

The Most Effective Brand of Super Bowl LVIII on Various Perspectives

23 February 2024

Undergrad Team 118

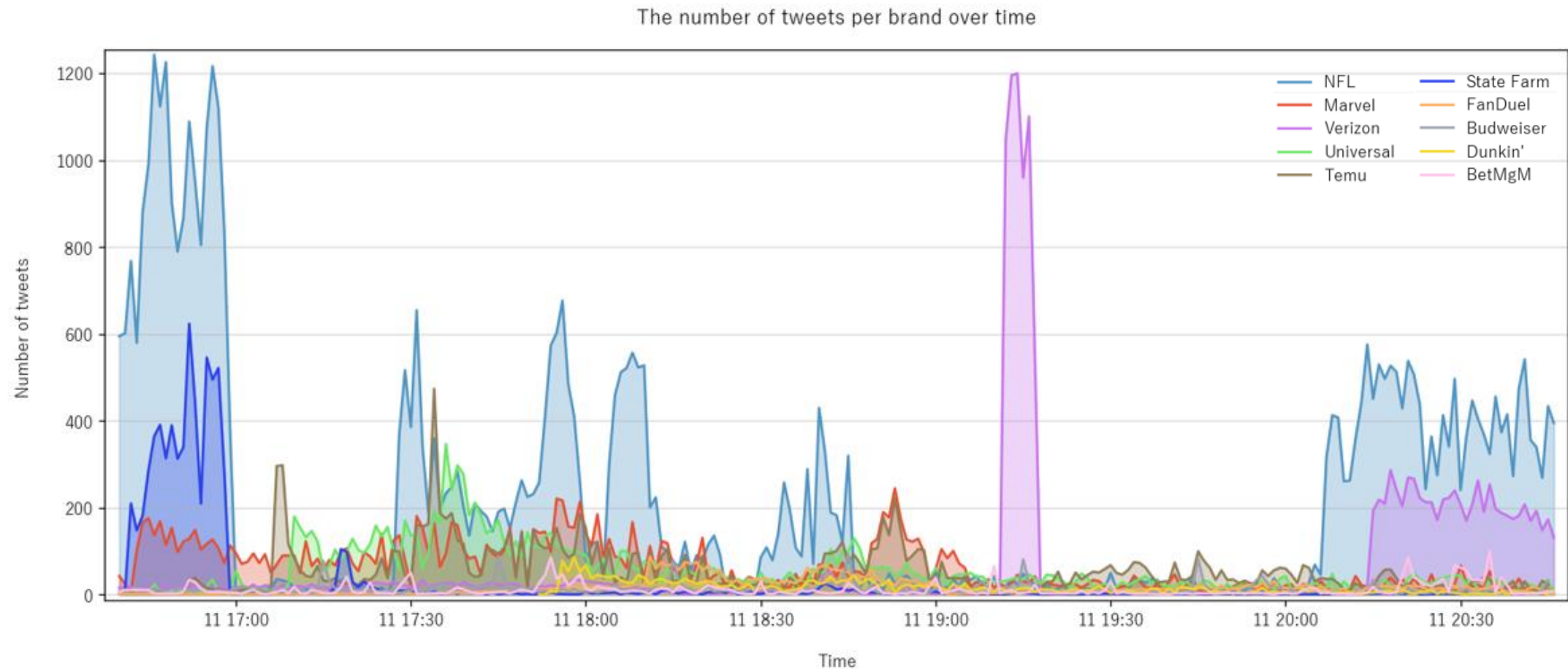
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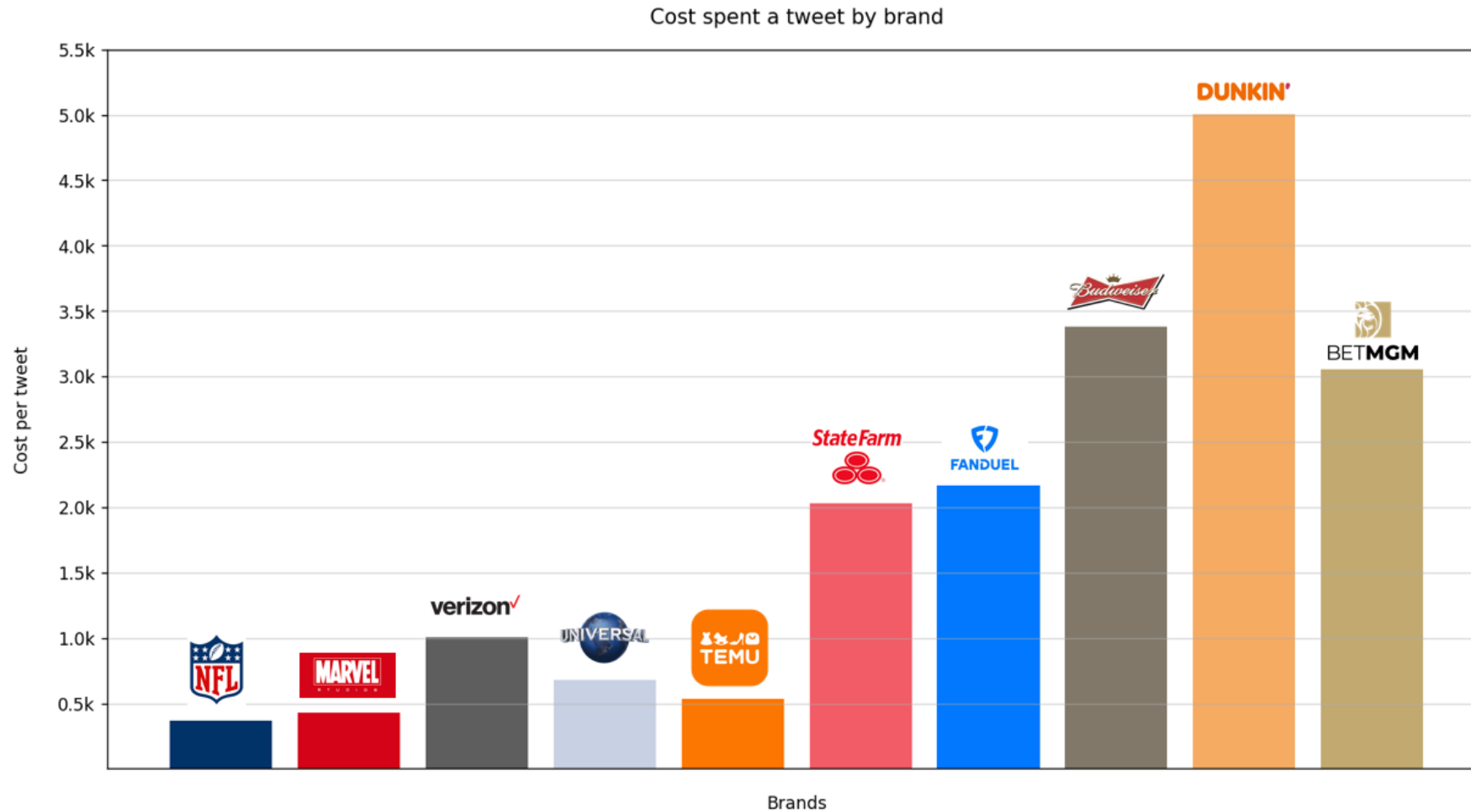
1. Who generated the most **Twitter Engagement**?
2. Who made the most **Efficient Expenditure**?
3. Who garnered the most **Favorable Response** ?
4. Who achieved both **Effectiveness & Efficiency**?
5. Who is the **Real Winner**?
6. Conclusion

