

Liquid Death sells drinks on Meta with *jokes, flavors and creators*, and sends shoppers to Amazon

Liquid Death has 276 ads live on Meta; we read the 200 Meta lists first. The ones Meta shows most are drinks, not merch: a creator's photo on a ski hill, a joke about cooling AI with pee, and a sugar chart against soda. Of the 77 fully read creatives, 3 carry a deal, and most creatives send shoppers to Amazon.

THE SHORT VERSION

Meta shows Liquid Death's *drink* ads most; the merch never reaches the top 20

276

ads live on Meta in the US

Ad Library, 26 Oct 2026

0%

of Meta's top 20 sell merch, though merch is 27% of creatives

117 creatives read

56%

of creatives send shoppers to Amazon

27% to liquiddeath.com

133

median days running for Meta's top 20

61 days for all creatives

01 The drinks get the reach; the merch doesn't

32 of 117 creatives sell skull glasses, horror hats and doormats, yet none is in Meta's top 20. The top three sell lime sparkling water on a ski hill **#1**, the energy drink **#2** and soda-flavored water **#3**.

02 Creators carry it

38% of creatives run with a partner, rising to 45% of the top 20: mostly creators, plus two brands, Feastables **#25** and Garage Beer **#31**. Parents are the most common creators: a mom's "smoke break" written on screen **#7**, a family trip to Vegas **#12**, a mom's school-pickup "second shift" **#88**.

03 Winners stay up for months

Meta's top 20 have run a median 133 days against 61 for the 117 creatives we read; 10 of them have run three to six months. Of those 117, 5 launched in the last 14 days.

THE ADS META SHOWS MOST

Meta's top three: *a creator's photo*, a comedy video and a sugar chart



Image · running 179 days · with sergutiov

Out in the mountains

“@liquiddeath Snoqualmie Mountain”

A creator's photo of a Severed Lime sparkling water can on a ski hill, tagged @liquiddeath. It is Meta's #1 and has run since April.



Video · running 69 days

Absurd jokes and dark humor

“AI data centers waste millions of gallons of water.”

A 30-second comedy video: drink the energy drink, then donate your pee to cool AI servers. The product appears late; the joke does the work.



Flexible · running 179 days

A healthier swap for soda

“LIQUID DEATH vs TOP SODAS*”

The plainest ad in the set: Liquid Death against top sodas on sugar, calories, caffeine and coloring. Meta runs this chart as 6 ads.

META'S NEXT SIX

The next six: *a candy collab*, vampires, and parents who need a break



Flexible • 136 days

Out in the mountains

“DEADLY MOUNTAINS.
DELICIOUS WATER.”



Flexible • 19 days

Candy and dessert flavors

“YOU WON'T BELIEVE
IT'S NOT CANDY.”



Flexible • 19 days

Absurd jokes and dark humor

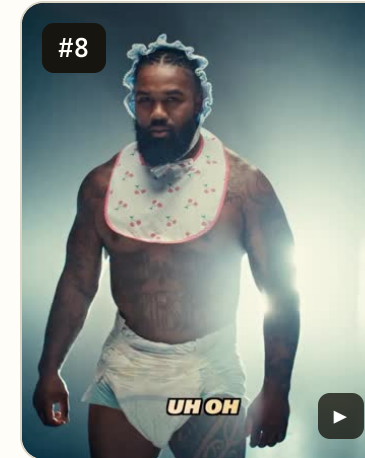
“EASY-DRINKING
ENERGY FOR PEOPLE-
DRINKING VAMPIRES.”



Video • 52 days

Energy for parents and workouts

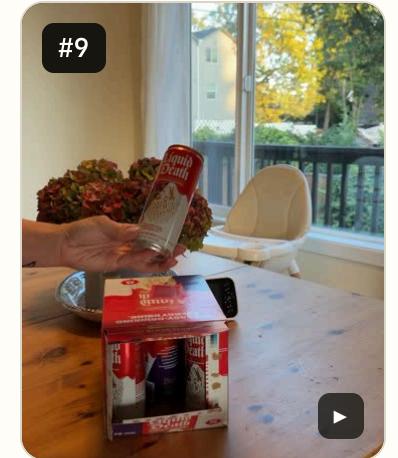
On screen: “ME TAKING
MY “SMOKE BREAK”
AFTER 3 HOURS AT THE
PARK”



Video • 133 days

Energy for parents and workouts

On screen: “Uh oh. Poopies
in my pants.”



