



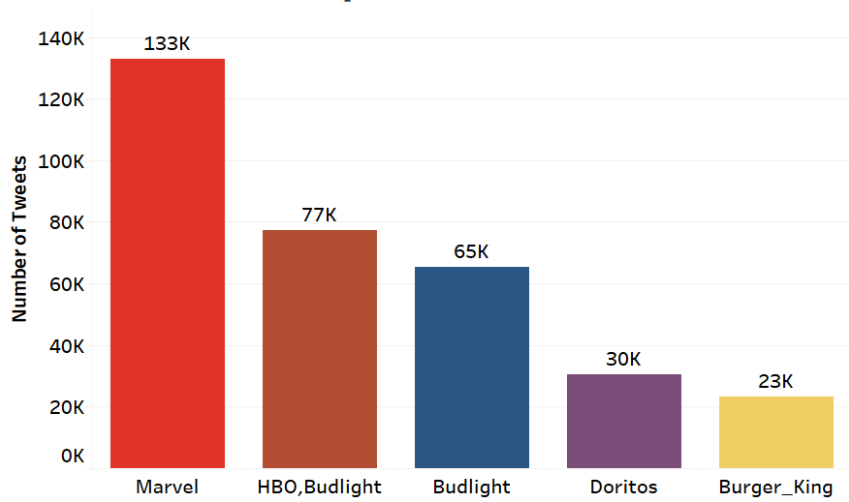
MARVEL AVENGERS, THE HOTTEST TOPIC THIS SUPERBOWL

CHILLIES

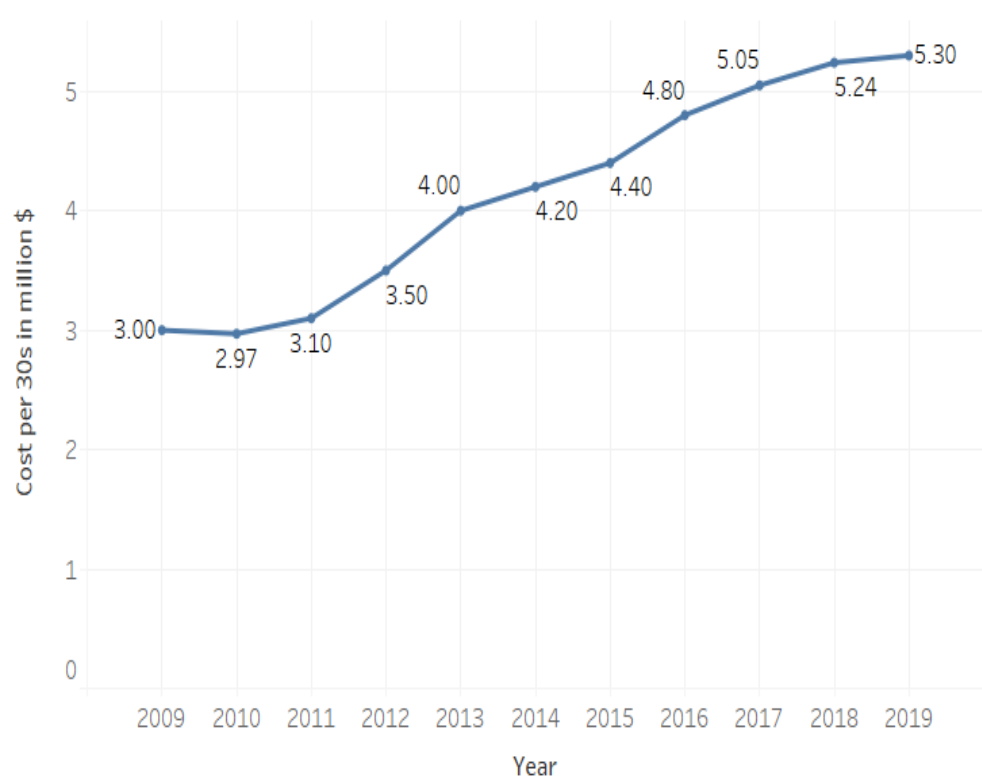
\$5.3m

Spent on Average to Air
SUPERBOWL Commercials
for 30s.

