



Bad Bunny

Reclaiming 'America'

*From Puerto Rico to the world, without translation.
How Bad Bunny became unavoidable in global conversations this year*

Analysis made by Loxias with Brandwatch and All Ears
Period: January 26 to February 09, 2026



BIG NUMBERS

total mentions

2.9M +1920%*

unique authors

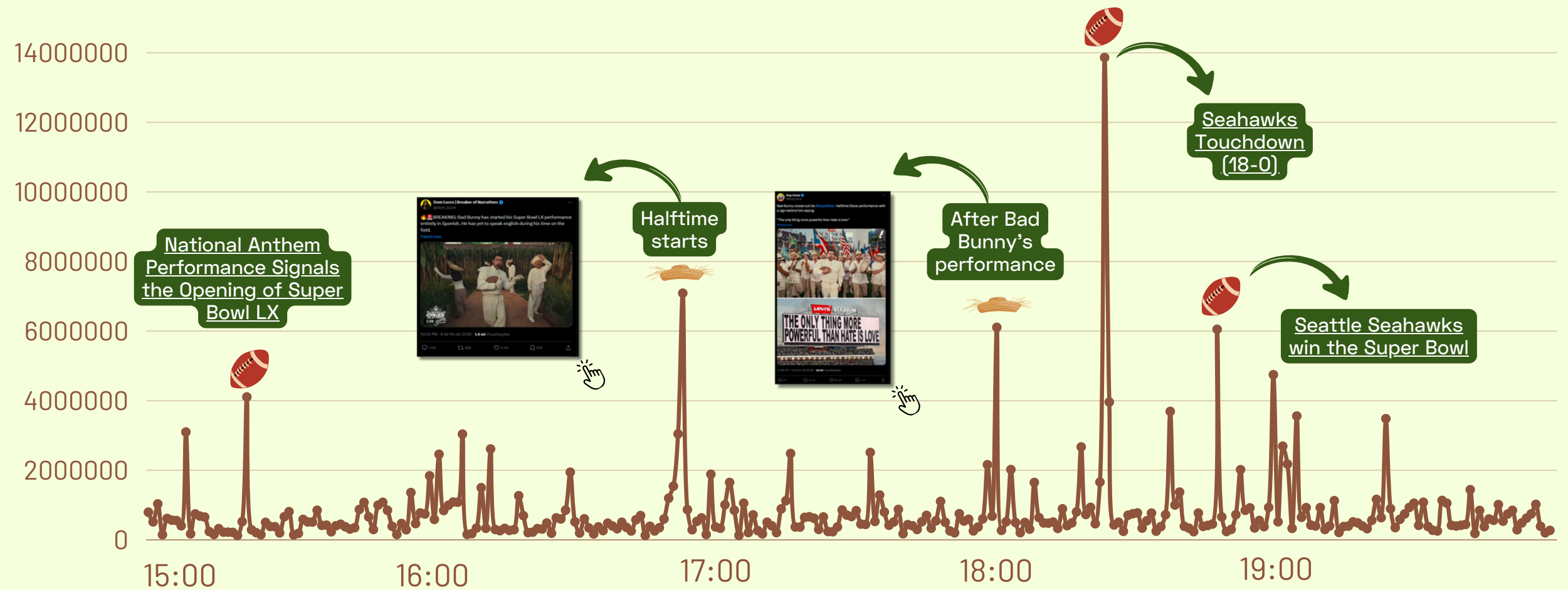
360.3K +240%*

reach

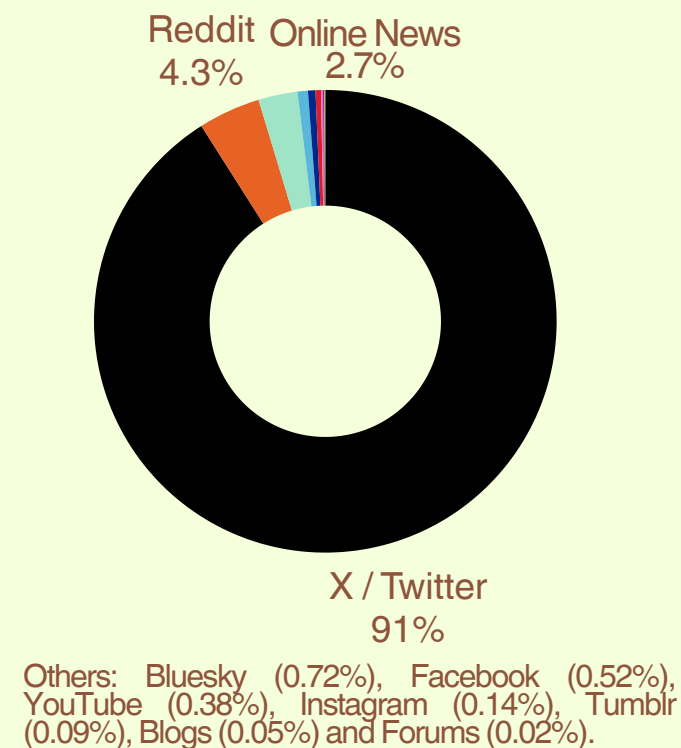
7.6B +1959%*

*Previous period: January 11 to January 25, 2026

Minute-by-minute reach



Mentions by platforms



Conversation Peaks Across Super Bowl LX Milestones

Online buzz around Bad Bunny's Super Bowl performance peaked at 2.9M mentions (+1920%), 360K unique authors (+240%), and 7.6B reach (+1959%) versus the previous period. Conversation followed the night's key milestones – rising at the National Anthem, building during Bad Bunny's halftime show, and peaking at the pivotal touchdown with **over 13.8M mentions**. Mentions declined briefly afterward before climbing again as the Seahawks secured the win. Overall, engagement mirrored the game's momentum. X drove 91% of volume, followed by Reddit (4.3%), reinforcing the dominance of real-time platforms during the event.

- Second-screen behavior** – Audiences turned to social media to react in real time to both key game moments and the highly anticipated halftime show, with X concentrating the majority of live conversation.
- Halftime performance impact** – Bad Bunny took over the Super Bowl stage with a Spanish-led performance, delivering a culturally rich set that drew massive global viewership and sparked widespread social media reaction – both celebratory and controversial – around language, identity, and representation