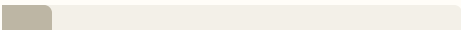
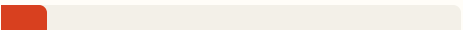
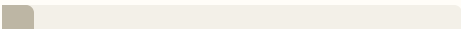
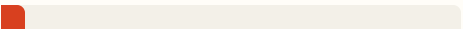
Video • 40 days

An energy drink that goes down easy

“Okay babe, this is my
formal apology for judging
you for drinking so...”

WHAT THE ADS SAY

Energy for parents and workouts and a healthier swap for soda *each make 25% of the top 20*; no merch ranks

ANGLE	SHARE OF ALL 117 CREATIVES	SHARE OF META'S TOP 20	BEST EXAMPLES
Energy for parents and workouts Energy drinks pitched as fuel for parenting chaos, workouts and long days.		18% 	25% #7 #8 #12 21 creatives · best #7
A healthier swap for soda Soda and sweet-tea flavors without the sugar, calories or artificial sweeteners.		14% 	25% #3 #10 #15 16 creatives · best #3
Absurd jokes and dark humor Vampire sketches, mock causes and stunts: the joke first, the drink second.		11% 	15% #2 #6 #11 13 creatives · best #2
Candy and dessert flavors Pop-Tarts, cinnamon roll and candy flavors in low-sugar drinks, often with a famous partner.		11% 	10% #5 #17 #25 13 creatives · best #5
An energy drink that goes down easy New energy flavors sold as easy-drinking, with less sugar and caffeine than the usual energy drink.		9% 	10% #9 #19 #27 11 creatives · best #9
Out in the mountains Cans in the snow and the mountains: water and sparkling water sold on the outdoors.		3% 	10% #1 #4 #105 3 creatives · best #1
Creators find it in stores Creators show the drinks on their shelf, in their cart or on a store run.		7% 	5% #14 #45 #47 8 creatives · best #14
Heavy-metal merch Skull glasses, horror hats, doormats and bottles sold from liquiddeath.com.		27% 	0% #21 #24 #26 32 creatives · best #21

Angle = the reason the ad gives to stop and buy, read from each creative's words and pictures (video ads: the top 24 from the video itself, the other 40 from their poster). Each creative sits in one angle.

Liquid Death · Ad Library report

THE OFFERS

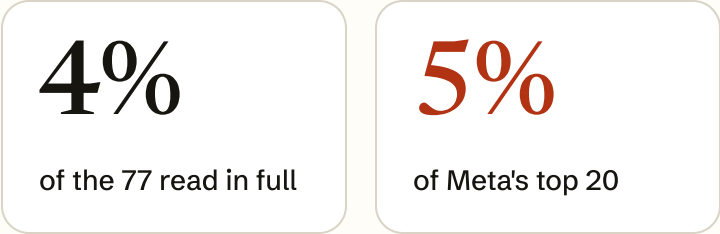
Liquid Death almost never runs a deal: *3 of the 77 fully read creatives* name a price or perk

The ads sell the flavor and the joke, then send people to a store that already has the price. Amazon gets 56% of creatives, liquiddeath.com 27% (all of it merch), Walmart, Target and 7-Eleven the rest.

EVERY DEAL, WORD FOR WORD, THE MOST-USED FIRST

THE DEAL AS WRITTEN	KIND	CREATIVES	BEST RANK
“Free shipping on all merch.”	Free shipping or returns	2	#33
“\$5.97”	A price shown	1	#14
“4 for 6 at Target”	Bundle	1	#38
“on sale”	Limited time	1	#98

