



30 Second Theology

February 8th, 2026

Icebreaker

- What's your favorite part of Super Bowl weekend—the game, the food, the commercials, or the time with people?
 - Is there a commercial you still remember years later? What made it stick with you?
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COMMERCIAL REFLECTIONS

Nike – *Never Too Far Down* -

Watch Commercial - <https://www.youtube.com/watch?v=j7lRn3u7CmM>

Theme: Hope & Comebacks

“No matter how far down we may be, we are never too far down to come back.”

Read Micah 7:8

“Though I have fallen, I will rise. Though I sit in darkness, the LORD will be my light.”

1. Where do you currently feel “down” in life—emotionally, spiritually, relationally, or otherwise?
2. Why do you think it's easier to believe failure is final rather than temporary?
3. How does faith allow us to acknowledge the fall *without* letting it define us?
4. What would it look like for you to trust God with a comeback in this area?

Read Romans 8:11

- How does knowing that the same power that raised Jesus lives in you change how you view your future
 - What's one area where you need renewed hope rather than a new plan?
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Cheerios – Love -

Watch Commercial - <https://www.youtube.com/watch?v=BPzGJtxnZX0>

Theme: Love Expands, Not Competes

Read Romans 5:5

“God’s love has been poured out into our hearts...”

1. What stood out to you about the simplicity of this commercial?
2. Why do you think we often treat love like a limited resource?
3. How does the image of an “expanding table” reshape how we think about community and family?

Read John 13:34

- Where might God be asking you to “scoot over” and make room—emotionally, relationally, or practically?
 - Is there someone God may be inviting you to include, forgive, or welcome?
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Coca-Cola – Cyberbullying

Watch Commercial - <https://www.youtube.com/watch?v=XwRwuQmS45U>

Theme: Words That Transform

Read 1 John 4:7–8

“Whoever loves has been born of God...because God is love.”

1. Why do words—especially online—carry so much power?
2. Have you ever been impacted deeply (positively or negatively) by someone’s words?

3. What does it mean to be a conduit of love rather than an echo of culture?

Read Romans 12:21

- How can love practically “rewrite” conversations in your everyday life?
 - Before posting, commenting, or responding, what questions should followers of Jesus ask themselves?
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DocMorris – Preparation

Watch Commercial: - <https://www.youtube.com/watch?v=Fz1q8NWbExc>

Theme: Faithfulness & Discipline

Read Hebrews 12:11

“No discipline seems pleasant at the time...”

1. What disciplines in your life currently feel unseen or misunderstood?
2. Why is it difficult to stay faithful when the purpose isn’t immediately clear?
3. Who might you be preparing for without even realizing it?

Read Galatians 6:9

- What keeps people from staying faithful long-term?
 - How does this commercial reframe discipline as an act of love rather than obligation?
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KEY IDEA

God is never finished with your story.

Love always makes room.

Words have the power to heal or harm.

Faithfulness prepares us for moments that truly matter.

PRAYER

Father, thank You for the ways You speak to us through everyday moments and stories. Renew our hope where we feel down, teach us to love without limits, transform our words, and help us stay faithful in the unseen places. Prepare us to live lives that reflect Your love and purpose. In Jesus' name, amen.

PRACTICE

- This week, pay attention to the messages you consume—commercials, posts, shows, conversations.
 - *Ask: What is this trying to shape in me?*
 - *Ask: How does the gospel affirm or challenge this message?*
- Identify **one action step**:
 - Extend hope to someone who feels “down”
 - Make room for someone new
 - Use words that heal instead of harm
 - Stay faithful in a discipline that prepares you for what matters most

Share your step with your group and follow up on how it goes.