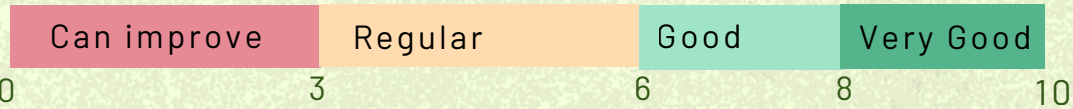
SENTIMENT ANALYSIS

Brand Health Index

6.25 +83.28%

*Previous period: 3.41

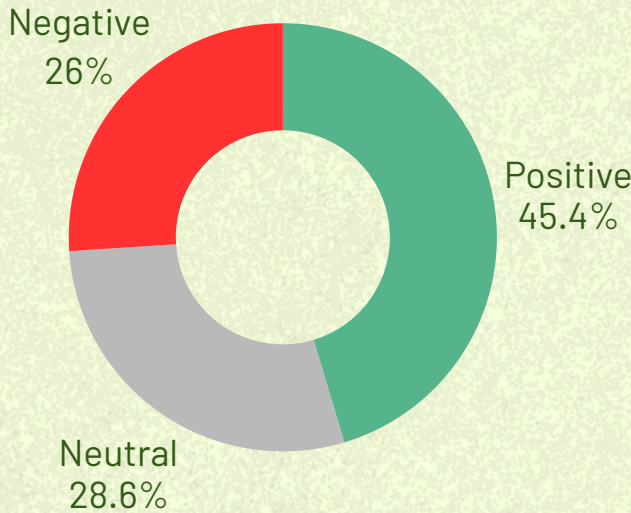
Bad Bunny



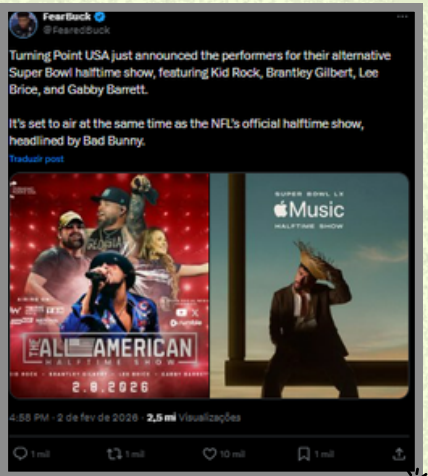
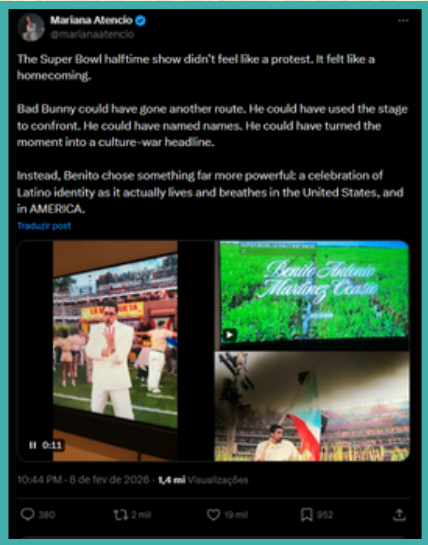
*from January 11 to January 25, 2026

The BrandHealth Index is a proprietary metric developed by Loxias that uses statistical calculations based on the polarity of mentions.

Share by sentiment



*Previous period: January 11 to January 25, 2026



Bad Bunny's Halftime Show Ignites Political Debate Around ICE and MAGA

Online conversations about Bad Bunny's performance reached a Brand Health Index (BHI) of 6.25, an +83.28% increase from the previous period (3.41), moving the index into the "Good" range. The rise reflects a sharp increase in visibility and audience reach, with more frequent and positive interactions following recent exposure moments, including the Grammy win and the Super Bowl halftime performance. Most mentions were positive (45.4%), while neutral (28.6%) and negative (26%) sentiment together accounted for a substantial share of the conversation, reflecting a mix of factual mentions and a **notable level of critical reactions**.

Positive sentiment centered on enthusiastic praise for the performance and expressions of cultural pride. Posts celebrated **Latino representation** on one of the largest television stages in the United States, describing the moment as historic **amid ongoing debates** around immigration enforcement and ICE.

Negative reactions were driven by **boycott** calls and politically framed criticism. A post from Jake Paul urged viewers to **turn off** the halftime show as a form of protest. The message encouraged viewers to disengage and reinforced debates around national identity and patriotism.

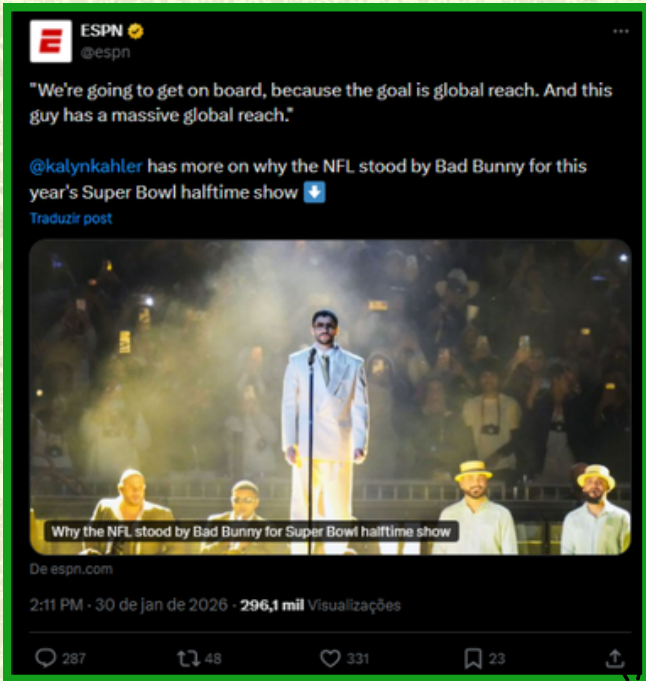
Neutral mentions focused on the announcement of a parallel Super Bowl halftime show by Turning Point USA. The alternative broadcast featured artists known for associations with more **nationalist** audiences and was scheduled to air **simultaneously** with the NFL's official halftime show headlined by Bad Bunny.

- The +83.28% rise in BHI reflects Increased visibility and engagement
- Positive mentions reinforce the emotional and communal side of the performance.
- Negative mentions focused on boycott calls.
- Neutral mentions reflected informational event coverage.

