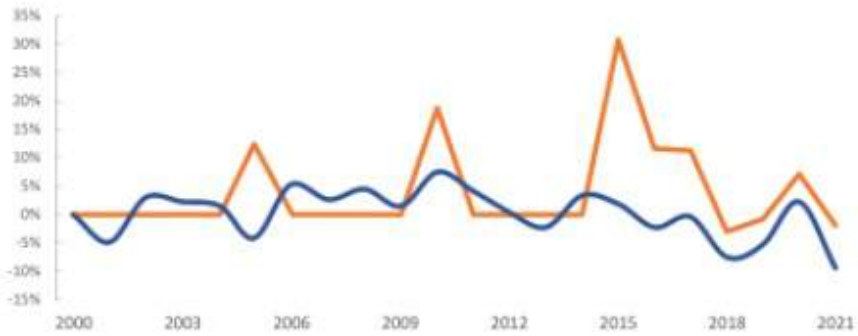
# How the next Maven Motors Super Bowl ad goes viral on YouTube

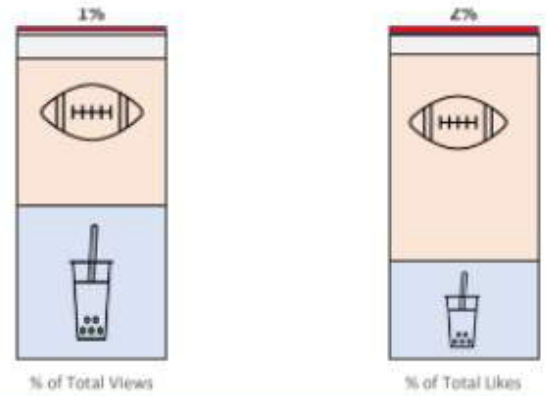
by Charlie Stein

*based on analysis of 249 Super Bowl commercials aired from 2000 - 2021 for 10 brands in 5 product categories.*

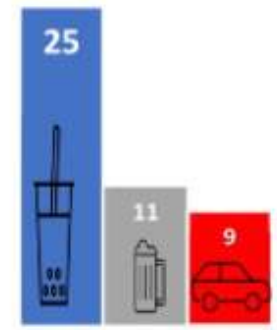
## The cost of ad time goes up every 5 years. But viewership is on the decline...



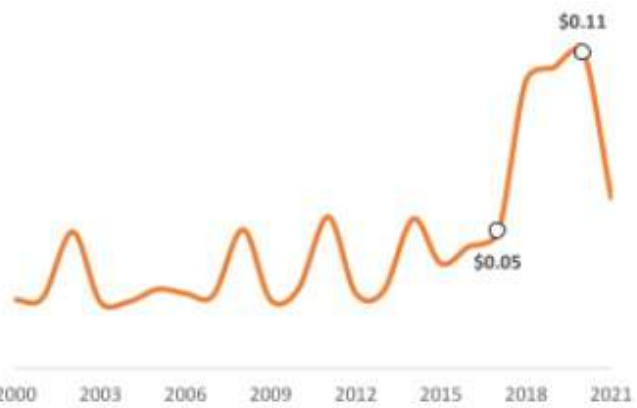

## Car ads drive only a sliver of total YouTube engagement.



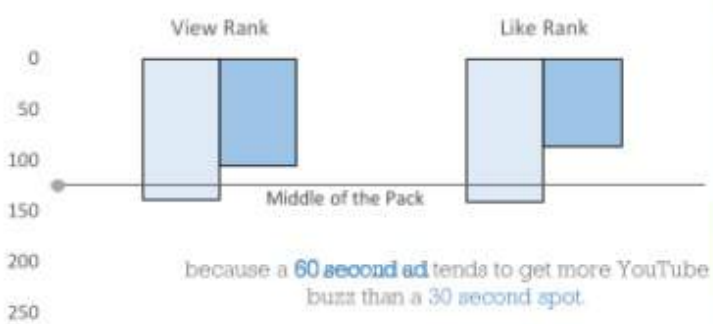

## Food and drink dominates the list of the top 50 most liked YouTube ads.




## causing a 2x jump in cost-per-impression within the past 5 years...



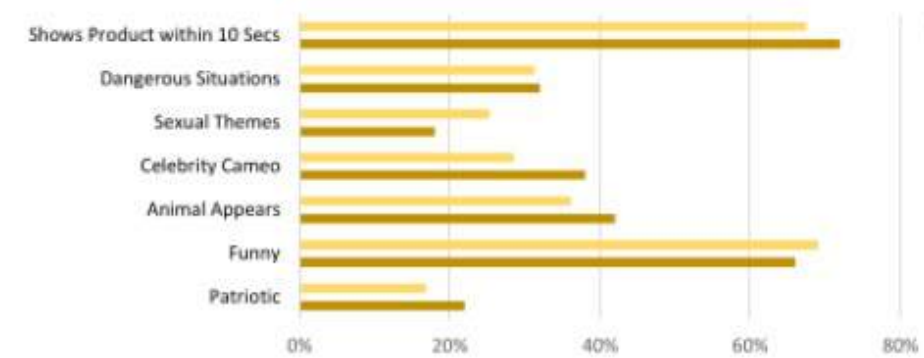

## ...yet it's still worth buying a 60 second spot.




because a 60 second ad tends to get more YouTube buzz than a 30 second spot.

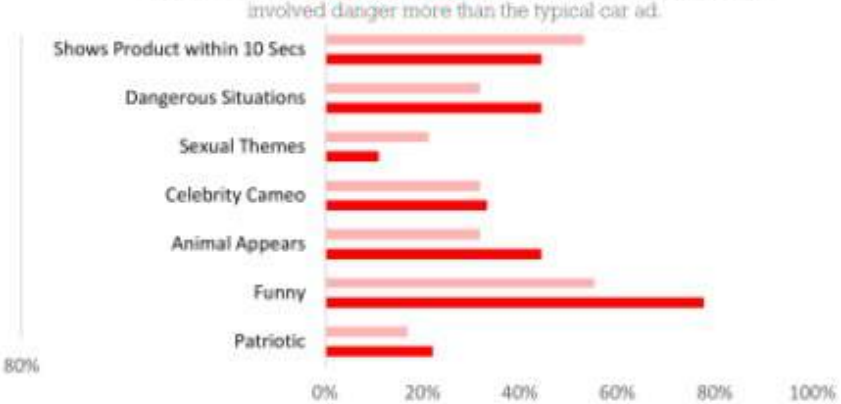
## Super Bowl ads overall are funny and lead with the product.

The top 50 most liked ads on YouTube have a high ratio of celebrities and animals.

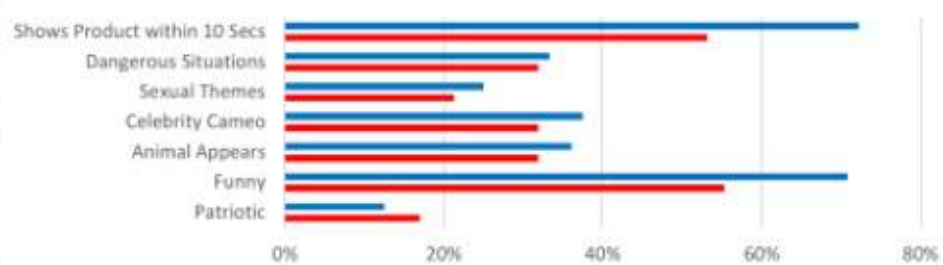



## Car ads use humor and show the car early only half the time.

Spots that made the top 50 most liked on YouTube used animals and involved danger more than the typical car ad.



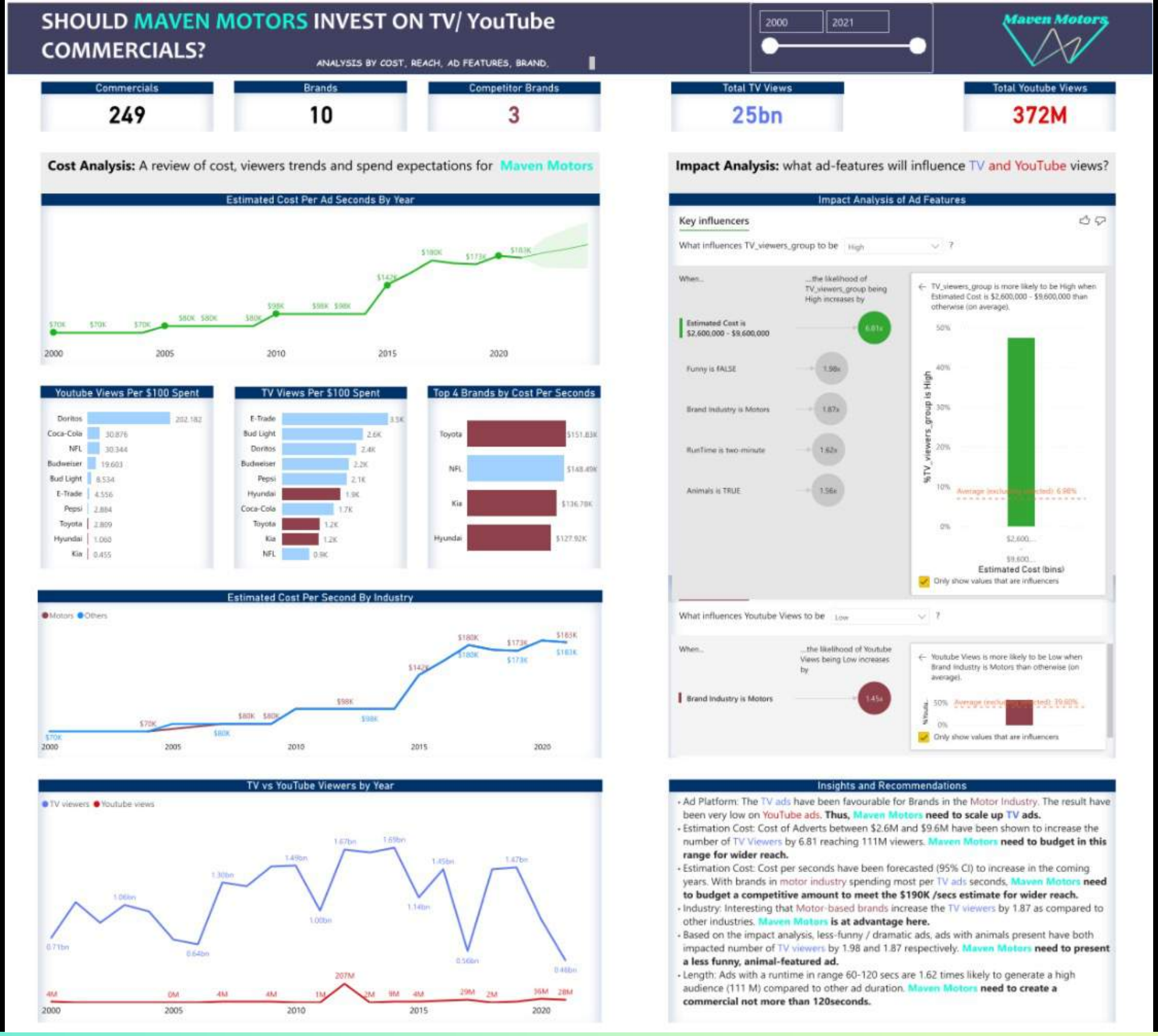

As a group, food and drink ads show their product earlier and use humor more than car ads.




## FINAL RECOMMENDATIONS

- Aim to go viral on YouTube.
- Buy a 60 second spot.
- Make it funny and show our car early.
- Work in a celebrity cameo or animal character.

# ENTRANT: Charles Stein




# ENTRANT: Idris Alugo

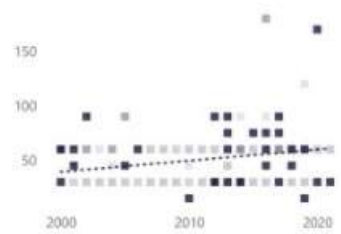
# Maven Motors Super Bowl Strategy

Live sports are the strongest hours of television for generating instantaneous, large advertisement reach. Presented below are the findings from an analysis of **250 adverts** spanning **20+ years** of NFL broadcasts to support Maven Motors' next Super Bowl advertising campaign.

*Recommendation: We suggest a 60-second commercial (length subject to approved budget) that is funny, shows the product quickly and features a celebrity.*

## TIME IS MONEY

### ADVERT LENGTH BY YEAR

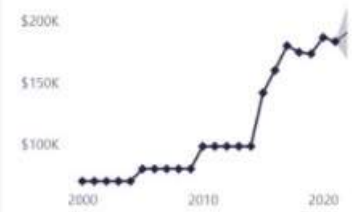



*Stronger shape colour = Higher performing advert*

### AVG LENGTH OF TOP 20 ADVERT

The forecasted cost for a Super Bowl advert in 2022 is **$190,000** /s.

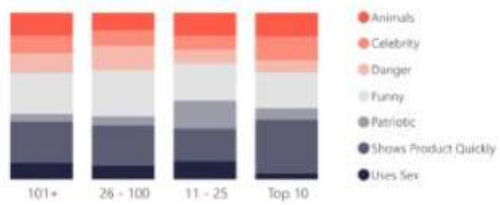
### AVG COST PER SECOND




Each advert is ranked by an engagement score which is defined by (Youtube views vs. average for that year) multiplied by video views to likes conversion rate.

## KEY ATTRIBUTES

### ATTRIBUTES BY RANK




Top 10, higher-performing adverts are more likely to **show the product quickly**, be **funny** and feature a **celebrity**.

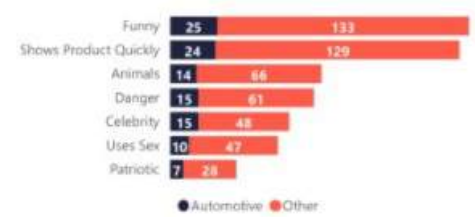
### TOP 10 ADVERTS

| Rank | Year | Title | Youtube Views | YT Views vs Year Avg | View - Like ratio |
|---|---|---|---|---|---|
| 1 | 2019 | Game of thrones joust | 7.68M | 11.08 | 1.22% |
| 2 | 2016 | Hulk vs ant man | 12.68M | 6.07 | 1.57% |
| 3 | 2002 | Generations with britney spears | 0.48M | 5.08 | 1.54% |
| 4 | 2000 | Whassup | 4.05M | 7.57 | 0.77% |
| 5 | 2020 | Next 100 | 33.32M | 8.30 | 0.61% |
| 6 | 2018 | This is the pepsi | 0.74M | 5.69 | 0.43% |
| 7 | 2014 | Time machine | 8.09M | 10.42 | 0.23% |
| 8 | 2012 | Sling baby | 181.42M | 11.40 | 0.16% |
| 9 | 2013 | The clydesdales brotherhood | 0.22M | 1.25 | 1.37% |
| 10 | 2013 | Goat for sale | 0.62M | 3.55 | 0.45% |

## COMPETITORS

### BRANDS ADVERTS BY YEAR

### AUTOMOTIVE VS OTHER ADVERTS




### ADVERTS BY RANK

| Rank | Brand | Year | Youtube Views | YT Views vs Year Avg | View - Like ratio |
|---|---|---|---|---|---|
| 15 | Toyota | 2018 | 360.49K | 2.79 | 0.39% |
| 19 | Toyota | 2018 | 184.30K | 1.42 | 0.71% |

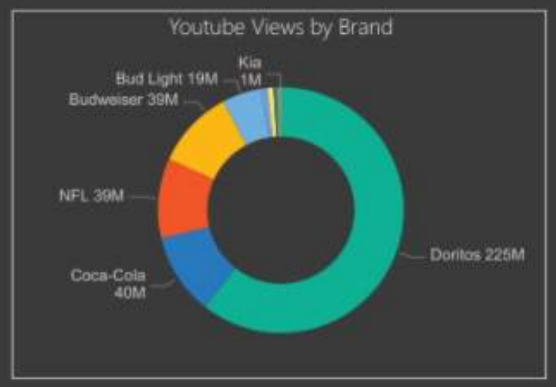
### ADVERTS BY BRAND

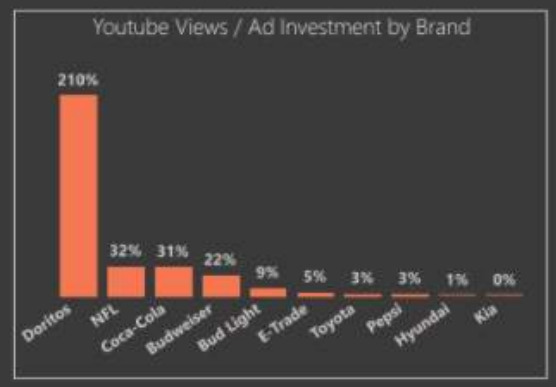
#MavenSuperBowlChallenge

LinkedIn.com/in/ThomasVine

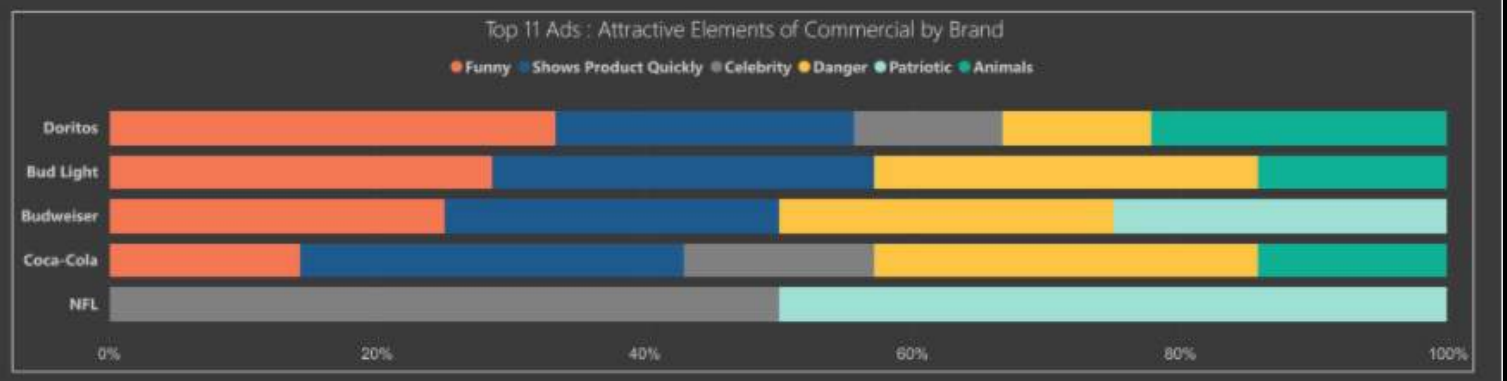
# ENTRANT: Thomas Vine

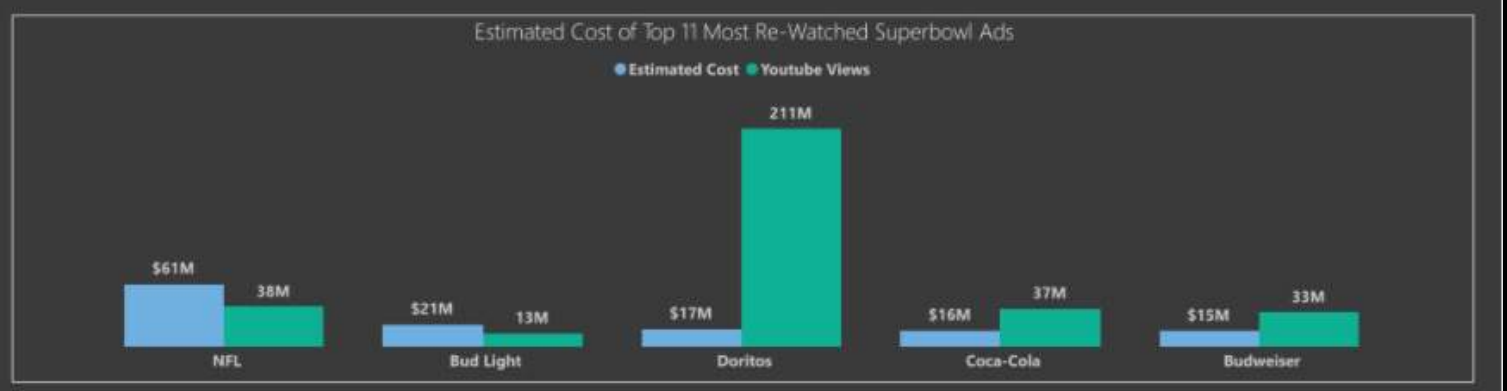
# Superbowl Commercials & Post-Game Youtube Viewership






