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# He Gets Us, Super Bowl Commercials, and How Churches Can Get Involved

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You might have seen the commercials on TV, a billboard along a major interstate, or an ad on your favorite social media platform.

[The videos](#) have been viewed more than 374 million times. And that number will radically increase with two Super Bowl commercials airing during the big game on February 13.

We're talking about [He Gets Us](#), a major advertising campaign looking to make Jesus the most familiar name in the world and provoke interest from non-Christians. They want to encourage Christians and churches to think about how to reflect the confounding love of Jesus.



## He Gets Us Advertising in Washington, DC

Here's how they describe themselves:

It wouldn't be hard to guess that we're led by Jesus fans and followers. People who believe he was much more than just a good guy and a profound teacher. And that Jesus is the son of God, who came to Earth, died, and was resurrected, then returned to heaven and is alive today. We also have included many voices in our work here — welcoming diverse perspectives, backgrounds, and experiences to help us address the many concerns and issues we all face.

Our hope is that you see how Jesus experienced challenges and emotions just like we have. We want to provide a safe place to ask questions, including the tough ones.

– He Gets Us About Page

You can see it for yourself at <https://hegetsus.com/>

### *Jesus in the Super Bowl*

He Gets Us will air two commercials during the Super Bowl – a 30-second spot between the 1st and 2nd quarter and a 60-second ad during the first break in the 4th quarter. Here's context they provide about the two ads:

We all know what it's like to be a kid. And we also know what it's like to disagree with people who see things differently than we might.

This year's Super Bowl spots entertain these two sides of our relationships—the simple kindness of children, and when spurred by disagreement, the jaded anger of adults.

Together, these spots connect the dots to an idea we call The Third Way. Similar to you and me, Jesus could have reacted to his circumstances with anger or avoidance. Instead, he countered conflict with God's confounding love.

– He Gets Us

### *How Your Church Can Get Involved with He Gets Us*

Commercials like this will surely spark many questions and conversations and we want your church to be prepared. Here are some ways you can get involved.

First, visit [hegetsuspartners.com/superbowl](https://hegetsuspartners.com/superbowl) and download all the resources available to you. Here's just a sample of what you'll find.

- Stage announcements, scripts, and promo graphics you can use in your church
- Text message and email campaigns
- Social media graphics you can use pre-game and post-game
- Pastor talking points
- A conversation guide you can share with other leaders in your church.



Second, be ready to jump into the conversation immediately following the Super Bowl.

You'll be able to share videos and graphics and add your voice. By participating and encouraging your church members to spread the word, you'll help encourage everyone to reflect on the confounding love of Jesus.

[Church Tech Today shares more](#) about the He Gets Us Campaign and provides additional commentary on how super bowl ads can spark conversations.