1. Who generated the most Twitter Engagement?



The notable point is the **skyrocket** in the number of tweets related to a specific brand immediately following its advertisement. Which is more effective **consistent** tweets received throughout the entire period like Marvel, or **intensive** tweets received only at specific times like Verizon?

2. Who made the most Efficient Expenditure?

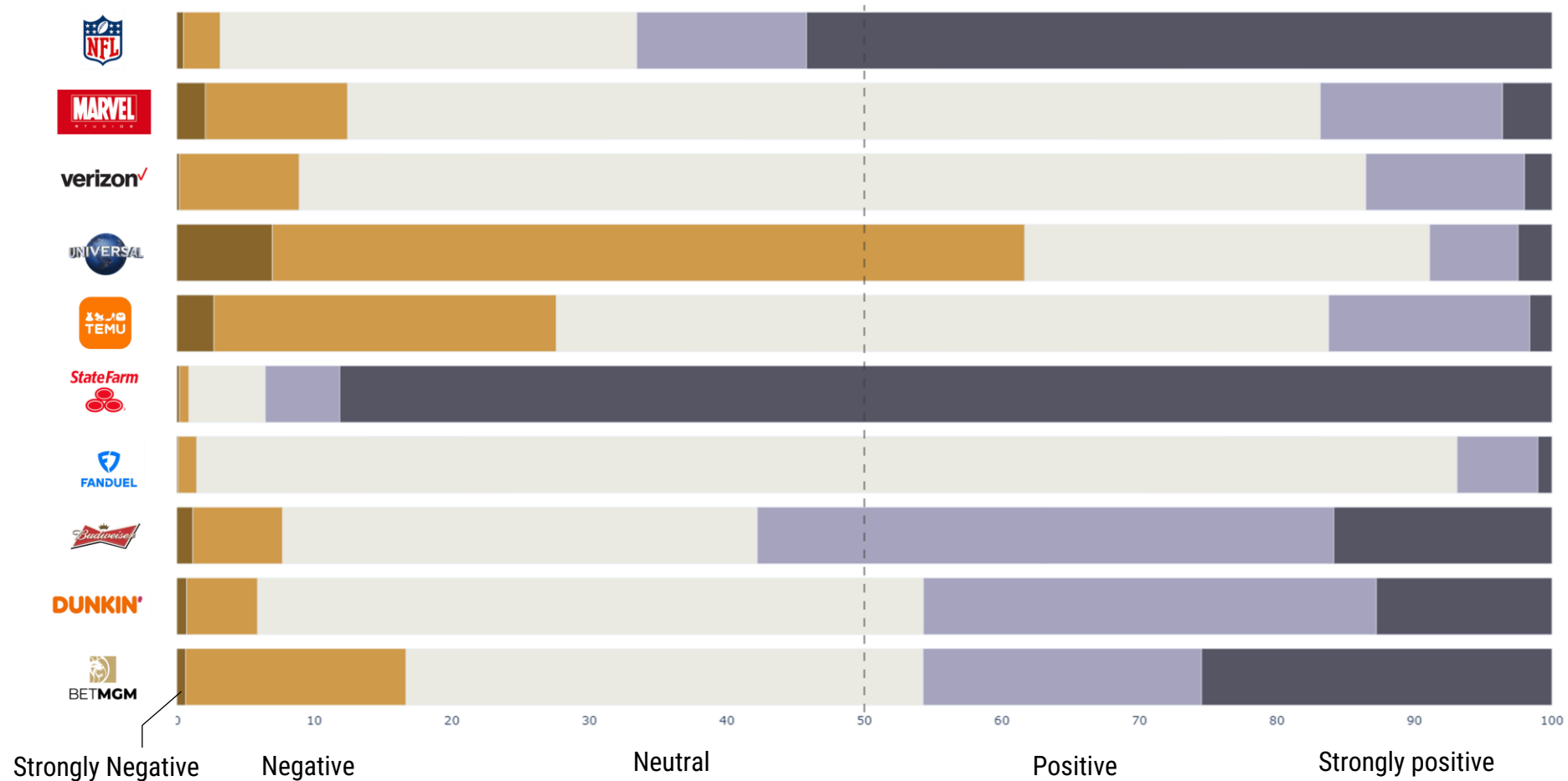


What are the factors causing the significant **cost difference** between top 5 companies and the rest?

Can it be said that **continuously** receiving tweets is cost-efficient from a cost perspective?

Alternatively, is receiving tweets **intensively** in a short period cost-efficient?

