GAME DAY ANALYTICS CHALLENGE

2023

SUPER BOWL

LVII

Introduction

The GameDay Analytics Challenge at the University of Utah is a thrilling annual competition that encourages students to use data analytics to develop inventive solutions for real-world problems in the sports industry. The Super Bowl commercials, on the other hand, are a highly sought-after advertising opportunity that takes place during one of the most-watched television events in the world.

Super Bowl advertisers spend millions of dollars on commercials for 30 second spot, this year paid $7 million for a 30-second ad during Super Bowl LVII. But with GameDay Analytics, we can analyze past Super Bowls to make better decisions on their ad content, timing, and placement. The challenge involves examining the multitude of tweets that are posted during the event about the Super Bowl commercials and using that information to generate insights for advertisers. By analyzing tweets in real-time, advertisers can evaluate the effectiveness of their ads, make changes to improve their impact, and gain a better understanding of audience sentiment. In this report, we explore how GameDay Analytics can be utilized to evaluate Super Bowl commercials using tweets to help advertisers generate insights. Below are the most viewed super bowl ads of 2023.
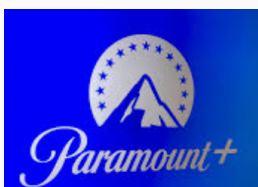
Top 3 Ads based on Tweets
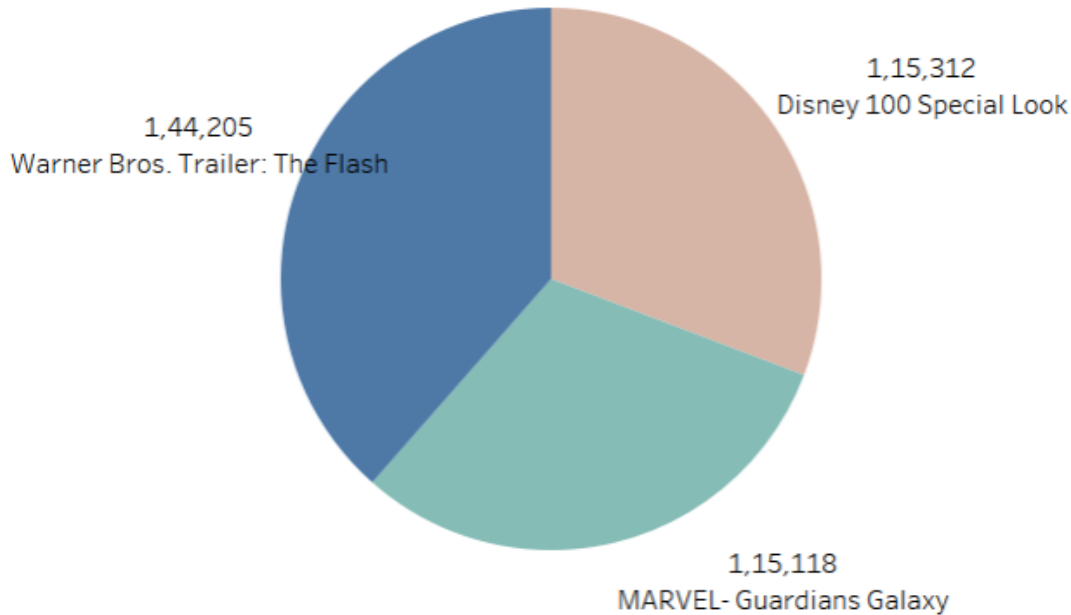
The data indicates that three advertisements - "Warner Bros. Trailer: The Flash," "Disney 100 Special Look," and "MARVEL- Guardians Galaxy" - stood out from the rest, generating a high level of social media engagement.

The first ad, "Warner Bros. Trailer: The Flash," had 144,205 tweets at the time of measurement, which can be attributed to the popularity of the DC Comics character and the ad's high production quality. The second ad, "Disney 100 Special Look," received 115,312 tweets, indicating that the emotional connection and nostalgia people have with the Disney brand played a significant role in generating buzz. The third ad, "MARVEL- Guardians Galaxy," generated 115,118 tweets and was likely successful due to the emotional connection and excitement that fans have for the Marvel franchise.

