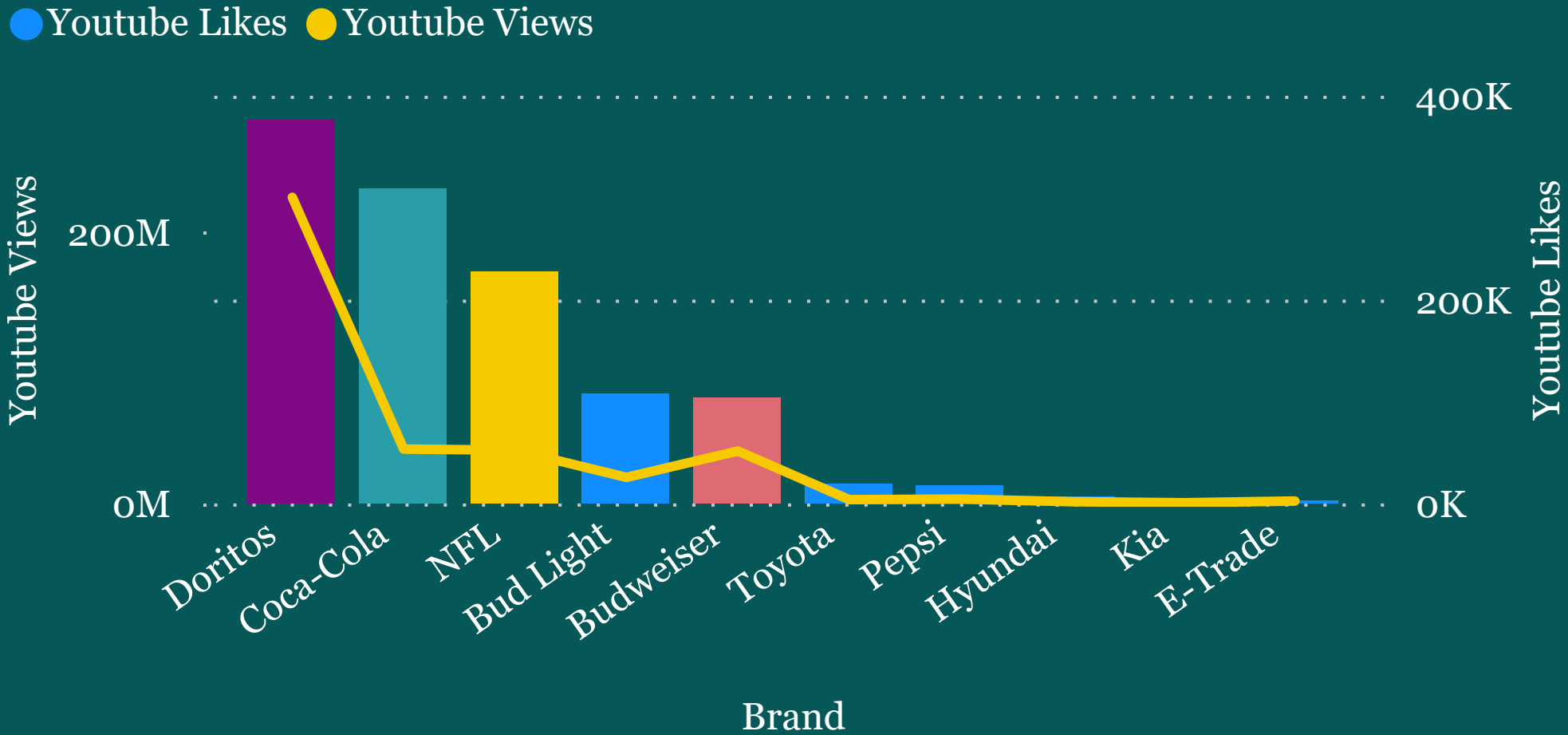


Year Slicer

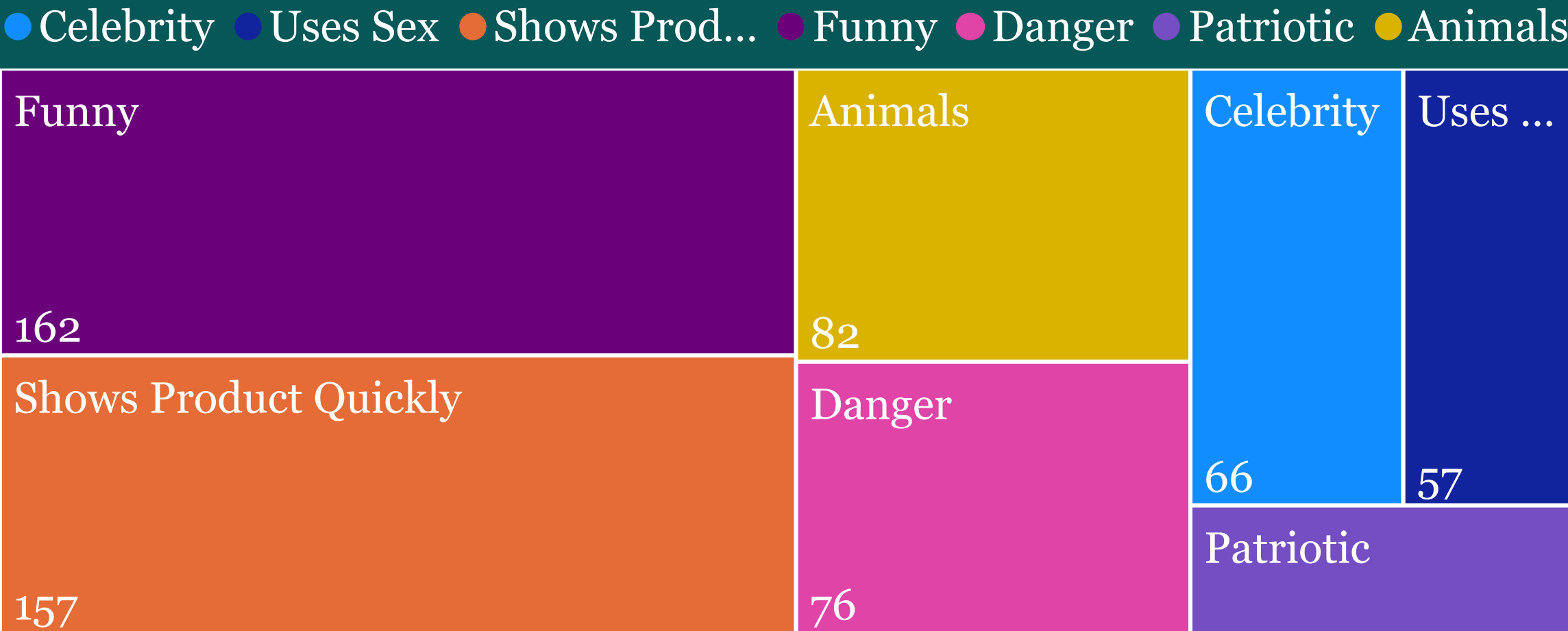
All

THE ANALYSIS AND VISUALIZATION