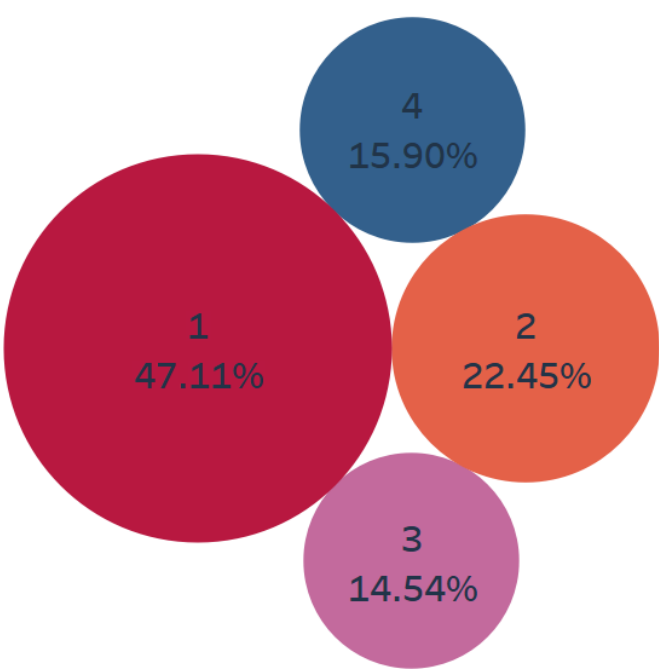
Total Number of Tweets per Brand



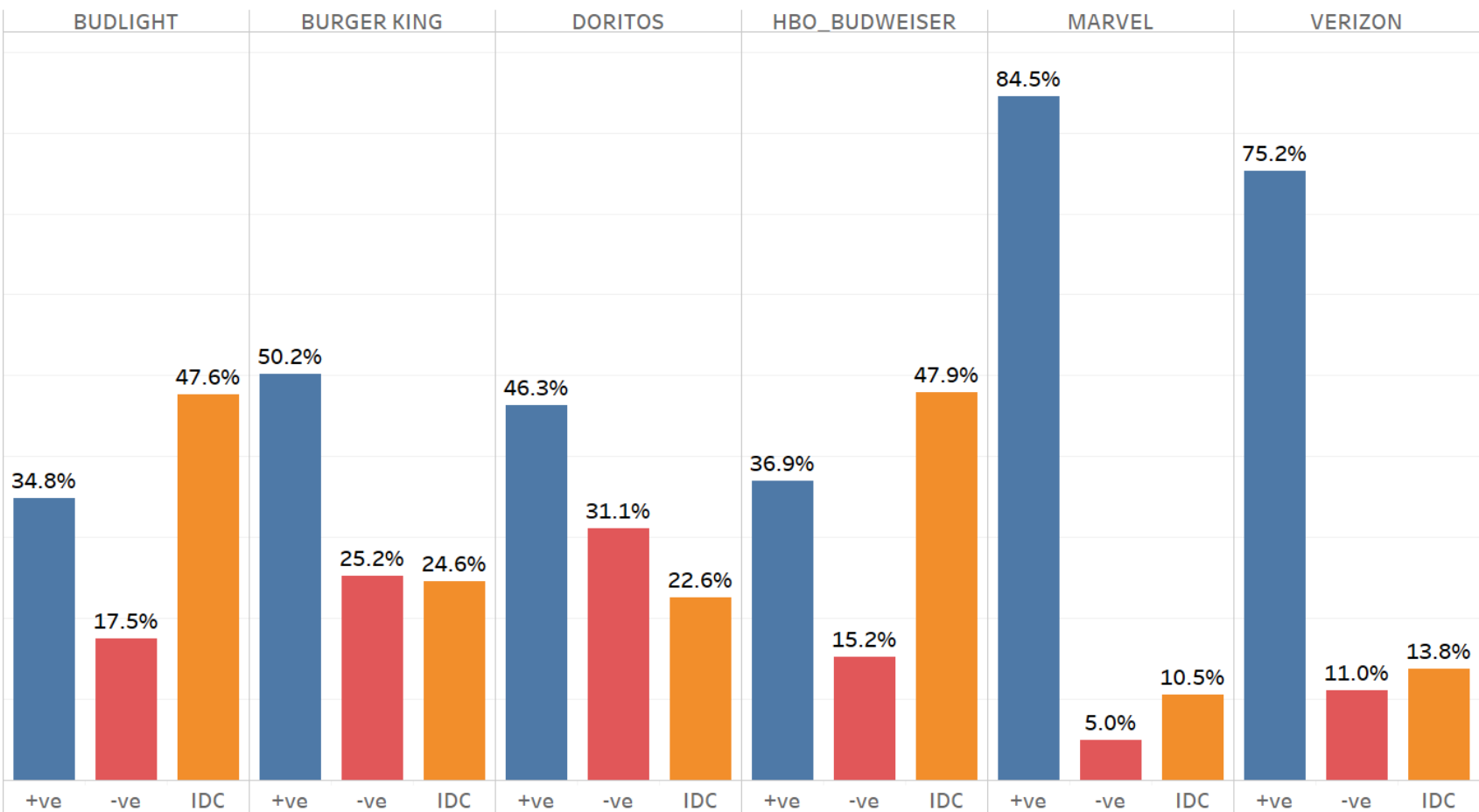
