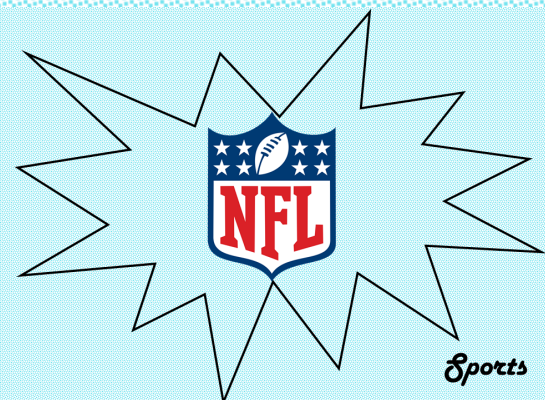
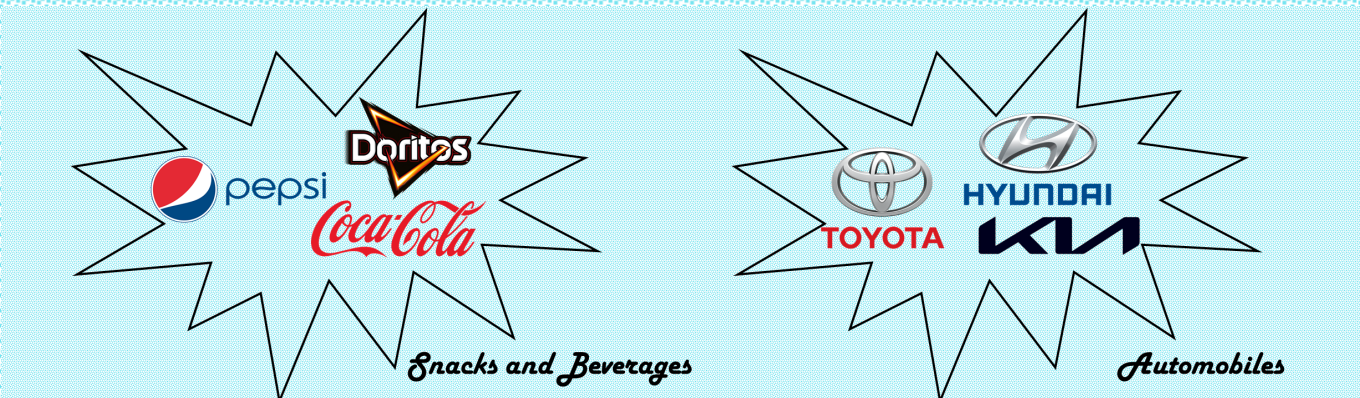
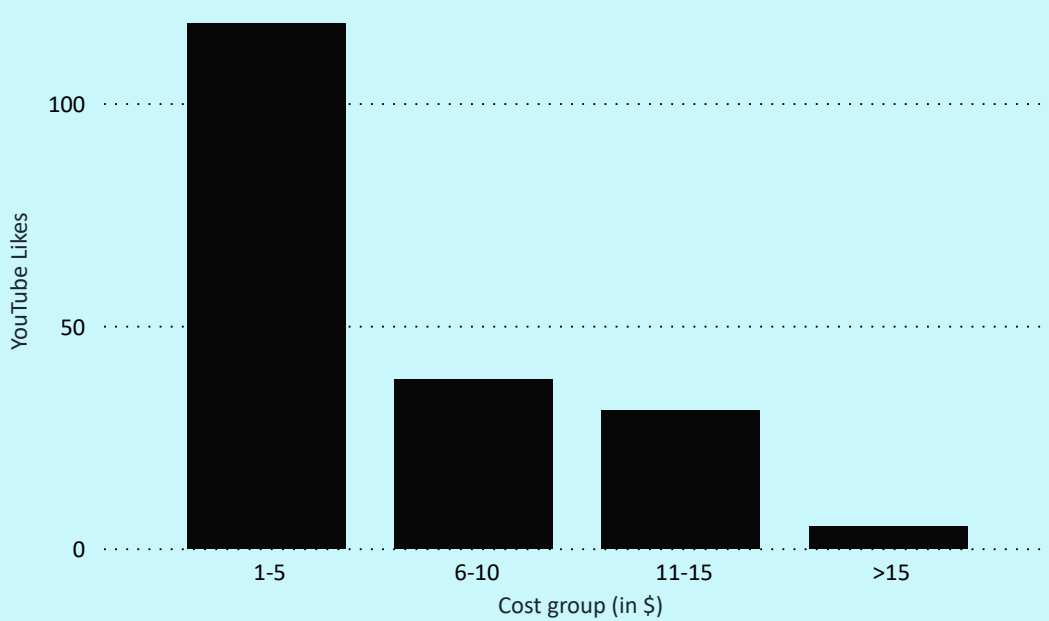