These ads captured the attention of social media users and generated significant buzz, potentially leading to increased interest and engagement with the movies and brands being promoted. The high level of social media engagement for these ads suggests that they were successful in capturing the interest of the target audience and could translate into increased ticket sales and revenue for the companies behind them.

Quarterwise Engagement

Quarter-wise engagement
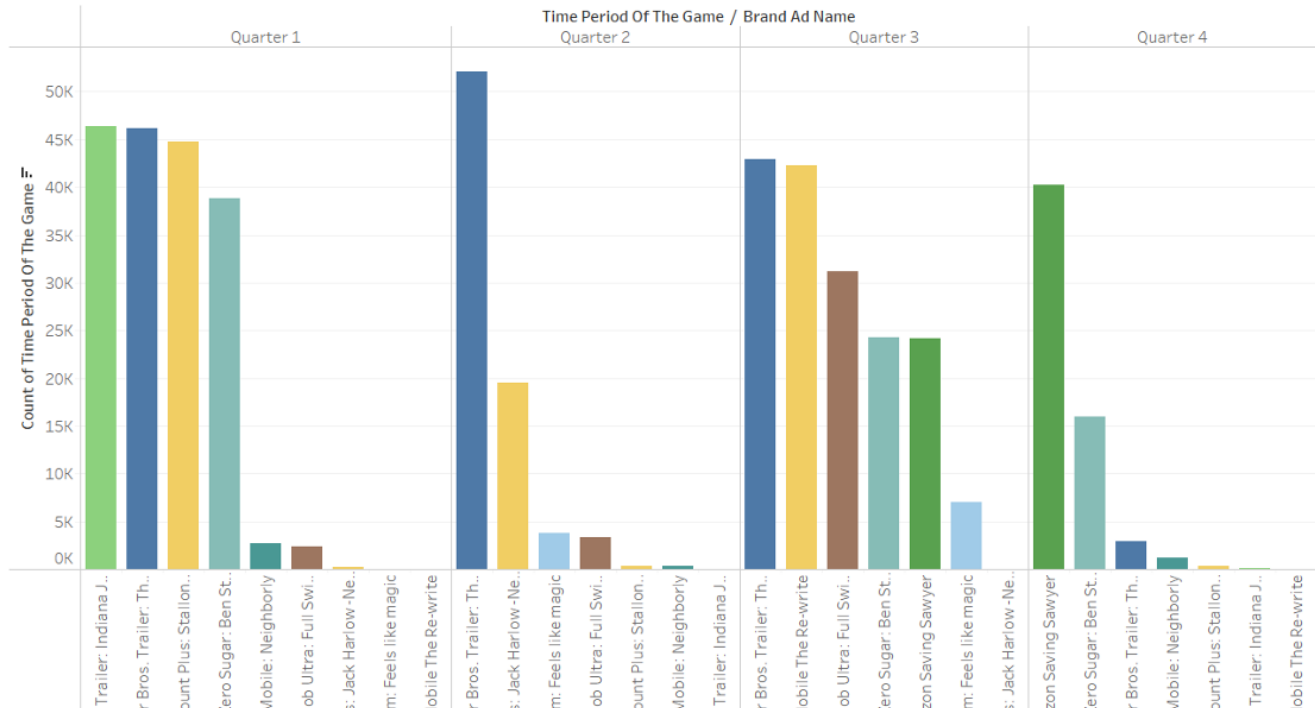
The visualization shows how many people engaged with different ads during each of the four quarters of the game. Engagements include activities such as tweeting about an ad or sharing it on social media. By analyzing the engagement levels of the different ads, we can gain valuable insights into which ads were the most popular and which ones generated the most buzz among viewers.
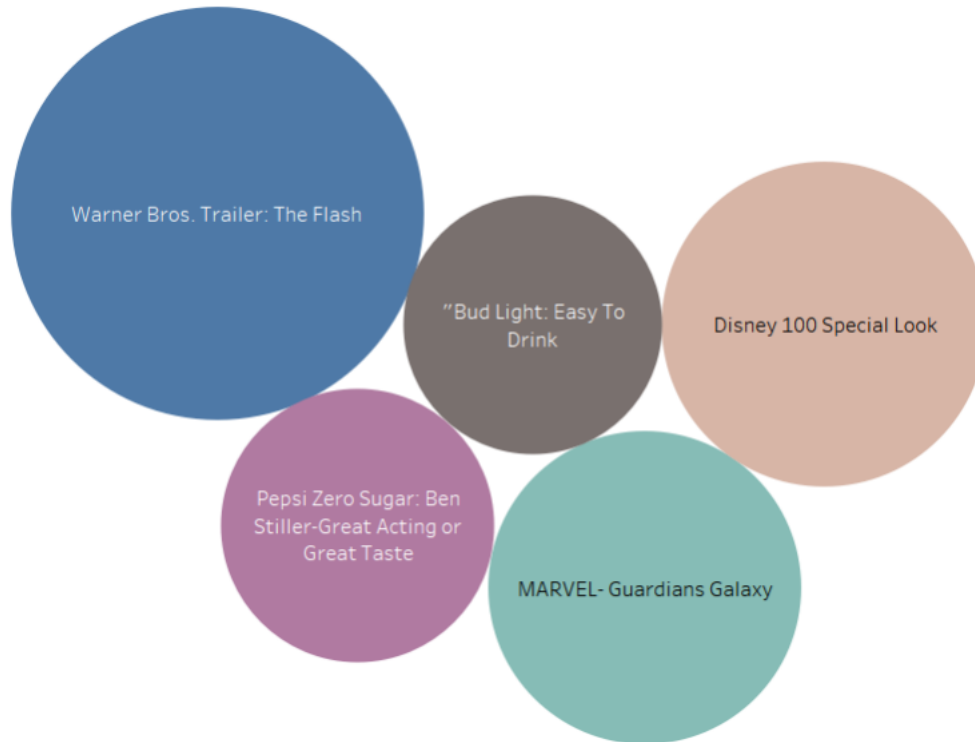
As per the visualization, in the first quarter, the Indiana Jones trailer from Disney received the highest engagement with 47K tweets, indicating that this ad was the most talked about during that quarter. This was followed closely by The Flash trailer from Warner Bros, which generated 46.5K tweets, indicating that it was also a popular ad.