## Most Re-Watched Ads, 2000 - 2021




| Brand | Year | Ad Name | Estimated Cost | Length in Seconds | Superbowl Viewers That Year (Not Specific to Ad) | Total Youtube Views | Youtube Views / Investment | Years Since Ad First Aired | Youtube Views per Year |
|---|---|---|---|---|---|---|---|---|---|
| Doritos | 2021 | "Flat Matthew" | $11,000,000 | 60 | 91,630,000 | 21,546,933 | 196% | 1 | 21,546,933 |
| Doritos | 2012 | "Sling Baby" | $2,950,000 | 30 | 111,350,000 | 181,423,810 | 6150% | 10 | 18,142,381 |
| NFL | 2020 | "Next 100" | $31,730,000 | 170 | 100,450,000 | 33,318,675 | 105% | 2 | 16,659,338 |
| Budweiser | 2017 | "Born The Hard Way" | $10,800,000 | 60 | 111,320,000 | 28,795,017 | 267% | 5 | 5,759,003 |
| Bud Light | 2021 | "Last Year's Lemons" | $11,000,000 | 60 | 91,630,000 | 5,140,823 | 47% | 1 | 5,140,823 |
| Bud Light | 2019 | "Game of Thrones Joust" | $10,400,000 | 60 | 98,190,000 | 7,678,655 | 74% | 3 | 2,559,552 |
| Coca-Cola | 2012 | "Polar Bear Catch" | $5,900,000 | 60 | 111,350,000 | 23,976,557 | 406% | 10 | 2,397,656 |
| Coca-Cola | 2016 | "Hulk vs. Ant Man" | $9,600,000 | 60 | 111,860,000 | 12,683,366 | 132% | 6 | 2,113,894 |
| Doritos | 2014 | "Time Machine" | $2,950,000 | 30 | 112,190,000 | 8,087,637 | 274% | 8 | 1,010,955 |
| NFL | 2016 | "Super Bowl Babies Choir" | $28,800,000 | 180 | 111,860,000 | 4,936,065 | 17% | 6 | 822,678 |
| Budweiser | 2000 | "Whaasup" | $4,200,000 | 60 | 88,470,000 | 4,047,977 | 96% | 22 | 183,999 |

Source: Maven Analytics  Date: 2/12/2022  Author: Beth Trapp

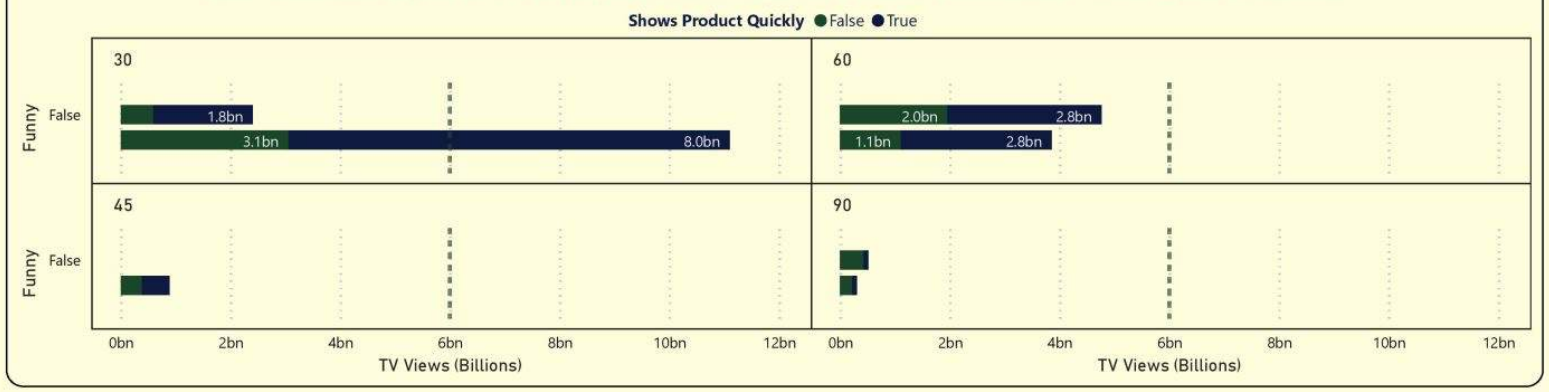
# ENTRANT: Beth Trapp

# MAVEN SUPER BOWL CHALLENGE

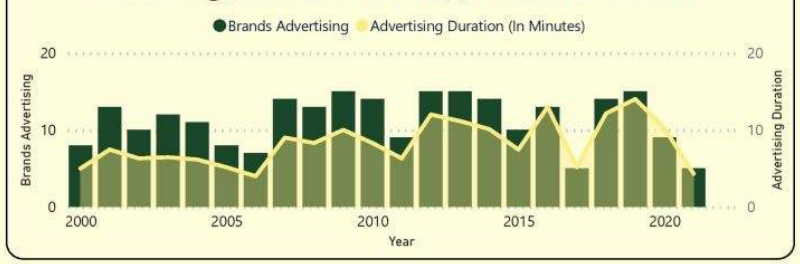
By: Rick J.

| Number of Brands Who've Advertised in the Superbowl | Total Length of Commercials (In Minutes) | Combined Number of TV & YouTube Views |
|---|---|---|
| 10 | 184 | 25bn |

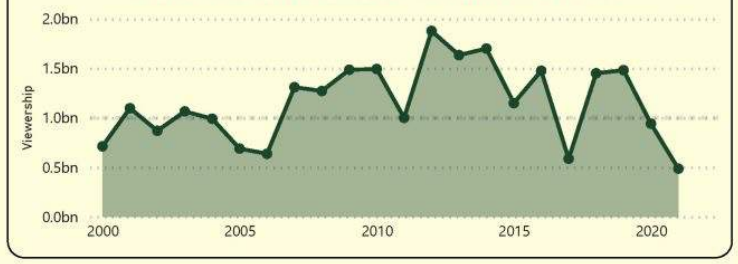
## Gain Maximum Exposure by Displaying Your Product in a Funny Commercial Within 30 & 90 seconds.



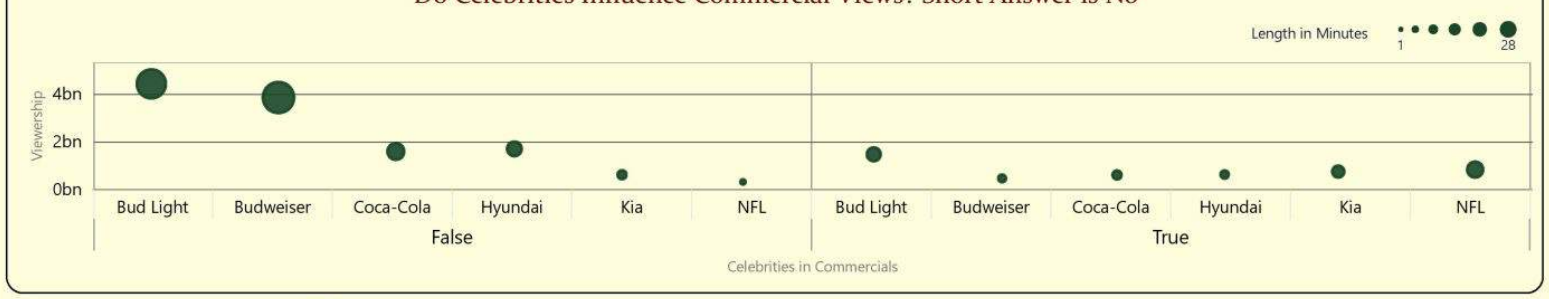

## On Average, Each Brand Gets 44 Seconds of Air-Time




## Most Years Generated Over 1 Billion Views




## Do Celebrities Influence Commercial Views? Short Answer is No



### Who Had The Most Exposure And What Where Their Characteristics?

When analyzing all commercials, Bud Light had seven with the same characteristics that yielded the most views. Their strategy is to display their product within thirty seconds during a thirty second commercial and they keep it simple. Bud Light focus on having comedy in the advertisement and nothing else.

The total duration of their ads equal three minutes and twenty seconds which generated 645 million views, and cost them $16 million in advertising expenses. Bud Light's average views per year are 129 million with an average cost of $40.00 per view.

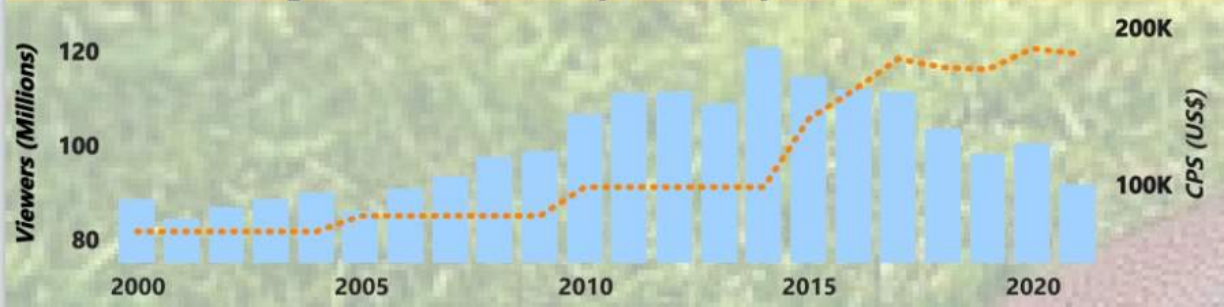
# ENTRANT: Rick Johnson

# MAVEN MOTORS SUPERBOWL ADVERTISING

Should we invest **our money** in a spot @ **SUPERBOWL LVI** to launch our new **Maven GTXYZ model?**

While **the appeal is great** and the event is a **worldwide window**, **numbers and facts** tell us a more **complex story**. Which **features** should we **select** and **target**? And what are the **key indicators** to drive decision?

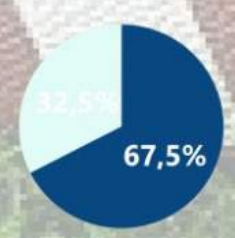
## Average TV Viewers vs. Spots Cost per Second (CPS)




| Brand | Spots | Views | Total Spend | Max Views | Likes |
|---|---|---|---|---|---|
| Doritos | 26 | | | 181424K | 377K |
| NFL | 11 | | | 33319K | 227K |
| Budweiser | 43 | | | 28795K | 104K |
| Coca-Cola | 21 | | | 23977K | 309K |
| Bud Light | 62 | | | 7679K | 108K |
| Toyota | 12 | | | 1400K | 19K |
| E-Trade | 14 | | | 1049K | 3K |
| Pepsi | 25 | | | 737K | 17K |
| Hyundai | 22 | | | 374K | 7K |
| Kia | 13 | | | 145K | 4K |

## Spots distribution per category

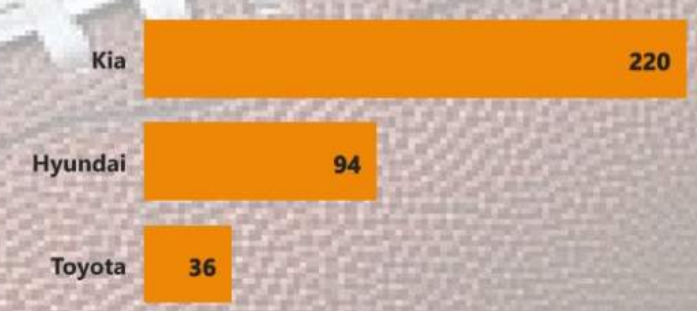
## Quick Product Spot Share




## CAR BRANDS KEY FIGURES

| Brand | Funny | Patriotic | Danger | Animals | Celebs | Sexy | Quick Show |
|---|---|---|---|---|---|---|---|
| Hyundai | 12 | 3 | 6 | 7 | 6 | 3 | 12 |
| Kia | 8 | 2 | 5 | 5 | 7 | 6 | 4 |
| Toyota | 6 | 3 | 4 | 3 | 2 | 1 | 9 |
| Totale | 26 | 8 | 15 | 15 | 15 | 10 | 25 |

## Cost Per View in kUS$




## Averages of Competitors

| Cost (M US$) | Length (s) |
|---|---|
| $7,2Mln | 53 |

## YouTube Views

101,06K

## Conclusions:

**Since 2015, CPS** has **increased** dramatically while **TV Viewers** have **sinked** phenomenally.

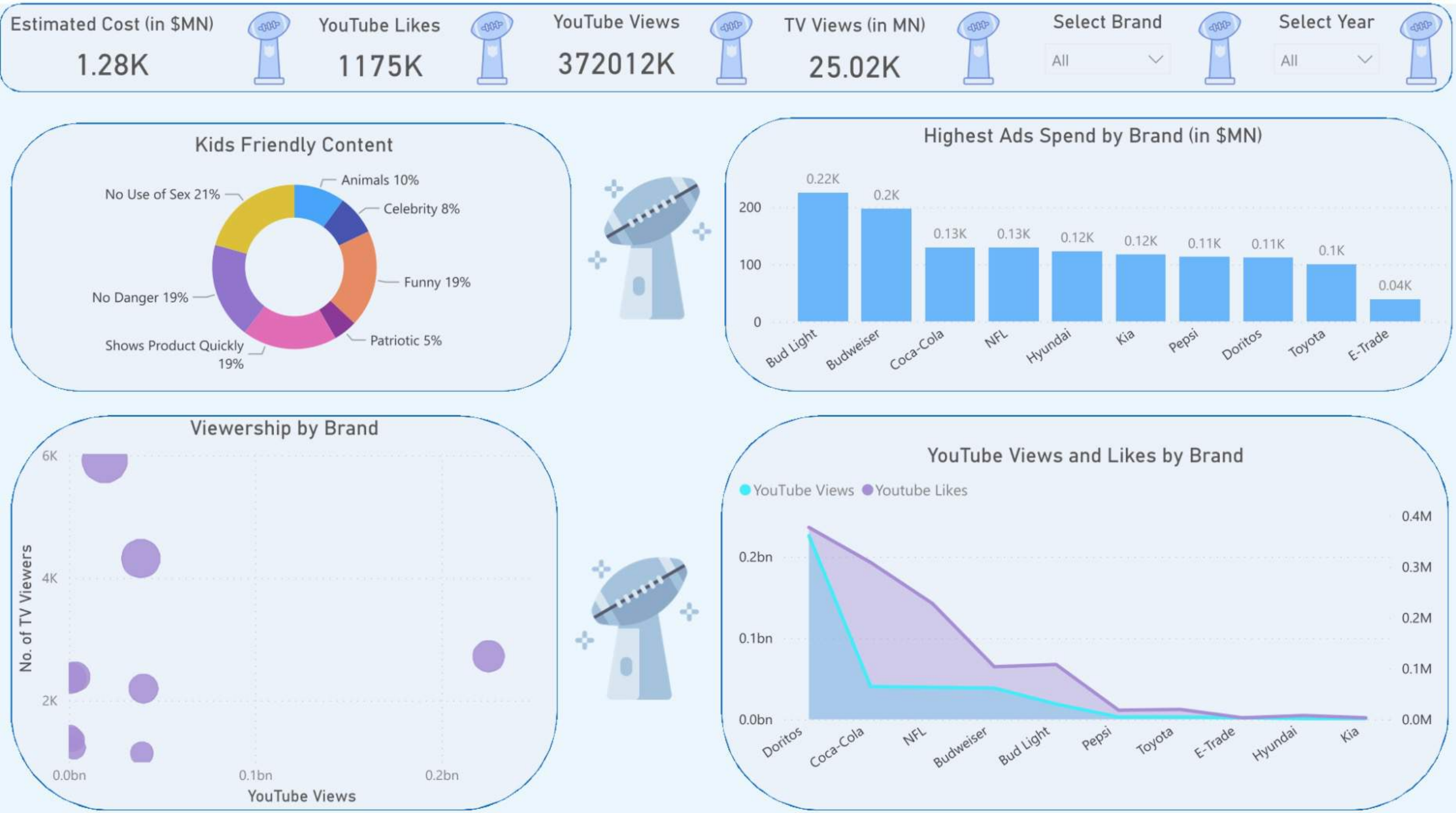
**Higher spending does not correspond** to **higher views or likes on YT.**

**Spots** with **animals** or **funny** attributes are the **largest used**. **Quick show** of product a **must**.

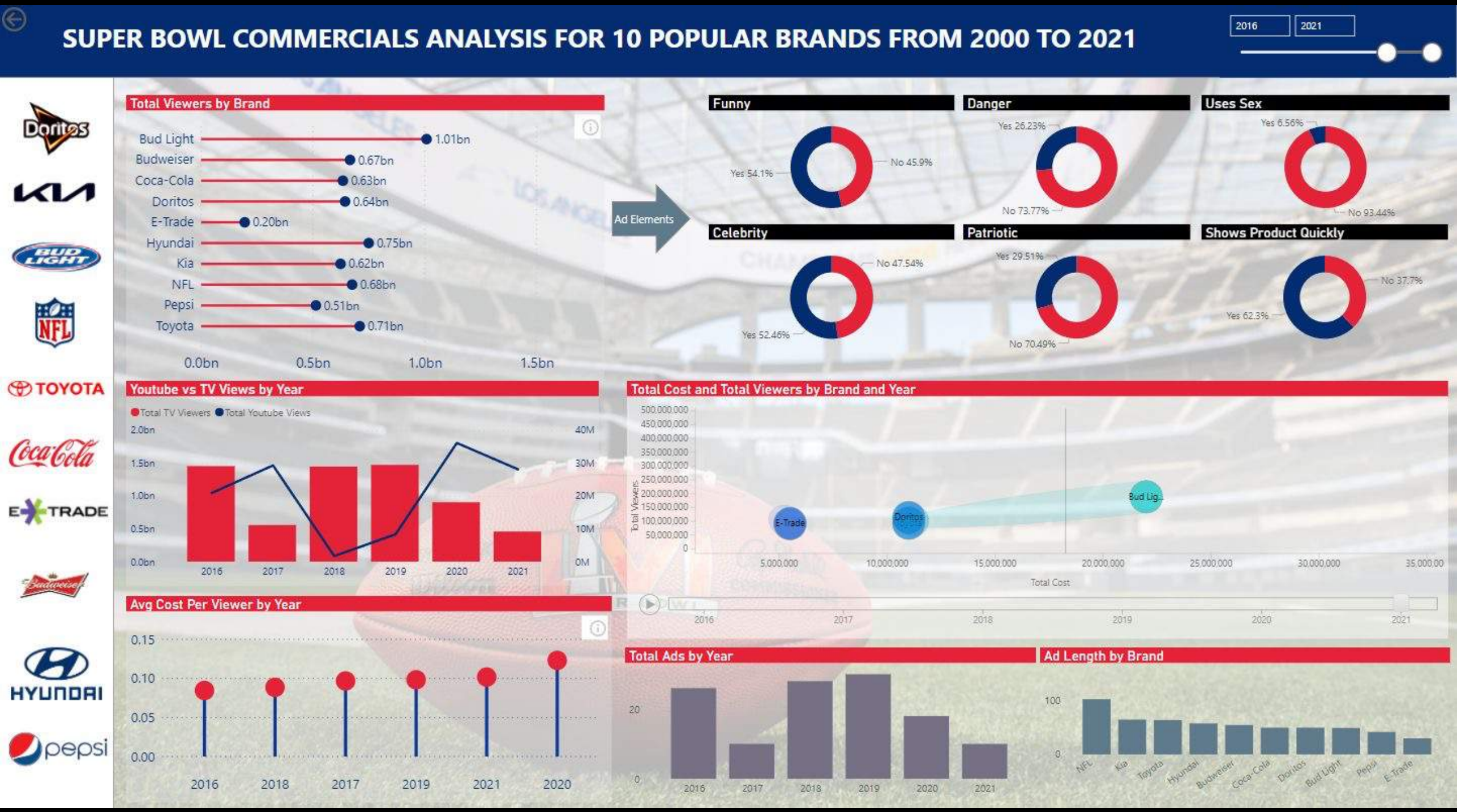
**CPV** is too **high**, **other** forms of **advertising** might be **more rewarding**.

