

# STALKR

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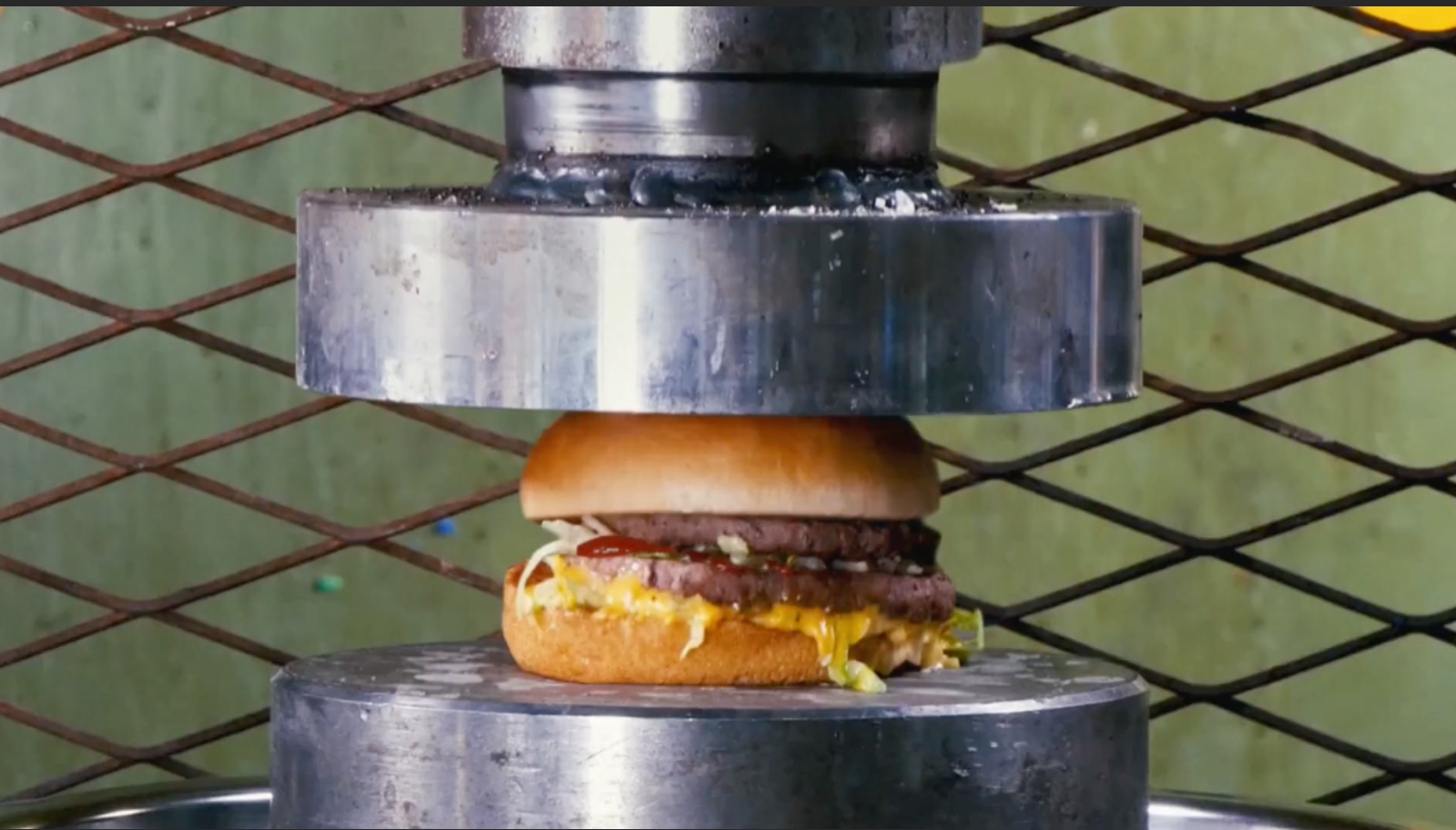
With a phenomenal Super Bowl on Sunday and a win for the Eagles, this month's football-themed newsletter features Big Game spots from Novartis, Hims, Jeep and YouTube.



## Novartis Demands Your Attention in Super Bowl LIX Spot

Novartis debuted their first ever Big Game spot this year, bringing breast cancer awareness to Super Bowl LIX in spectacular fashion.

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## Hims Big Game Spot Tackles Obesity

Hims, the leading health and wellness platform, debuted its first-ever Super Bowl ad to much publicity and online debate.

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## Harrison Ford and Jeep Explore Freedom of Choice

The Super Bowl's fourth-quarter ad break held one of the biggest surprises of the night, with the unannounced debut of Jeep's *Owner's Manual*, a Harrison Ford-starring commercial directed by James Mangold.

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## YouTube TV Shows us the Epic History of Sports Fans

YouTube TV takes us on a truly epic journey through time to explore the history of sports fans, in a spot that aired just before kick-off.

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