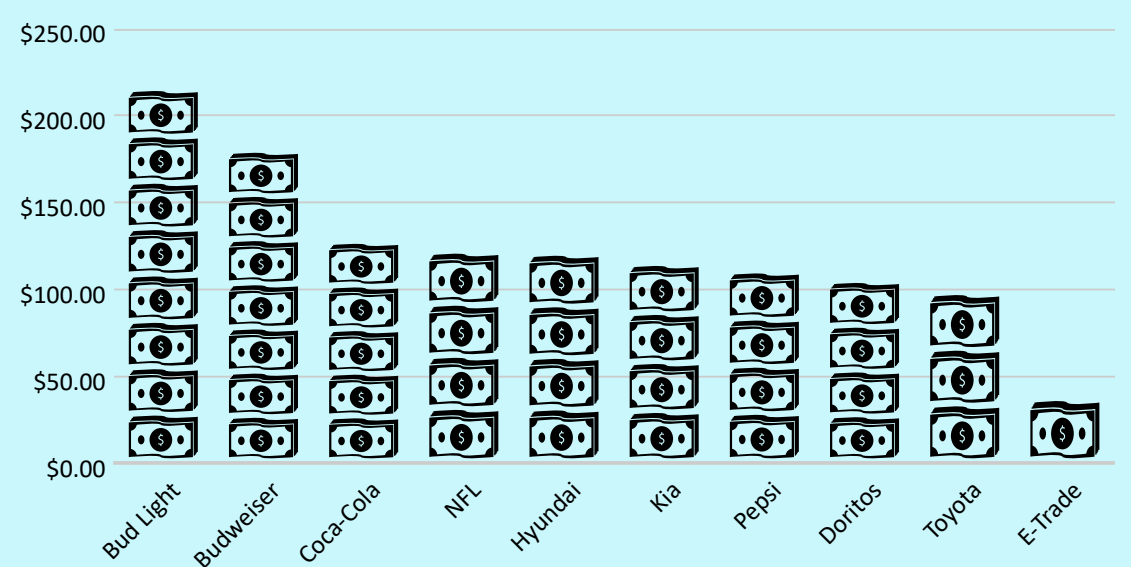
Maven Motors



YouTube likes acquired w.r.t. cost range of making a video



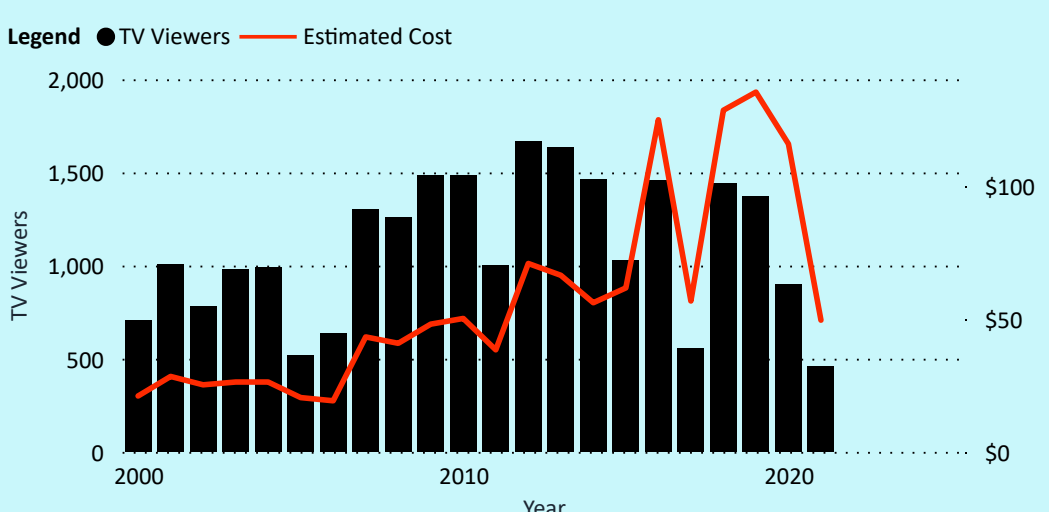
Who are the top-spenders



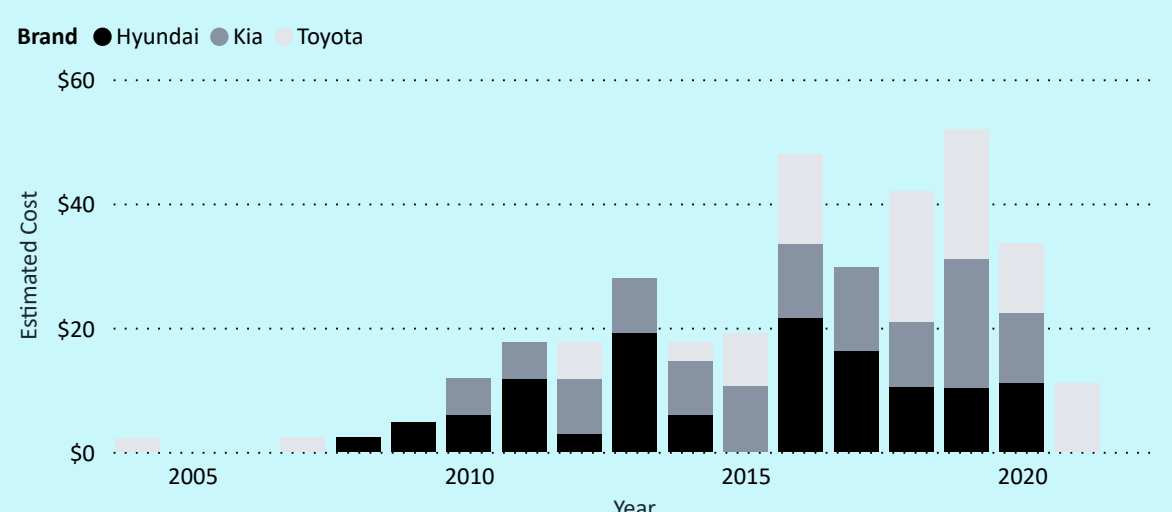
We can deduce that the cheaper the cost of the ad, the more the popular ad is. So, this is indeed profitable for the companies and should continue doing so from here on.

The top-spenders on commercials are the beer companies while the automotive companies have spent quite less.