My recommendation is to **NOT INVEST** in **Superbowl Advertising**

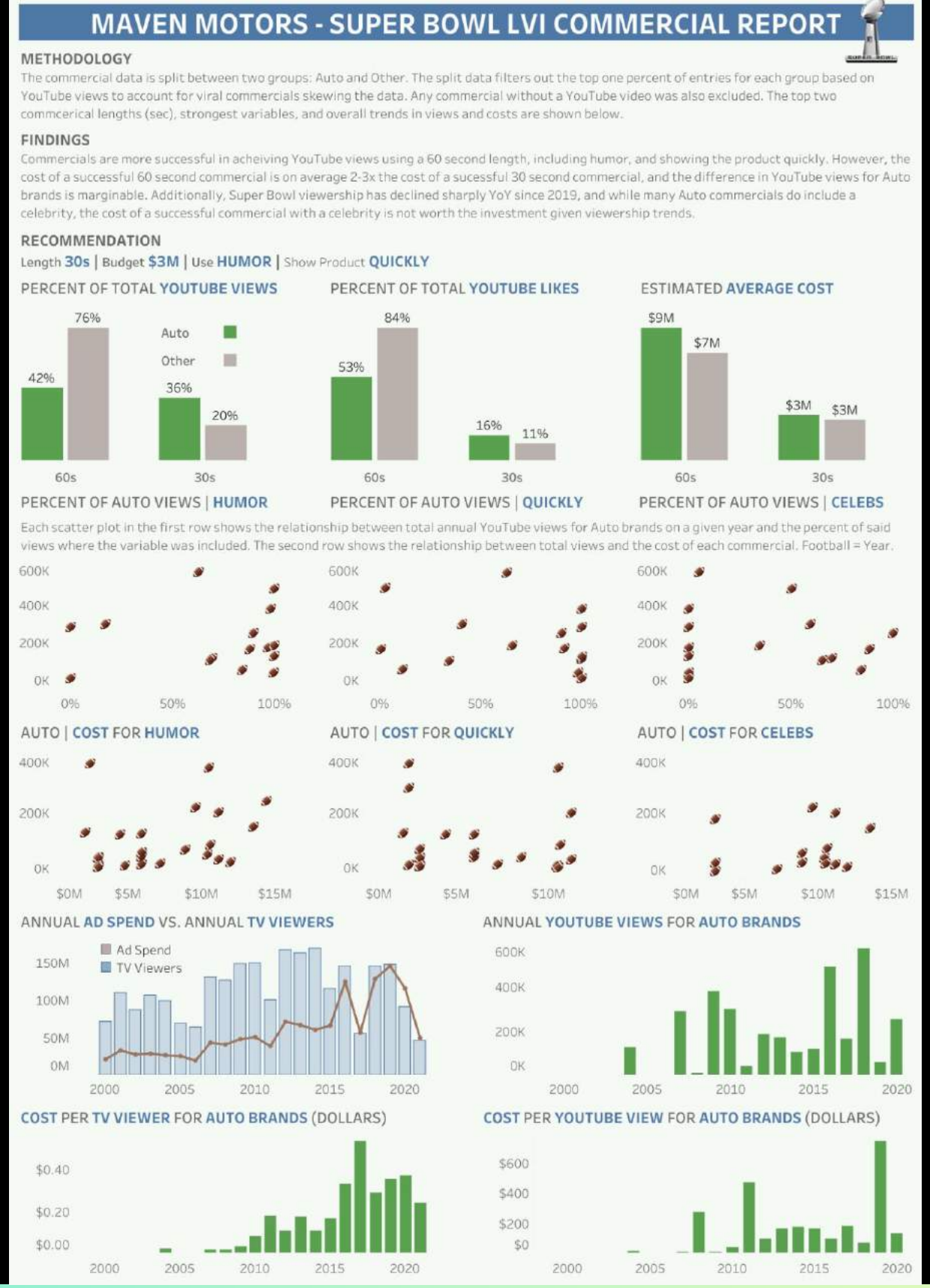
# ENTRANT: Marco Michelini




# ENTRANT: Devika Jethwa




# ENTRANT: Arno Wakfer




# ENTRANT: Tyler Rue

# ENTRANT: Papri Banerjee

# Maven Motors
## Super Bowl Commercial Market Analysis

**NBC** is hosting the **2022** Super Bowl at **SoFi Stadium** in **Inglewood, California.**

Clear All Slicers

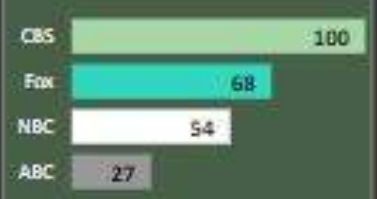
2000 | 2021

Category | Views & Likes

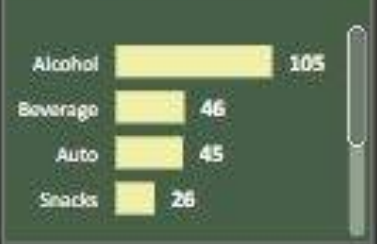
Pacific | Mountain | Central | Eastern

ABC | CBS | Fox | NBC

### Network

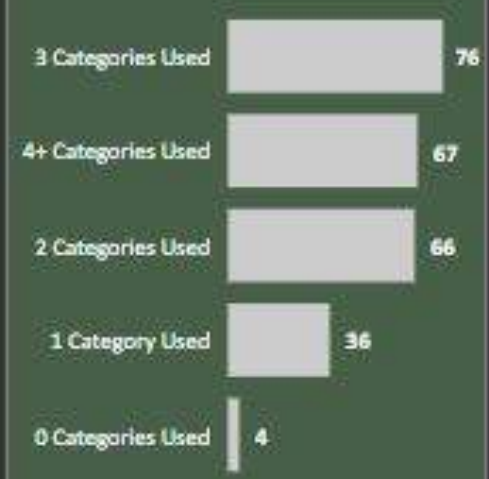



### Most Common Product Type Used



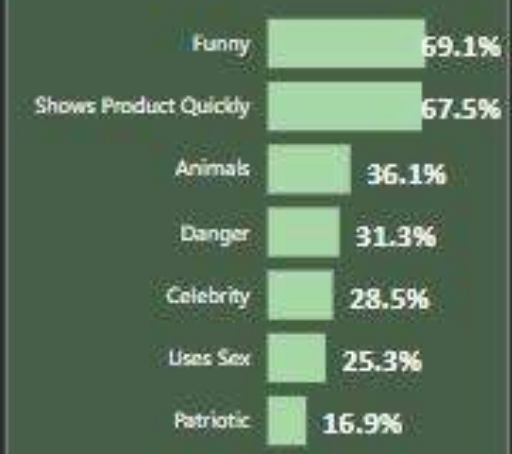

### Most Common Commercial Categories Used

### Count # of Categories Used on One Commercial



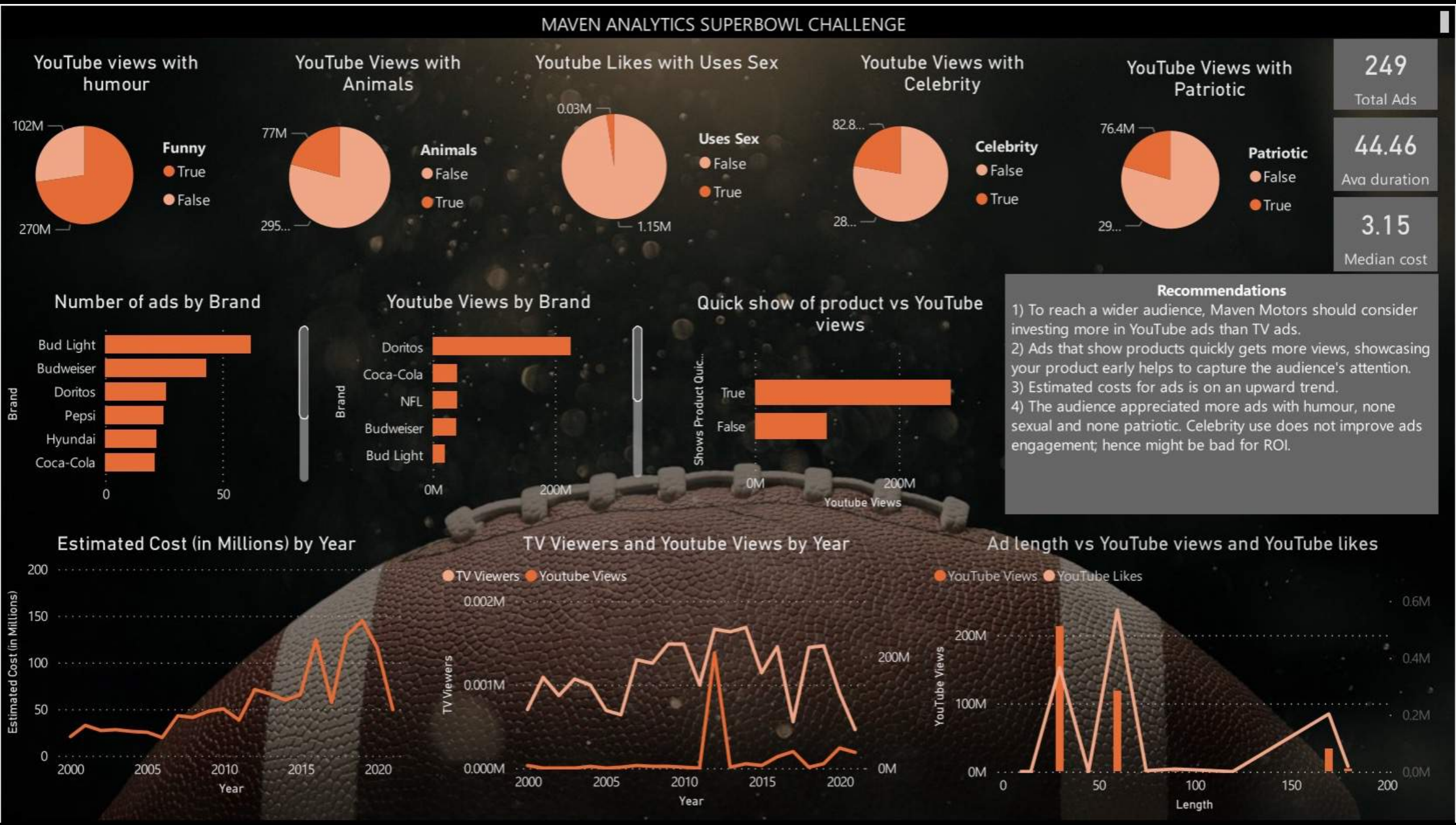

### Category as % of All Commercials - All Years

### Category as % of All Commercials - Selected Years




| Name | Ads Links | Youtube Links |
|---|---|---|
| 2000 Budweiser Whaasup | https://superbowl-ads.com/2000-budweiser-whaasup/ | https://www.youtube.com/watch?v=JJmqCKtJnxM |
| 2000 Budweiser Whaasup Game | https://superbowl-ads.com/2000-budweiser- | https://www.youtube.com/watch?v=loimTUjV92Q |

# ENTRANT: David Halliday




# ENTRANT: Nathaniel Mphisa

# ENTRANT: Cody Riemenschneider

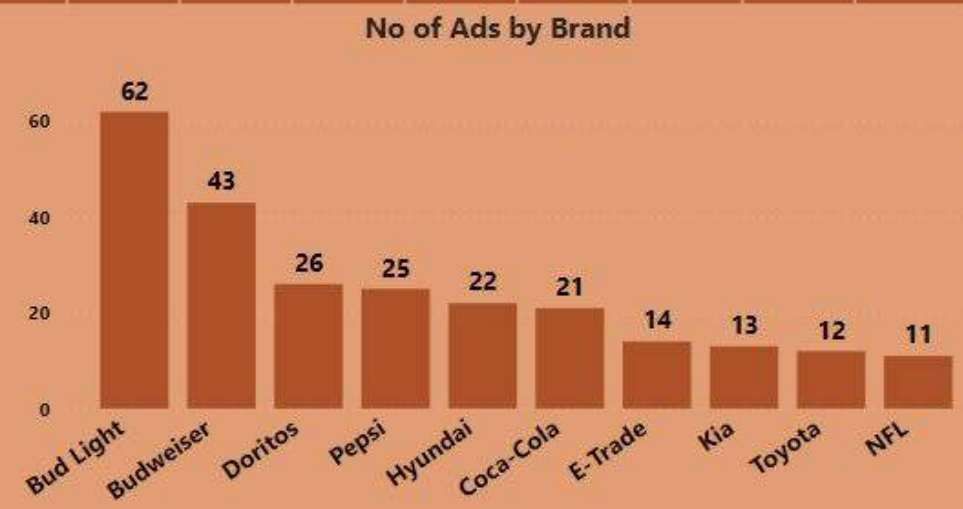
# Super Bowl Commercials Analysis 2000 - 2021

**44.46**
Average Length in Seconds

**25.02K**
TV Viewers

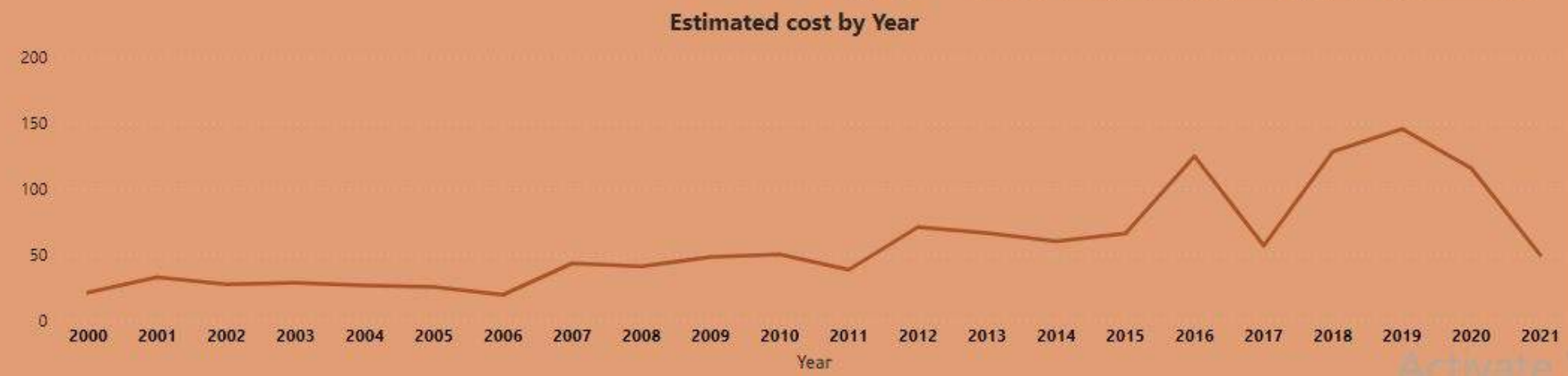
**372M**
Youtube Views

| 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|




**What did brands featured in their Ads**

| Brand | Quick | Funny | Animal | Danger | celebrity | Patriotic |
|---|---|---|---|---|---|---|
| Bud Light | 82% | 95% | 34% | 47% | 24% | 5% |
| Budweiser | 63% | 49% | 56% | 16% | 12% | 37% |
| Coca-Cola | 71% | 38% | 57% | 29% | 29% | 24% |
| Doritos | 85% | 96% | 42% | 46% | 19% | 4% |
| E-Trade | 50% | 93% | 29% | 21% | 7% | 14% |
| Hyundai | 55% | 55% | 32% | 27% | 27% | 14% |
| Kia | 31% | 62% | 38% | 38% | 54% | 15% |
| NFL | 55% | 18% | | | 73% | 36% |
| Pepsi | 60% | 72% | 12% | 24% | 64% | 12% |
| Toyota | 75% | 50% | 25% | 33% | 17% | 25% |




# ENTRANT: Dhanvanth Medoju

# Maven Motors

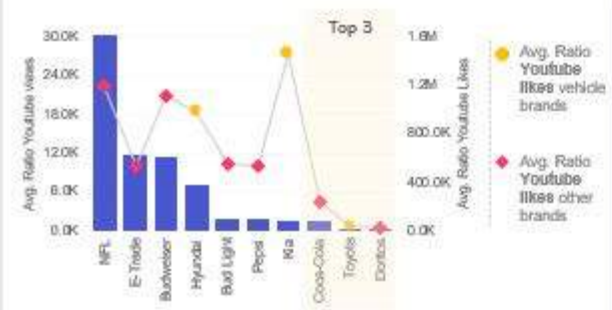
Super Bowl Commercials

2000 - 2021

| Total Commercials | Top 3 Brands with more commercials | Cost USD Millions | Lenght | Youtube Views | Youtube Likes | TV Viewers in millions |
|---|---|---|---|---|---|---|
| 249 | 62 Bud Light | Max 31.73 | Max 180 | Max 181,423,810 | Max 295,000 | Max 232 |
| Total Brands | 43 Budweiser | Avg. 8.68 | Avg. 79.5 | Min 5 | Avg. 6,796 | Avg. 105 |
| 10 | 26 Doritos | Min 0.98 | Min 10 | Avg. 12.9K | Min 0 | Min 84 |
| | | | | | Avg. 642.2K | Avg. 0.05 |

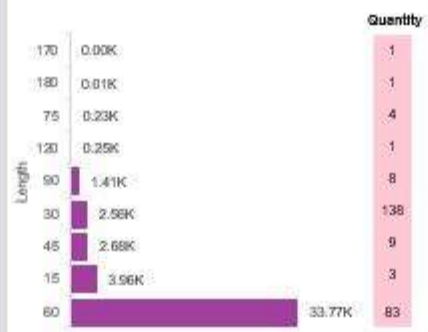
**Avg. Ratio:** This is the result of dividing cost by each variable (duration, views and likes on YouTube, and views on TV). The lower the ratio, the better the efficiency of the commercial, that is, a lower cost with a high level of visibility by the public.

## Avg. Ratio of Youtube views and likes by brand




The lower the ratio, the better the efficient of the commercial.

## Avg. Ratio Youtube Views by Length




The lower the ratio, the better the efficient of the commercial.

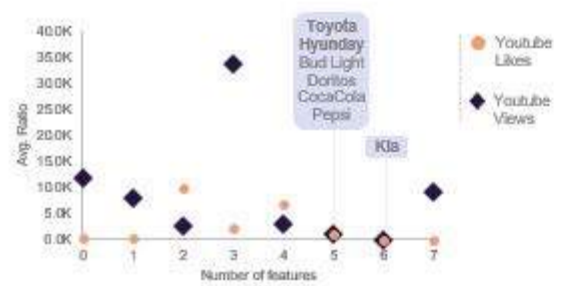
Lengh of the top 3 Brands with better avg. ratio Youtube Views

| | Lenght | Ratio | Quantity |
|---|---|---|---|
| Doritos | 30 | 0.06K | 22 |
| | 60 | 0.12K | 4 |
| Toyota | 30 | 0.04K | 3 |
| | 60 | 0.36K | 8 |
| | 90 | 0.06K | 1 |
| Coca-Cola | 30 | 6.32K | 4 |
| | 60 | 0.17K | 17 |

Lengh of the top 3 Vehicle brands with better avg. ratio Youtube Views

| | Lenght | Ratio | Quantity |
|---|---|---|---|
| Kia | 30 | 4.3K | 2 |
| | 60 | 0.32K | 5 |
| | 75 | 0.30K | 3 |
| | 90 | 2.6K | 3 |
| Hyundai | 30 | 4.8K | 13 |
| | 45 | 0.3K | 2 |
| | 60 | 18.2K | 5 |
| | 90 | 1.6K | 2 |

## Avg. Ratio Youtube Views and Likes by Number of Features




The lower the ratio, the better the efficient of the commercial.

