

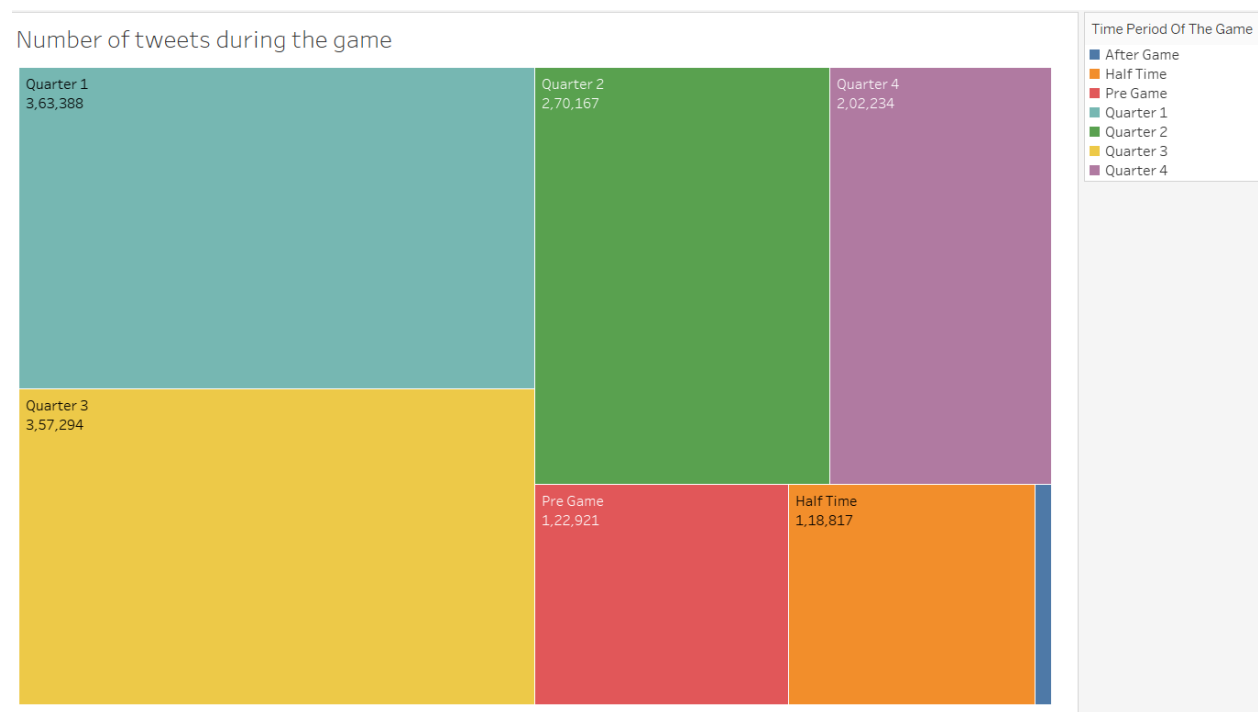
Introduction

Most of the people are watching Super Bowl. The commercials playing during match will reach the people most effectively. Through this whitepaper we are showcasing which commercial ad reaches out more.

For 30 second Ad it costs around \$7 million!!

