



## From Screen to Store: Do Super Bowl Ads Actually Drive QSR Foot Traffic?

Super Bowl ads are among the most expensive media buys of the year, but do they actually drive customers into stores? To answer that question, consumer insights platform [Azira](#) analyzed foot traffic patterns for major QSR brands that advertised during the Super Bowl 2025 broadcast, comparing in-store visitation before and after the game to determine whether big-game exposure translated into real-world results.

With 2025 Super Bowl ad spots selling for **\$7 million per 30 seconds (and \$8 million in 2026)**, QSR brands like **Dunkin', Little Caesars, and Taco Bell** made significant investments to reach one of the largest TV audiences of the year. The key question: did that visibility lead to a measurable lift in foot traffic, and if so, how long does that impact last?

While individual QSR brands may rotate in and out of Super Bowl advertising each year, the data shows that the Super Bowl itself remains a powerful driver of foot traffic. Brands that advertised during Super Bowl 2025 saw a measurable lift in store visits in the week following the game, underscoring the event's ability to translate massive reach into real-world action. Whether or not the same QSRs return this year, the Super Bowl continues to stand out as a moment that can meaningfully move consumers from screen to store.

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By comparing Azira's U.S. foot traffic data from the week prior to Super Bowl 2025 with traffic levels for the week after the game, Azira identified clear post-Super Bowl shifts in QSR store visitation.

### **2025 Super Bowl Ad Effects on QSR (increased foot traffic):**

*Source: Azira Footfall Data, 2025*

- All three QSRs = +31%
- Dunkin = +31%
- Little Caesars = +35%
- Taco Bell = +30%
- The Thursday after the game (February 13) was the peak day for the Super Bowl ad impact across the QSR category, seeing a 48% increase.

### **The Dunkin Effect?**

2025 Super Bowl Ad Effects on Dunkin Country: locations in CT, MA, ME, NH, RI and VT

- **22%** increase in foot traffic regionally for the week after the game, below the national increase.



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- CT led the surge with a **30%** increase, outperforming the regional average.

### Chiefs are Hungrier than Birds

2025 Super Bowl Ad Effects on QSR locations

- Chiefs Country, KS and MO - **36% increase** in foot traffic for the week after the game
- Birdland, NJ and PA - **28% increase** in foot traffic for the week after the game

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### Azira executives comment on the trends:

“The Super Bowl is a huge branding opportunity, but the biggest impact comes when brands scale campaigns across channels like social media and CTV to extend engagement and drive purchase behavior. Even as economic pressures influence marketing and acquisition strategies, QSRs and retailers that look beyond game-day performance and take a deeper view of data, insights, and attribution can uncover what truly drives results year-round. With the right data strategy, those insights translate directly into higher return on ad spend and stronger business performance.” - Gladys Kong, CEO, Azira

“The 31% lift in footfall shows the Super Bowl can deliver real short-term revenue impact for QSRs. But the post-campaign drop-off is a reminder that brands need sustained, always-on strategies, not just tentpole moments, to create lasting results. Operators that build disciplined, marketing data strategies can take a longer-term view and translate performance into sustainable growth. As well, the regional Azira data tells QSR brands where they could really up their game or double-down with insights to extend the value of their investment.” - Jay Snyder, Director, QSR Vertical, Azira