the historic demand for this year's ads, the unusual presence of political advertising in the big game, and of course, Prof. Biswas gave his top picks on the commercials to look out for on Sunday.

KRLD News



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00:00 / 09:29

TAGS: Super Bowl, Super Bowl Commercials, Chris Sommer

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TEXAS

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