Annual Ad Spend vs Annual TV viewers



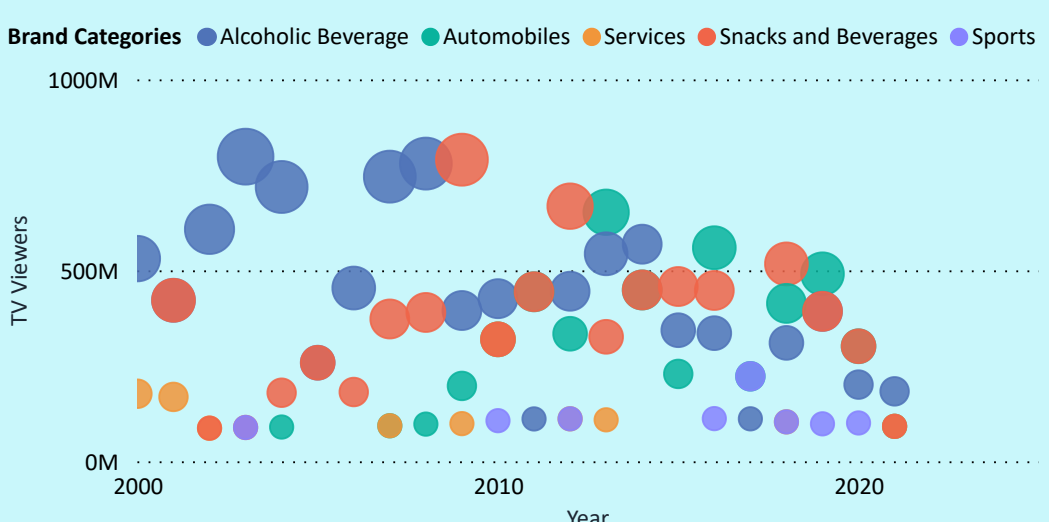
Cost per TV viewer by Automobile brands



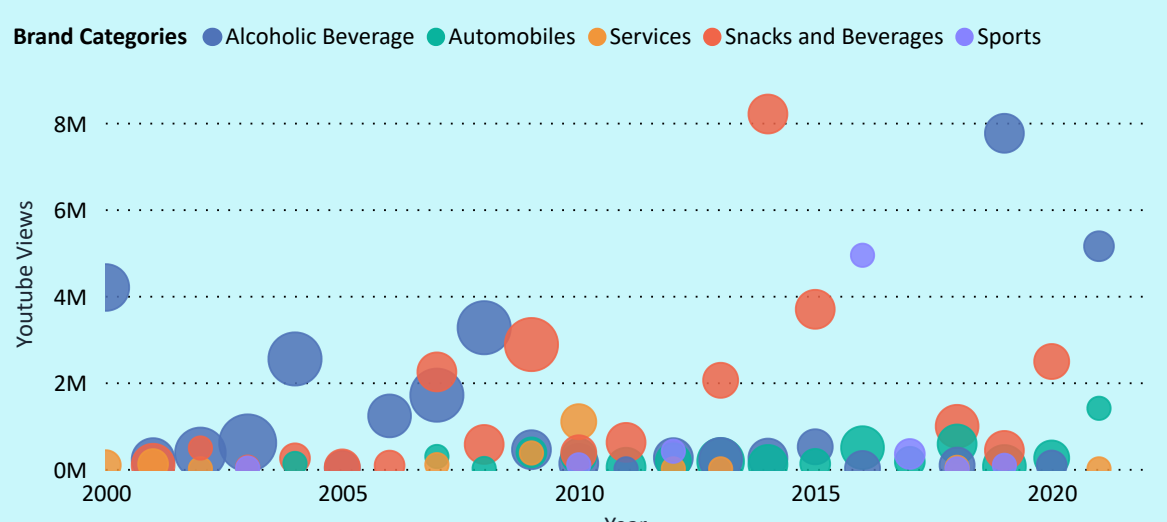
The estimated costs of ads were increasing since 2017 and no. of TV viewers were decreasing.

While the automobile companies started spending more on Superbowl ads, given COVID-19 pandemic, Hyundai and Kia dropped off suddenly from hosting Superbowl ads in 2021.