Year Vs Cost



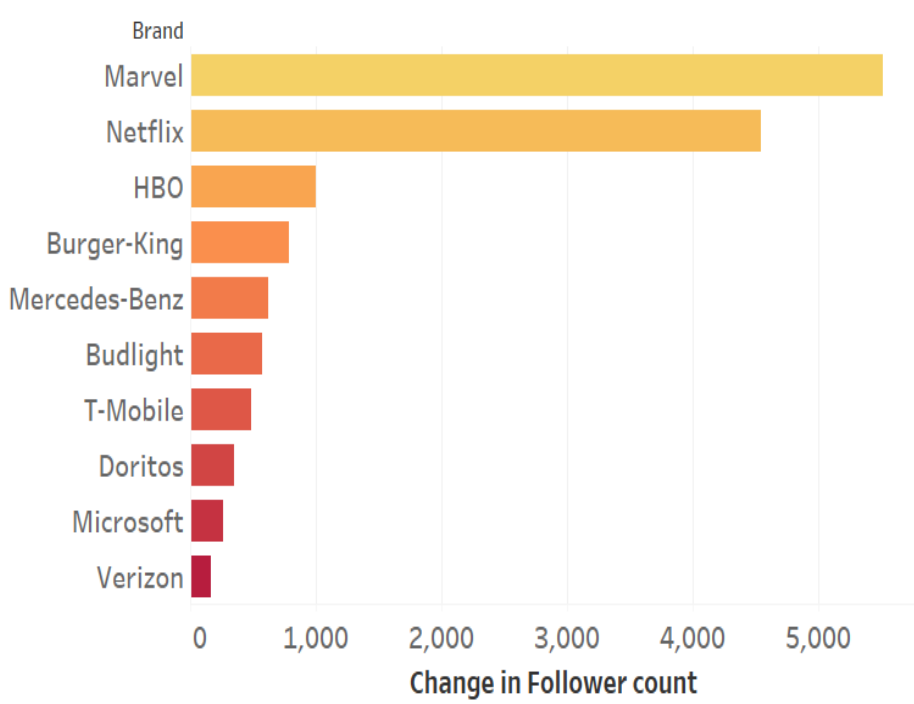
Effect of Quarters on the Number of Tweets