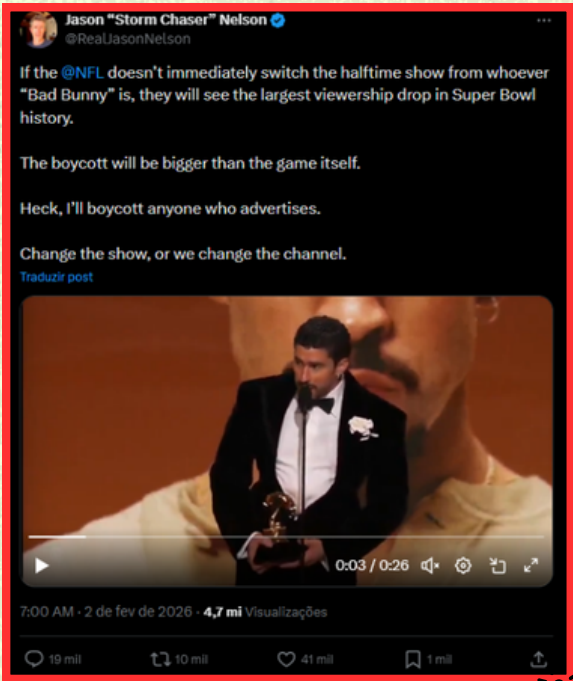


NFL TAKES THE WIN!

NFL's choice triggered pride and backlash



Reach: 615k
Sentiment: Positive



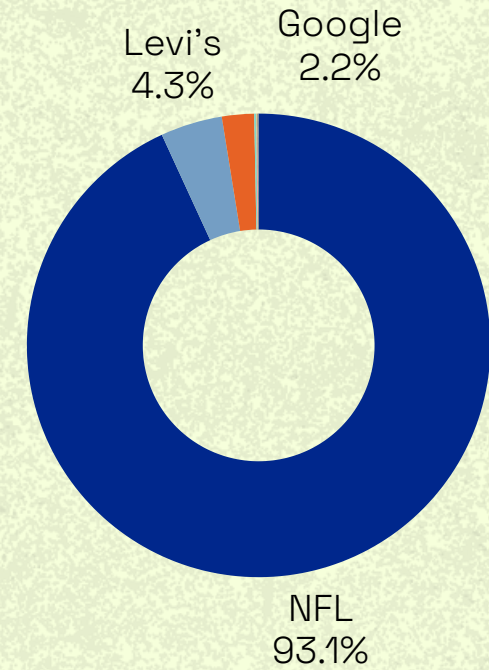
Reach: 29.6M
Sentiment: Negative



Reach: 1.2M
Sentiment: Neutral



Share of engagement by category



Reach: 3.2M

Others: Pepsi (0.15%), Anthropic (0.05%), TurboTax (0.04%), Michelob (0.03%), Bosh (0.02%), Coinbase (0.02%) and Ai.com (0.00%).

A Bold and Polarizing Halftime Choice

Bad Bunny's halftime show reinforced the NFL's position as the central brand in the conversation, accounting for **93.1%** of total engagement, far surpassing Levi's (4.3%) and Google (2.2%), while other brands remained marginal.

Conversation peaks were shaped by high-reach narratives. Positive coverage emphasized the NFL's strategic decision to capitalize on Bad Bunny's **massive global reach** to expand audience penetration, generating **615K** in reach. Neutral messaging from an NFL commissioner reinforced the league's positioning as a **unifying platform**, highlighting Bad Bunny's ability to bring diverse audiences together and framing the NFL as the ideal stage for that convergence (**1.2M** reach). However, the largest spike came from a negative viral post that reached **29.6M** users, calling for a boycott if the performer was not replaced and threatening to **extend the boycott to sponsors**.

Main brands by volume



DID YOU KNOW?

Nearly one in four Super Bowl 2026 commercials featured artificial intelligence in some way — from promoting AI-powered products to using AI as part of the creative storytelling. Ads that clearly demonstrated how AI delivers practical value were well received, while those relying on abstract messaging or hype without explanation ranked among the least effective.