OF SUPER-BOWL COMMERCIALS --BY OSHIMIRI HENRY

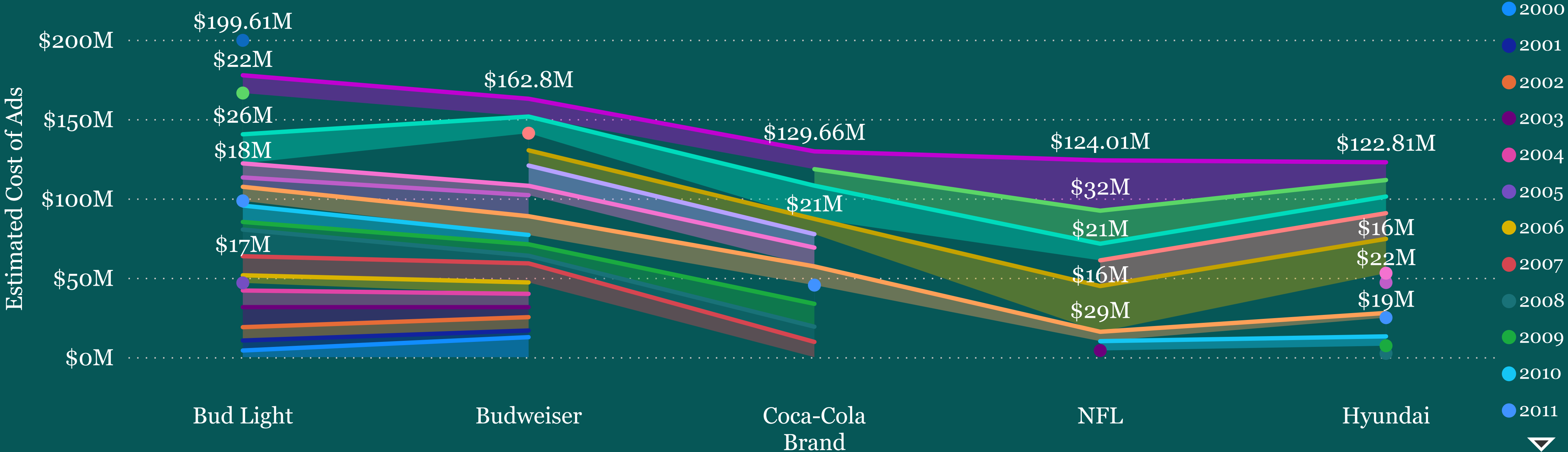
Youtube Likes and Youtube Views by Brand