**3** Features in average were used by the top 3 Brands

**3** Features in average were used by Vehicle Brands

**2%** Percentage of commercials that did not use any of the features.

| | Coca-Cola 2 Com. | Hyundai 1 Com. | Toyota 1 Com. |
|---|---|---|---|
| R1 | 0.1K | 46.8K | 0.1K |
| R2 | 21.5K | 3.0M | 8.1K |
| R3 | 0.06 | 0.03 | 0.10 |

## Avg. Ratio Youtube Views and Likes and TV Viewers by Number of Features

| | Is it funny? | Does it show products? | Is it Patriotic? | Does it include celebrities? | Does it include danger? | Does it include animals? | Does it use sex? |
|---|---|---|---|---|---|---|---|
| Yes | 69% | 67% | 17% | 29% | 31% | 36% | 25% |
| R1 | 15.3K | 16.9K | 9.4K | 33.3K | 0.7K | 5.5K | 1.2K |
| R2 | 450.8K | 604.0K | 1.4M | 857.7K | 183.3K | 854.3K | 322.4K |
| R3 | 0.04 | 0.06 | 0.08 | 0.07 | 0.05 | 0.05 | 0.04 |
| No | 31% | 33% | 83% | 71% | 69% | 64% | 75% |
| R1 | 7.3K | 4.3K | 13.6K | 4.5K | 18.7K | 17.1K | 16.7K |
| R2 | 1.1M | 723.0K | 477.5K | 553.7K | 863.0K | 519.2K | 745.8K |
| R3 | 0.07 | 0.06 | 0.04 | 0.04 | 0.05 | 0.05 | 0.06 |

**Percentage**: proportion of commercials that meet or do not meet the respective feature

**R1**: Ratio of costs versus numbers of youtube views. The closer to zero, the better.

**R1**: Ratio of costs versus numbers of youtube likes. The closer to zero, the better.

**R3**: Ratio of costs versus numbers of TV Viewers. The closer to zero, the better.

▲ The value is above the average ratio.

▼ The value is below the average ratio.

**insights**

> To measure the efficiency of the commercials, the ratio between the cost and the following variables was established: views on YouTube, likes on YouTube and TV Viewers. The lower the value of the ratio, the more efficient the commercial is, since at a lower cost it generates greater visibility.

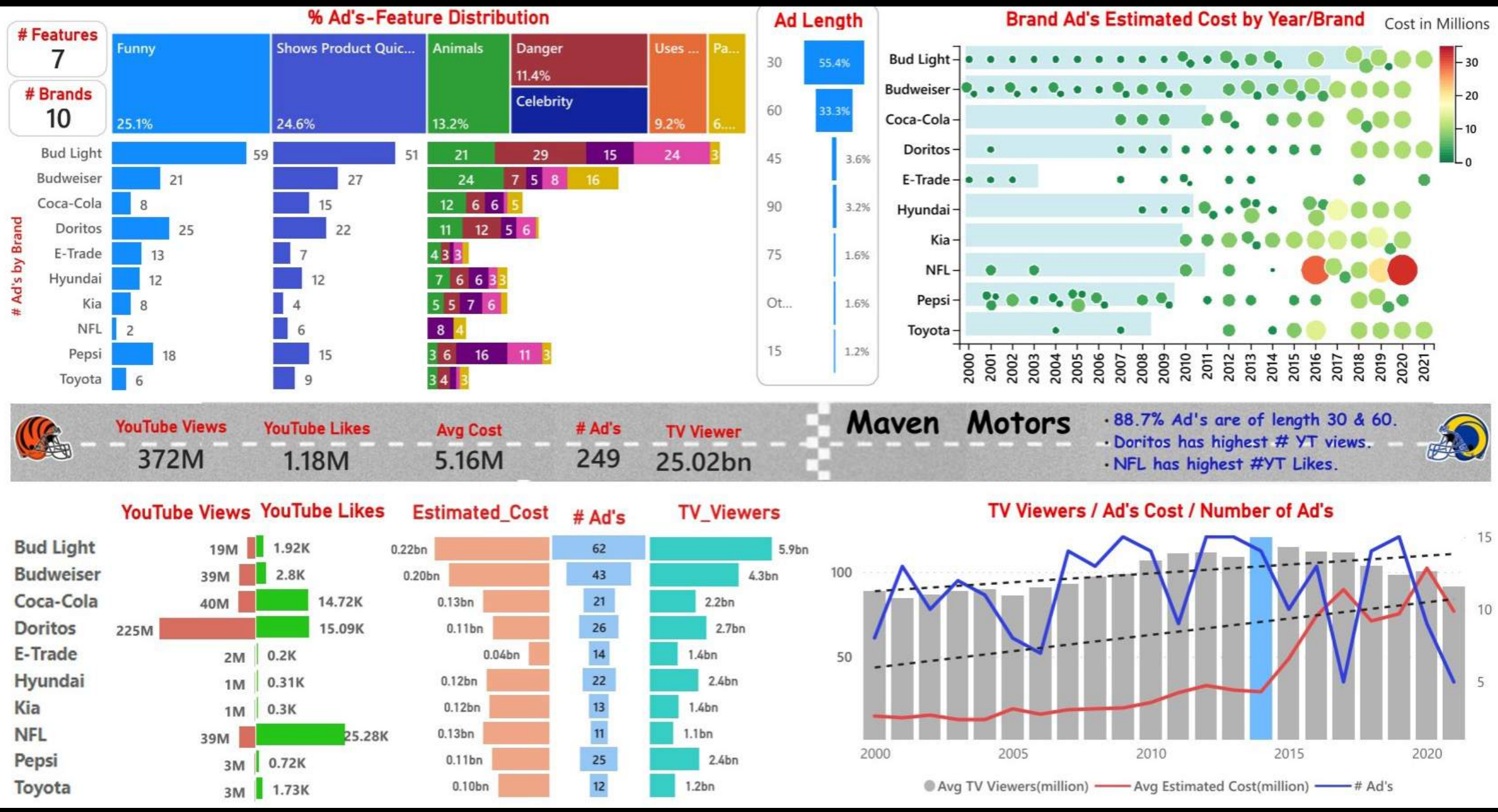
> The variable "TV Viewers" was not compared in depth, since this is a channel in which users do not watch commercials on their own initiative. That's why more importance is given to views and likes on YouTube.

> The best ratio (cost versus views on YouTube) according to the duration of the commercials is 170 and 180 seconds, however, for each of these durations, only one commercial was reported, so it cannot be generalized with this result. However, it is recommended to generate videos of 30 seconds, they have an acceptable rate ratio and two of the three brands in the top 3 have good records with videos of this length.

> The best ratios are for commercials that include between 5 and 6 features. The most attractive feature for the public is the scenes of danger and that use sex. Although the rate of views is not the best, the rate of likes on YouTube is favorable for funny commercials and those whose show the product.

> Finally, Maven Motor must be careful with the use of animals in commercials, the ratio of people who liked this type of commercial on YouTube is not very good.

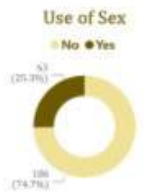
# ENTRANT: Harold Espinoza

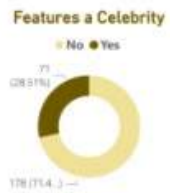



# ENTRANT: Ajeet Singh Shekhawat

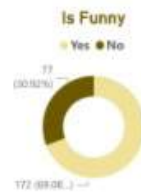
# Maven Motors Super Bowl Ad Analysis

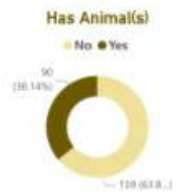
| $5.16M | 10 | 100M | 1.49M |
|---|---|---|---|
| Average Est Cost | No of Brands | Average TV Viewers | Average Youtube Views |

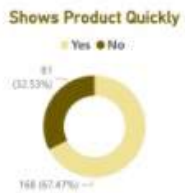


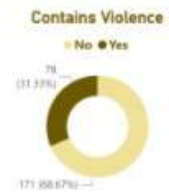



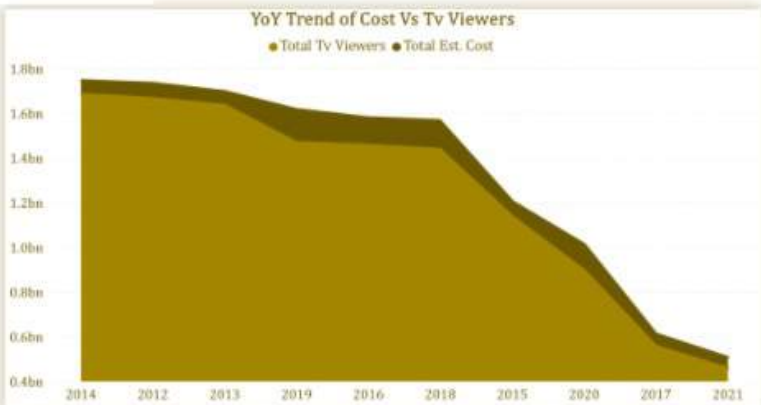

Fun Fact: The name Super Bowl is the brainchild of former Kansas City Chiefs owner Lamar Hunt who was inspired by a popular '70s toy: the Super Ball. For its first three years, the game had been called the world championship until Hunt saw his daughter playing with a bouncy ball and asked her what it was called. The rest is Super Bowl history.



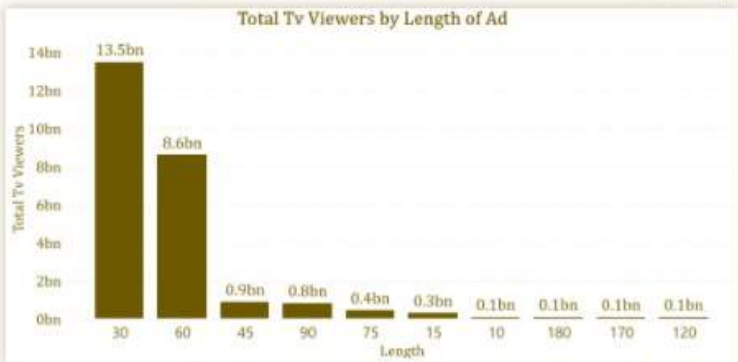


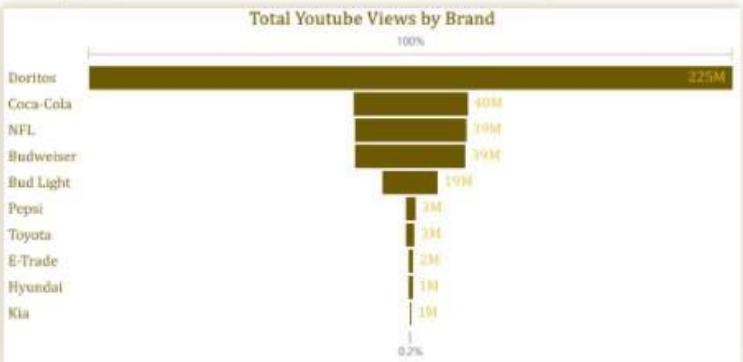






The average cost of airing a Tv Ad is US$5.16M with a corresponding average Tv viewership of 100 million on a typical super bowl night. indicating a high return on investment. In addition, the amount spent on super bowl ads has reduced consecutively over the past 10 years; and there's a resulting effect on the reduction of Tv views during the same period.




Overview of Car Brands

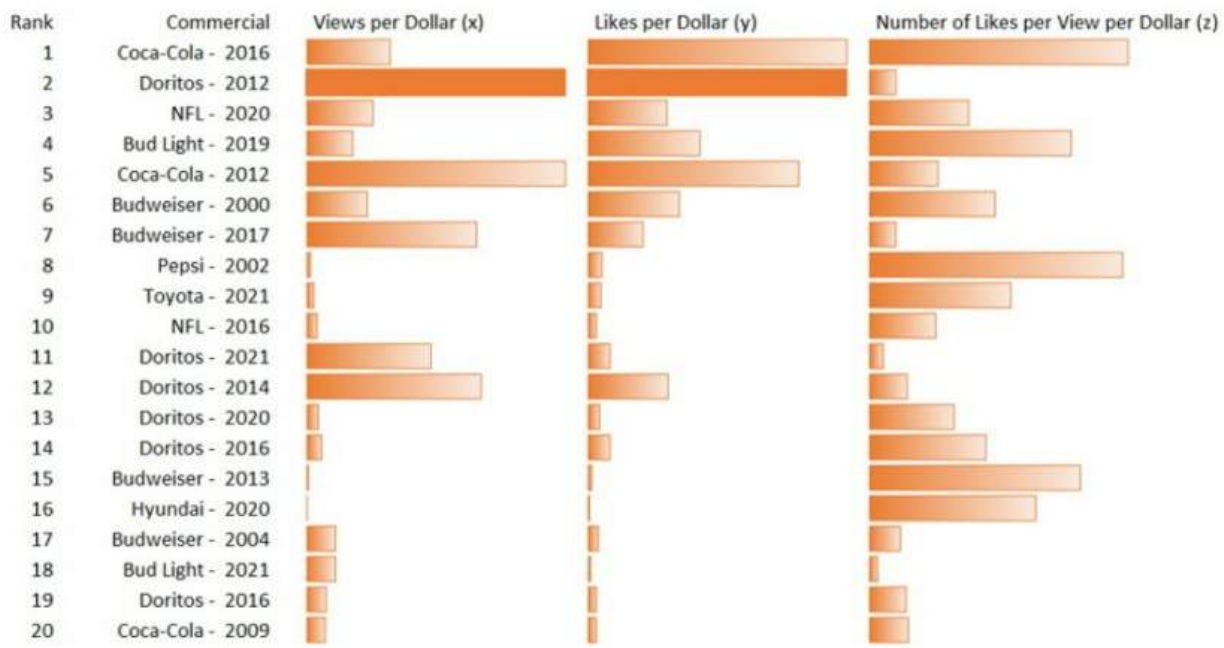
| Length | 30 | | 45 | | 60 | | 75 | | 90 | |
|---|---|---|---|---|---|---|---|---|---|---|
| Brand | Total Est. Cost | Total Tv Viewers | Total Est. Cost | Total Tv Viewers | Total Est. Cost | Total Tv Viewers | Total Est. Cost | Total Tv Viewers | Total Est. Cost | Total Tv Viewers |
| Hyundai | $38,550,000 | 1394000000 | $11,625,000 | 221000000 | $47,580,000 | 524000000 | | | $25,050,000 | 220000000 |
| Kia | $8,150,000 | 207000000 | | | $39,380,000 | 529000000 | $36,120,000 | 337000000 | $33,300,000 | 321000000 |
| Toyota | $7,450,000 | 295000000 | | | $78,360,000 | 819000000 | | | $14,400,000 | 112000000 |

For Maven Motors, the super bowl ad will have to be at least 30 seconds long with an element of being funny and shows product quickly.

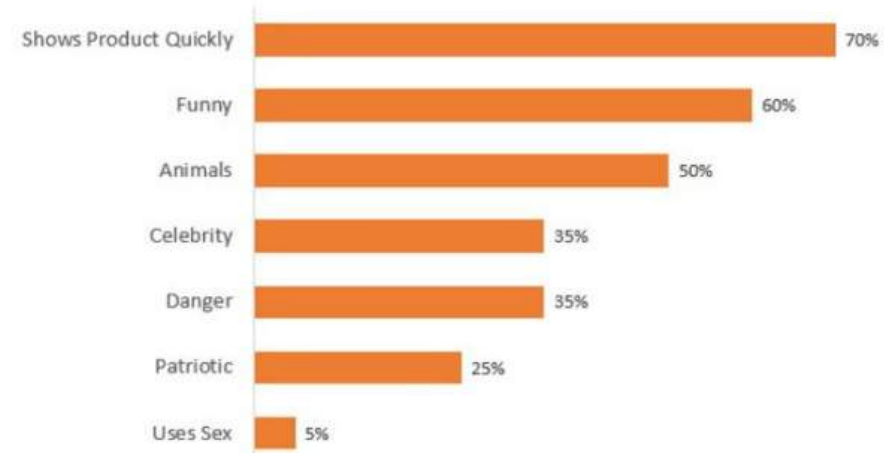
# ENTRANT: Vallency Itieno Felix

# A commercial with a potential high ROI, takes 60 seconds, is funny and shows the product instantly

Top 20 commercials with a relative high number of likes per view per Dollar




70% of the Top 20 commercials show the product quickly and 60 % of the Top 20 is funny

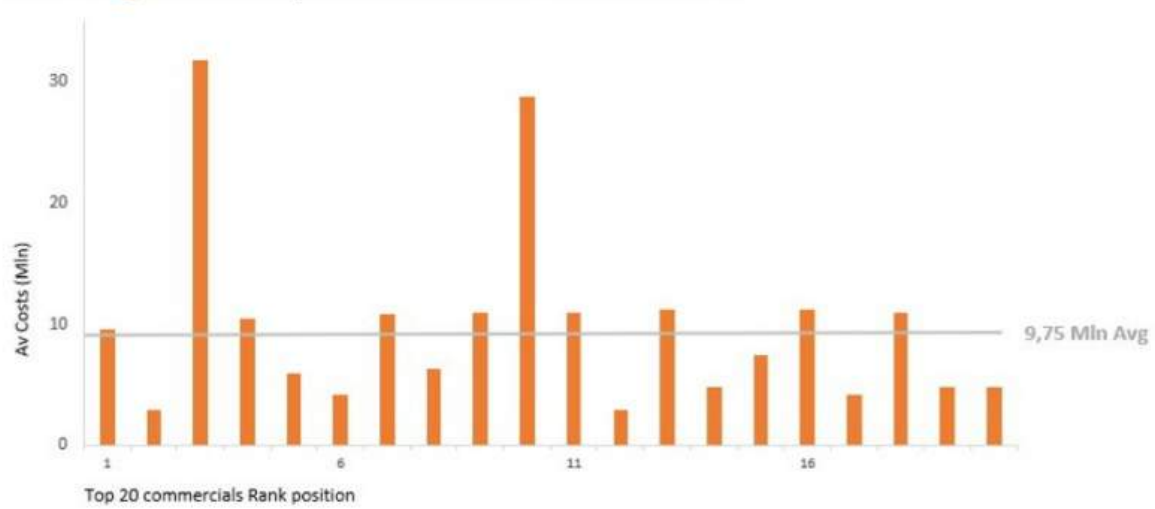



Share of Commercial length for the Top 20 commercials

**60%**

**Of the Top 20 Super Bowl commercials have a length of 60 seconds**

The average cost of a Top 20 commercial is 9.75 million Dollar




**What makes a commercial a top 20 commercial?**

- A relative high number of **views** per **Dollar** (x)
- A realtive high number of **likes** per **Dollar** (y)
- A relative high number of **likes** per **view** per **Dollar** (z)

A top 20 commercial has a relative low Rank x * Rank y * Rank z

$

# ENTRANT: Marjolein Opsteegh

# Super Bowl Commercials

*A data-driven strategy for the Maven Motors Super Bowl spot - Maven Analytics Super Bowl Challenge January 2022*

**Summary:** A funny, patriotic, longer than average spot with animals targeted at YouTube, will provide the best return. We derive the recommendation by comparing the full population to the 25 top performing spots from 2000 to 2021. However, note that advertising costs have increased while the number of brands advertising has decreased, in recent years. This trend indicates that advertisers are not getting the desired return on investment for Super Bowl commercials. Additional analysis for the best use of the advertising budget to create brand awareness is advised.