Moving to the second quarter, The Flash trailer generated the highest engagement with 52K tweets, which was the highest engagement level among all four quarters. This suggests that The Flash trailer was the most popular ad during the entire game, generating the most buzz and interest among viewers.

In the third quarter, The Flash trailer continued to generate high levels of engagement with 43K tweets, but T-Mobile also generated a significant amount of engagement with 42K tweets, indicating that it was also a popular ad during that quarter.

Finally, in the fourth quarter, the Amazon Saving Sawyer ad generated 40K tweets, which was the highest engagement level among all the ads during that quarter. These data insights provide a deeper understanding of which ads were the most effective in generating buzz and Engagement during different quarters of the game, which can help advertisers better understand the impact of their ads and refine their marketing strategies in the future.

Most Quoted Brands

Warner Bros. Trailer: The Flash

"Bud Light: Easy To Drink

Disney 100 Special Look

Pepsi Zero Sugar: Ben Stiller-Great Acting or Great Taste

MARVEL- Guardians Galaxy

The data insights indicate that the success of a Super Bowl ad is heavily influenced by factors such as emotional connection, production quality, and storytelling. The top-performing ads were associated with established and popular brands that have a passionate fan base, which could have contributed to the high levels of social media engagement.

The three most successful ads were all trailers for highly anticipated movies, showcasing impressive production quality and intriguing storylines. It's likely that the high emotional connection that people have with these brands also contributed to the success of these ads..The Budlight and Pepsi ZeroSugar ads have some positive factors that can appeal to viewers. The humorous tone of the Budlight ad can entertain viewers and create positive associations with the brand. The ad's prominent branding and product showcase can differentiate the brand from competitors and encourage viewers to try the product. In the case of Pepsi ZeroSugar, the use of celebrity endorsements can increase the perceived value of the product for viewers who admire the featured celebrity. The ad's emphasis on the health benefits of the product, including zero sugar and fewer calories than regular soda, can attract health-conscious consumers. Additionally, the ad's prominent branding can improve brand recognition and recall among viewers, potentially leading to increased sales and customer loyalty.