The performance of different commercials in YouTube



Estimated Cost of Ads by Brand and Year (Top 5)



199.61M

Bud_Light Exp on ...

162.80M

Budweiser Exp on A...

129.66M

Coca-cola Exp on Ads

124.01M

NFL Exp on Ads

122.81M

Hyundai Exp on Ads

109.50M

Pepsi Exp on Ads

107.18M

Doritos Exp on Ads

39.31M

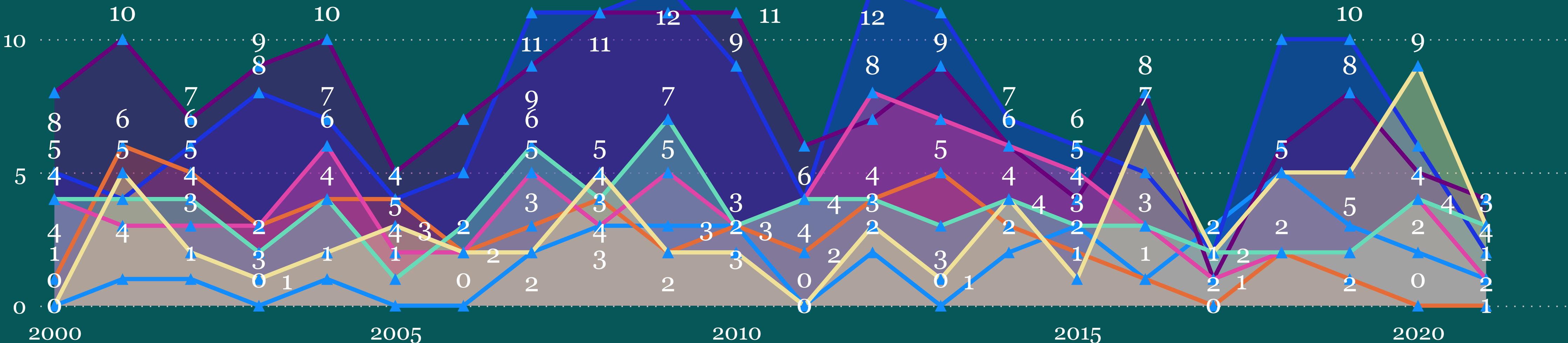
E-Trade Exp on Ads

Year

All

Performance of the Commercials by Year

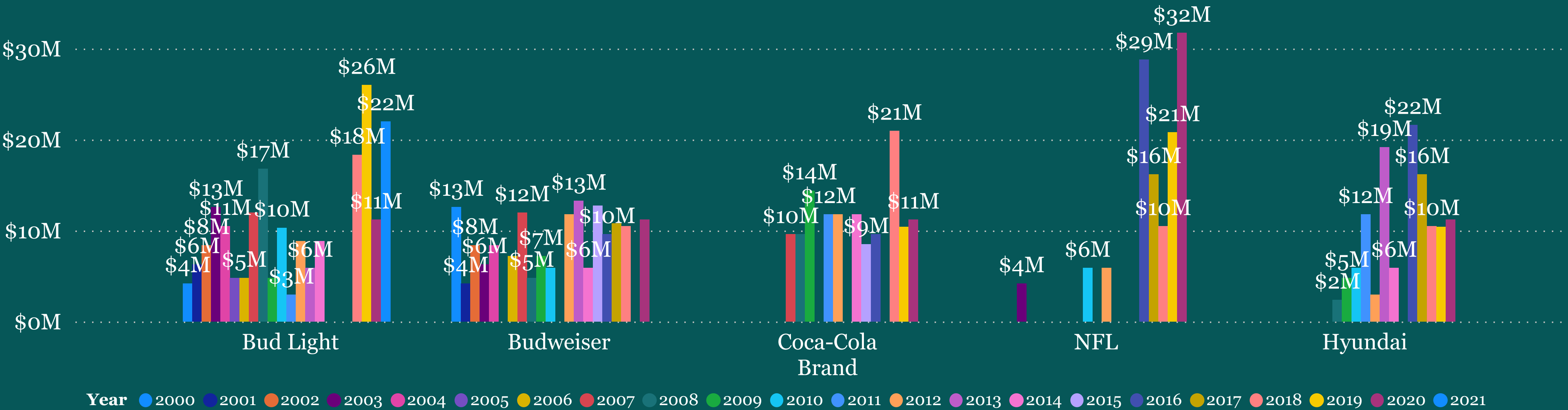
▲ Patriotic ▲ Shows Product Quickly ▲ Uses Sex ▲ Funny ▲ Animals ▲ Danger ▲ Celebrity