*Source: CBS News: **Best and worst Super Bowl commercials of 2026 as rated by experts**

Brands on the Field:

Who Won the Conversation During the Super Bowl





VOICES ACROSS PLATFORMS

Total mentions

42.9K

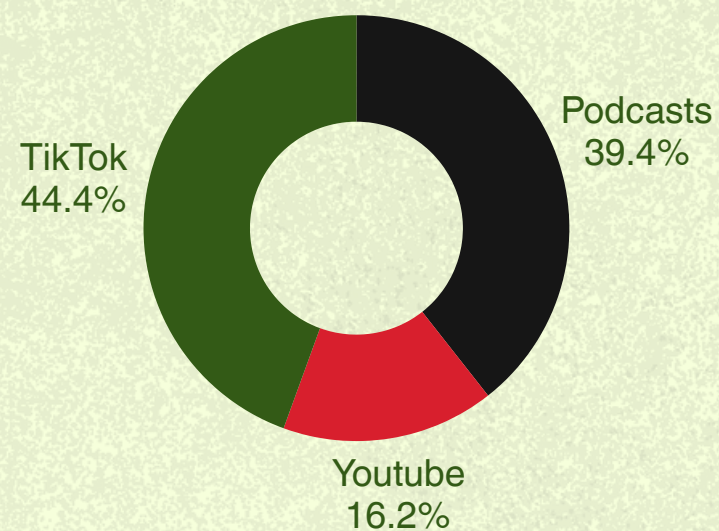
PR Value (USD)