In conclusion, to create a successful Super Bowl ad, brands should focus on developing high-quality, emotionally resonant content that captures the audience's attention and generates significant buzz on social media. Understanding the target audience and their emotional connection with the brand can also play a crucial role in driving engagement and maximizing the impact of the ad

Top Brands with the Highest Number of Likes
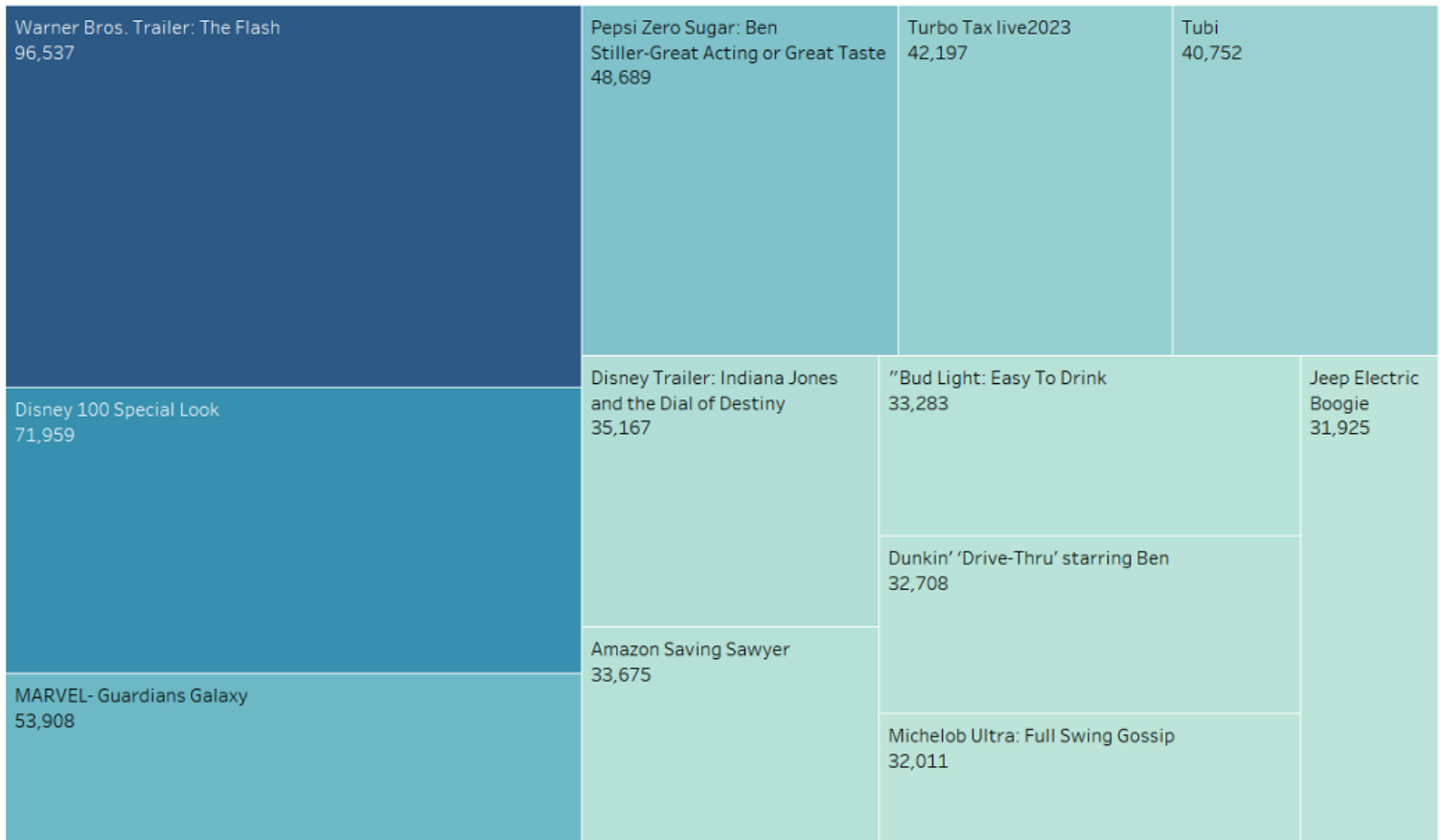
Looking at the data, it is apparent that there is a correlation between a brand's popularity and the number of likes their ads receive on Twitter. The brands with the most number of likes, such as Warner Bros, Disney, and Marvel, have strong fanbases that eagerly anticipate their content. This can be seen in the popularity of their franchises, which have been successful in various media forms, including films, television shows, and comic books.
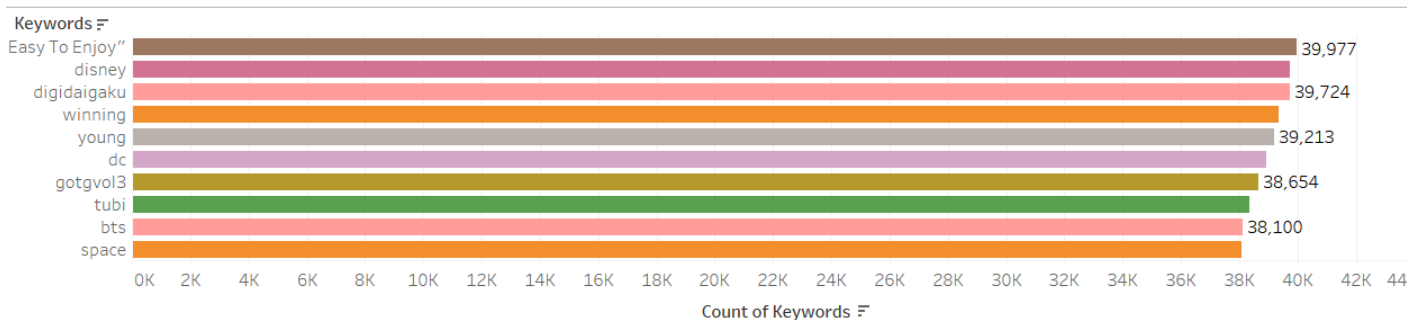
Additionally, ads that featured popular actors or personalities, such as Pepsi Zero sugar with Ben Stiller and Dunkin' 'Drive-Thru' with Ben, also garnered a good number of likes. This can be attributed to the actors' established fan base and the appeal of their performance in the ads.