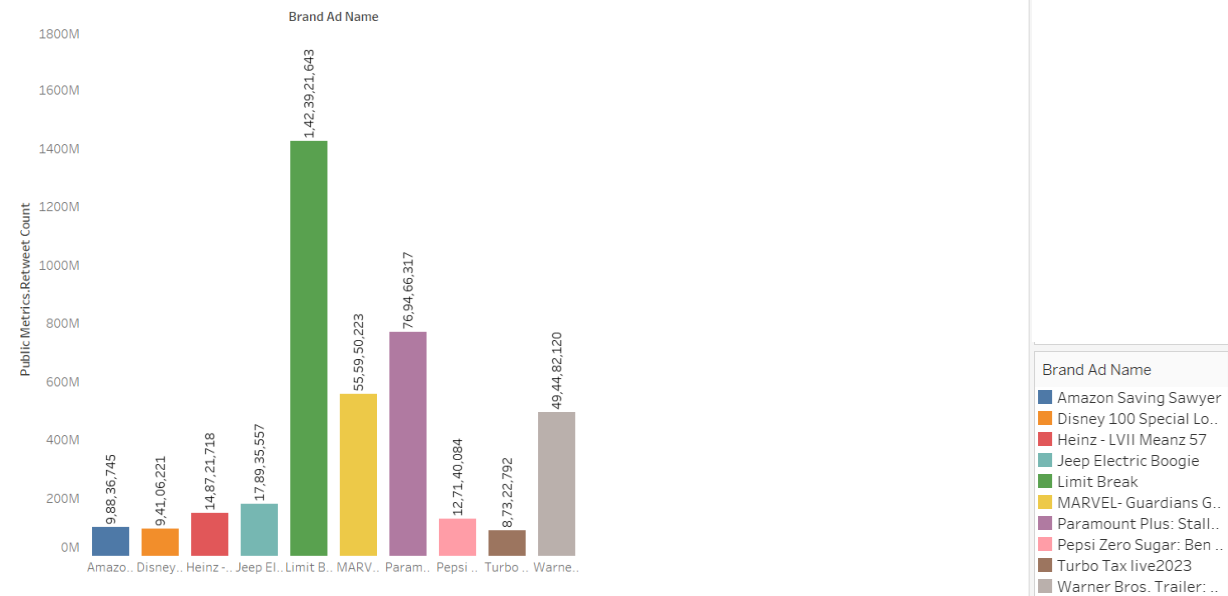
Super Bowl ads, are **high-profile television commercials** featured in the U.S. television broadcast of the Super Bowl, the championship game of the National Football League (NFL).

There were 57 ads which were aired during the Superbowl commercial. A whopping amount of \$700 million dollars have been spent on the entire commercials.



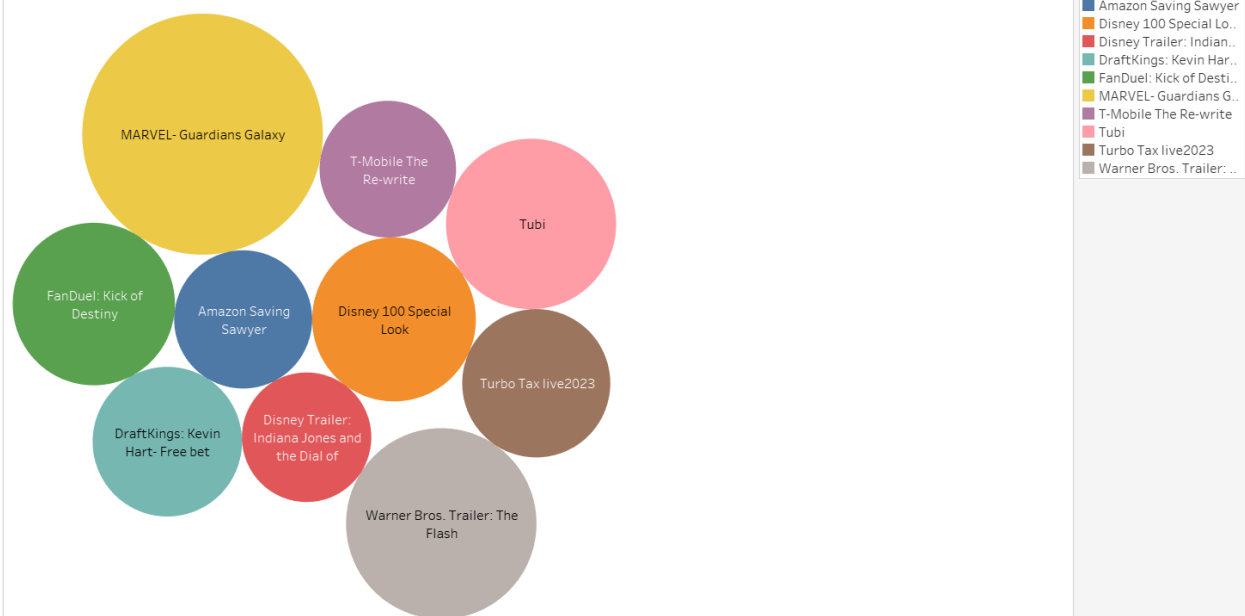
We can observe that Quarter 1 had a greater number of tweets that means a greater number of engagements in the viewers. Tubi has the highest number of tweets and retweets and we can view there is surge in the number of viewers.

