

SUPER BOWL 2023 ANALYTICS

Whitepaper prepared by:

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Introduction:

The gameday analytics challenge was created by the director of Information Systems at the University of Utah; Dr. Chong Oh. The purpose of the gameday analytics challenge is for students to engage in a competition to analyze social media buzz around tweets related to the annual superbowl played in the USA. The gameday analytics challenge is supported by sponsors consisting of Alteryx, Layton Construction, Firetoss, Molio, OptConnect, Pepsi, and TA. The purpose of the competition is for students to engage in a real life scenario where they must get insights from an event that receives a lot of social media buzz.

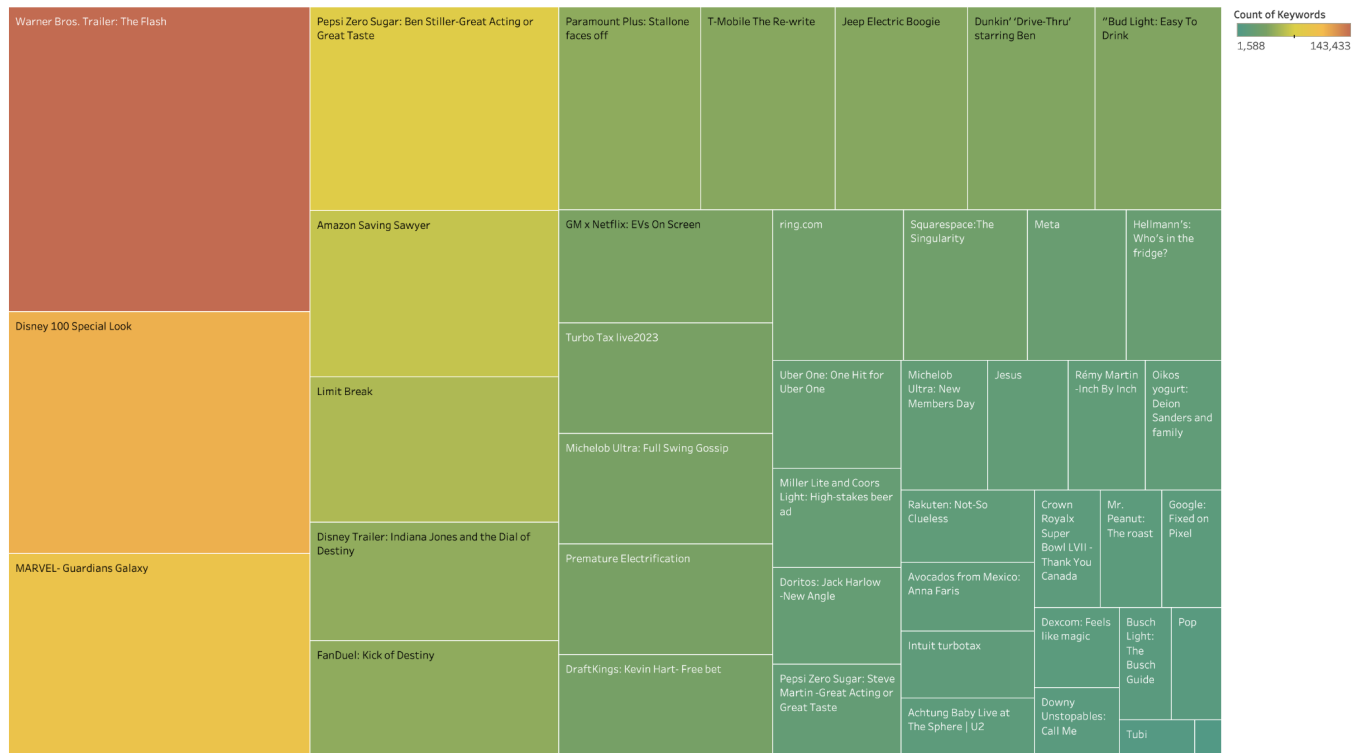
In this whitepaper we will deepdive into our key findings for the superbowl 2023 and the methods we used to reach the various key insights. 1

The cost per commercial increased to \$7 million making it the most expensive it has ever been. Over the past decade the cost has increased over 200%.

Ad insights:

A good way to measure engagement on your advertisement is if people are tweeting about it. If there is a tweet related to your ad this is usually a sign that someone actually watched the commercial. While viewership is also important, this metric usually doesn't allow to see if a commercial is causing people to talk about it or even that they watched it.

Heat map of ads with most engagement



Brand Ad Name. Color shows count of Keywords. Size shows count of Keywords. The marks are labeled by Brand Ad Name. The data is filtered on Time Period Of The Game and Keywords. The Time Period Of The Game filter keeps Quarter 1, Quarter 2, Quarter 3 and Quarter 4. The Keywords filter keeps 500 of 77,717 members. The view is filtered on Brand Ad Name, which keeps 50 of 87,943 members.

