

MAVEN SUPER BOWL CHALLENGE

By: Rick J.

Number of Brands Who've
Advertised in the Superbowl

10

Total Length of Commercials
(In Minutes)

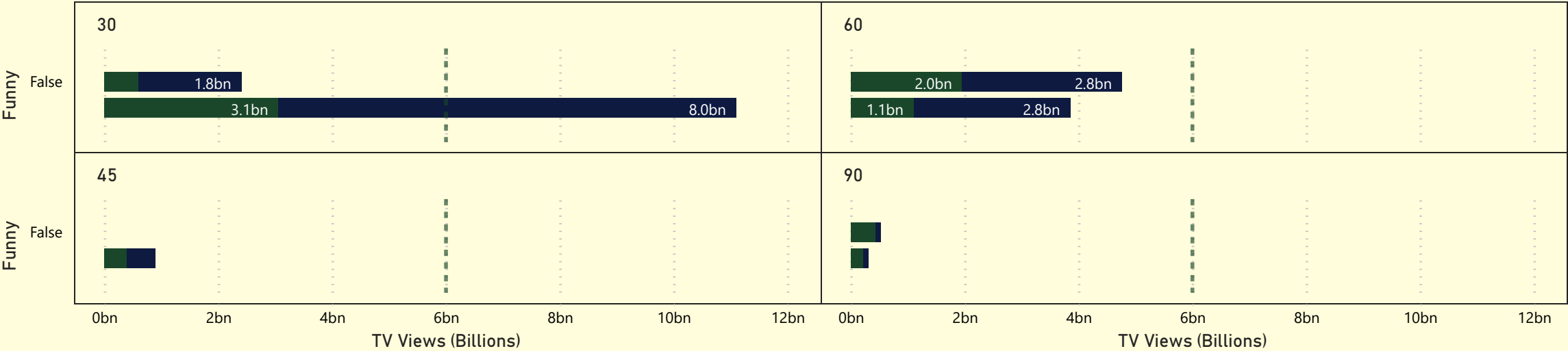
184

Combined Number of TV &
YouTube Views

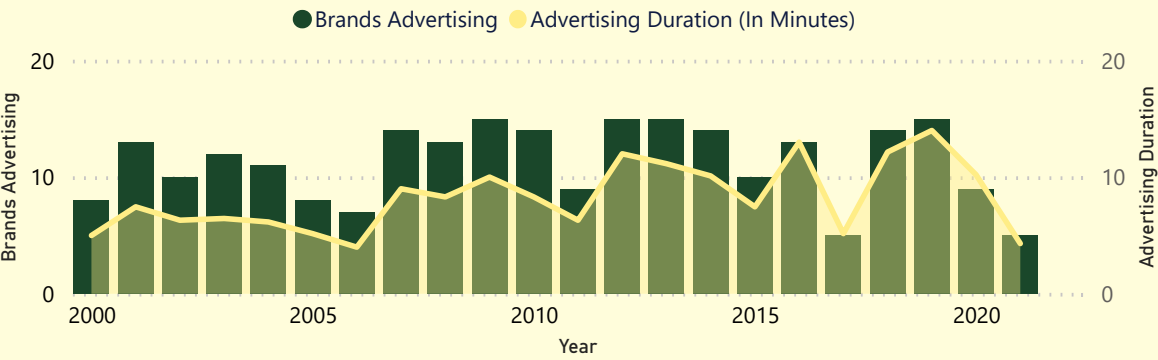
25bn

Gain Maximum Exposure by Displaying Your Product in a Funny Commercial Within 30 & 90 seconds.

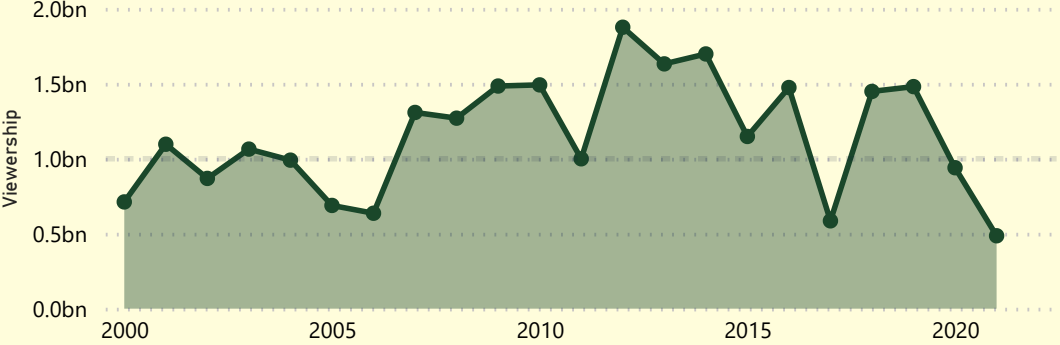
Shows Product Quickly ● False ● True



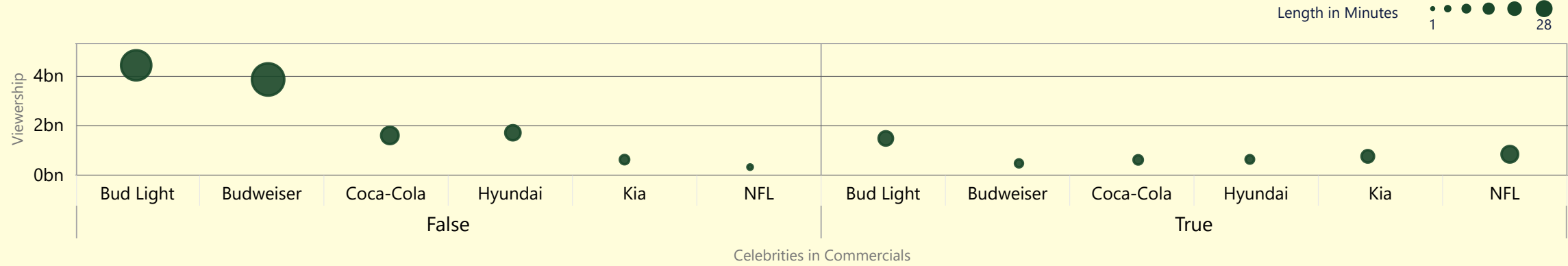
On Average, Each Brand Gets 44 Seconds of Air-Time



Most Years Generated Over 1 Billion Views



Do Celebrities Influence Commercial Views? Short Answer is No



Who Had The Most Exposure And What Where Their Characteristics?

When analyzing all commercials, Bud Light had seven with the same characteristics that yielded the most views. Their strategy is to display their product within thirty seconds during a thirty second commercial and they keep it simple. Bud Light focus on having comedy in the advertisement and nothing else.

The total duration of their ads equal three minutes and twenty seconds which generated 645 million views, and cost them \$16 million in advertising expenses. Bud Light's average views per year are 129 million with an average cost of \$40.00 per view.