


Super Bowl Ad Trends

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A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

Data Origins

Our goal is to identify trends in Super Bowl advertisements, with a focus on what is successful, and any possible untapped themes advertisers can use to create fresh original ads.

We were able to find a dataset categorizing commercials by brand, year, genre, rating, etc.

This dataset provided information that helped us come to some questions that this data would help us answer



The Data Itself

kaggle



- Kaggle provided the dataset necessary to our research.

Ad information

- <https://www.kaggle.com/datasets/thedevastator/uncover-america-s-secrets-through-super-bowl-ads>
- For this project, we mainly utilized bar graphs as they provided the best and clearest visualizations for the project data.

Primary Questions

1. What types of genres are utilized for super bowl ads and what genres have become staples by repeating themselves over the years?
2. What themes are used, and what theme is the most liked?
3. Were the goals of the ads more focused on getting the consumer to buy a product, or altruistic in nature, intended to raise awareness on a subject, and what situations did these altruistic advertisements focus on?

Below we have an example of our base Data Frame

	year	brand	Genre	funny	patriotic	celebrity	danger	animals	use_sex	likes	dislikes	ratio	theme	theme_2
243	2001	Budweiser	Beer	no	no	yes	no	no	no	360.0	5.0	0.99	NaN	NaN
102	2014	Budweiser	Beer	no	yes	no	no	yes	no	NaN	NaN	NaN	together	NaN
78	2016	Budweiser	Beer	no	no	yes	no	no	no	NaN	NaN	NaN	informative	NaN
88	2017	Hynudai	Automotive	no	yes	no	no	no	no	NaN	NaN	NaN	together	NaN
54	2017	Kia	Automotive	yes	no	yes	yes	yes	no	NaN	NaN	NaN	inspirational	NaN
0	2018	Toyota	Automotive	no	no	no	no	no	no	1400.0	43.0	0.97	inspirational	NaN
107	2018	Budweiser	Beer	no	yes	no	no	no	no	176.0	10.0	0.95	together	informative
96	2019	Budweiser	Beer	no	no	no	no	yes	no	NaN	NaN	NaN	together	NaN

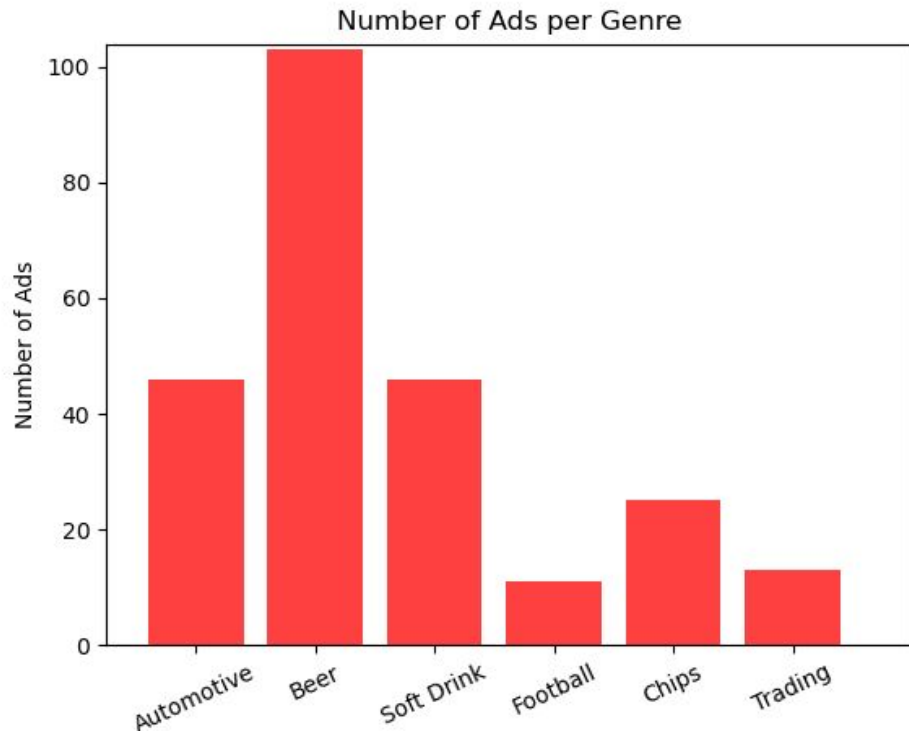
What types of genres utilized for super bowl ads and what genres have become staples by repeating themselves over the years?

