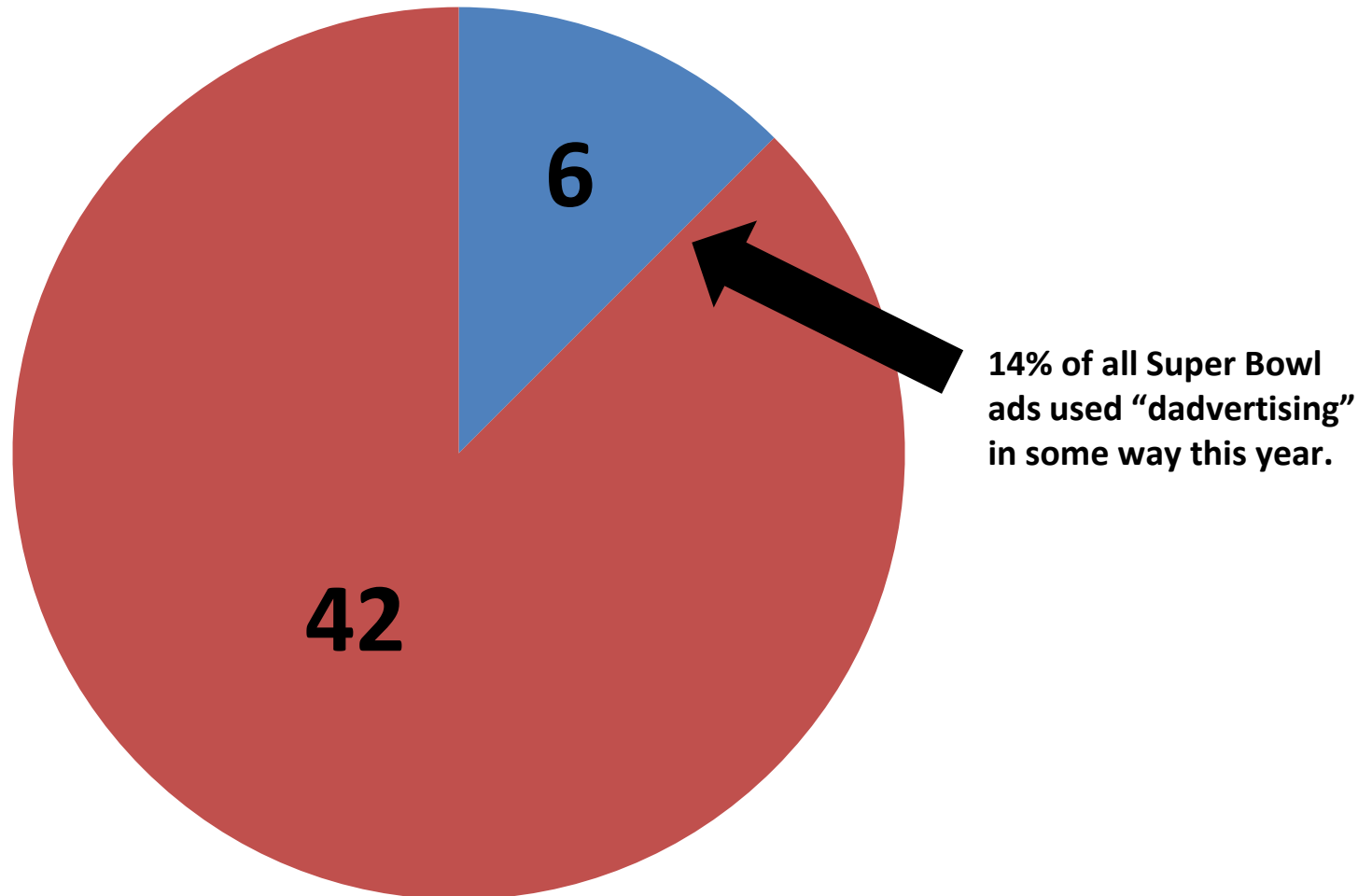


“Dadvertising” was huge in Super Bowl commercials this year. Just how big was it? We measured how many commercials used the strategy.



- "Dadvertising" commercials
- Non-"Dadvertising"