3. Who garnered the most Favorable Response ?



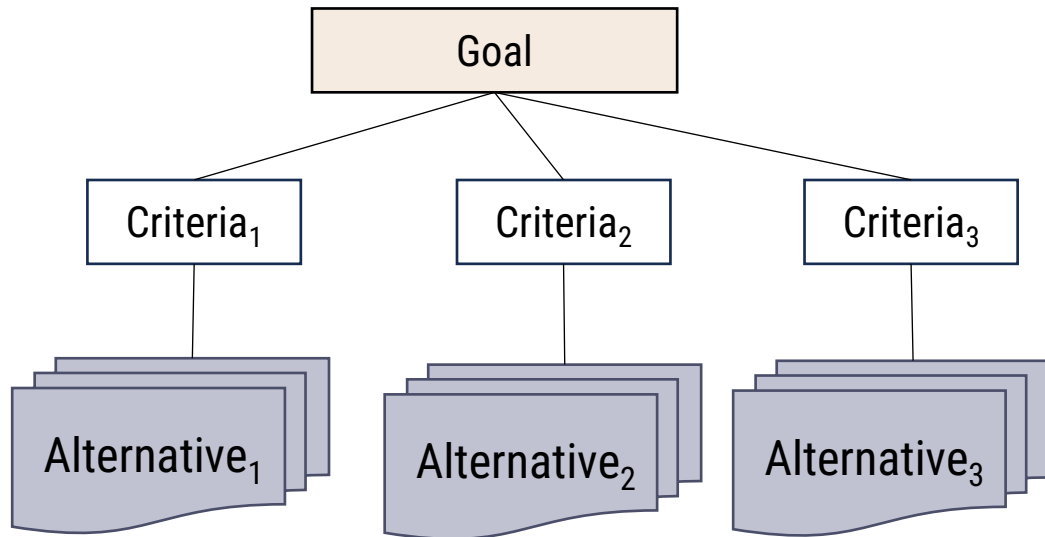
Would it be considered effective advertising if Universal, despite spending less, received **a lot of negative feedback** from users? Conversely, would it be valid to deem an advertisement effective if State Farm, it incurred relatively high costs but received **overwhelmingly positive responses** from users

4. Who achieved both Effectiveness & Efficiency?

We believed that it was necessary to consider all these factors (Number of tweets, Cost per tweet, Sentiment analysis) comprehensively In order to **evaluate the effectiveness** of the advertisement.