35.9M

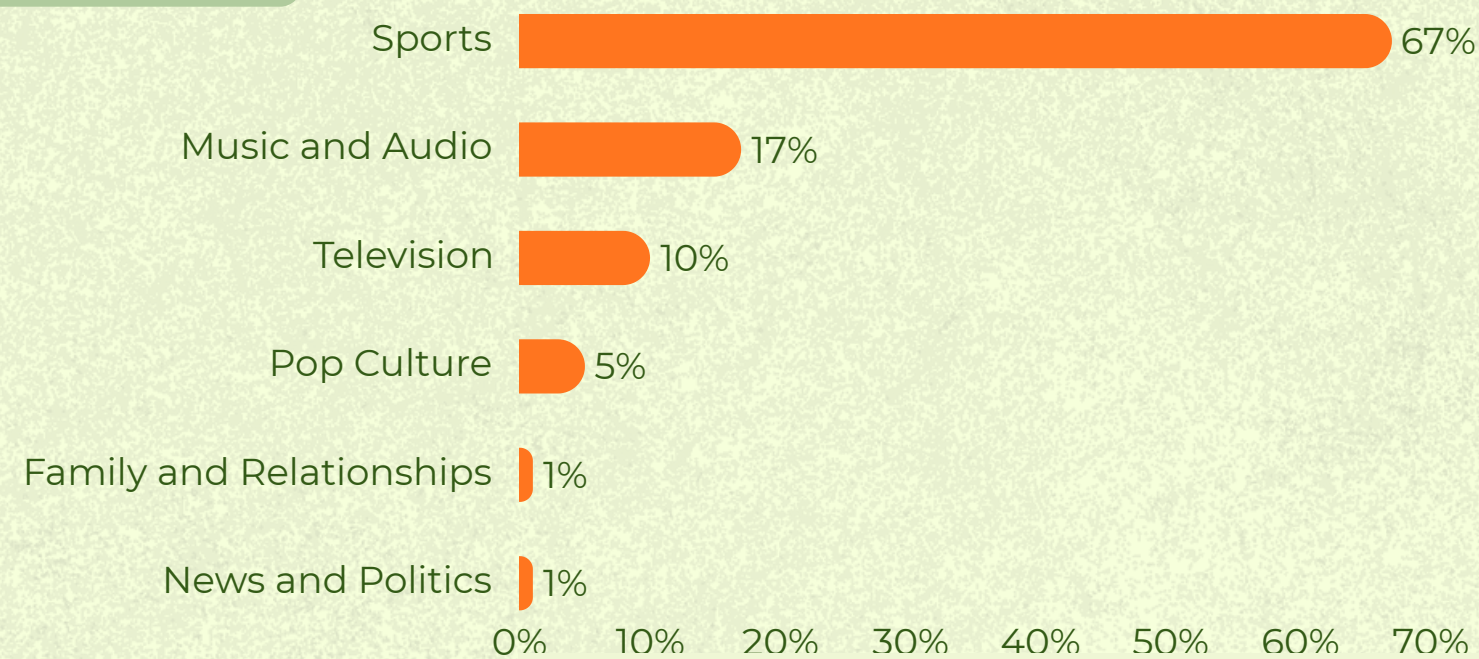
Reach

664.8M

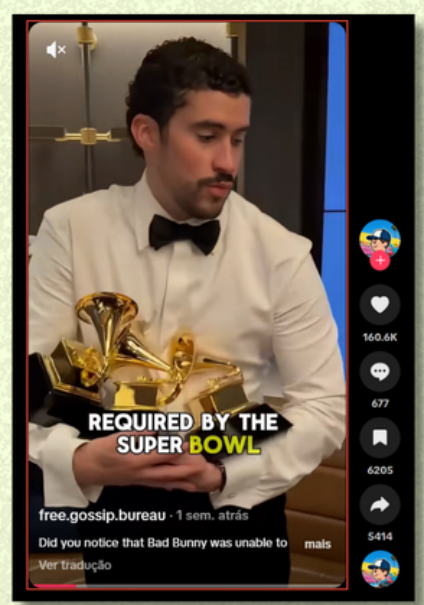
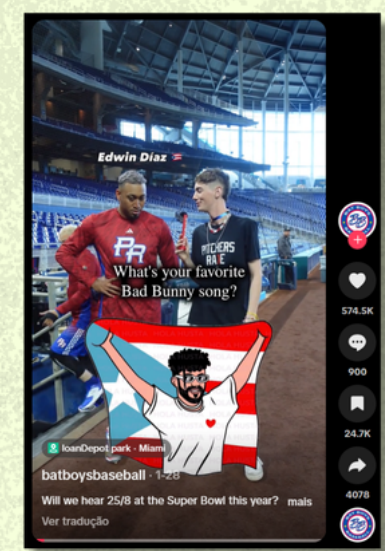
Share of mentions



Main topics



Highlights



Bad Bunny dominates discussion across platforms

In the analyzed period, topics related to Bad Bunny's performance reached **42.9K mentions** and USD 35.9M in PR value, driven mainly by **TikTok (44.4%)** and **podcasts (39.4%)**. The most discussed topics were "sports" (67%), "music and audio" (17%), and "television" (10%). Viral posts highlighted the anticipation around the show, with an unofficial video released **before the official account**. The clip accumulated significant views, showing how early, non-official content can **drive attention** ahead of the official release.

- **Sports** - Driven by the NFL final and the scale of the event
- **Music and audio** - Driven by audience anticipation for his halftime show performance.