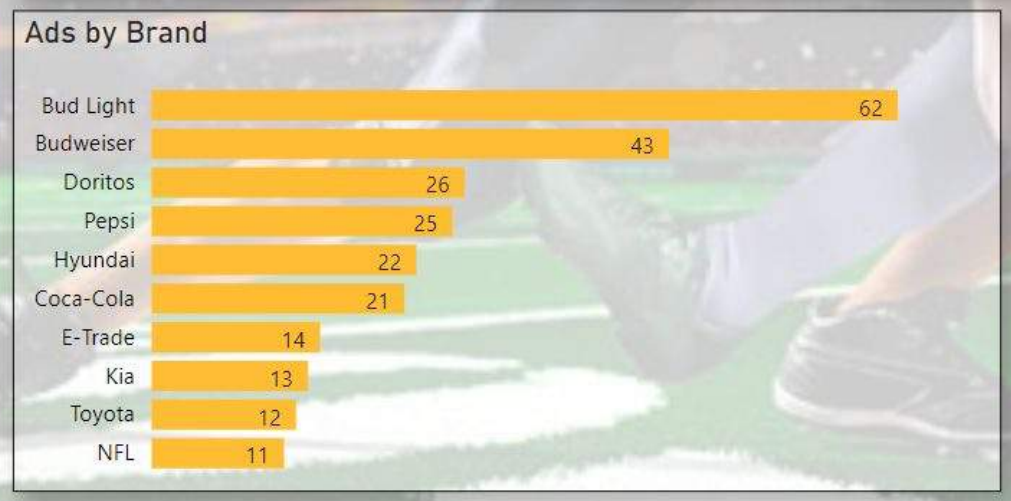
Top Performers vs Full Population

| Segment | Count | Avg Views | Patriotic % | Animals % | Funny % | Longer than Avg % | Celebrity % | Danger % | Show Product Quickly % | Uses Sex % | Avg Cost $ | Avg Cost per Second $ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Population | 249 | 1,570,000 | 17% | 36% | 69% | 39% | 29% | 31% | 67% | 25% | $5,000,000 | $108,297 |
| Top Performer | 25 | 14,000,000 | 32% | 44% | 72% | 68% | 32% | 32% | 68% | 8% | $9,000,000 | $144,639 |
| Total Difference | | 12,430,000 | 15% | 8% | 3% | 29% | 3% | 1% | 1% | -17% | $4,000,000 | $33,342 |

**22**
Years

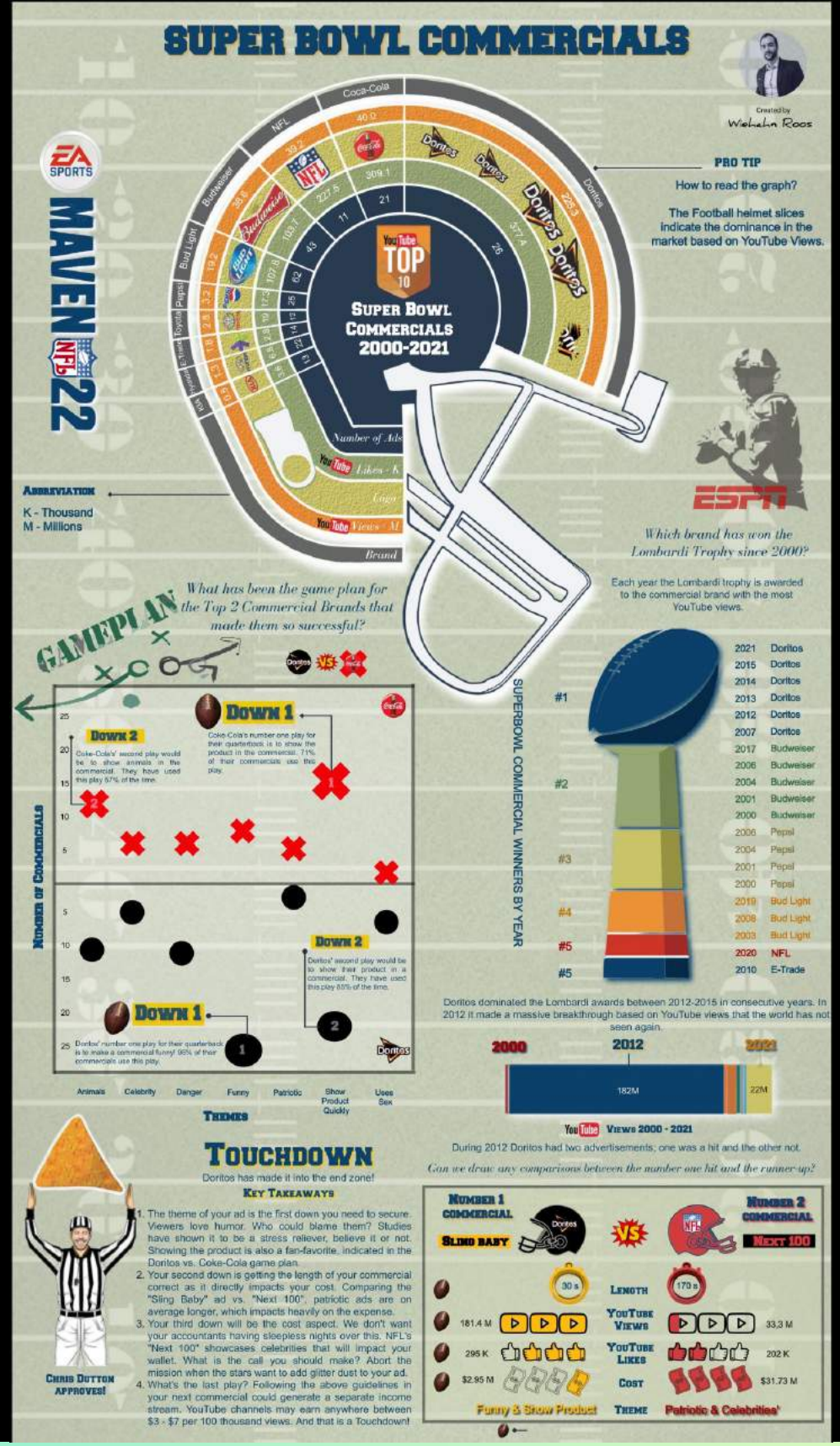
**$1bn**
Total Spend

**185**
Total Minutes



**372M**
YouTube Views

# ENTRANT: Diana Williams




# ENTRANT: Wiehahn Roos

Year: All | Industry: Automotive

# 2022 Super Bowl Advertising Campaign: MAVEN MOTORS

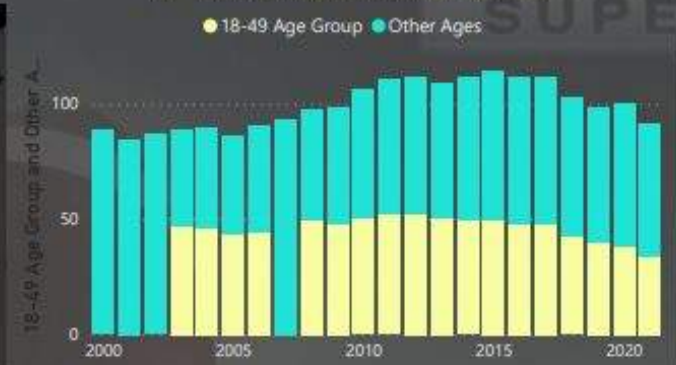
## 1: REACH

Super Bowl events have significant advertising **reach**, averaging over **100 million views**. However, TV Viewing statistics are based on the full event, not individual adverts, therefore No. of YouTube views and Likes gives a better indication of individual advert success.

### Advertising Reach

### Superbowl Locations

### TV Viewer Age Demographics

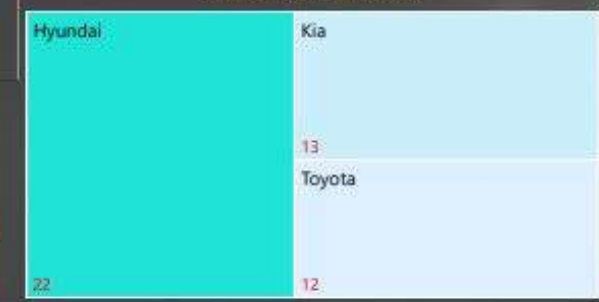



## 2: CONTENT

Super Bowl adverts feature the Automotive, Food/Drink, and Financial/Other sectors.

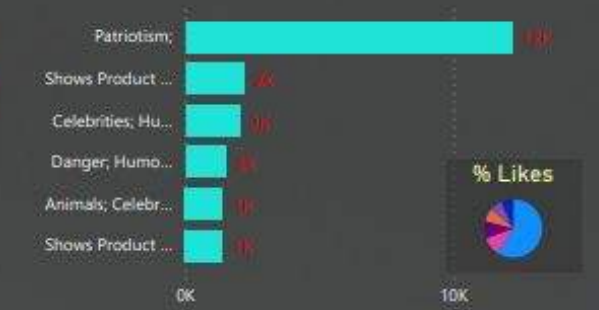
Based on YouTube stats, adverts featuring **Patriotism** are a clear winner for the automotive sector with **54%** of views and **58%** of Likes.

### Featured Brands




### No. of YouTube Views -vs- Ad Content

### No. of YouTube Likes -vs- Ad Content




Commercial: All

Filter & Click to View Ads

YouTube

## 3: BUDGET

Advertising costs continue to rise as Cable TV viewership falls, this has caused a significant spike in $ per view since 2014. Automotive adverts cost more, @ ~**$0.12 per view** in 2021. Average advertising budgets for the automotive sector are around **$7M** with a range between $2M and $16M.

### $ per View (TV)

### Advertising Budget

## 4: CONCLUSIONS

The data suggests that placing a Super Bowl advert will be an effective way to reach millions of potential Maven Motors customers. Estimated total viewers will be >90 million with **>30 million** in the target **18-49 demographic**.

The most successful advertisements feature **Patriotism** to evoke the emotional trigger of **Pride** among viewers. Humor and celebrity endorsement are also popular but combining these attributes is not recommended as this could detract from the core message.

Maven should budget around **$7M** to deliver a campaign of average quality. This equates to a cost per view of ~**$0.23** for the target 18-49 demographic.

*Vince McSkimmings*

# ENTRANT: Vince McSkimmings

Brand

All

Year

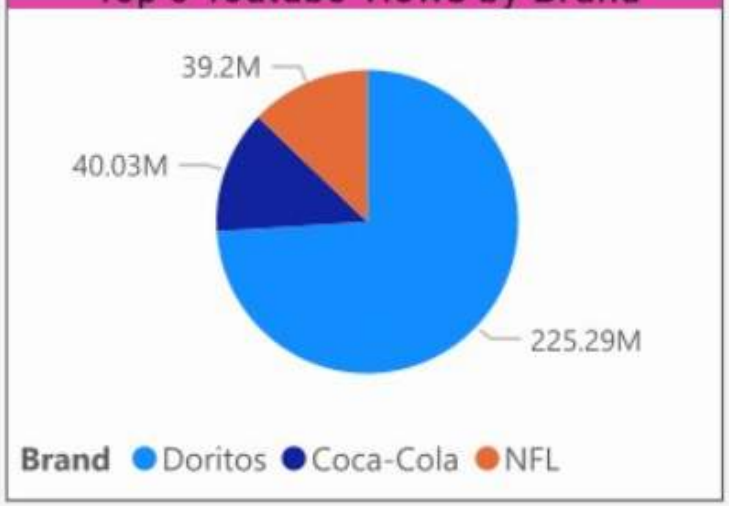
All

# Super Bowl Commercials

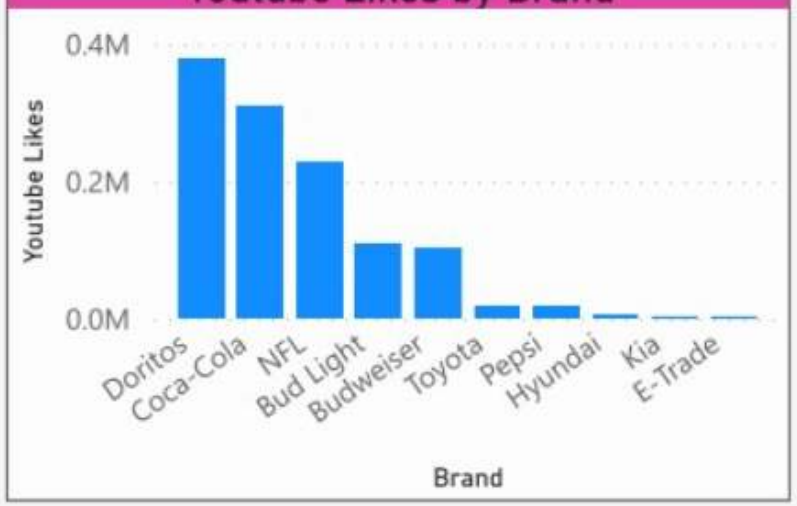
*This report provides meaningful insights about top performing Super Bowl commercial brands and their key attributes.*

MAVEN ANALYTICS

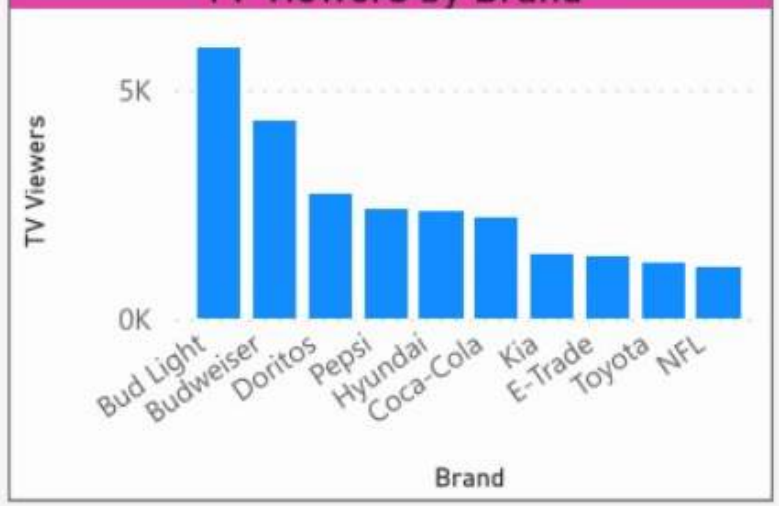
## Top 3 Youtube Views by Brand




## Youtube Likes by Brand



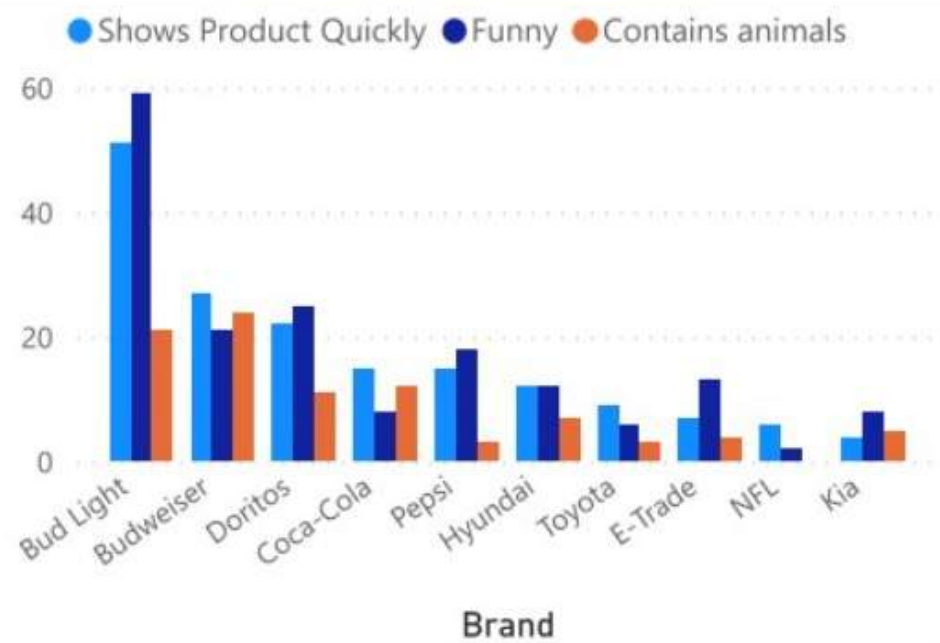

## TV Viewers by Brand



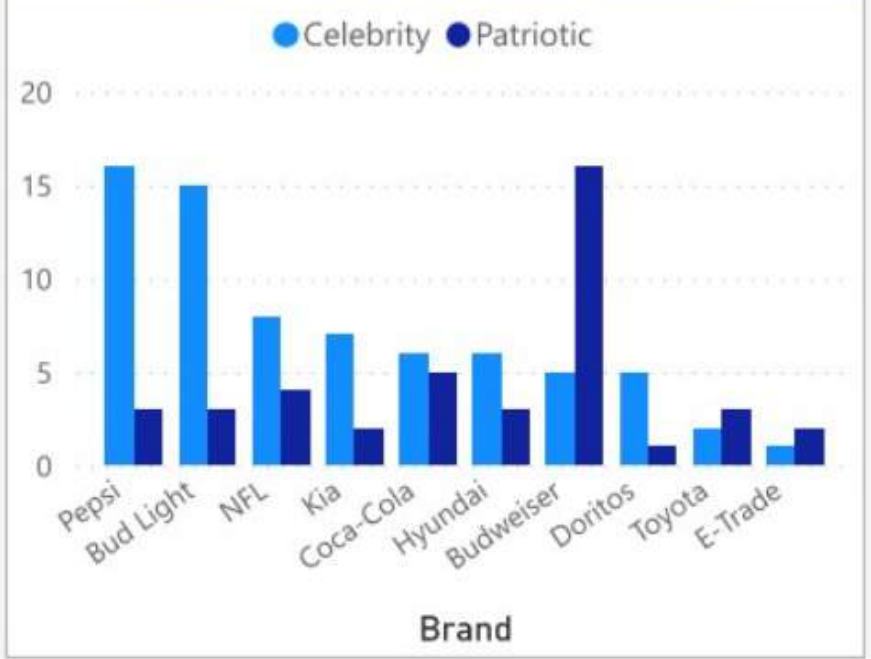

## Brand by Estimated Cost

| Brand | Estimated Cost |
|---|---|
| Bud Light | 224.96 |
| Budweiser | 196.90 |
| Coca-Cola | 129.66 |
| NFL | 129.19 |
| Hyundai | 122.81 |
| Kia | 116.95 |
| Pepsi | 112.65 |
| Doritos | 111.43 |
| Toyota | 100.21 |
| E-Trade | 39.31 |
| **Total** | **1,284.07** |