No. of Superbowl ads watched by TV viewers in a year by brand



No. of Superbowl ads watched by YouTubers in a year by brand

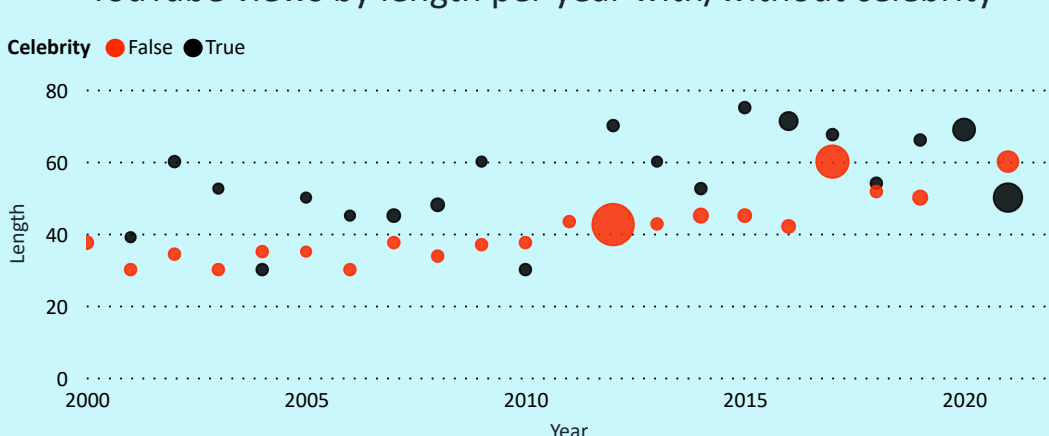


While the number of TV viewers for Automobile Superbowl ads increased post 2010, but it went off post 2019, most likely the reason being COVID-19 pandemic in 2020.

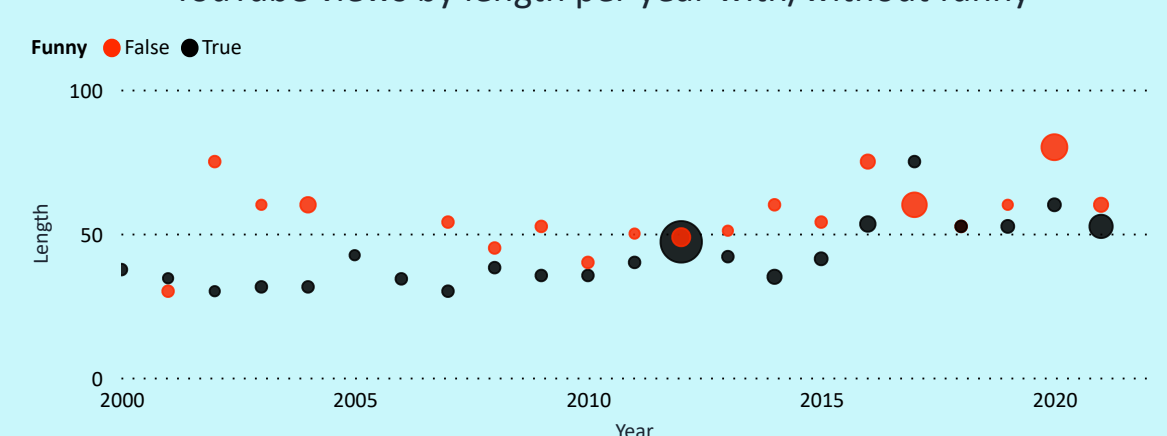
However, as far as YouTube Superbowl ads are concerned, the automobile ones increased post 2020, whereas in 2021, one Superbowl ad generated around 13,99,700 YouTube views. But these ads were not frequently aired and viewed compared to the TV ads.

So, it seems that watching TV was more preferable for people than YouTube and over that, the ads of YouTube were skipped in most of the cases.