- To answer this, let's first have a look at all the genres.

```
In [254]: 1 #grabbing all unique genres
          2 genres = ad_df.Genre.unique()
          3 print(genres)
          4
          5 #also removing non_data columns from df for readability
          6 ad_df.drop('superbowl_ads_dot_com_url', inplace=True, axis=1)
          7 ad_df.drop('youtube_url', inplace=True, axis=1)
          8 ad_df.drop('index', inplace=True, axis=1)
          9 ad_df.drop('show_product_quickly', inplace=True, axis=1)

['Automotive' 'Beer' 'Soft Drink' 'Football' 'Chips' 'Trading']
```

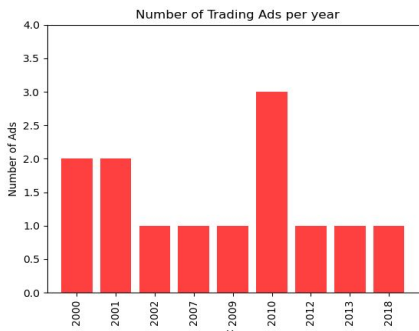
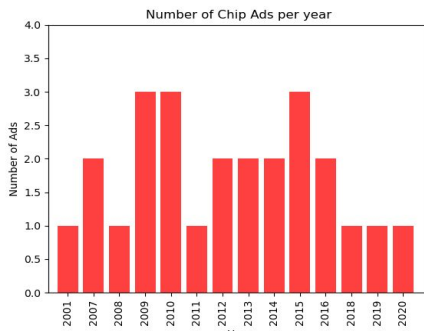
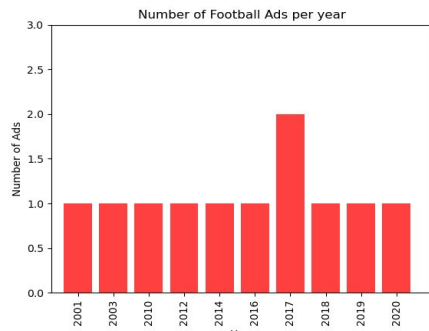
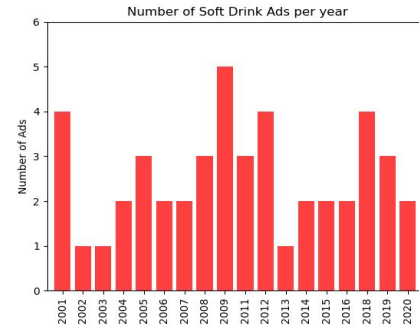
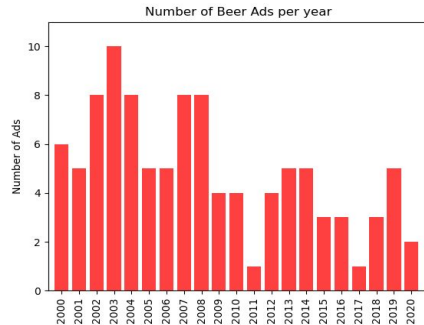
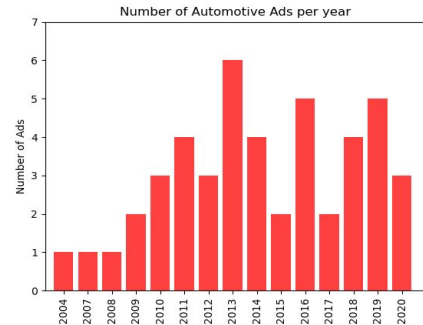
Comparing all Genres



- Here we can see the total number of ads per genre.
- Beer comes out far ahead of all genres, being larger than the 2nd and 3rd most utilized genres combined for a total of 103 advertisements.