## Brand by Ads Attributes




## Brand by Celebrity and Patriotic




# ENTRANT: Olubodun Michael Lateef

MAVENANALYTICS

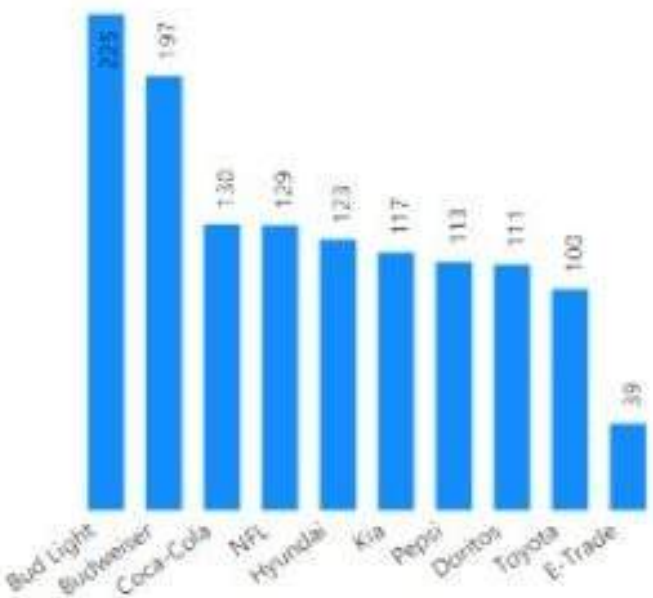
# Super Bowl Commercial

IN AROYEWUN AIRAT

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

2000 — 2021

Estimated Cost by Brand



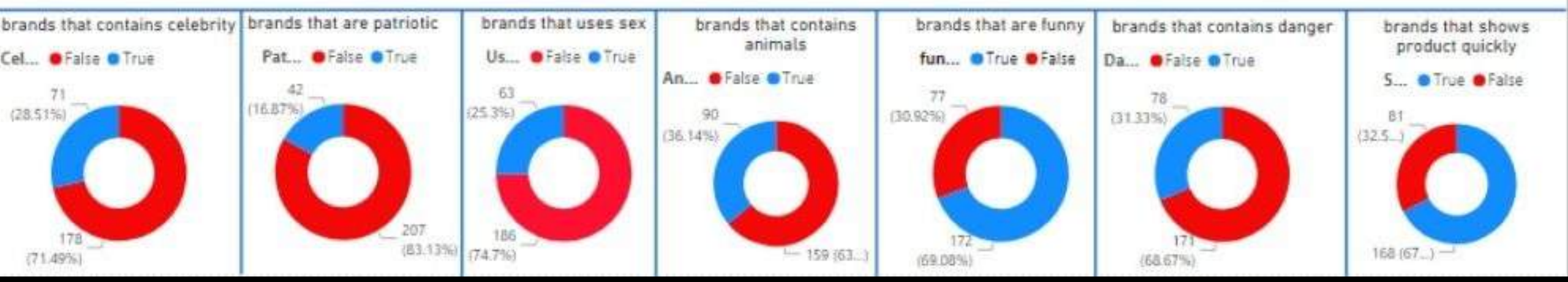

seems like people watch more of youtube ads, its not suprising tho.
why does doritos have the highest youtube views?

| Brand | Avg of Length | TV Viewers | Youtube Views |
|---|---|---|---|
| Doritos | 34.62 | 2,719.95 | 225291936 |
| Coca-Cola | 54.29 | 2,193.01 | 40033252 |
| NFL | 79.09 | 1,139.53 | 39200955 |
| Budweiser | 45.00 | 4,317.68 | 38599143 |
| Bud Light | 35.32 | 5,920.14 | 19198365 |
| Pepsi | 46.20 | 2,384.59 | 3249064 |
| Toyota | 55.00 | 1,228.06 | 2815129 |
| E-Trade | 28.93 | 1,358.83 | 1790945 |
| Hyundai | 43.64 | 2,360.32 | 1301620 |
| Kia | 65.77 | 1,396.25 | 531878 |
| **Total** | **44.46** | **25,018.36** | **372012287** |

RECOMMENDATION

1. people watch more of youtube ads. It's best to make mavens movies commercial on youtube.

2. Since Doritos has the highest youtube views, it's best to follow their led. we should make sure the commercial is funny, should show product as quick as possible.
   in addition, the commercial can contain a celebrity, as well as dangerous activities just to catch the attention of the viewers.




# ENTRANT: Aroyewun Airat

# Maven Motors Super Bowl Ads Analysis

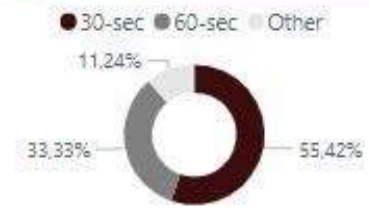
## Top 10 ads based on Youtube views - All brands

| Index | Year | Youtube Views | Length in Seconds | Amount of categories | Danger | Celebrity | Animals | Funny | Patriotic | Shows Product Quickly | Uses Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 147 | 2012 | 181.423.810 | 30 | 2 | | | | ■ | | ■ | |
| 241 | 2020 | 33.318.675 | 170 | 2 | | ■ | | | ■ | | |
| 204 | 2017 | 28.795.017 | 60 | 2 | ■ | | | | ■ | | |
| 145 | 2012 | 23.976.557 | 60 | 3 | ■ | | ■ | | | ■ | |
| 247 | 2021 | 21.546.933 | 60 | 4 | ■ | ■ | ■ | ■ | | | |
| 191 | 2016 | 12.683.366 | 60 | 4 | ■ | ■ | | ■ | | ■ | |
| 172 | 2014 | 8.087.637 | 30 | 3 | | | ■ | ■ | | ■ | |
| 234 | 2019 | 7.678.655 | 60 | 4 | ■ | | ■ | ■ | | ■ | |
| 248 | 2021 | 5.140.823 | 60 | 3 | ■ | | | ■ | | ■ | |
| 195 | 2016 | 4.936.065 | 180 | 2 | | ■ | | | ■ | | |

## Top 10 ads based on Youtube views - Car manufacturers

| Index | Year | Youtube Views | Length in Seconds | Amount of categories | Danger | Celebrity | Animals | Funny | Patriotic | Shows Product Quickly | Uses Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 245 | 2021 | 1.399.700 | 60 | 1 | | | | | ■ | | |
| 99 | 2009 | 373.823 | 30 | 2 | | | | ■ | | ■ | |
| 219 | 2018 | 360.490 | 60 | 3 | | | | ■ | ■ | ■ | |
| 80 | 2007 | 286.153 | 30 | 1 | | | | | | ■ | |
| 198 | 2016 | 238.335 | 90 | 2 | ■ | | | ■ | | | |
| 192 | 2016 | 215.942 | 60 | 2 | | ■ | | ■ | | | |
| 239 | 2020 | 198.025 | 60 | 4 | | ■ | ■ | ■ | | ■ | |
| 206 | 2018 | 184.299 | 60 | 0 | | | | | | | |
| 119 | 2010 | 176.958 | 30 | 1 | | ■ | | | | | |
| 203 | 2017 | 145.269 | 75 | 4 | ■ | ■ | ■ | ■ | | | |

## Trend by seconds

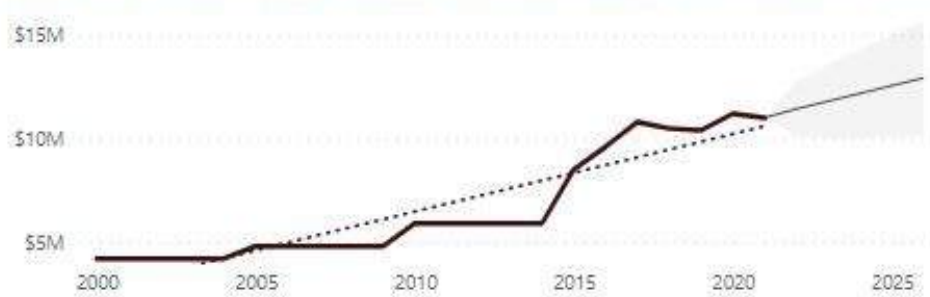



| Year | 30-sec | 60-sec | Other |
|---|---|---|---|
| 2004 | 81,82% | 9,09% | 9,09% |
| 2005 | 75,00% | | 25,00% |
| 2006 | 85,71% | 14,29% | |
| 2007 | 71,43% | 28,57% | |
| 2008 | 69,23% | 30,77% | |
| 2009 | 66,67% | 33,33% | |
| 2010 | 64,29% | 21,43% | 14,29% |
| 2011 | 55,56% | 44,44% | |
| 2012 | 46,67% | 46,67% | 6,67% |
| 2013 | 53,33% | 20,00% | 26,67% |
| 2014 | 50,00% | 35,71% | 14,29% |
| 2015 | 50,00% | 40,00% | 10,00% |
| 2016 | 38,46% | 30,77% | 30,77% |
| 2017 | 20,00% | 40,00% | 40,00% |
| 2018 | 21,43% | 71,43% | 7,14% |
| 2019 | 13,33% | 60,00% | 26,67% |
| 2020 | 11,11% | 77,78% | 11,11% |
| 2021 | 20,00% | 80,00% | |

## Analysis & recommendations:

**Car manufacturers vs other brands:** Car manufacturers don't seem to have a lot of success in their Super Bowl ads yet. The best performing car manufacturing ad only had 1.399.700 Youtube views, which is relatively low compared to the other brands.
**Seconds:** Go with a 60-seconds ad for more impact. The top 10 best performing ads based on Youtube views are mostly 60-seconds. Since 2016 there also has been a change in trend by seconds, changing from mainly 30-seconds to 60-seconds or more.
**Categories:** Looking at the top 10 ads based on Youtube views it makes the most sense to go with an ad that has multiple categories as 2, 3 or 4 category ads are performing best. Funny, shows product quickly and danger are the categories that show up most in succesful ads!
**Budget:** Keep in mind that the costs of advertising for a 60-sec ad will continue to rise. If we plan to keep returning in the Super Bowl commercials than we need to clear budget, based on the 95% confident forecast, between 11.4 and 12.9 million usd for the upcoming 5-years.

## Ads cost per 60 seconds & forecast upcoming 5 years (95% confidence)




| Year | Forecast | Low Bound | High Bound |
|---|---|---|---|
| 2022 | € 11.427.364 | € 10.107.479 | € 12.747.248 |
| 2023 | € 11.801.078 | € 10.024.472 | € 13.577.685 |
| 2024 | € 12.174.793 | € 10.036.170 | € 14.313.415 |
| 2025 | € 12.548.507 | € 10.100.197 | € 14.996.818 |
| 2026 | € 12.922.222 | € 10.198.641 | € 15.645.803 |

## Our ad needs to be:

**Length:** 60-seconds

**Categories:** Funny, Shows product quickly & Danger

**Budget:** Between $ 11.427.364 and $ 12.922.222 expected for the next 5 years.

# ENTRANT: Jeroen de Bondt

# Recommendations for Maven Motors 2022 Superbowl Ad

Based on analysis of popular ads aired from 2000 - 2021

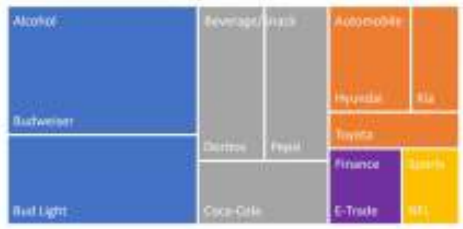
**Introductory Notes**

The information included in this dashboard is strictly to guide 'the creative direction' of the 2022 ad.

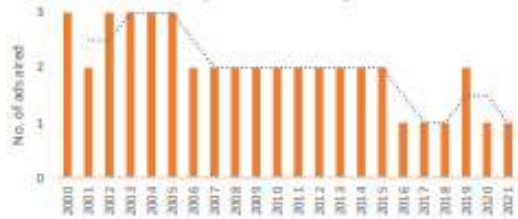
Since the budget has already been approved, we have not done futher analysis of the ad cost or ROI

Youtube views have been considered as a critical KPI since viewership is an intentional act by the potential customer.

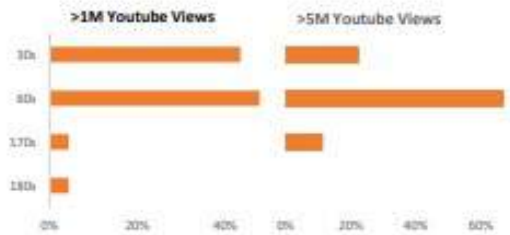
Automobile ads are a small but popular part of Superbowl ads



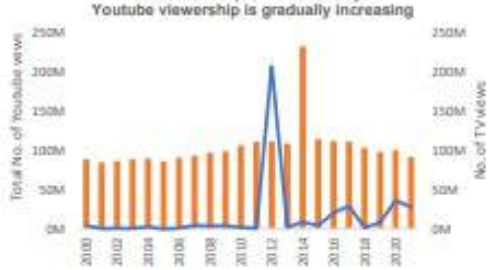

The average number of ads per brand has shrunk to one per event over the years



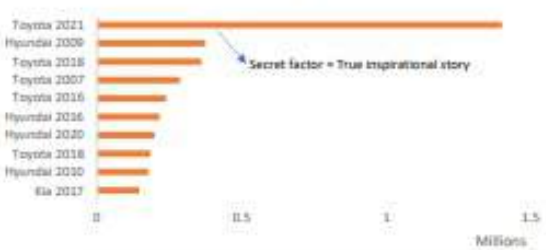

The most viewed ads are often 60s long



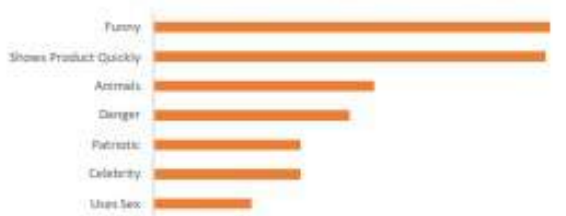

TV viewership remains steady; Youtube viewership is gradually increasing




The only automobile ad that generated more than 1M Youtube views and 12K likes




Ads with >1M Youtube views share two main attributes




**Final Recommendations**

1. Advertisement duration should be 60 seconds.

2. Only one advertisement is recommended for the event.

3. In terms of creative content, there are three main options

   True & Tested - Show the product quickly + Use humor

   Use the unique factor - Patriotic theme, emphasizing that we are a US Car manufacturer

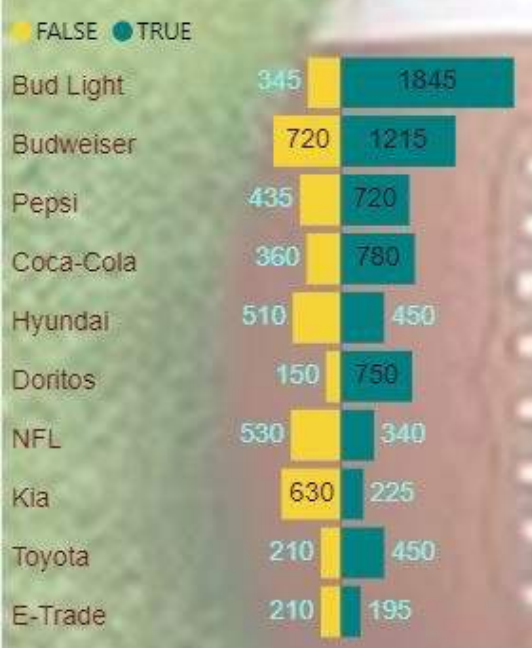
   Inspirational - Combine the patrioric theme with a true inspirational story

4. A follow-up social media campaign targeting video content channels such as Youtube, Twitter and Instagram could continue the viewership momentum generated by the initial ad.

# ENTRANT: Robby Zachariah

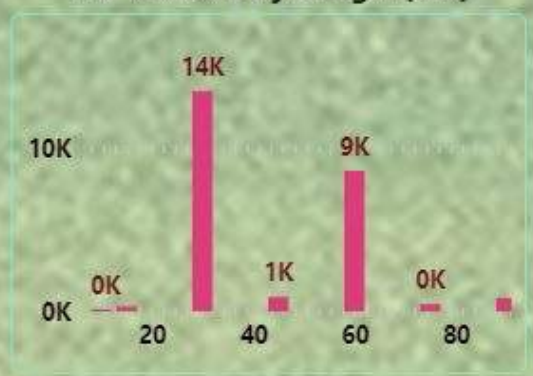
# Super Bowl Commercial Analysis for Maven Motors (2000-2021)

### Bifurcation of Ads showing products quickly




### Youtube Views by Length(sec)

### TV Viewers by Length(sec)




| Top 3 Brands by TV Viewers | Top 3 Brands by YouTube Views | Top 3 Brands by YouTube Likes |
|---|---|---|
| Bud Light | Doritos | Doritos |
| 5920 | 225291936 | 377364 |
| Budweiser | Coca-Cola | Coca-Cola |
| 4318 | 40033252 | 309093 |
| Doritos | NFL | NFL |
| 2720 | 39200955 | 227488 |

**Recommendation:**

1. *The 30s ads have highest number of average TV/YouTube Views*
2. *Looking at content used by all brands, company which shows Funny ads and shows product quickly will get the highest spot*
3. *YouTube viewers are increased drastically 2020 onwards*
4. Bud Light and Doritos both shows products very quickly in their ads however Bud Light ads are lengthy hence more cost is involved.

Top Recommendation: A 30 sec adv which is Funny, shows product quickly, uses Danger(showcasing safety features of car) as well as Animals keeping low cost will win the race and Dorotis is best fit currently.