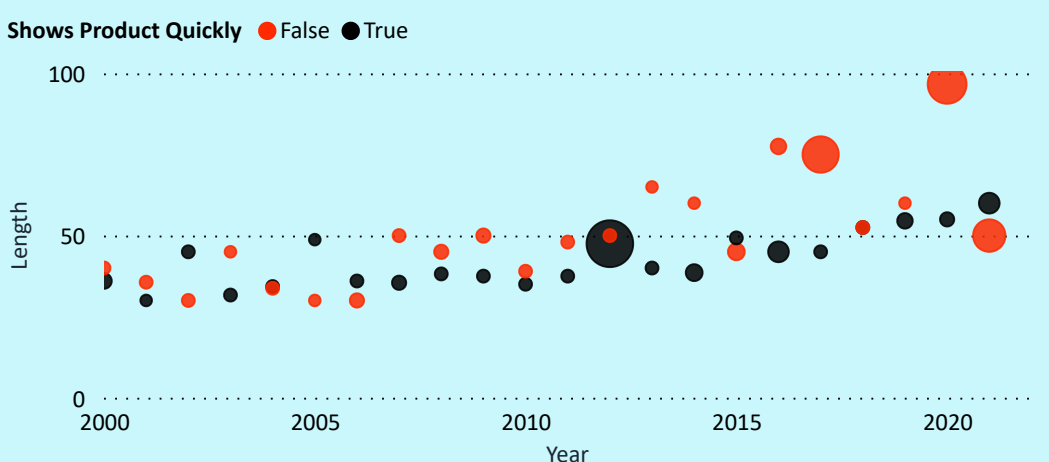
YouTube views by length per year with/without celebrity



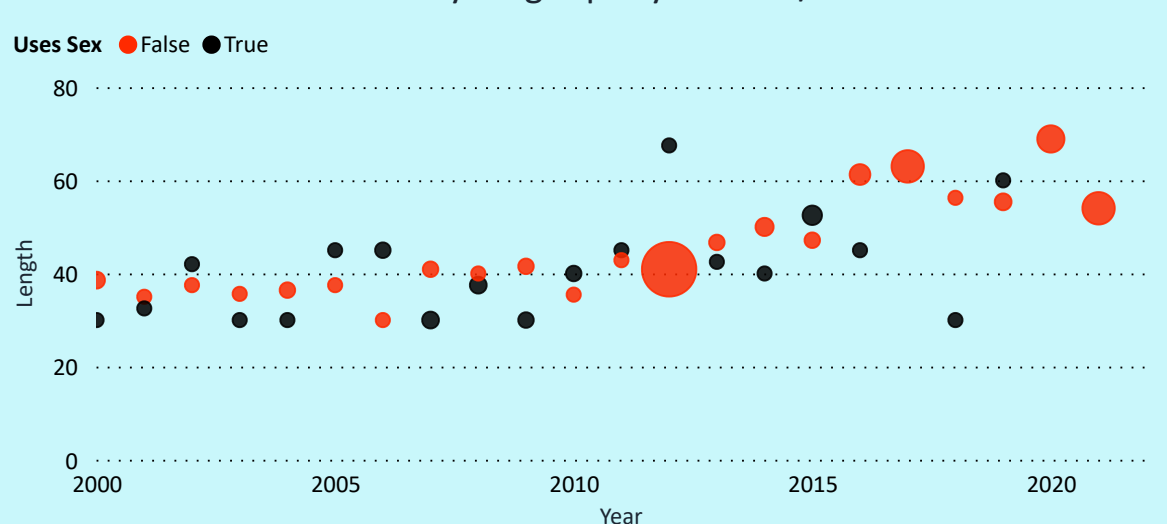
YouTube views by length per year with/without funny