- **Television** - Television content stood out due to widespread anticipation for the halftime show and the scale of the live broadcast.

DID YOU KNOW?

💡 Bad Bunny's Super Bowl halftime has garnered over 40 MILLION views on YouTube in just 19 hours.

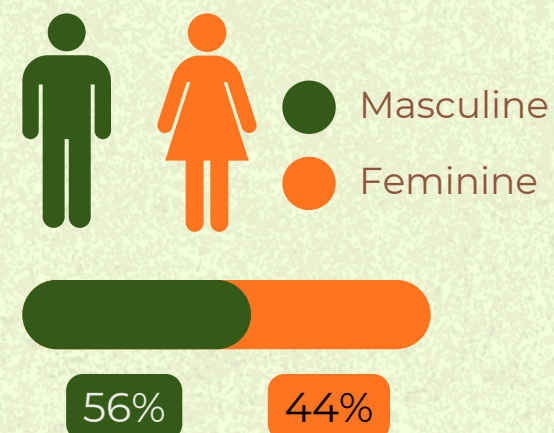
A GLIMPSE INTO PUBLIC INTEREST

Mapping interest through search and geography

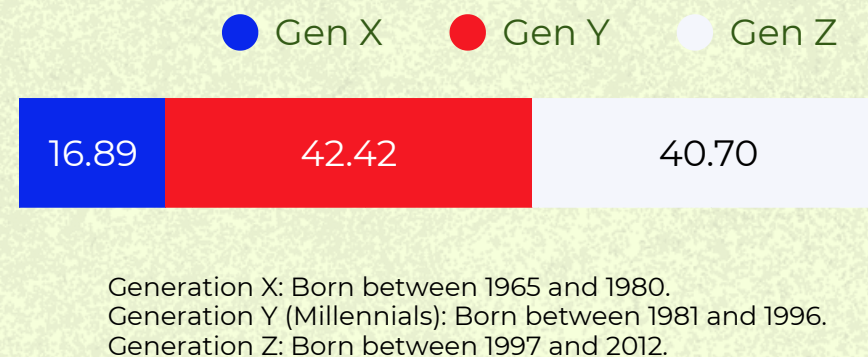
Search data from Glimpse shows that interest in Bad Bunny's halftime performance was concentrated across America, with **Puerto Rico** standing out as the top source of search activity, reflecting the artist's roots, followed by the United States, Costa Rica, Canada, and Panama. This geographic spread echoes the emotional core of the performance, which celebrated **America as a shared continent**, resonating across borders. The engagement in other countries indicates that the show was perceived as something larger than a U.S. event, almost as a continental moment.