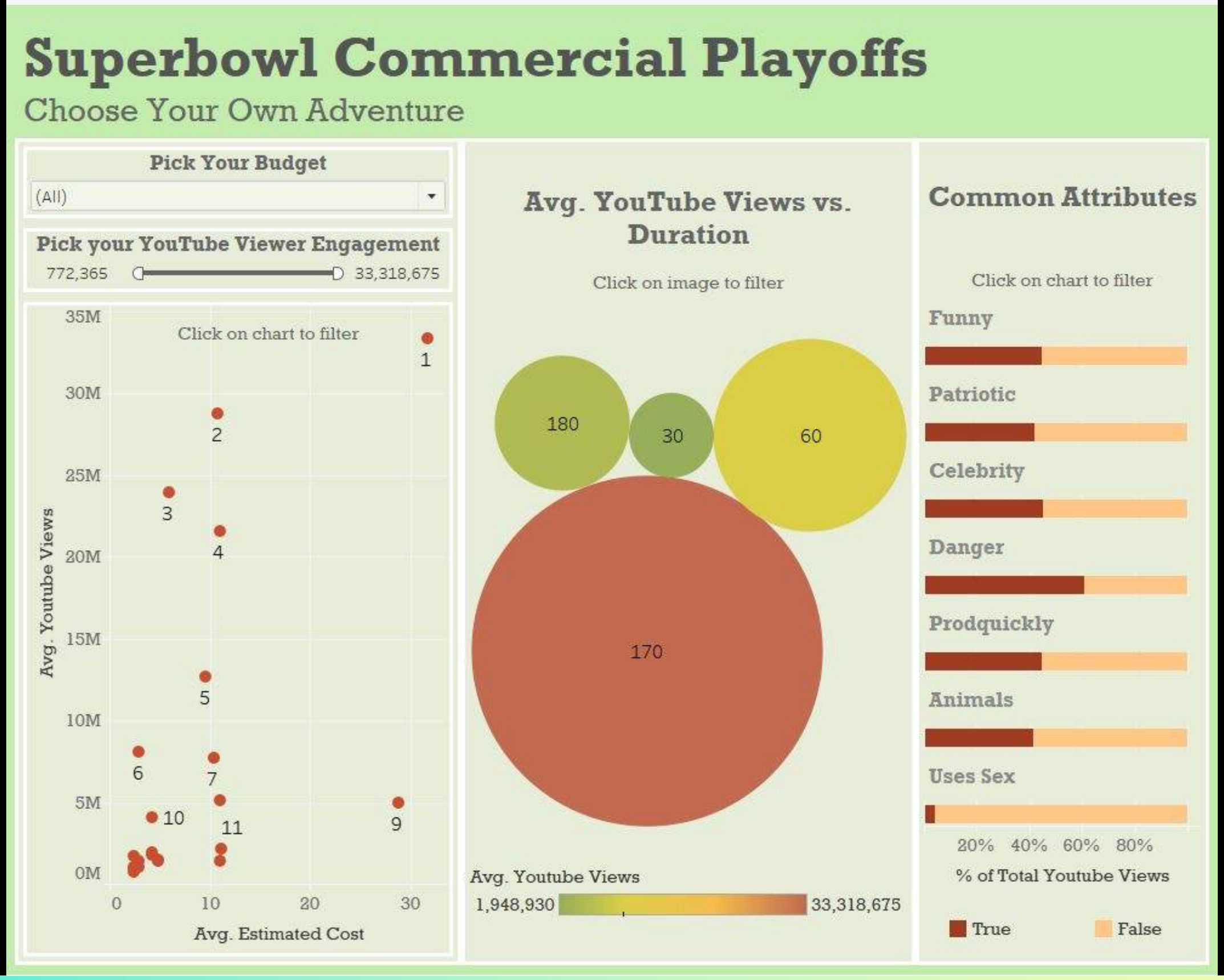
### Avg of YT and TV Viewers by Year

### Adv Length and Estimated Cost by Brand

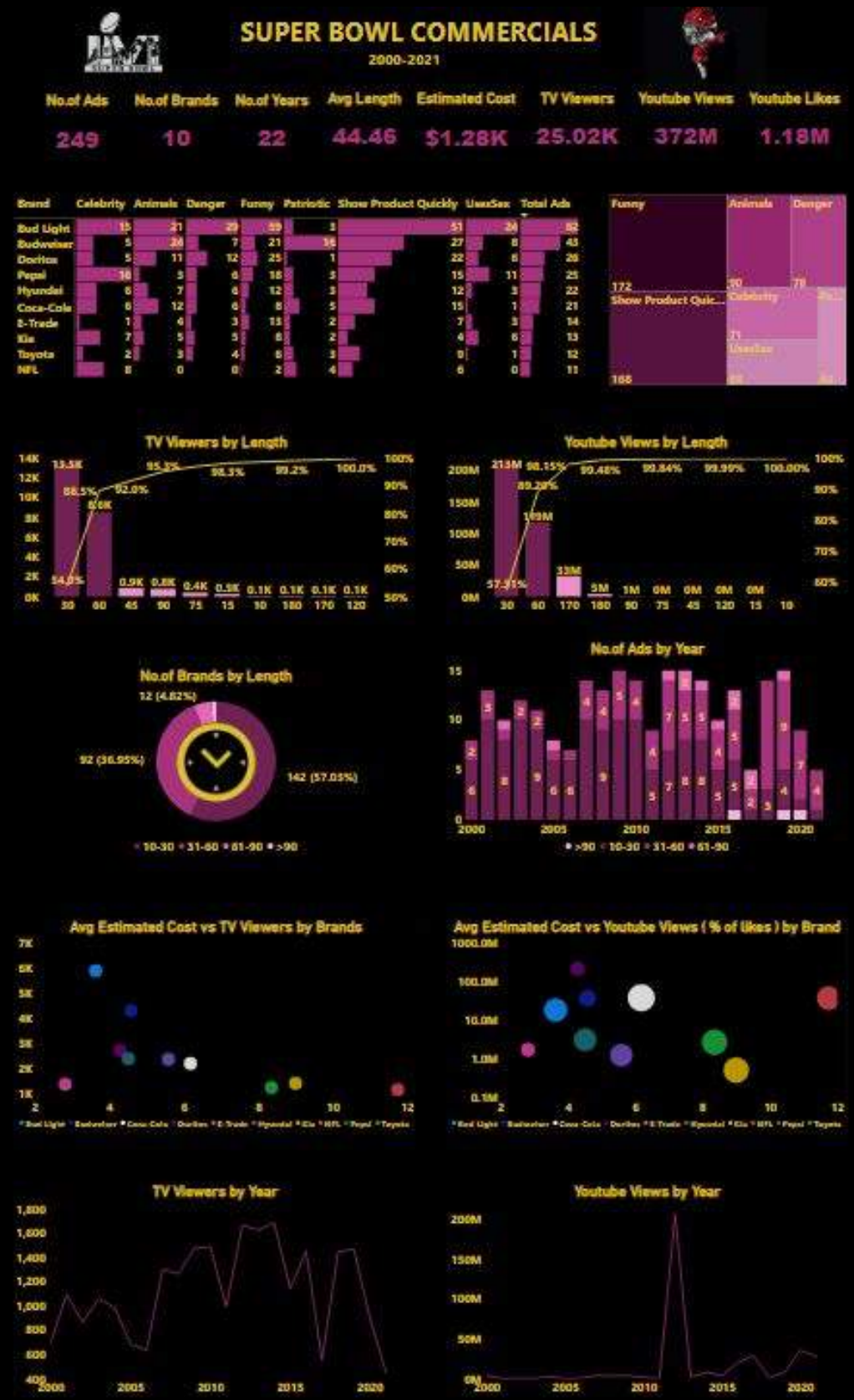
### Content used by Brands

| Brand | Funny | Celebrity | Shows_Quick | Animals | Danger | Uses_Sex |
|---|---|---|---|---|---|---|
| Doritos | 96% | 19% | 85% | 42% | 46% | 23% |
| Bud Light | 95% | 24% | 82% | 34% | 47% | 39% |
| E-Trade | 93% | 7% | 50% | 29% | 21% | 21% |
| Pepsi | 72% | 64% | 60% | 12% | 24% | 44% |
| Kia | 62% | 54% | 31% | 38% | 38% | 46% |
| Hyundai | 55% | 27% | 55% | 32% | 27% | 14% |
| Toyota | 50% | 17% | 75% | 25% | 33% | 8% |
| Budweiser | 49% | 12% | 63% | 56% | 16% | 19% |
| Coca-Cola | 38% | 29% | 71% | 57% | 29% | 5% |
| NFL | 18% | 73% | 55% | | | |

# ENTRANT: Lokesh Borse




# ENTRANT: Jocelyn Stinson

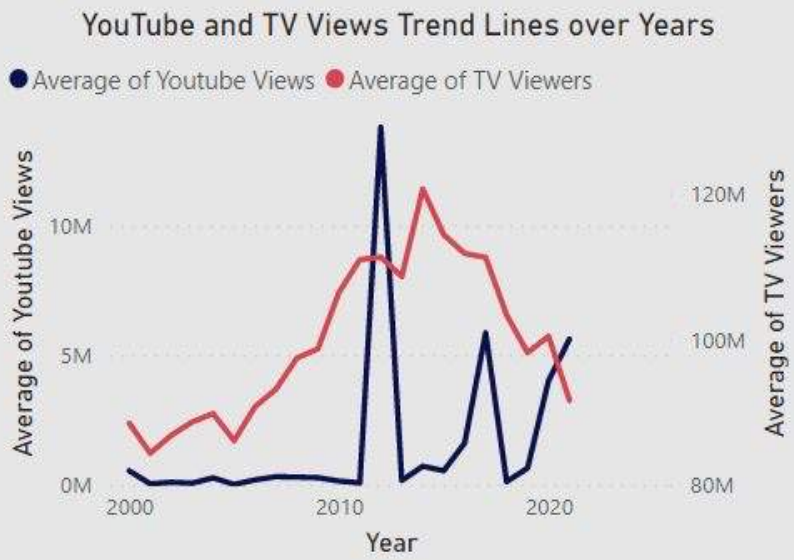


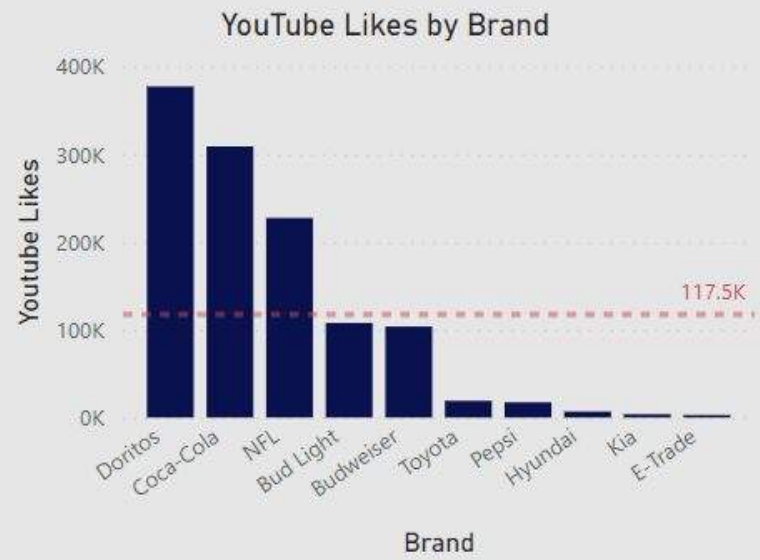

# ENTRANT: B Shanmukha Srinivas

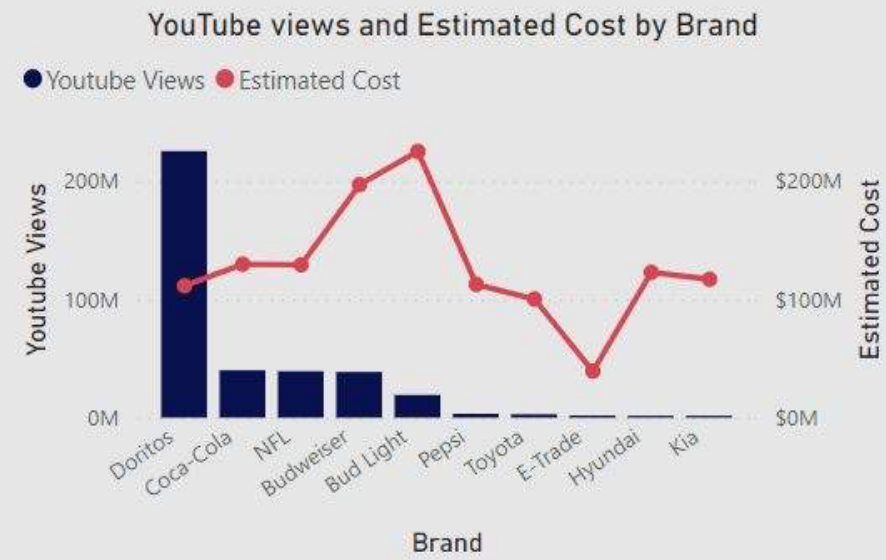
# Super Bowl Commercials Analysis

Filter by year: All

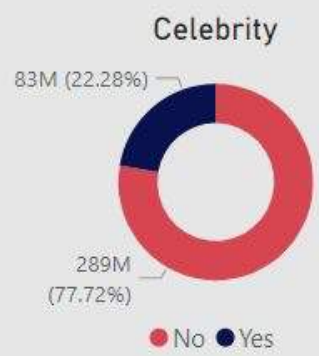
Filter by brand: All

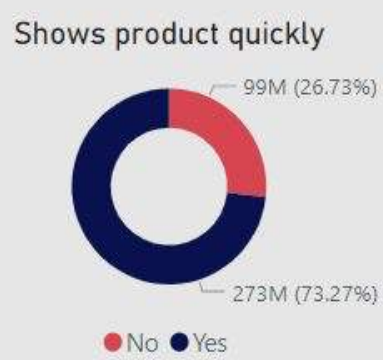


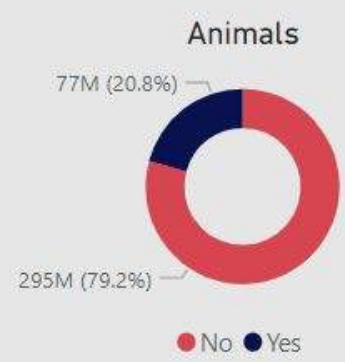




## YouTube views based on characteristics included in the ads






| Ads |
|---|
| 249 |

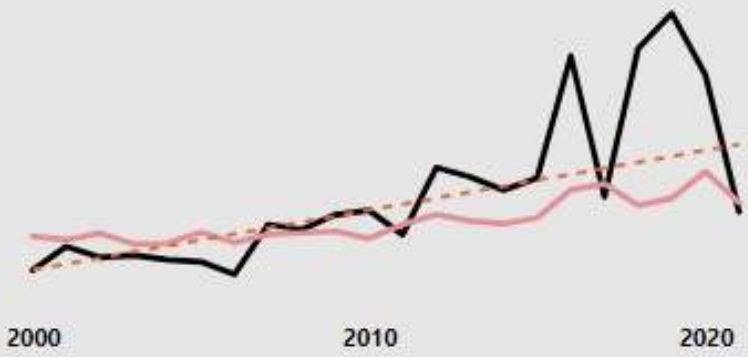
| YouTube Views |
|---|
| 372M |

| YouTube Likes |
|---|
| 1M |

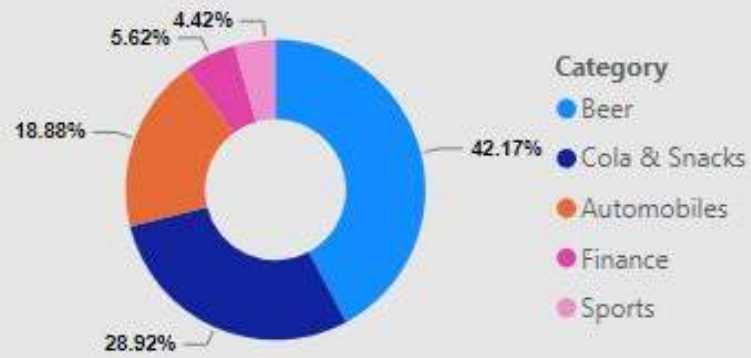
| TV Views |
|---|
| 25bn |

# ENTRANT: Ignacio Mata

## Average Length and Cost of Commercials increases over time




## Commercials by Category



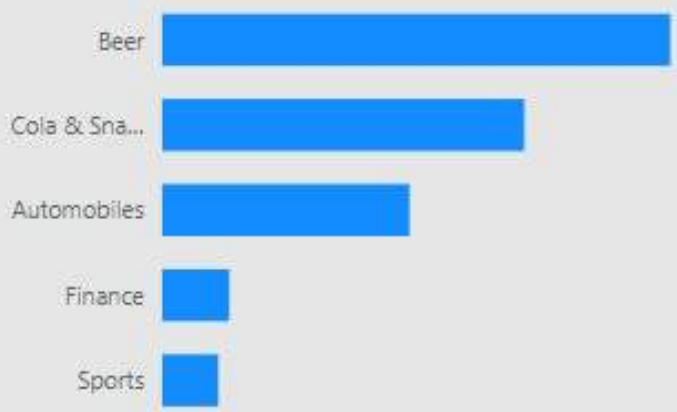

Year

2000 2021

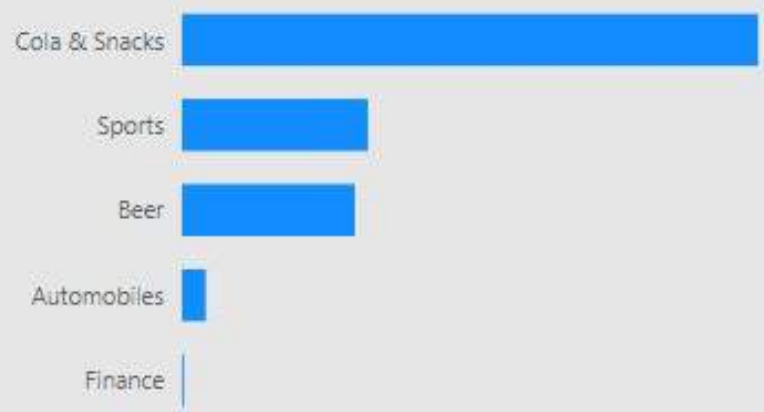
**249**

Total Commercials

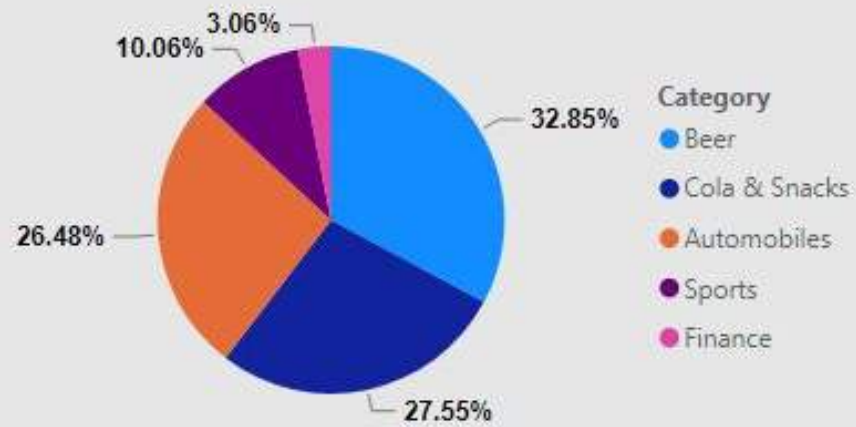
## TV Viewers by Category




## YouTube Likes by Category




## Estimated Cost by Category




## TV% vs. YouTube %

| Category | TV Viewers % | Youtube Likes % |
|---|---|---|
| Automobiles | 19.92% | 2.51% |
| Beer | 40.92% | 18.00% |
| Cola & Snacks | 29.17% | 59.89% |
| Finance | 5.43% | 0.24% |
| Sports | 4.55% | 19.36% |
| Total | **100.00%** | **100.00%** |

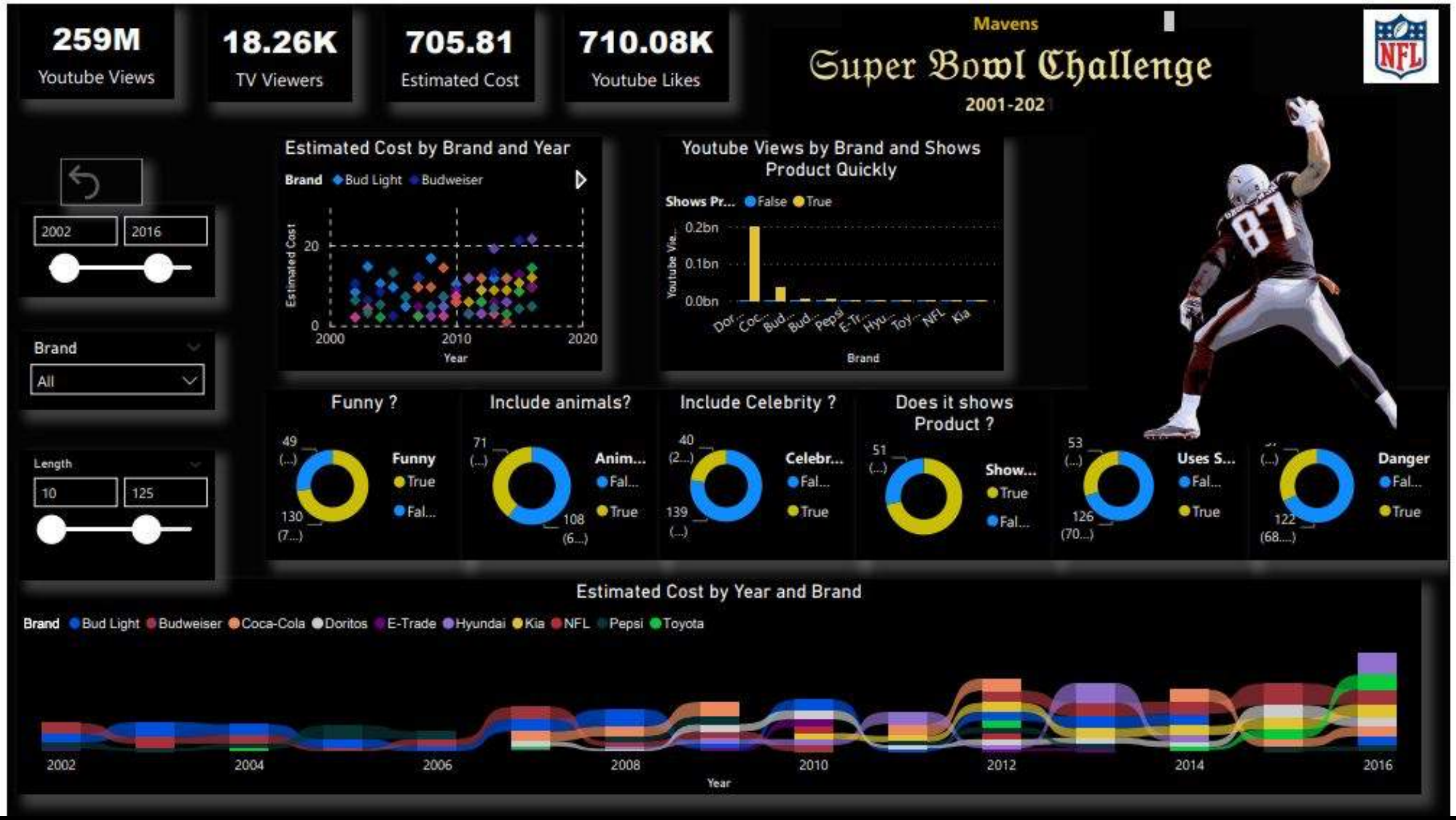
## Commercial Characteristics

| Category | Animals | Celebrity | Humor | Patriotic | Quick | Sex |
|---|---|---|---|---|---|---|
| Automobiles | 15 | 15 | 26 | 8 | 25 | 10 |
| Beer | 45 | 20 | 80 | 19 | 78 | 32 |
| Cola & Snacks | 26 | 27 | 51 | 9 | 52 | 18 |
| Finance | 4 | 1 | 13 | 2 | 7 | 3 |
| Sports | | 8 | 2 | 4 | 6 | |
| Total | **90** | **71** | **172** | **42** | **168** | **63** |

## Recommendations

- A Television ad of 30 seconds with a budget of no more than $12M for this year's big game. The average cost of a 30 second spot the last 3 years is just over $11M.
- A funny commercial that shows the car quickly would be the most effective given the commercial characteristics. Adding a popular celebrity would also help if within the budget constraints.
- The YouTube ads that remain the most popular are most Food & Beverage ads. More people will see the Maven Motors ad on television during the game. While YouTube is the future, the automobile market does not get traction there.