CREATIVES CARRYING A DEAL

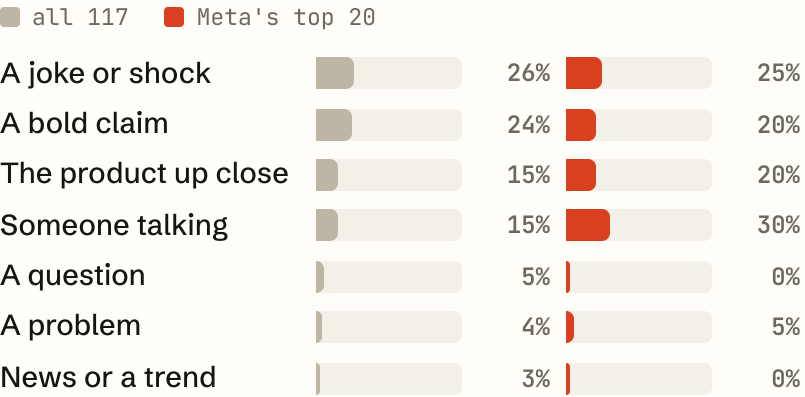


WHERE THE ADS SEND PEOPLE

amazon.com	56%
liquiddeath.com	27%
walmart.com	9%
target.com	7%
7now.com	1%

HOW THE ADS OPEN

The top ads open with *someone talking* twice as often as the rest

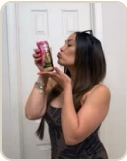


Someone talking opens 30% of the top 20 against 15% of all creatives: creators talking on camera #9 #10 #12 #14. Jokes open a quarter of both.

ADS THAT SHOW IT



“Okay babe, this is my formal apology for judging you for drinking so many energy drinks”
#9 · someone talking · Video



“We're currently in Vegas right now, and we're having a little mini vacay, spending some time with my family”
#12 · someone talking · Video



“AI data centers waste millions of gallons of water.”
#2 · problem · Video



On screen: “Uh oh. Poopies in my pants.”
#8 · joke or shock · Video



“All right guys, so we got some Liquid Death flavors today.”
#10 · someone talking · Video



“Calling all of my special beverage peeps! It is that time again that we need to restock”
#14 · someone talking · Video



On screen: “ME TAKING MY "SMOKE BREAK" AFTER 3 HOURS AT THE PARK”
#7 · joke or shock · Video



“EASY-DRINKING ENERGY FOR PEOPLE-DRINKING VAMPIRES.”
#6 · joke or shock · Flexible