Related search queries reveal a broader layer of audience engagement beyond the performance itself. Search activity included other Super Bowl performers and major artists, indicating comparative interest within the halftime show landscape. Notably, references to ICE appeared among related queries, suggesting that the performance also prompted audiences to seek **context around immigration enforcement** and its connection to the themes presented. Overall, the search patterns reflect sustained attention driven not only by entertainment value, but by the performance's cultural and social resonance.

Gender



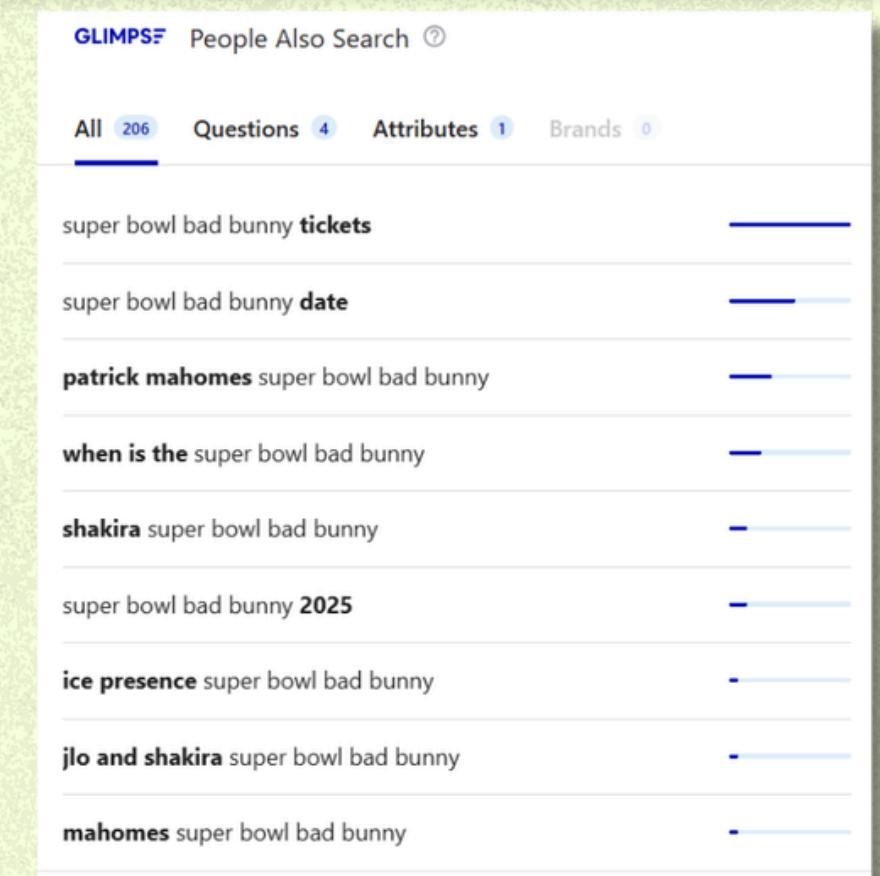
Generation



Around the world, one conversation



Demographically, the audience is predominantly male (**56%**), with a strong concentration among younger generations. Millennials account for **42.42%** of the audience, closely followed by Gen Z at **40.70%**. This profile reflects how his presence at the Super Bowl resonated strongly with younger audiences who are central to contemporary music consumption and pop culture visibility.



BAD BUNNY'S HALFTIME SHOW: LASTING IMPACT

Cultural Milestone Under Political Tension

The halftime show took place amid ongoing immigration enforcement debates, influencing how different groups interpreted the performance. The integration of Latino cultural elements into the Super Bowl stage expanded the scope of conversation beyond music. The scale — 2.9M mentions (+1920%) and 7.6B reach (+1959%) — indicates that the moment was processed as culturally and politically relevant, not solely entertainment-driven.

Puerto Rico as a Center of Attention

Puerto Rico led global search interest, reflecting concentrated regional engagement. Online conversations frequently referenced national pride and representation tied to the artist's origin. The search spike suggests that the performance resonated strongly at a territorial level, reinforcing identification between artist and homeland. Positive sentiment (45.4%) concentrated on cultural visibility and the prominence of a Spanish-language performance.