Brand Ad Name and their Retweet counts during the game



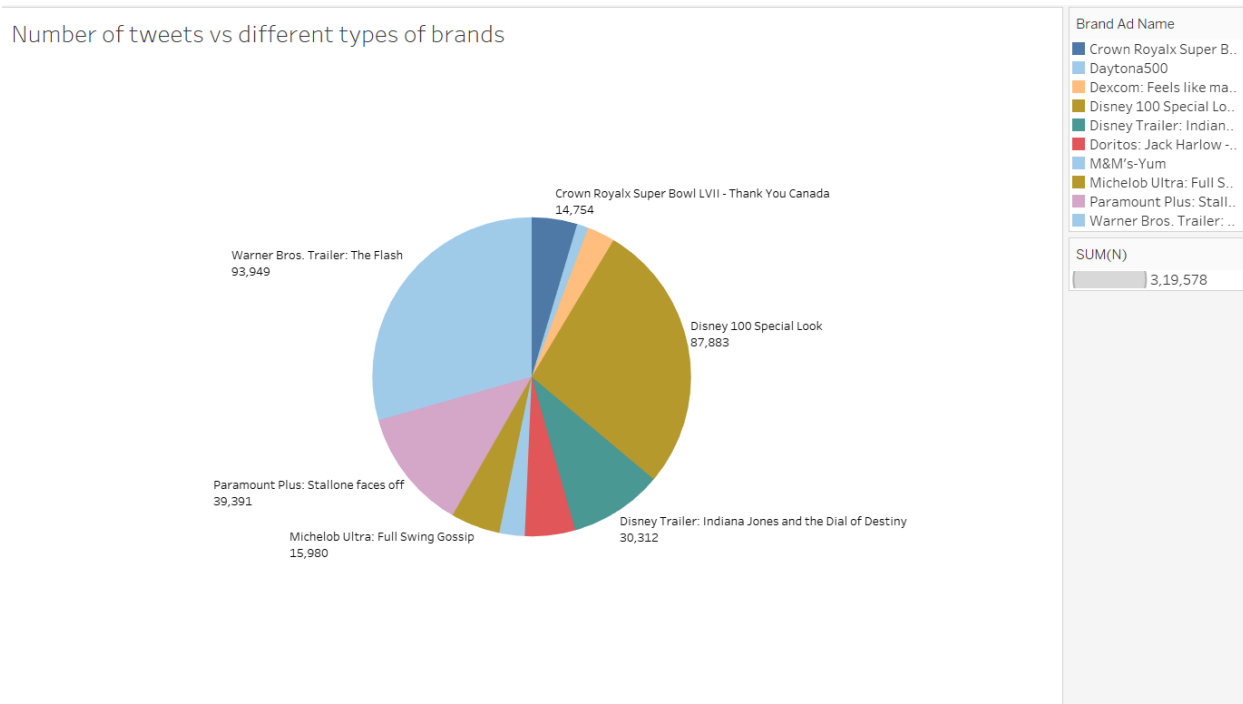
Limit Break advertisement had the highest number of retweets during the game. Limit Break is a blockchain company based game developer that is giving away 10,000 NFTs. This free token has built a lot of enthusiasm among the viewers. This proves that the giveaways should be implemented thoughtfully and strategically to ensure it resonates with the target audience and supports the overall messaging and branding of the company.

Brand Ad Name with the number of likes for their tweets



In the above packed bubbles, we can view that Marvel-Guardians of Galaxy tweets has the highest the number of likes from among the public and we can find out that it stood in top 10 for the most of retweets and spectacular crew.