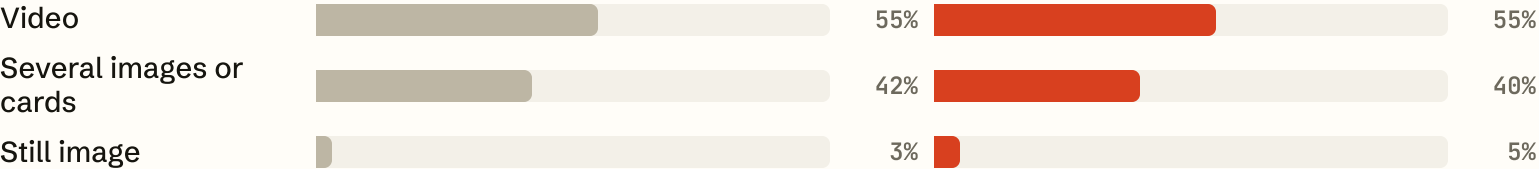
FORMATS AND FACES

55% of creatives are video; the top 20 lean on *creators and sketches*

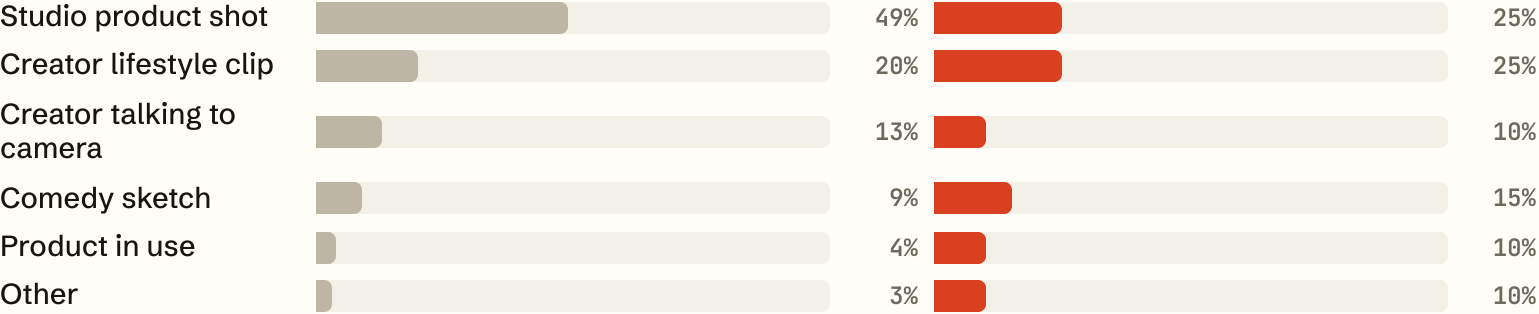
Studio product shots are 49% of the 117 creatives we read but 25% of the top 20, level with creator lifestyle clips at 25%; comedy sketches make 15% of the top 20. 29 creators and 2 brands, Feastables and Garage Beer, run ads with it.

all 117 Meta's top 20

WHAT THE CREATIVE IS



WHAT'S ON SCREEN



38%

run with a creator or partner

top 20: 45%

55%

are video

top 20: 55%

PARTNERS WITH THE MOST CREATIVES (OF 31)

fastingfitness_pro	4
Its Allie UGC	4
Napualani	3
Alexis Williams	2

WHERE THEY RUN

Instagram 100% · Facebook 52% · Threads 27% · Messenger 19% · Whatsapp 6%

HOW LONG ADS RUN

Liquid Death keeps its winners running: *the top 20 have run 133 days* at the median

New work lands in waves: 19 creatives started on 16 June, 10 on 30 April and 10 on 22 September. Of the 117 creatives we read, only 5 started in the last 14 days, and none of those is in the top 20 yet.

THE 117 CREATIVES WE READ BY HOW LONG THEY HAVE RUN

RUNNING FOR	CREATIVES	IN META'S TOP 20
Under a week	0	0
1 to 4 weeks	24	3
1 to 3 months	41	4
3 to 6 months	46	10
6 months or more	6	3

Median days running, the 117 creatives we read

Median days running, Meta's top 20

Launched in the last 14 days

61

133

5

THE LONGEST-RUNNING OF THE 117 CREATIVES WE READ



“Liquid Death has entered the energy drink game”

#13 · 180 days, since 2026-04-29 · Energy for parents and workouts



“Parenting is an EXTREME SPORT”

#16 · 180 days, since 2026-04-29 · Energy for parents and workouts



“LESS SUGAR.* HUGE FLAVOR.”

#20 · 180 days, since 2026-04-29 · A healthier swap for soda



“THE EASY-DRINKING ENERGY DRINK.”

#41 · 180 days, since 2026-04-29 · An energy drink that goes down easy

WHAT TO DO WITH THIS

Five things to take from Liquid Death's ads

LESSON 1

Lead with the joke, then the can

The top comedy ads open on the joke, not the taste: pee for AI servers #2, a mom's "smoke break" #7, grown men in diapers #8.



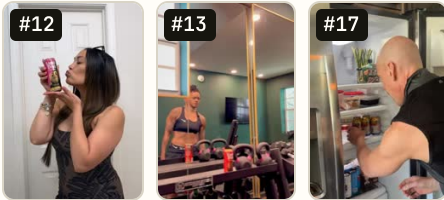
Because: jokes open 25% of the top 20, and three of the top eight are sketches.

These are patterns in what Liquid Death keeps live and what Meta shows most. Spend and sales are private, so treat each as a test to run, not a sure thing.

LESSON 2

Put creators' names on the ads

Partnership ads let a parent or fitness creator do the talking while the brand pays #12 #13 #17.



Because: 45% of the top 20 run with a partner, against 38% of all creatives.

LESSON 3

Keep a winner running

The sugar chart #3 and the ski photo #1 have run since spring and still lead. New work arrives in waves beside them, not instead of them.



Because: the top 20's median is 133 days, more than twice the 61 days for the 117 creatives we read.

LESSON 4

Send people where they already shop

Most creatives link to Amazon, with creators filming store runs at Walmart #14 and Target #106.