Polarization and Counter-Mobilization

The Brand Health Index rose to 6.25 (+83.28%), signaling strengthened overall brand perception during the event window. At the same time, 26% of mentions were negative, largely associated with boycott calls and politically framed criticism. Alternative programming positioned in opposition to the Super Bowl broadcast contributed to sustained visibility. The data reflects a polarized but highly activated discussion landscape.

Cross-Platform Amplification

TikTok (44.4%) and podcasts (39.4%) concentrated structured amplification, while X captured real-time reactions during key moments. Unofficial clips circulated ahead of official releases, accelerating anticipation and discussion. Both supportive and critical narratives leveraged the same digital infrastructure, reinforcing the participatory nature of large-scale live broadcasts.

Sustained Visibility and Early-Year Momentum

Bad Bunny's presence at the Super Bowl extends a sequence of high-profile milestones that have defined the start of his year. Following his Grammy win, the halftime show sustains elevated attention across media, search behavior, and cross-platform conversation. The continuity between industry recognition and mass broadcast exposure demonstrates maintained relevance across distinct cultural arenas. Rather than isolated peaks, these moments form a connected cycle of visibility that positions him at the center of early-year public discourse.



About Loxias

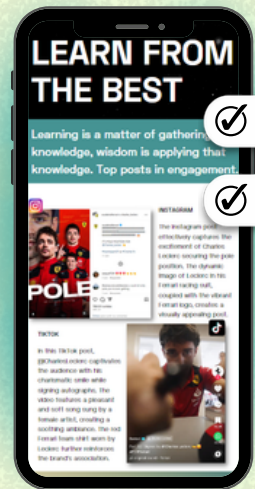


WHO WE ARE

Loxias.ai combines 10 years of experience in social media technology inherited from its mother Polis Consulting with leading AI driven Social Media monitoring and analytics platforms, a robust proprietary methodology and its experienced and highly motivated team of social media analysts and data scientists.

Our innovative solution combines state of art multi-channel monitoring tools with a robust proprietary methodology and qualified human expertise – everything is just a few clicks away through our e-commerce platform.

DEMOCRATIZING ENTERPRISE DATA AND INSIGHTS WITH INTELLIGENCE POWERED BY AI



✓ Image Analysis

✓ Unlock Content Opportunity

Loxias utilizes exclusive AI methodology and skilled data analysts to assist brands and companies in comprehending market trends and shifts in social media and public conversations, providing valuable business insights.

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In-deph analysis of a particular brand in the social media landscape

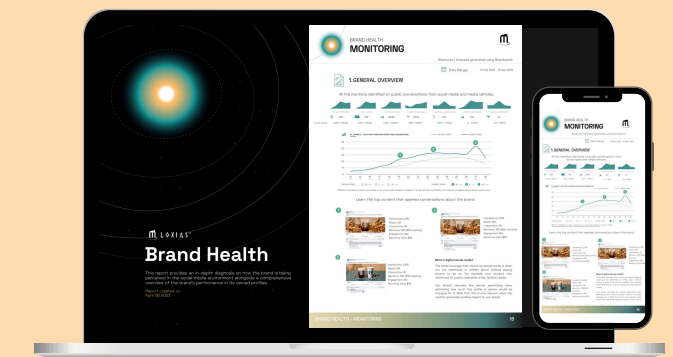
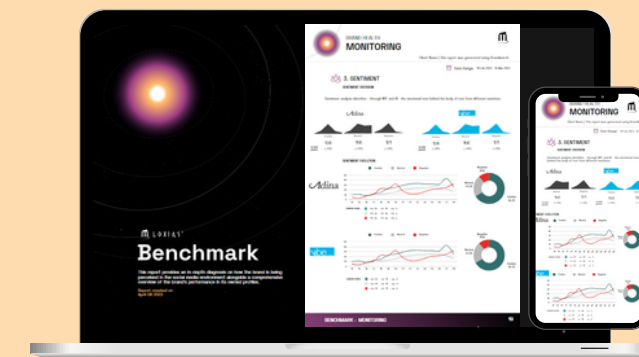
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Benchmark

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Brand Health

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- Ad hoc Reports on specific matters of interest
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Thank
you_