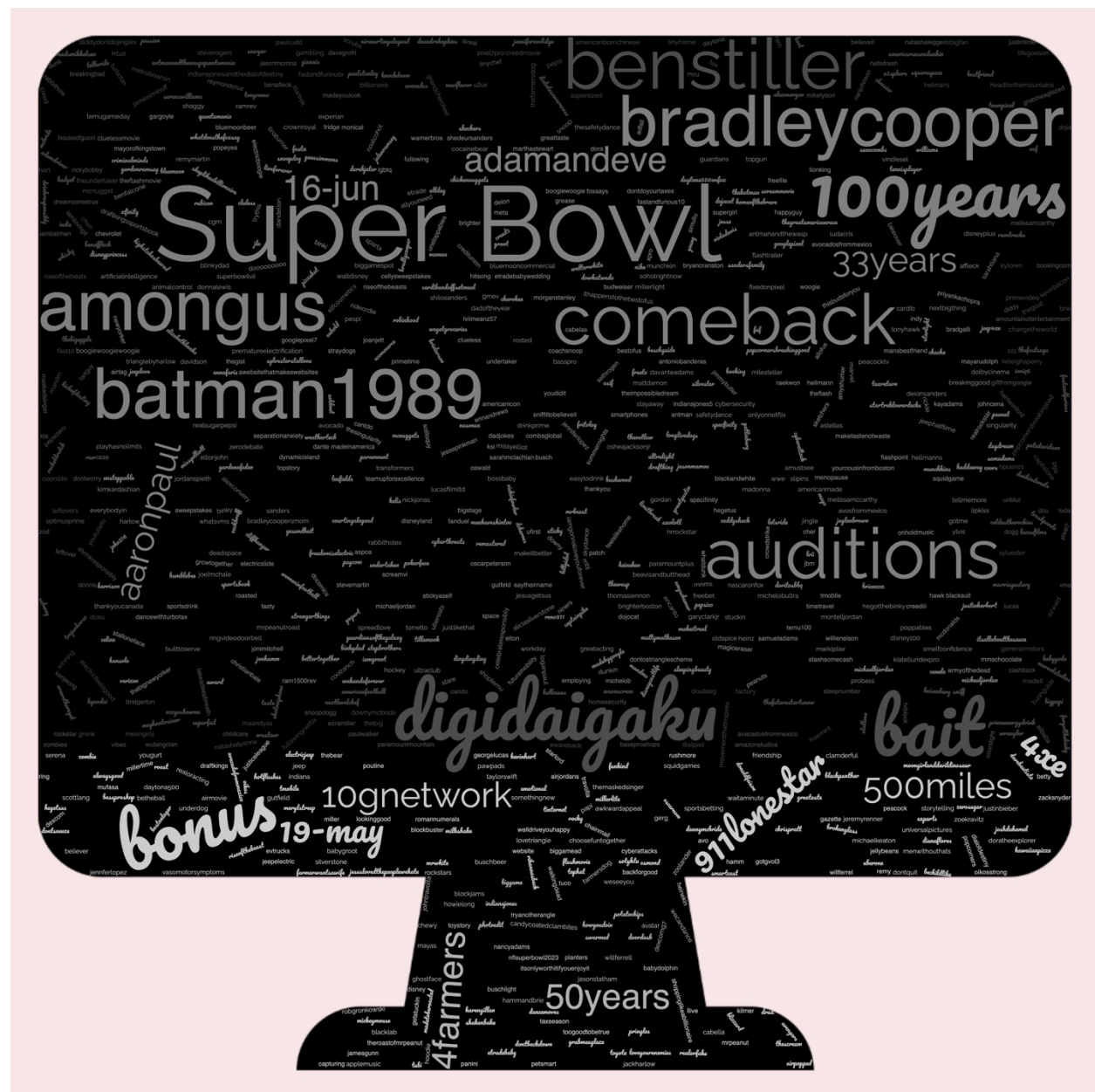
After performing Sentiment analysis, We can find that the Brand Tubi Ad name, Marvel Marvel-Guardians of Galaxy has the highest amount of positive response among the users and Tubi Ad has attracted many because it had viewers thinking whether they had by mistake sat on the remote and received a lot of traffic on twitter.



Warner Brothers Trailer: The Flash had the maximum number of tweets following up with Disney Trailer: 100 special look. They both have breathtaking visuals and amazing graphics which held the audience attention.

Word Cloud

In order to determine the words that were used more frequently, we examined the tweets. Using the results of this analysis, we created a word cloud that displays the words that appeared the most frequently throughout the entire corpus of tweets sent during the Super Bowl.



Key Findings

1. The number of likes during the game is directly linked to the number of retweets. The same is true for verified individuals.
2. Tubi's has one of the highest number of tweets with just 15 second commercial with the return of investment at one of the highest.
3. The limit Break advertisement had the highest number of retweets during the game. This proves that the giveaways are more rewarding in terms of engagement of viewers.
4. Disney, Marvel and Dc had the highest number of likes because of their eye-catching visuals and fantabulous crew.