

SUPER BOWL COMMERCIAL ANALYSIS

(2000-2021)

Year

All



SUPER BOWL



10

NO. BRANDS



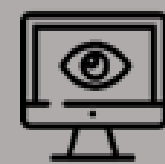
249

NO. OF ADDS



\$1.28K

ESTIMATED COST



25.02K

TV VIEWS



372M

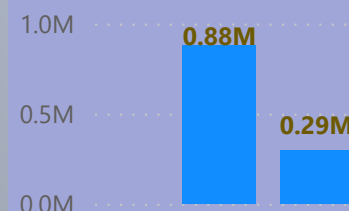
YOUTUBE VIEWS



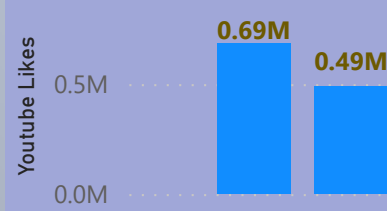
1.18M

YOUTUBE LIKES

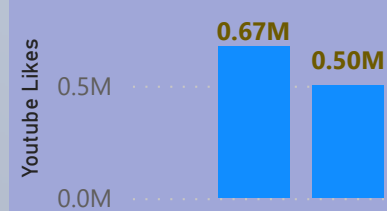
Youtube Likes by Animals content



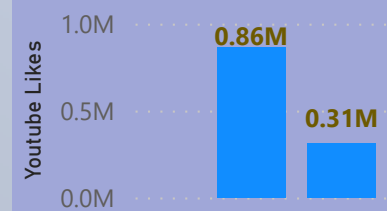
Youtube Likes by Celebrity content



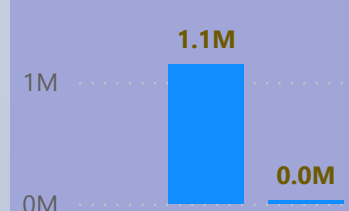
Youtube Likes by Danger content



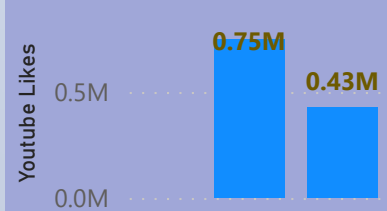
Youtube Likes by Patriotic content



Youtube Likes by 18+ content



Youtube Likes by Funny content



Kind Of Adds

Bud Light

21

Animals Adds

29

Danger Adds

3

Patriotic Adds

24

18+ content...

15

Celebrity Adds

59

Funny Adds

51

Quickly Produ...

Budweiser

24

Animals Adds

7

Danger Adds

16

Patriotic Adds

8

5

Celebrity Adds

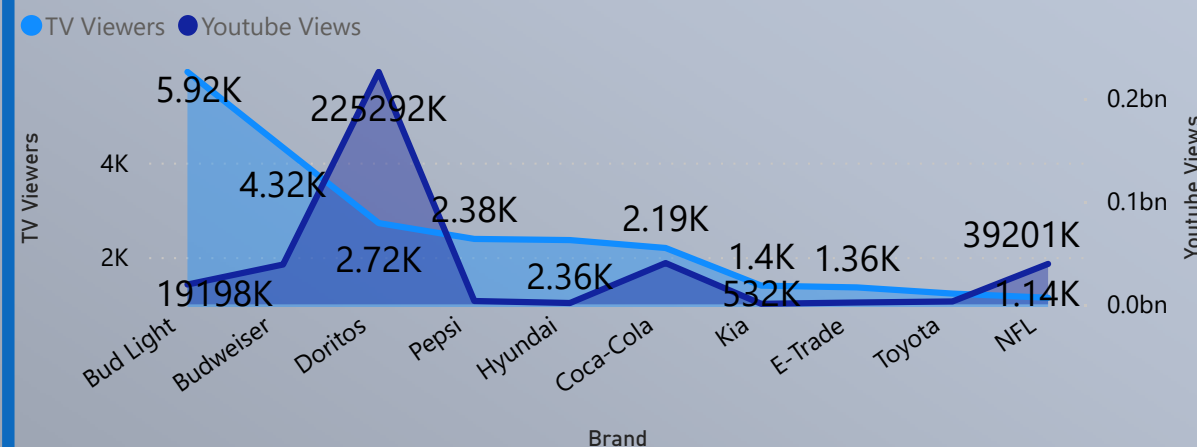
21

Funny Adds

27

Quickly Produ...

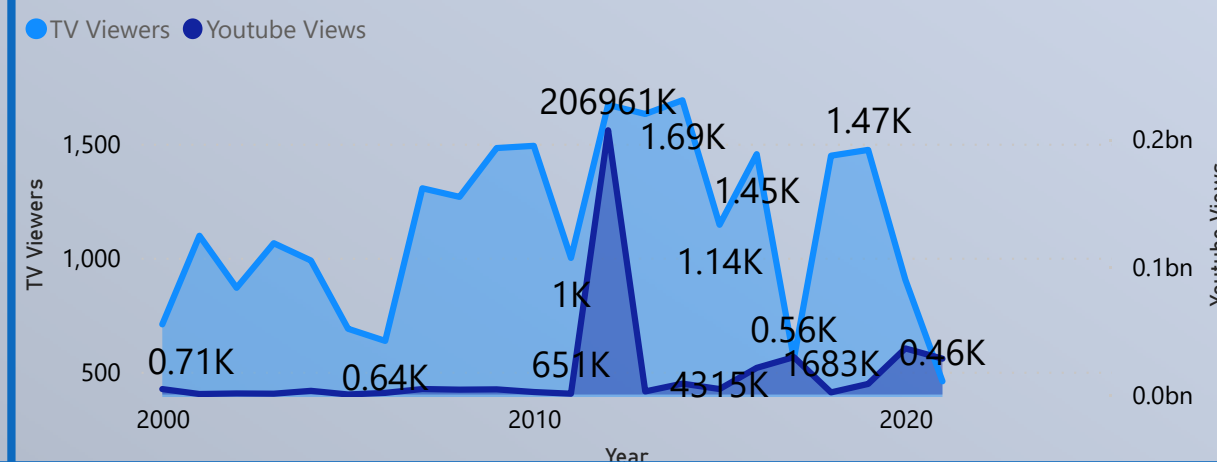
TV Views Vs Youtube Views by Brand



Estimated Cost by Year



TV Views Vs Youtube Views by Year



Key Details

Brand	Length	Estimated Cost	Youtube Likes	No. of adds
Bud Light	2190	\$224.96	1,07,769.00	62
Budweiser	1935	\$196.90	1,03,740.92	43
Coca-Cola	1140	\$129.66	3,09,093.00	21
Doritos	900	\$111.43	3,77,364.00	26
E-Trade	405	\$39.31	2,826.00	14
Hyundai	960	\$122.81	6,767.00	22
Total	11070	\$1,284.07	11,75,002.92	249