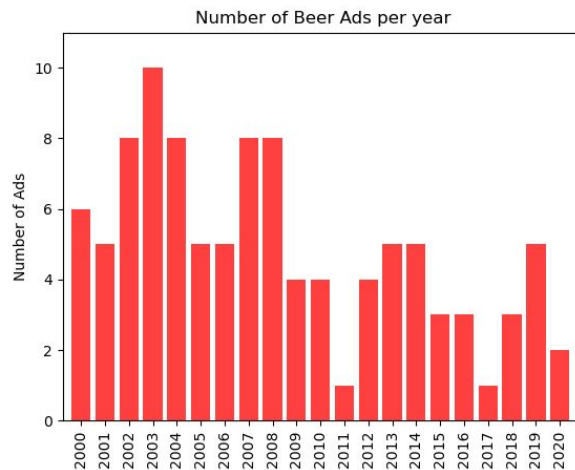
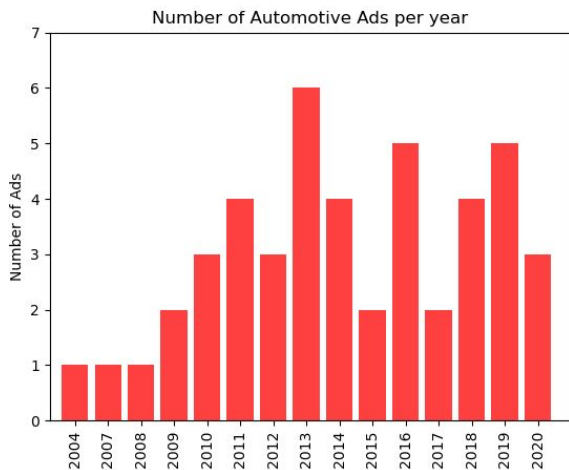
What types of genres were utilized for super bowl ads?

- The ads were split up into Automotive, Beer, Soft Drinks, Football, Chips, and Trading.
- Below we can see each genre, and how many ads they have had each year.

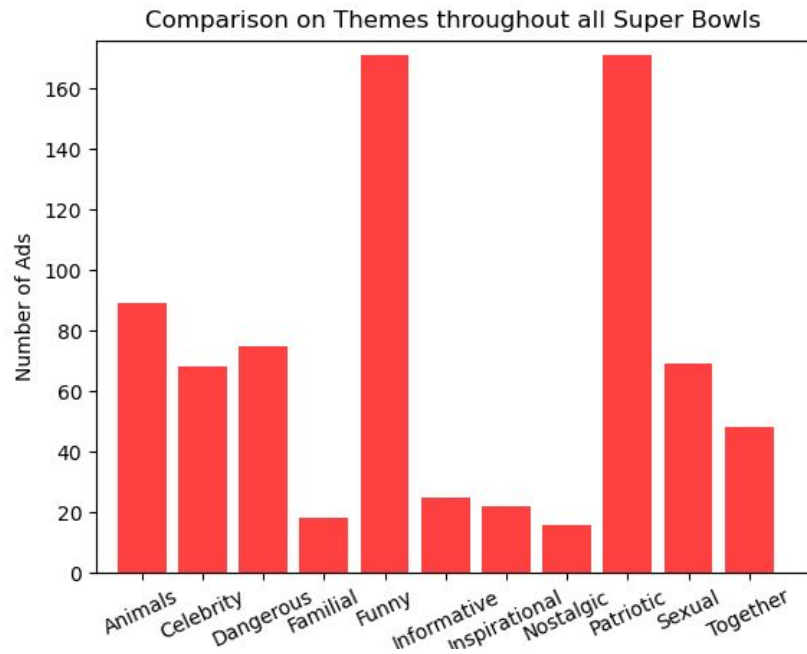


What was our staple?

- With a closer look at the numbers of all genres, it becomes clear Beer is the staple genre with a steady and prolific advertising history.
- An interesting observation to note is that after 2008, we see Beer ads start to drop in frequency, while at the same time Automotive ads are starting to gain ad time, showing automotive companies are attempting to gain a foothold as the next staple of Super Bowl ads.