On the other hand, ads with a creative or entertaining concept, such as Jeep Electric Boogie and Turbo Tax live 2023, also garnered a good number of likes. These ads stood out for their originality and creativity, which captured the attention of the viewers.

Overall, the number of likes on Twitter provides insights into the audience's reception of the ads and the brands' popularity. The data shows that established brands with a strong fanbase or popular actors tend to receive the most likes, while ads with a unique or entertaining concept can also perform well.

Most Frequently Used Keywords

Top keywords used in tweets

Keywords ⇥

Keyword	Count
Easy To Enjoy"	39,977
disney	
digidaigaku	39,724
winning	
young	39,213
dc	
gotgvol3	38,654
tubi	
bts	38,100
space	

0K 2K 4K 6K 8K 10K 12K 14K 16K 18K 20K 22K 24K 26K 28K 30K 32K 34K 36K 38K 40K 42K 44

Count of Keywords ⇥

Twitter has increasingly become a platform for individuals to convey their personal thoughts, emotions, and opinions. A thorough examination of tweets has indicated that certain keywords such as "Easy to Enjoy," "Disney," "digidaigaku," "winning," "young," "dc," "gotvol3," "tubi.bts," and "space" are frequently utilized. The term "Easy to Enjoy" likely symbolizes the human inclination to pursue straightforward and effortless experiences. The recurring use of "Disney" may imply the enduring prevalence of the brand and its merchandise among various age groups. "Digidaigaku" represents a Japanese phrase denoting "digital university," and its usage in tweets could potentially demonstrate an enthusiasm for digital education. "Winning" indicates a sense of success, triumph, and accomplishment, and its high frequency may signify a culture that values achievement and competitiveness. The appearance of words such as "young," "dc," "gotvol3," "tubi.bts," and "space" might suggest a preoccupation with youth, pop culture, film and television programs, and space exploration. On the whole, the utilization of these particular keywords in tweets reflects the current cultural climate, as well as the interests and concerns of the Twitter community.

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