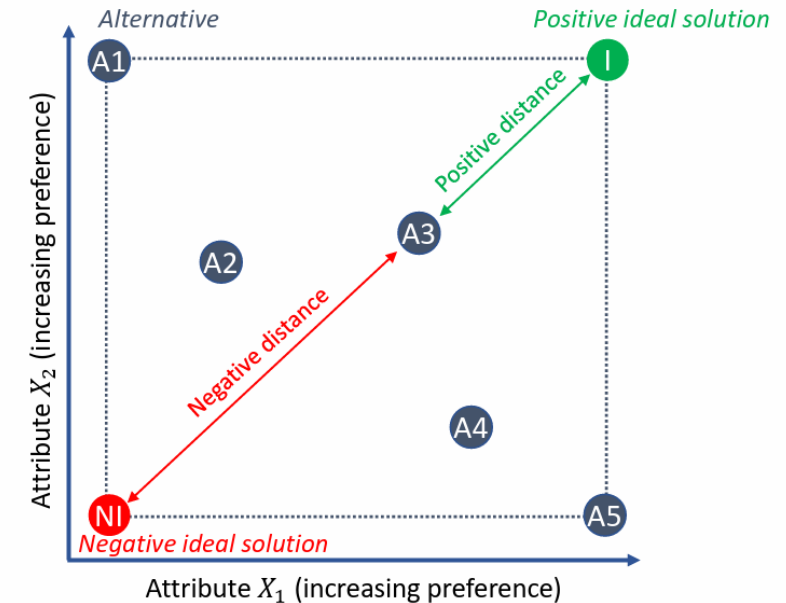
AHP

: Analytic Hierarchy Process

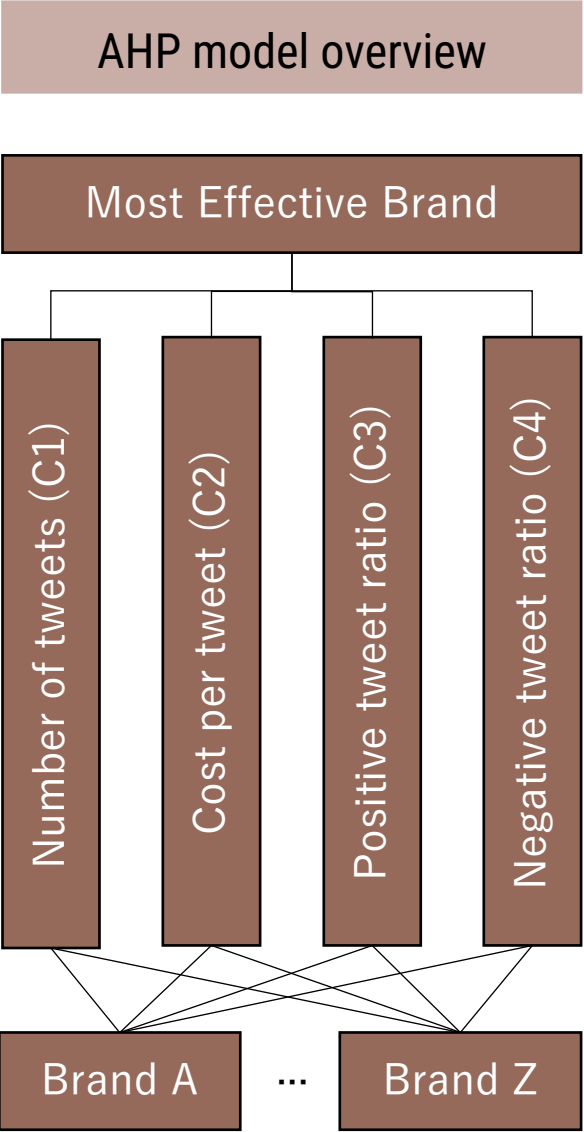


TOPSIS

: Technique for Order Preference by Similarity to Ideal Solution



4. Who achieved both Effectiveness & Efficiency?



Ranking results based on 4 sets of weights

	C1	C2	C3	C4	Avg
NFL	1	1	1	1	1
MARVEL	2	2	2	3	2.25
Verizon	3	3	3	6	3.75
Universal	5	5	63	15	22
Temu	4	4	7	9	6
State Farm	6	6	4	2	4.5
Budweiser	8	8	10	5	7.75
FanDuel	7	7	5	42	15.25
Dunkin	9	9	8	10	9
BetMgM	12	11	6	14	14.33

5. Who is the Real Winner?



Most interesting point is that all experiment result indicates “NFL” overwhelmingly secured the first place. Except for the case when negative response carried the highest weight, Marvel and Verizon also maintained their positions at 2nd and 3rd place, respectively, in the remaining scenarios.

We wonder if all the tweets we the NFL were posted after looking at the ads or just because they were part of the game.



5. Who is the Real Winner?

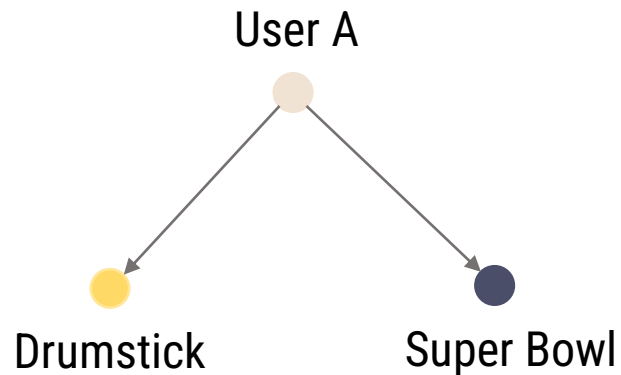
Social Network Analysis

: Process of investigating social network structures using networks and graph theory

: How we define node and edge?

