

Our internet picks of the week – 6 Feb '20

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ANYA COATES - TRAINEE PLANNER/BUYER 06 FEB 2020

The Superbowl is one of the most highly anticipated events in the sporting world with over 102M viewers tuning in worldwide a few days ago. My question is, how many people tuned in for the game and how many were there to see JLo perform?

There always has to be a car commercial on the Super Bowl ad break, this one by Audi featuring Maisie Williams alluded to the very popular and important topic of climate change. In this ad, we can see how Maisie won't let the heat of climate change get her down. Instead, she keeps it cool, singing the famous "Let It Go" from the film Frozen, in an Audi electric Sportback.

[Let It Go](#)

This year, Amazon's Super Bowl spot for its voice assistant, Alexa, stars Ellen DeGeneres and Portia di Rossi. They ask "What did we do before Alexa?" before journeying back through time, seeing what exactly we did do before Alexa. A variety of humorous scenarios in which the people of yesteryear ask Alessa, Al, Alex and co to perform menial tasks for them shows us that life is better now that we have Alexa's help..

[What did we do before Alexa?](#)

A fun fact about heart throb Ryan Reynolds is that he has an ownership stake in Mint Mobile, the American equivalent of Giffgaff. Another fun fact is that instead of creating a Superbowl commercial like last year, Reynolds decided to save the estimated \$5M they would have spent on the ad and put it towards offering new customers three months free if they signed up to the service during the game.

[Ryan Reynolds AnnounceMINT](#)

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