

'He Gets Us' Super Bowl Ad Draws Attention Across the Spectrum

For the third year in a row, the "He Gets Us" television advertising campaign brought Jesus to center stage during the biggest television event of the year—the Super Bowl.

While the game itself delivered its usual dose of thrilling plays and million-dollar commercials, this campaign's ads always stand out for their faith-centered message. At a time when the world is saturated with corporate branding and consumerism, this year's 60-second spot reminded millions of viewers about something far more enduring: the life and message of Jesus Christ.

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The ad aired during the first half of the game between the Kansas City Chiefs and Philadelphia Eagles, exploring "how Jesus redefined true greatness and what it might mean for us," as reported by USA Today. With Super Bowl ad slots costing between \$7 million and \$8 million for just 30 seconds, the investment made by "He Gets Us" is both bold and intentional.

But isn't that the point?

Sharing the message of Jesus during one of the most-watched events of the year is a powerful way to reach people where they are—even if it's between touchdowns and halftime shows.

Of course, a campaign like this isn't without its critics. Detractors from both the left and the right have voiced their skepticism, questioning everything from the campaign's funding sources to its motives.

But here's the thing—you can never have too much Jesus in your life. Whether the message comes from a pulpit or a TV ad, the world needs more reminders of love, grace and compassion.

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The “He Gets Us” campaign started in 2022 as a \$100 million effort to reshape how people think about Jesus and Christianity. Describing itself as a non-denominational initiative, the campaign emphasizes that “the story of Jesus doesn't belong to anyone.” This approach aims to transcend denominational lines and reach people of all backgrounds and beliefs, especially outside of the church itself.

While some may question the use of millions of dollars for a Super Bowl ad, the campaign's impact speaks for itself. According to “He Gets Us,” their ads have generated 10.8 billion video views and attracted 49 million visitors to their website. That's not just exposure—that's engagement. And in a time when faith often takes a backseat in public discourse, this campaign is sparking conversations about Jesus.

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