Brand

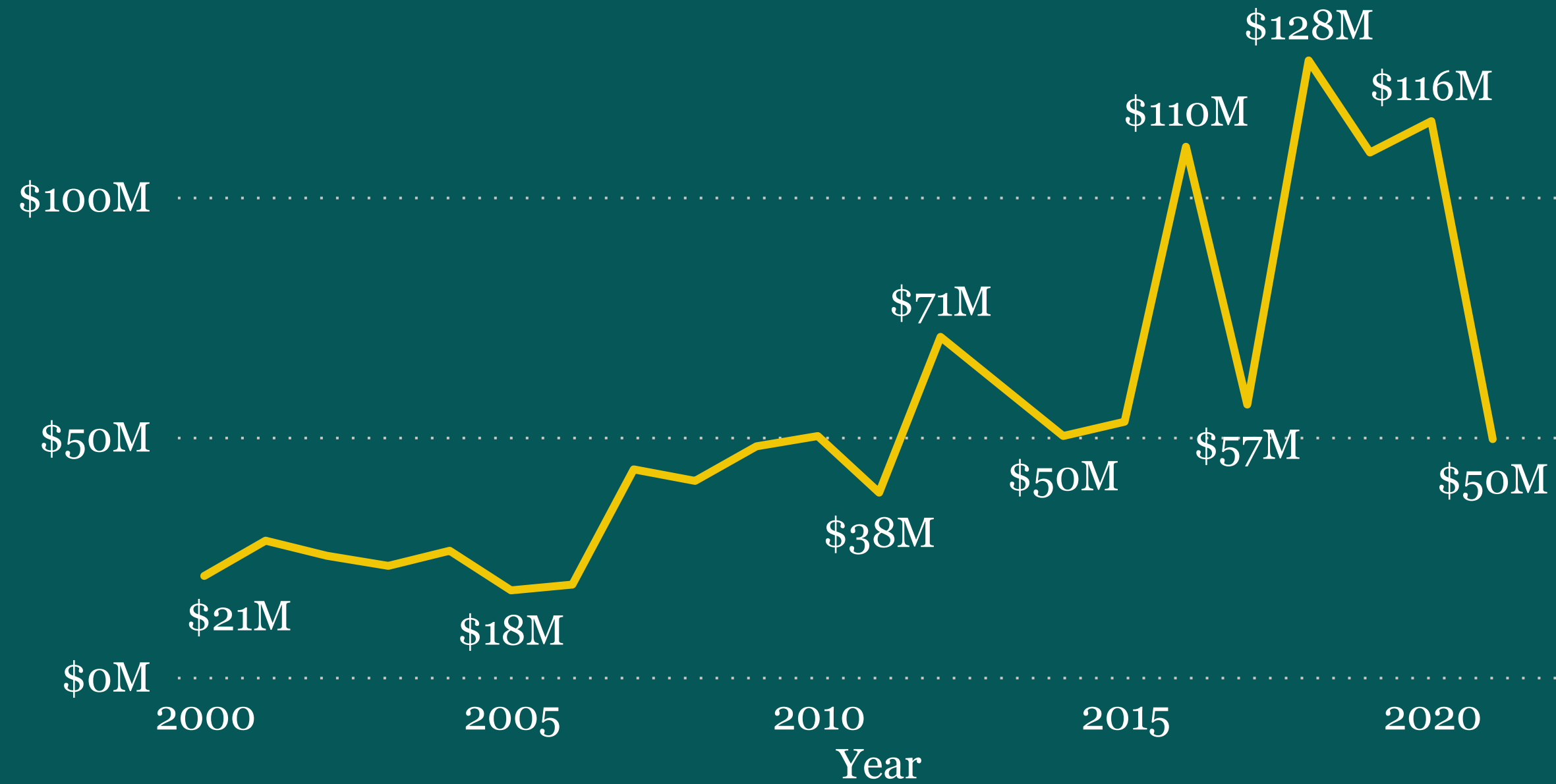
- Bud Light
- Budweiser
- Coca-Cola
- Doritos
- E-Trade
- Hyundai
- Kia
- NFL
- Pepsi
- Toyota