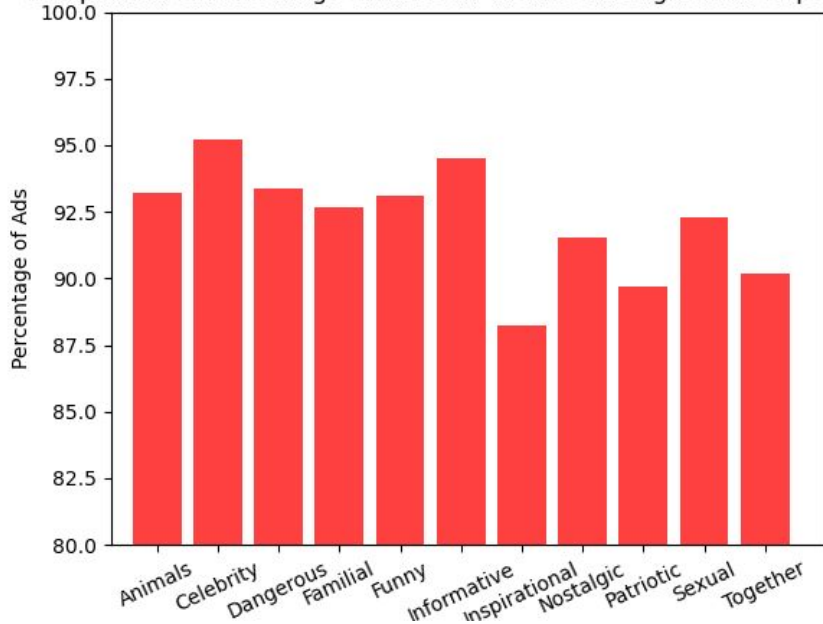
Now we'll look at individual themes.



- The themes listed were determined why watching the ads and analyzing the contents within them
- Funny and Patriotic were able to stand out as primary ad themes but other were evident

How are the ads rated based on the youtube like/dislike system?

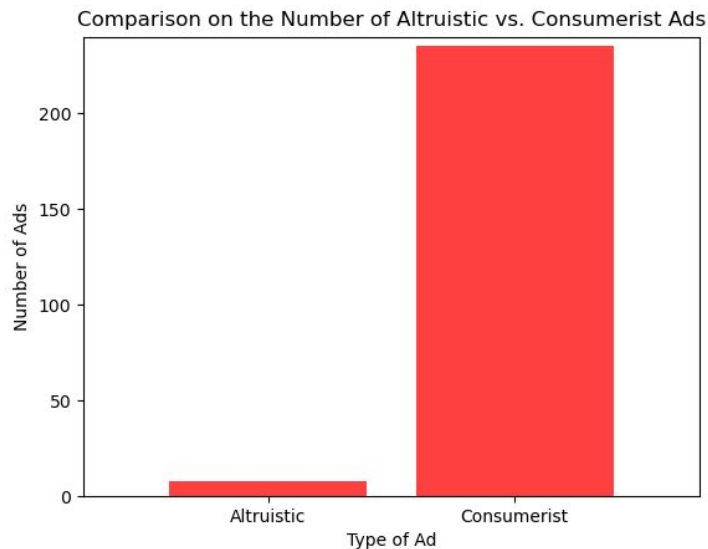
Comparison of Percentage of Likes on Themes throughout all Super Bowls



- Celebrity and Informative actually were the highest in terms of ad like/dislike ratio

Now let's look at the overall goal of the ads.

- We are comparing what the ads are aiming to achieve. Do they focus on the consumer and make the consumer want to buy the product, or are they focused on making the consumer aware about a subject, leading to a more altruistic goal.
- On the right, we can see that the vast majority of ads are focused on selling their product, with only a mere 8 ads are used to raise awareness of an issue.



Deeper Dive into Ad Goals

- Below, we can see the average like ratio of altruistic is ultimately higher than ads that are consumer based.
- This could be attributed to a lack of available data points for altruism as we only have 8 data points to compare against consumerism's 235 ads.

