

# Brands Score Marketing Wins By Breaking World Records At The Super Bowl

The Broncos weren't the only winners over Super Bowl weekend. Who won the Super Bowl ad pre-game show? [Doug Simon](#), President & CEO of [D S Simon Media](#), provides insights into the celebrity spots that were most shared before the game featuring Drake, Ryan Reynolds, Alec Baldwin and Chris Martin of Coldplay for T-Mobile, Hyundai, Amazon and Pepsi.

Other big winners who weren't on the field? NFL players Antonio Brown of the Steelers, Colts Punter Pat McAfee and former Seahawks long snapper Nate Boyer all set Guinness World Record records that were broadcast on NFL Network. Attempting to set a Guinness World Record is a fantastic way to get exposure for your client and the opportunity has just gotten better.

D S Simon Media and Guinness World Records have partnered on a joint marketing initiative to maximize media coverage of record breaking attempts.

You can learn more about this ([link to our release page](#)) and check out the Super Bowl record attempts ([link to GWR page](#)). We'd love to help make this a record-breaking year for you.