Most Ads Spending Brand when Compared in the most recent Year as Against overall years in Focus (Top 5)



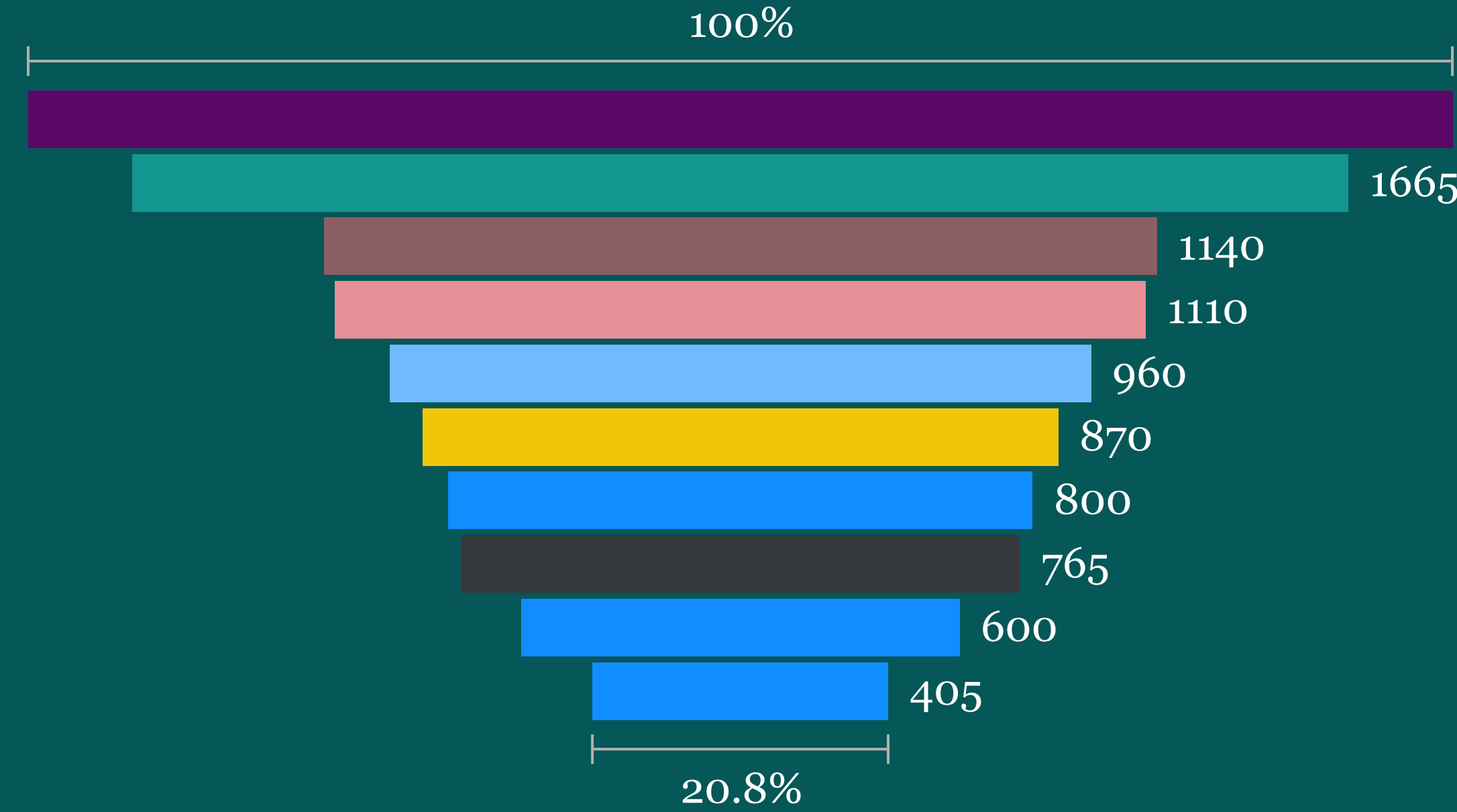
Estimated Cost of Ads by Year

Estimated Cost of Ads