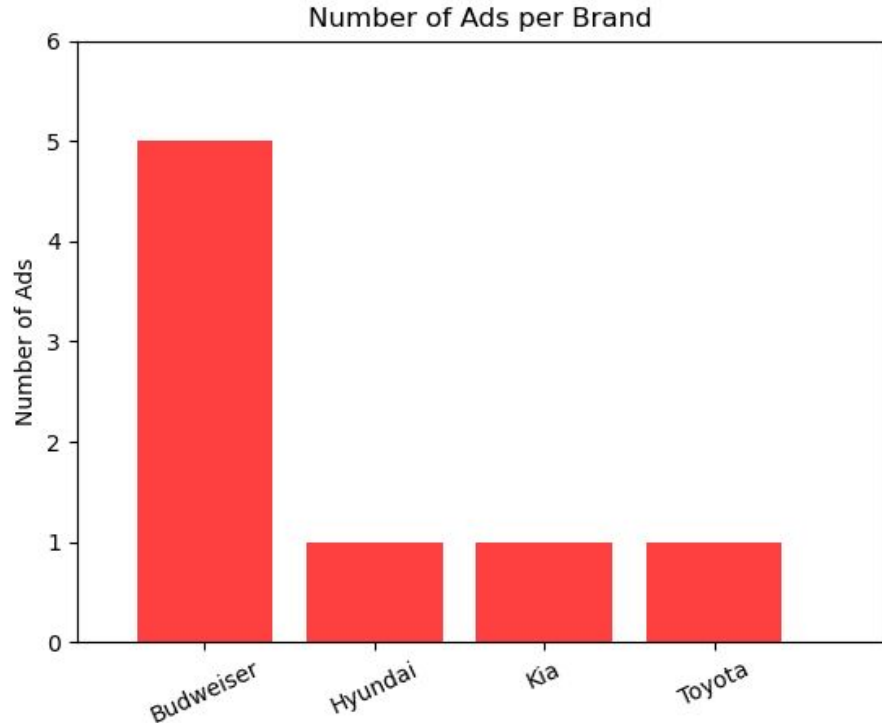
In [259]:

```
1 #grabbing means
2 alt_ads_mean = alt_ads["ratio"].mean()
3 alt_ads_mean = f'{alt_ads_mean * 100}%'
4 print(f'The average like ratio of altruistic ads is {alt_ads_mean}')
5 con_ads_mean = con_ads["ratio"].mean()
6 con_ads_mean = f'{con_ads_mean * 100}%'
7 print(f'The average like ratio of consumerist ads is {con_ads_mean}')
```

```
The average like ratio of altruistic ads is 97.00000000000001%
The average like ratio of consumerist ads is 92.37878787878786%
```

What brands had altruistic ads?

- Budweiser, a Anheuser-Busch product, takes up ~62% of the altruistic ad space. Of these ads, the content is focused on international disaster relief using beer factories to provide water.
- The three automotive brands all had very similar focuses where they had set up ways for family members to zoom call their military family members, creating a sense that the car brands bring us together.



Possible limitations of our data

- Our data starts at 2000, and ends at 2020 giving us a currently limited scope as we cannot see ads from before current century
- Not all videos had a youtube link so we ignored these videos when comparing the like/dislike ratio.
- When comparing the like/dislike ratio, because the ads are re-uploads from the original Super Bowl streams, they are being judged by someone that has went out of their way to see the upload. It may not reflect the sentiment of all the gameday viewers.

Observations/ Conclusions

- Based on genre, Beer ads are on top with Anheuser-Busch's products alone taking up a whopping 43% of the ad space, clearing becoming a staple of Super Bowl ads.
- Comedically and Patriotically themed ads are the most used throughout the years, though they are still beat out by Celebrity ads when comparing like dislike ratios with Celebrity ads having a consistent like ratio of ~95%.
- Most advertisements were consumer focused, with most attempting to sell the product by having the consumer associate a funny joke with the product and a happy memory.
- Of the Altruistic ads, most were focused on raising awareness of various disasters as the beer companies often provide relief in the form of giving water to those in need. Automotive companies wanted to focus on bringing families together when separated by military deployments.

Thank you