



In Super Bowl Ad, Tiffany Haddish Tells Us Why It Feels So Good to Use Groupon Every Single Day

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"Girls Trip" star and Groupon super user explains how everyone (well, almost everyone) benefits from saving money and helping local businesses in their neighborhood

CHICAGO--(BUSINESS WIRE)--Jan. 25, 2018-- As someone who ranks in the top one percent of most frequent Groupon (NASDAQ: GRPN) purchasers, new company [spokesperson](#) and "Girls Trip" star Tiffany Haddish (@TiffanyHaddish) definitely knows a thing or two about saving money and helping local businesses in her neighborhood. In Groupon's [new Super Bowl commercial](#) titled "Who Wouldn't," 2017's biggest breakout star is seen walking down a typical Main Street, asking the question: "what kind of person wouldn't want to support local businesses?" The ad positions Tiffany as the smart, savvy consumer who uses Groupon every day to save money and help local businesses in her neighborhood—and feels good about doing so—against the soulless rich guy who fails to understand the value of supporting a family-run local business.

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As someone who ranks in the top one percent of most frequent Groupon purchasers, new company spokesperson and "Girls Trip" star Tiffany Haddish definitely knows a thing or two about saving money and helping local businesses in her neighborhood. (Photo: Business Wire)

"We have a very funny concept that combines Tiffany's trademark sense of humor along with her authentic enthusiasm for Groupon," said Groupon's Chief Marketing Officer Vinayak Hegde. "She was a natural at conveying our passion for building amazing communities through successful small businesses, and she's a great fit for the big stage that is the Super Bowl."

Haddish first popped up on Groupon's radar during an appearance on *Jimmy Kimmel Live*. During the segment, which can be found on the show's official [YouTube channel](#), she hilariously describes how she took a certain Hollywood A-list couple on a Groupon for a swamp tour experience while filming the movie "Girls Trip" in Louisiana.

"Who Wouldn't" will air on Feb. 4 during the fourth quarter of the Super Bowl. [O'Keefe Reinhard & Paul](#) handled the creative for the 30-second spot and supporting social and video campaign content, and [Blackwood Seven](#) is handling the media buy.

Groupon began introducing Tiffany earlier this month with an ad titled "Celebrity." [In the spot](#), Haddish addresses why her new-found status hasn't diminished her desire to use Groupon. Groupon and Tiffany will continue to partner together on a campaign that will run beyond the Super Bowl, including a spot for Valentine's Day.

Groupon and Tiffany are getting you big game-ready with a collection of deals on all the stuff you need to throw an amazing game watch party, top things to do in your neighborhood, relaxing salon and spa packages and mouth-watering restaurant deals. In addition, Tiffany has picked out some of her favorite Groupon categories to share with users. To view the full collection, please visit <https://www.groupon.com/occasion/tiffany-haddish>.

In nearly 10 years, Groupon has saved consumers more than \$27 billion and pumped more than \$18 billion into local communities. Building great communities is one of Groupon's five core values, and the company is committed to continuing to promote initiatives that help foster economic development and growth of small businesses. For more information about Groupon's community-building initiatives, please visit <https://community.groupon.com>.

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About Tiffany Haddish

Tiffany Haddish is quickly establishing herself as one of the most sought-after comedic talents in television and film. Haddish was recently seen starring in Universal's *Girls Trip* alongside Jada Pinkett Smith, Queen Latifah and Regina Hall. *Girls Trip* had the highest opening for an R rated comedy in the past two years and VanityFair.com called Haddish "the funniest woman alive." She will next be seen starring alongside Tracy Morgan in the new TBS show, *The Last O.G.* and recently wrapped production alongside Kevin Hart for Universal's *Night School*. She most recently released her memoir "The Last Black Unicorn," which made the New York Times best-seller list. Additionally, Haddish is breaking barriers and became the first black female stand-up comedian to host *Saturday Night Live*, which she did this November, coming off the success of 2017 and *Girls Trip*. Upcoming projects she is currently developing include *Limited Partners* for Paramount which she will executive produce and star in and *The Temp* for Universal which she will star and serve as executive producer on as well.

About Groupon

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

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