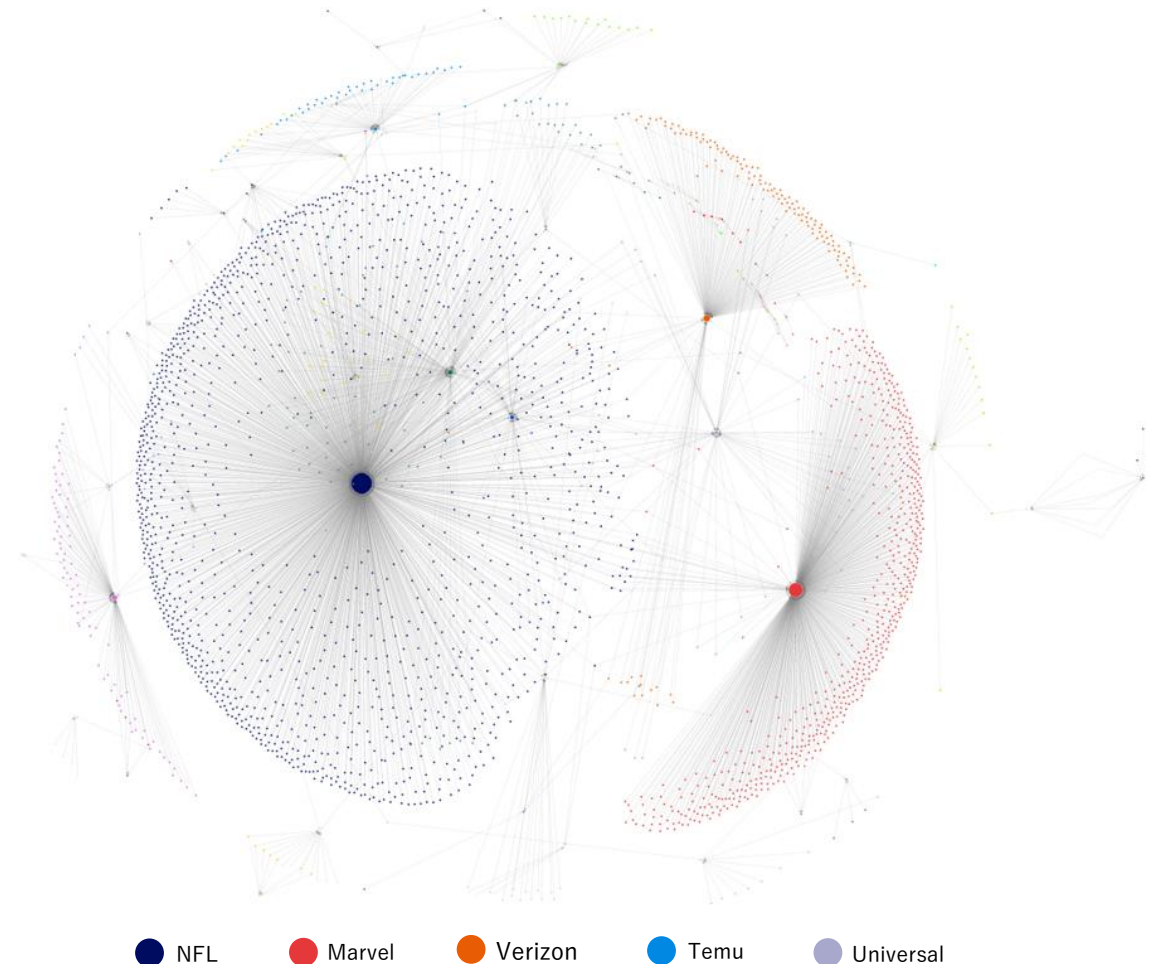


“ Wow, @Drumstick with a @SuperBowl Commercial “



Initial game time

: First 10 minutes following the game



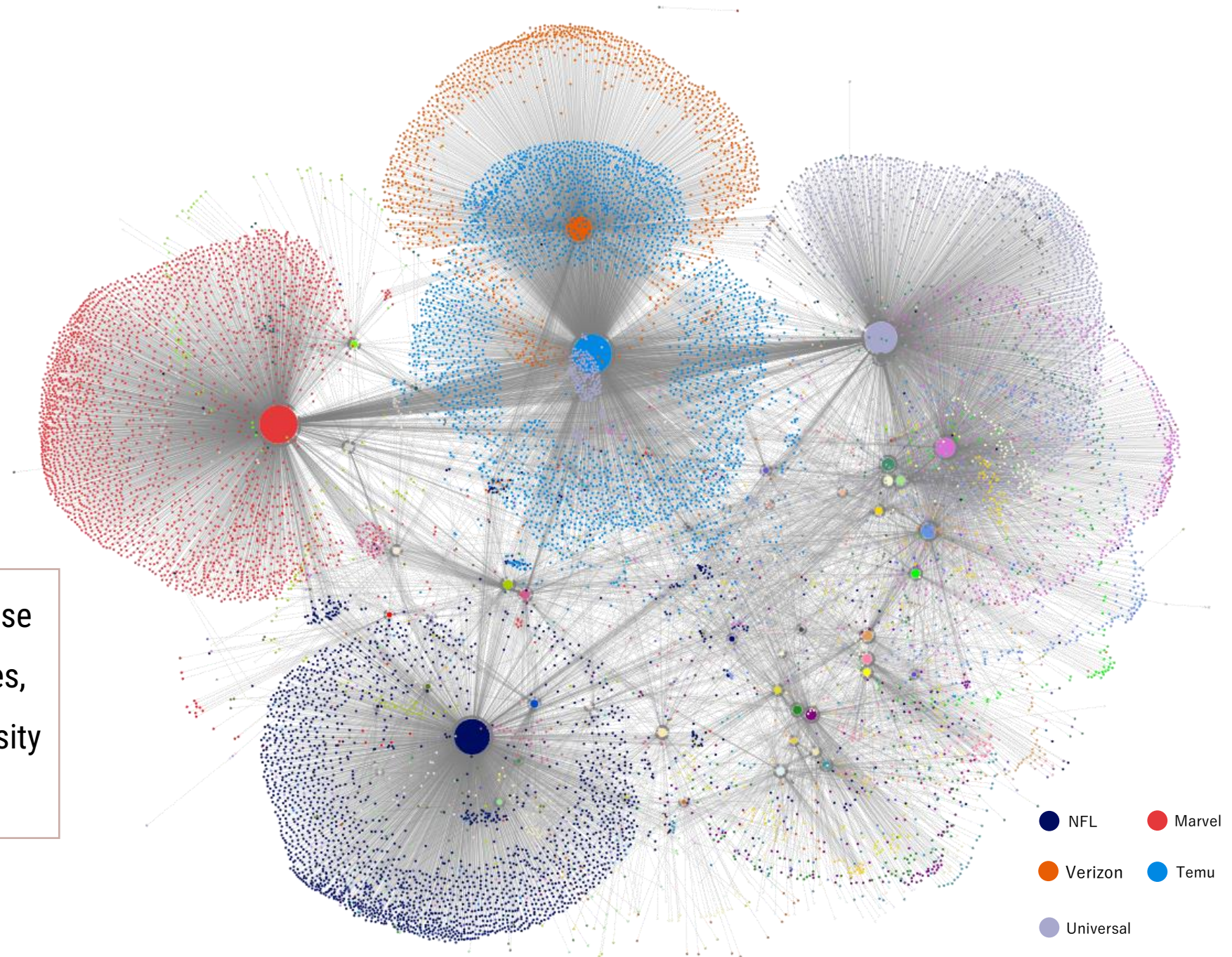
5. Who is the **Real Winner**?

Half game time

: From the start of the game until just before half time show

: Compared to the initial game, the number of links increased by approximately 549%.