Because: 56% of creatives link to Amazon; 27% link to liquiddeath.com.

IF YOU COMPETE

A clear deal would stand out here

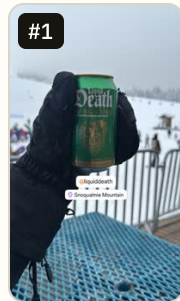
Liquid Death rarely names a price; the one top-20 ad that does shows Walmart's shelf price #14. A rival with a plain offer would look different in the same feed.



Because: 3 of the 77 fully read creatives carry a deal, and one of its top 20 #14.

META'S TOP 24

Meta's top 24 Liquid Death creatives, in order



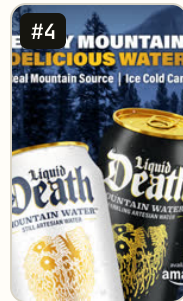
#1
Out in the m...
Image · 179d



#2
Absurd jokes...
Video · 69d



#3
A healthier ...
Flexible · 1...



#4
Out in the m...
Flexible · 1...



#5
Candy and de...
Flexible · 1...



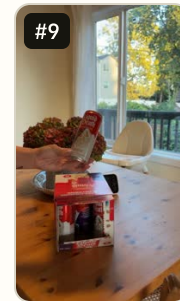
#6
Absurd jokes...
Flexible · 1...



#7
Energy for p...
Video · 52d



#8
Energy for p...
Video · 133d



#9
An energy dr...
Video · 40d



#10
A healthier ...
Video · 179d



#11
Absurd jokes...
Flexible · 6...



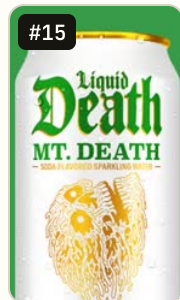
#12
Energy for p...
Video · 133d



#13
Energy for p...
Video · 180d



#14
Creators fin...
Video · 133d



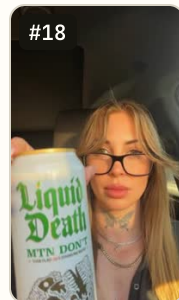
#15
A healthier ...
Carousel · 1...



#16
Energy for p...
Flexible · 1...



#17
Candy and de...
Video · 132d



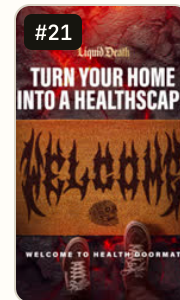
#18
A healthier ...
Video · 133d



#19
An energy dr...
Flexible vid...



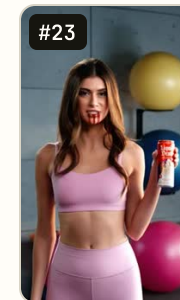
#20
A healthier ...
Flexible · 1...



#21
Heavy-metal ...
Flexible · 6...



#22
A healthier ...
Video · 40d



#23
Absurd jokes...
Video · 27d



#24
Heavy-metal ...
Flexible · 9...

HOW WE MEASURED

Where the ads came from, what Meta's order means, and how to read it

The page. Liquid Death (Meta page 2012750189007245). We found it by searching the Ad Library for the site: 58 of the 91 ads this page showed in that search link to it.

The ads. Every ad Meta's Ad Library showed as live for this page on 2026-10-26, shown in the US: the top 200 of 276 in Meta's order, because the order puts the ads Meta shows most first. Near-identical copies (same words, same picture) count as one creative: 200 ads made 117 creatives.

Meta's order. The Ad Library sorted by impressions, highest first. Meta does not publish impression counts for these ads, so #1 means "listed first", not a number of views. The order mixes how long an ad has run with how hard it is pushed.

Reading the ads. Each creative was read from its picture, its words and, for the top 24 video ads, the video itself: the angle, the deal word for word, the opening line word for word, what is on screen, and who is in it.

What we can't see. Spend, clicks, sales and audiences are private to the advertiser. Where an ad runs long or ranks high, that is a sign it is worth paying for, not proof it sells.

The evidence. Every #number links to the ad in Meta's Ad Library. Meta keeps these pages up while the ad is live and for some time after.