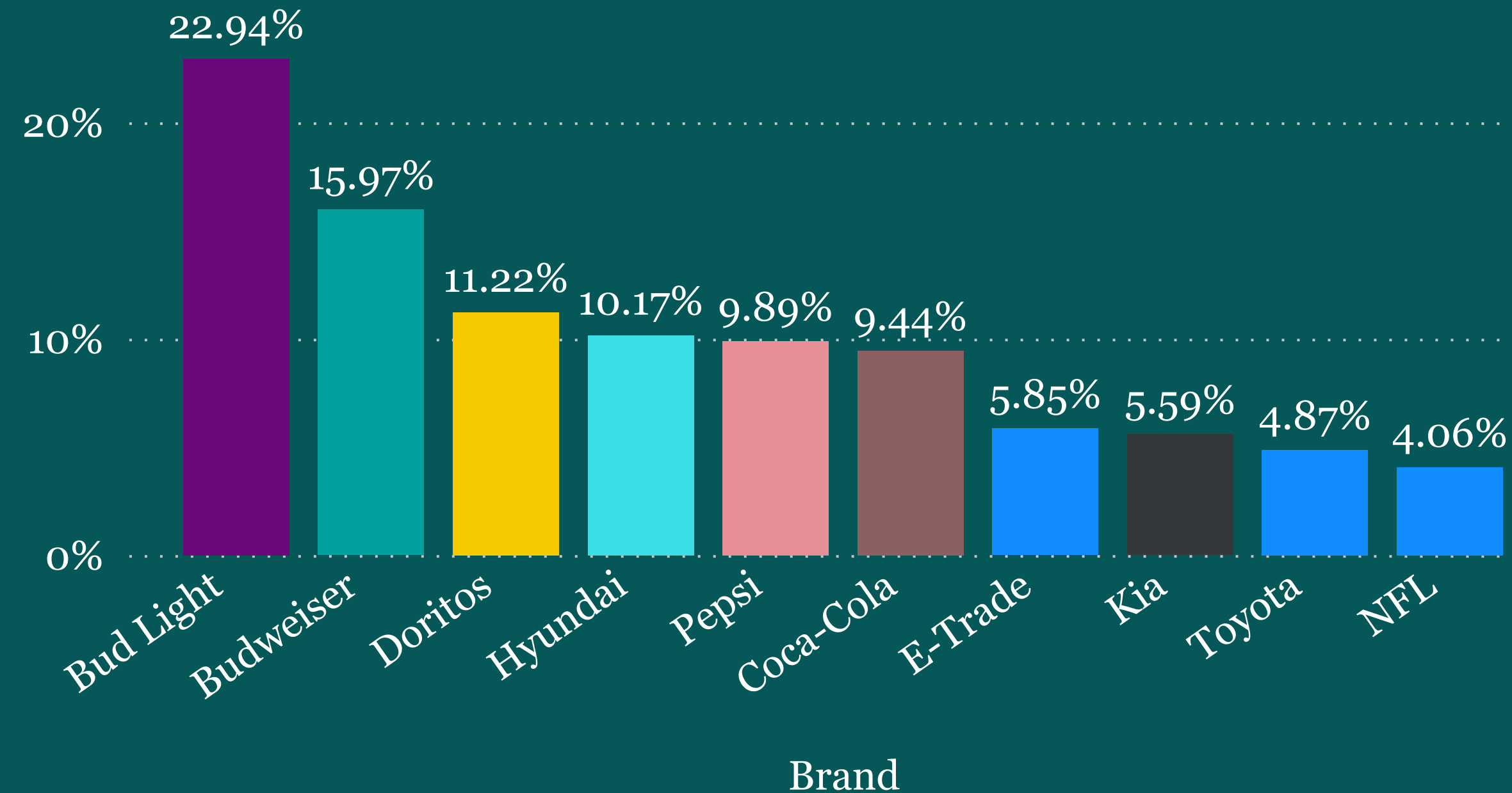
Length in Seconds by Brand

Bud Light
Budweiser
Coca-Cola
Pepsi
Hyundai
Doritos
NFL
Kia
Toyota
E-Trade



TV Viewers by Brand in Percentages

%GT TV Viewers



Estimated Cost of Ads by Brand