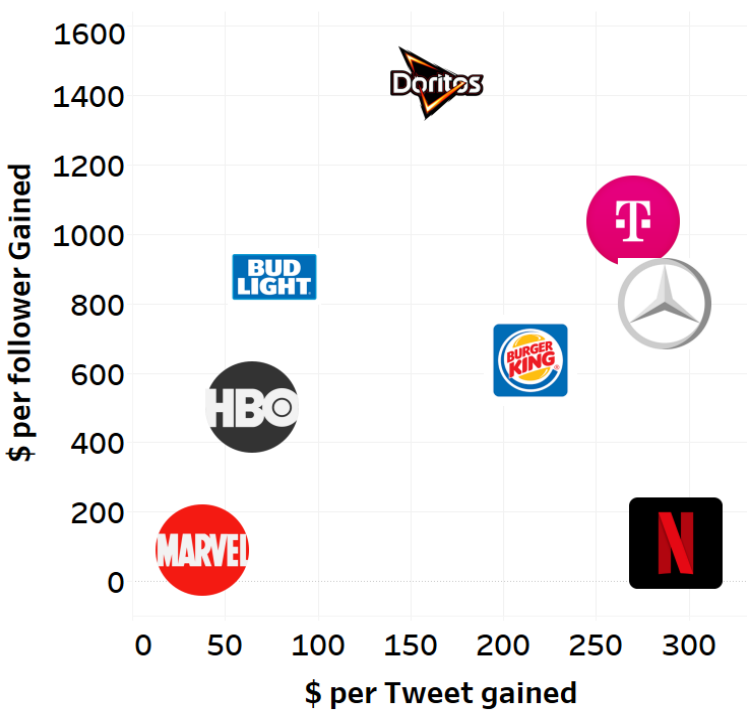
Sentiment Analysis



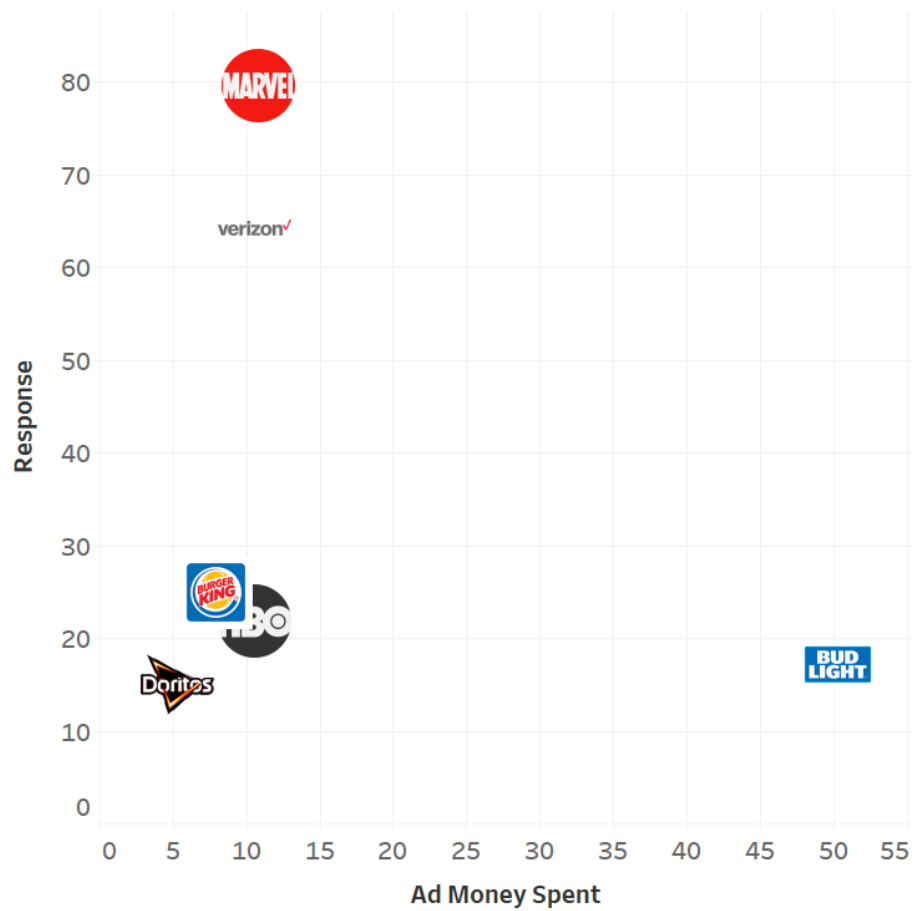
Effect of Ads on Follower counts



Investment in Followers and Tweets



Ad Spend Vs. Response



There were 59 commercials aired by 48 brands

The First Responders ad by Verizon made it one of the Top Performer this year.

2019 Game Day Ad Analytics Blitz