YouTube views by length per year with/without showing the product quickly

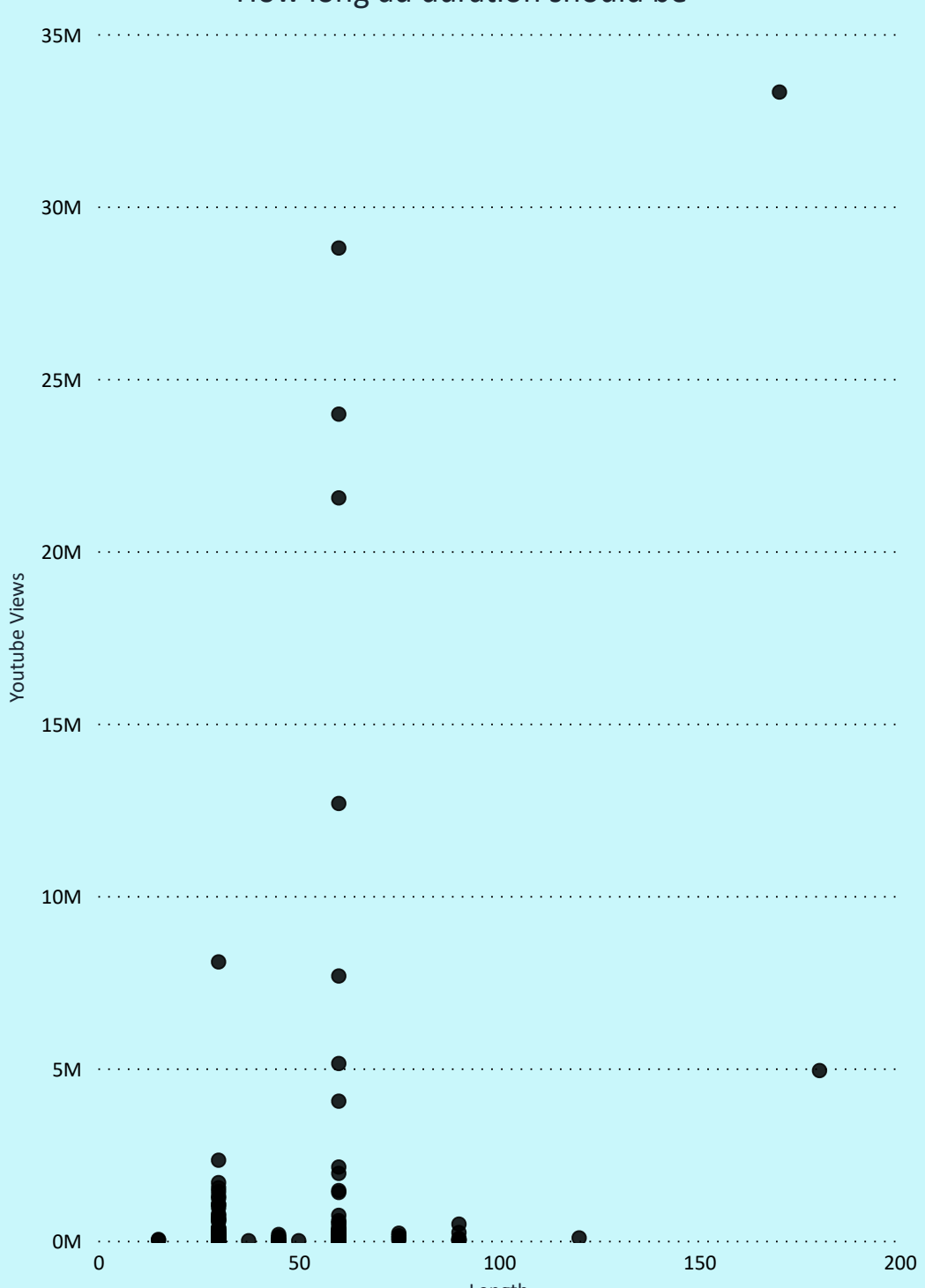


YouTube views by length per year with/without sex



Assumption: Since the Superbowl ads are shown the same on YouTube and on TV, so the correlations also represent for the TV views, not just for YouTube views.

How long ad duration should be



RECOMMENDATIONS

- Ad durations are more centralized for **60-seconds**. So, ads should target for an average of 60-second duration so that it can attract more views on YouTube as well as on TV.
- Celebrities** for ads don't make an ad popular, as ads not having celebrities have generated more views. Similar for **sexual content** based ads, they haven't generated many views.
- Show **funny** and **quick** ads which instantly reflect the product and its characteristics, especially by automobile companies, Hyundai and Kia.
- YouTube should make people watch Superbowl ads mandatorily and remove "**Skip-ads**" button wherever possible so that they will generate more views.
- Make ads in **lowest cost (\$1-\$5)** range wherever possible because innovation of products is a continuous process and ads are a medium to promote innovation and generate sales for the product.