Figure 1.0

As always expected, the movie trailers tend to receive the most attention out of all the ads. Presented in the heat map are the top 50 commercial ads presented during the superbowl with the most tweets. Three of the top 10 commercials are movie trailers for two direct competitors.

brand_ad_name	
Warner Bros. Trailer: The Flash	144205
Disney 100 Special Look	115312
MARVEL- Guardians Galaxy	115118
Pepsi Zero Sugar: Ben Stiller-Great Acting or Great Taste	79030
Amazon Saving Sawyer	64384
Turbo Tax live2023	63129
Limit Break	56299
FanDuel: Kick of Destiny	54496
Paramount Plus: Stallone faces off	46984
Disney Trailer: Indiana Jones and the Dial of Destiny	46513
Tubi	45111
T-Mobile The Re-write	42294
Jeep Electric Boogie	41901
Dunkin' 'Drive-Thru' starring Ben	40414
Bud Light: Easy To Drink, Easy To Enjoy	39977
GM x Netflix: EVs On Screen	38667
Michelob Ultra: Full Swing Gossip	37624
Premature Electrification	36850
Heinz - LVII Meanz 57	36371
Pop Corners: Breaking Bad reunion	35547
DraftKings: Kevin Hart- Free bet	35037
ring.com	30649
Squarespace:The Singularity	29496
Crown Royalx Super Bowl LVII - Thank You Canada	27279
Pepsi Zero Sugar: Steve Martin -Great Acting or Great Taste	24390
H&R BLOCK	24089
Meta	22965
Hellmann's: Who's in the fridge?	22801
Uber One: One Hit for Uber One	22363
Doritos: Jack Harlow -New Angle	20652

Figure 1.1

Directly related to the heatmap (figure 1.0) in figure 1.1 are the total tweets each ad had.

Historically the advertisements have always received the most attention and engagement on twitter. Since twitter is a place you can openly express your feelings about something particular, for the most part, this allows people to openly talk about these commercials. Especially the movie trailers.

Sheet 4



Costs: worth it?

Ad Name	Total Tweets	Ad length (Seconds)	Total Cost	Cost per tweet
Warner Bros. Trailer: The Flash	144205	45	\$ 10,500,000.00	\$ 72.81
Disney 100 Special Look	115312	91	\$ 21,233,333.33	\$ 184.14
Marvel: Guardians of the galaxy	115118	120	\$ 28,000,000.00	\$ 243.23
Pepsi Zero Sugar: Ben Stiller	79030	30	\$ 7,000,000.00	\$ 88.57
Amazon Saving Sawyer	64384	90	\$ 21,000,000.00	\$ 326.17
Turbo Tax 2023	63129	46	\$ 10,733,333.33	\$ 170.02
Limit Break	56299	30	\$ 7,000,000.00	\$ 124.34
Fan Duel: Kick of Destiny	54496	30	\$ 7,000,000.00	\$ 128.45
Paramount Plus: Stallone faces off	46984	30	\$ 7,000,000.00	\$ 148.99
Disney Trailer: Indiana Jones	46513	30	\$ 7,000,000.00	\$ 150.50
Tubi	45111	30	\$ 7,000,000.00	\$ 155.17
T-mobile The Re-Write	42294	60	\$ 14,000,000.00	\$ 331.02
Jeep Electric Boogie	41901	60	\$ 14,000,000.00	\$ 334.12
Dunkin' "Drive Thru" starring Ben	40414	30	\$ 7,000,000.00	\$ 173.21
Bud Light: Easy to drink, Easy To Enjoy	39977	60	\$ 14,000,000.00	\$ 350.20

Figure 1.3

If we solely look at the cost of an ad to run during the superbowl, every 30 seconds is going to run you a whopping \$7,000,000. If you're running an ad during the superbowl there's a good chance that you can afford it plus some more. Well there's a good chance that money isn't an issue but maybe ROI is? If we correlate the cost of an ad and how much engagement it caused on twitter, these numbers might not be for you to look at because of how scary they look. The figures above are for the top 15 most tweeted ads on twitter. If I were to look at these numbers from a finance perspective, they do not look good.

Short term focus?

time_period_of_the_game	
Quarter 1	487021
Quarter 3	483780
Quarter 2	366712
Quarter 4	270243
Pre Game	167062
Half Time	131419
After Game	9756

Figure 1.4

At an event as big as the super bowl in the United States you would think that people would stay actively engaged throughout the game especially when the total time commercials spent watching is more than the game is actually played. Well, the numbers say otherwise. The first quarter was the most engaged and after the game was the least. People in the past have loved the halftime show and made that clear on twitter. However , this year twitter says other wise.