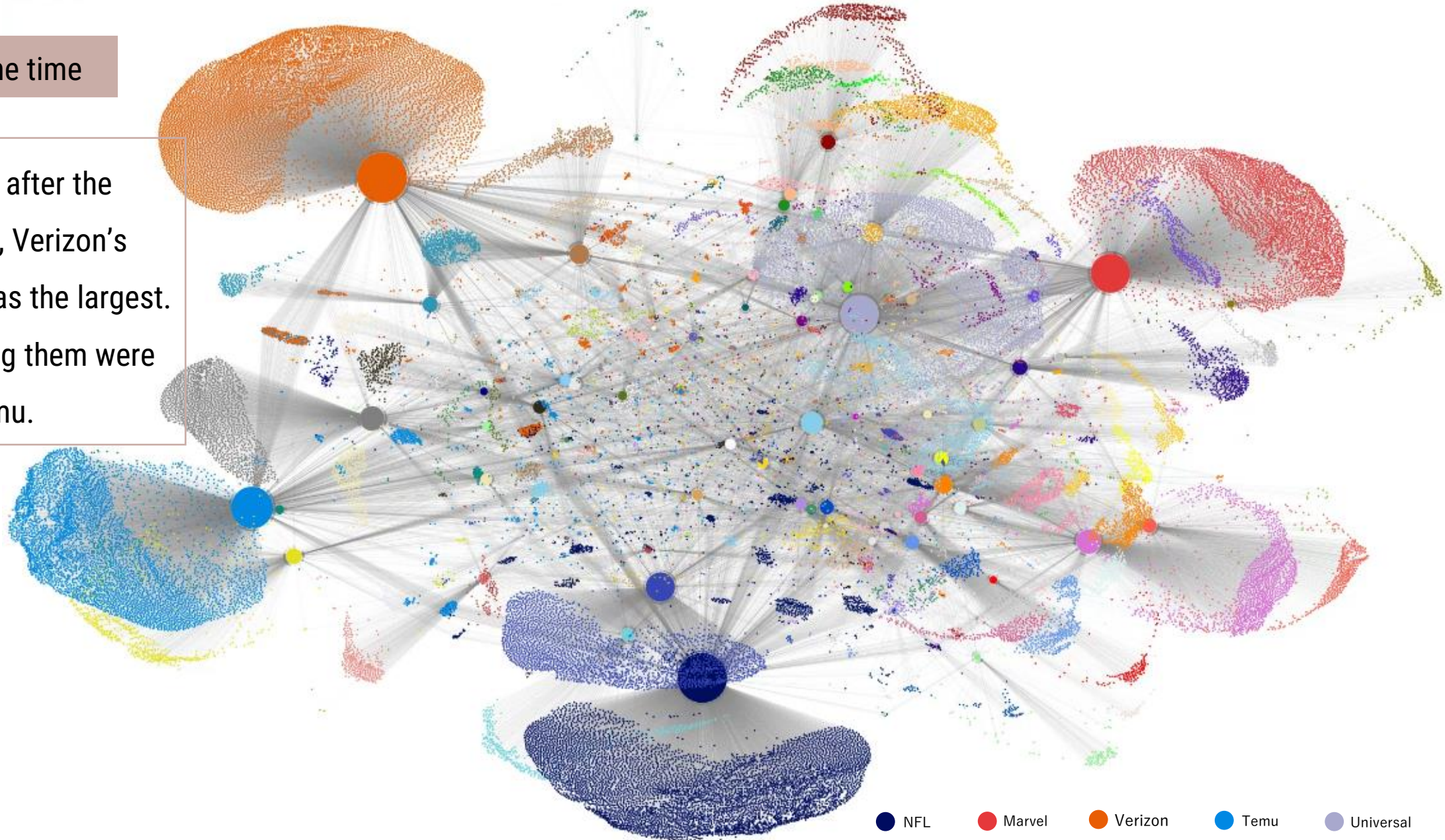
As evident from the sharp increase in the number of nodes and edges, we can observe a rise in the density of the network.



5. Who is the **Real Winner**?

Whole game time

Surprisingly, after the game ended, Verizon's node size was the largest. And following them were NFL and Temu.



6. Conclusion

- ❑ Our goal was to determine **which brand effectively advertised** during the 2024 Super Bowl game.
- ❑ To achieve our goal, we conducted **various analysis** in terms of tweet engagement, cost, and sentiment.
- ❑ We believed that it was valid **to integrate** all these factors for assessment. To accomplish this, we utilized the AHP and TOPSIS methods for evaluation.
- ❑ However, we felt it was necessary to examine these evaluation results from **other perspectives** as well, leading us to conduct Social Network Analysis.
- ❑ Putting it in all together, **Verizon**, which ranked first in network analysis and third in MCDM, made the most effective advertisement.
- ❑ We hope that these analytical methods will help companies evaluate their advertising effectiveness.

Thank you for listening 😊



Please feel free to contact us if you any further information

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