

#1  
SUPER BOWL SPOT

RollingStone NEWYORKPOST shortlist SCREENRANT

“MASTERCLASS”  
Inc.

xfinity  
**JURASSIC PARK**  
...WORKS

“COMBINING BLOCKBUSTER STORYTELLING  
WITH REAL-WORLD TECHNOLOGY”  
Entertainment

“HILARIOUS”  
USA TODAY

**HOW AN INTERNET PROVIDER REWROTE ONE OF THE MOST ICONIC MOVIES OF ALL TIME**

Telecom brands don't exactly inspire love. Scroll through social, and you'll find a category buried in complaints and hate comments. As one of America's largest network providers, Xfinity needed to shift that perception about our brand.

**So we went to the biggest stage in advertising: the Super Bowl.**

The premise for our commercial is simple: What if *Jurassic Park* had been powered by Xfinity? In partnership with Universal Pictures, the Michael Crichton estate, ILM, Steven Spielberg, director Taika Waititi and the original cast, we re-created scenes from the 1993 film, complete with original costumes and CGI de-aging, and rewrote cinema history. This time, the system doesn't crash, the fences stay on, the gates stay locked and the characters enjoy a perfectly safe weekend.

**But this wasn't just a 60-second commercial. It was a weeklong cultural takeover.**

One week before the Super Bowl, during the Sixers vs. Bucks game at Xfinity Mobile Arena, we staged an unbranded stunt where a sudden “system failure” took over every screen in the stadium on the live Peacock broadcast, replacing them with the infamous blue screen that read “YOU DIDN'T SAY THE MAGIC WORD!” The next day, we invited the internet to help bring Jurassic Park back online by cracking that magic word for a chance to win a trip to the movie's original filming location in Hawaii. Soon after, we revealed Xfinity as the hero that saved the park with a national segment on the *TODAY* show. Meanwhile, San Francisco, the host city of Super Bowl LX, turned prehistoric with Jurassic Park-wrapped Lyft vehicles, a dinosaur projection on the Hobart Building and a motion-detecting digital billboard featuring a T. rex.

**On Super Bowl Sunday, the story came full circle.**

In a pregame spot, we aired a 1993 “lost” Jurassic Park tourism commercial, then premiered the main commercial in the third quarter, which was hailed as “the undisputed champion of 2026 Super Bowl commercials” by *ScreenRant*.

**25%**  
HIGHER SEARCH  
VOLUME  
VS.  
SUPER BOWL AVERAGE

**50.1M+**  
TOTAL VIEWS

**778M**  
TOTAL IMPRESSIONS

**24B+**  
GLOBAL PRESS REACH

**1 WEEK BEFORE THE SUPER BOWL**

Unbranded stunt at Philadelphia 76ers Arena sparks intrigue

“Guess the Magic Word” sweepstakes launches

*TODAY* Show introduces Xfinity as the hero that brings Jurassic Park online

**SUPER BOWL WEEKEND**

Jurassic Park comes to life in San Francisco

**SUPER BOWL SUNDAY**

The “Welcome to Jurassic Park” tourism commercial runs during the pregame

**SUPER BOWL SUNDAY**

The “Jurassic Park ... Works” main commercial runs during the third quarter