# ENTRANT: Sean Downey, MBA




# ENTRANT: Shraddha Dattaray Ghadage

# Super bowl Commercials Analysis for Maven Motors

**AVG cost of an ad**

**$2,959**

**AVG Tv views per Ad**

**57,645**

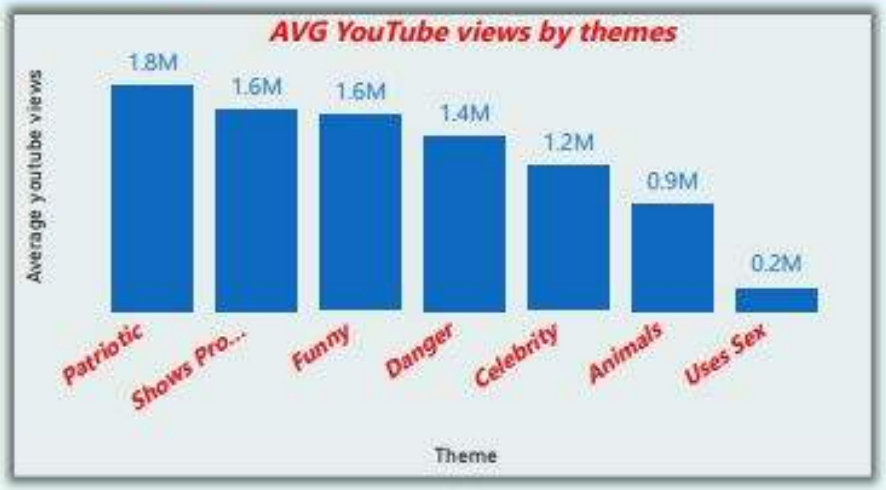
**AVG YouTube views per ad**

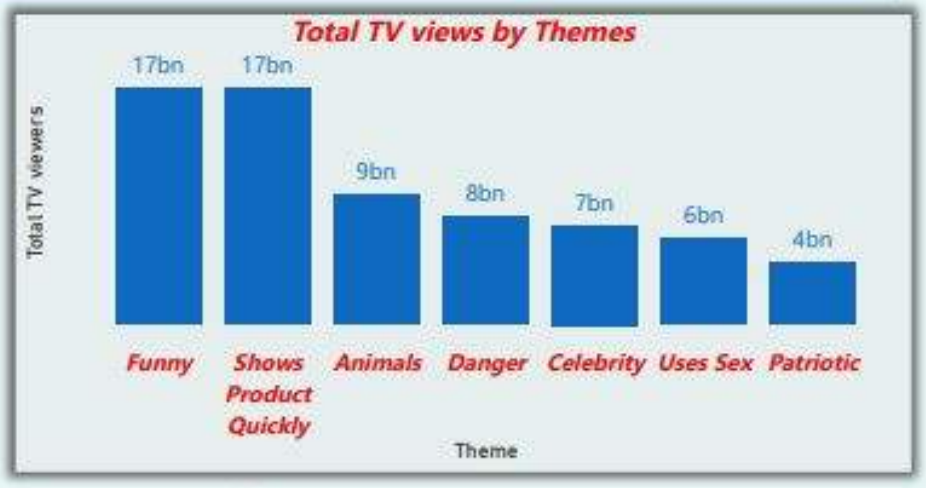
**857**

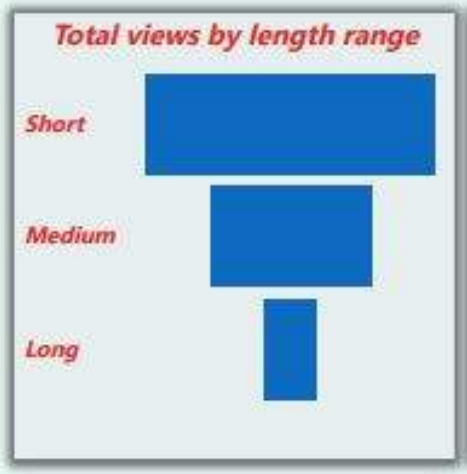
**AVG YouTube likes per ad**

**3**

2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021



***Length Range***

**Short <= 45 secs**
**Medium > 45 <= 90 secs**
**Long > 90 secs**

**N.B** ***YouTube and TV views have the same length range pattern.***

***Observations***

- **Patriotic ads and ads with a celebrity are the most expensive kinds of ads.**
- **Generally, Ads that are funny and show their products quickly have the highest view rates both on YouTube and TV.**
- **Also, Ads within the "Short" length range have the highest view rates.**
- **Having a lot of ads does not guarantee a lot of views, as in the case of Hyundai who has the most number of ads but the least number of views per ad.**
- **Car companies have their most views on TV.**
- **Toyota has the least number of ads but the most number of views on YouTube and on Tv.**

***Recommendations***

- **Ads should show products quickly and be patriotic like Toyota did in 2021.**
- **Ads can be more than 45 secs long but should not be above 90 secs.**
- **Ads can include a celebrity doing something dangerous.**
- **Ads should be more Tv oriented than YouTube.**
- **Ads should not be sexual or use sex.**
- **Team should focus more on TV ads as Car companies generate more views than YouTube.**

# ENTRANT: Abolarin Tolulope

# Super bowl ads challenge

**What factors should you use in your ads to get high YT Views ? (comparing ads with vs without)**

| Funny | Shows product first | Patriotic | Shows Celebrity | Shows Danger | Shows Animals | Uses sex |
|---|---|---|---|---|---|---|
| 245.43M ▲ | 246.34M ▲ | 43.43M ▼ | 79.63M ▼ | 65.90M ▼ | 64.27M ▼ | 7.72M ▼ |

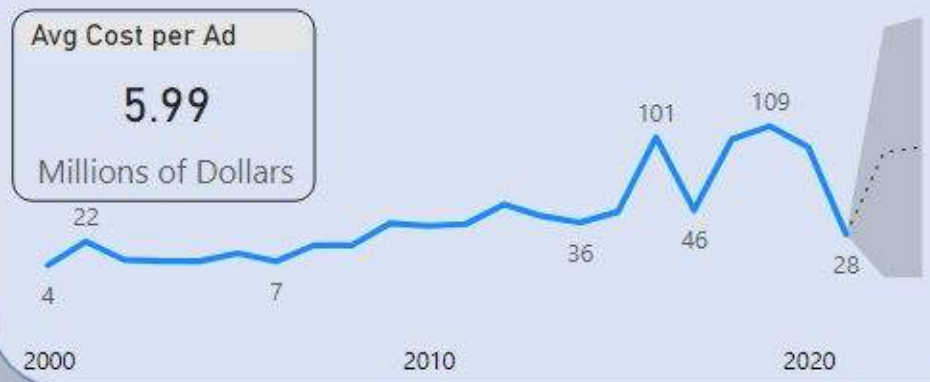
**Year**

All

**Brands**

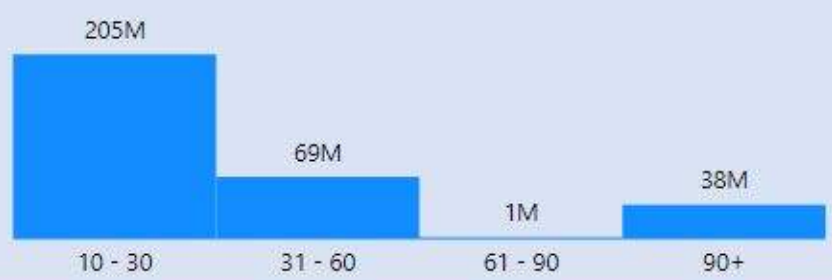
- Coca-Cola
- Doritos
- E-Trade
- Hyundai
- Kia
- NFL
- Pepsi
- Toyota

**How much should your budget be to launch a Superbowl TV ads ?**



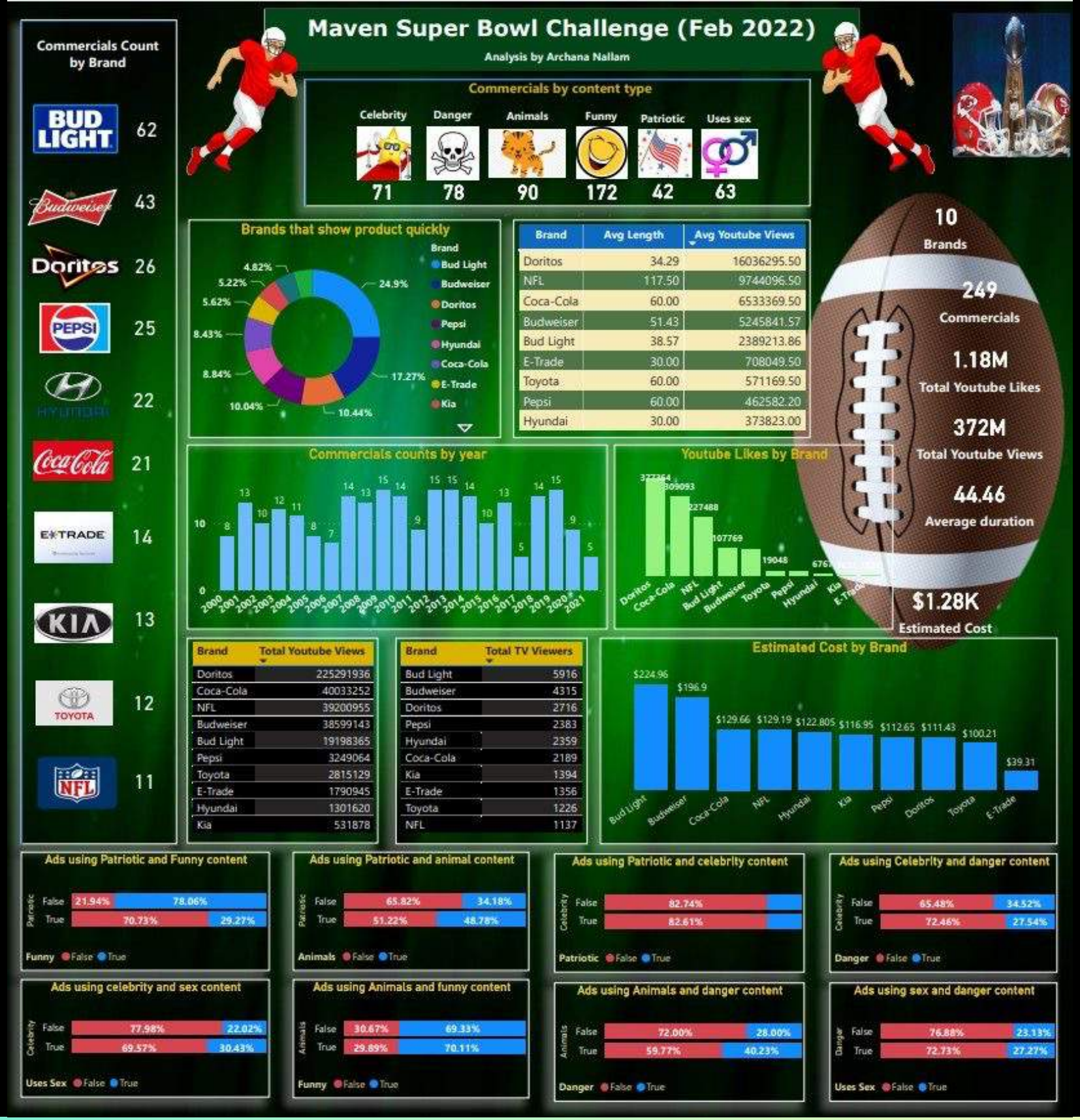

**Top 5 Brands by Youtube Likes**

**How long should the Superbowl-ads be to get the highest YT views ? (sec)**

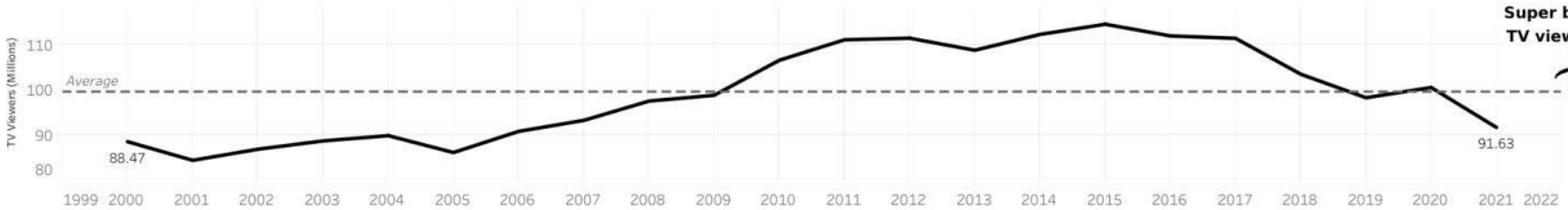



| Brand | Youtube Likes | TV Viewers | Youtube Views |
|---|---|---|---|
| Coca-Cola | 309,093 | 2,193.01 | 40,033,252 |
| Doritos | 377,364 | 2,719.95 | 225,291,936 |
| E-Trade | 2,826 | 1,358.83 | 1,790,945 |
| Hyundai | 6,767 | 2,360.32 | 1,301,620 |
| Kia | 3,632 | 1,396.25 | 531,878 |
| NFL | 227,488 | 1,139.53 | 39,200,955 |
| Pepsi | 17,275 | 2,384.59 | 3,249,064 |
| Toyota | 19,048 | 1,228.06 | 2,815,129 |

# ENTRANT: Idriss Shatila




# ENTRANT: Archana Nallam




**Super bowl's TV viewship**

still a massive exposure to a wide audience

MAVEN MOTORS

#MAVEN ANALYTICS CHALLENGE

FEB 22 LUCY F

ANALYZING HISTORICAL DATA TO HELP WITH THE CREATIVE DIRECTION OF MAVEN MOTORS SUPER BOWL'S CAR'S AD

## Analysing Super bowl's ads from 2000-2021

### The 'buzzy' road

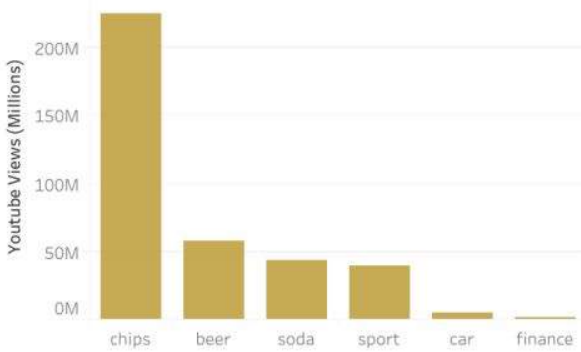
Emulating buzz : a look at the most viewed ads on YT.

**Themes - Most viewed ads on YT (10M+)**

| Uses Sex | Danger | Celebrity | Funny | Animals | Patriotic | Brand | |
|---|---|---|---|---|---|---|---|
| ✗ | ✗ | ✗ | ✓ | ✗ | ✗ | Doritos | 181,423,810 |
| ✗ | ✗ | ✓ | ✗ | ✗ | ✓ | NFL | 33,318,675 |
| ✗ | ✓ | ✗ | ✗ | ✗ | ✓ | Budweiser | 28,795,017 |
| ✗ | ✓ | ✗ | ✗ | ✓ | ✗ | Coca-Cola | 23,976,557 |
| ✗ | ✓ | ✓ | ✓ | ✓ | ✗ | Doritos | 21,546,933 |
| ✗ | ✓ | ✓ | ✓ | ✗ | ✗ | Coca-Cola | 12,683,366 |

All for one of these commercials were watched by 111 M.

**Total YT views per categories**




**Showing product quickly, ad length and cost :**

| Estimated Cost | Length | Shows Product Quickly | Youtube Views | Brand |
|---|---|---|---|---|
| 2.95 | 30 | Yes | 181,423,810 | Doritos |
| 31.73 | 170 | No | 33,318,675 | NFL |
| 10.8 | 60 | No | 28,795,017 | Budweiser |
| 5.9 | 60 | Yes | 23,976,557 | Coca-Cola |
| 11 | 60 | No | 21,546,933 | Doritos |
| 9.6 | 60 | Yes | 12,683,366 | Coca-Cola |

No clear formula on what makes a popular commercial.
The Doritos 'Sling baby' commercial is clearly exceptional. It has more than 5 times views than the 2nd most watched commercial on YT, it is low budget and short. And, contrary to the others who have at least 2 themes, this one has only one (Funny).

### The safe road

Engaging content : a look at what works for cars on YT (Engagement by views = Likes/Views)

**Themes - Most viewed ads for cars on YT and engagement**

| Youtube Views | Funny | Celebrity | Animals | Danger | Patriotic | Uses Sex | |
|---|---|---|---|---|---|---|---|
| 494,624 | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | 0.030 |
| 232,970 | ✗ | ✓ | ✗ | ✗ | ✗ | ✗ | 0.018 |
| 230,491 | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ | 0.016 |
| 234,006 | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | 0.015 |
| 364,748 | ✓ | ✗ | ✗ | ✓ | ✗ | ✗ | 0.015 |
| 172,963 | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ | 0.015 |
| 360,490 | ✓ | ✗ | ✗ | ✗ | ✓ | ✗ | 0.004 |
| 374,168 | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | 0.002 |

No theme will get you most views and engagement. Funny alone gets you views but no engagement. Danger must be paired with Funny.

**The importance of Brand Identity**

| Uses Sex | Animals | Danger | Funny | Patriotic | Celebrity | Brand: Hyundai | Brand: Kia | Brand: Toyota |
|---|---|---|---|---|---|---|---|---|
| ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | 0.015 | | 0.014 |
| | | | | | ✓ | 0.002 | 0.016 | |
| | | | | ✓ | ✗ | 0.010 | 0.003 | 0.017 |
| | | ✓ | ✗ | ✗ | ✓ | | 0.017 | |
| | | | ✓ | ✗ | ✗ | 0.001 | | 0.013 |
| | ✓ | ✓ | ✓ | ✗ | ✗ | 0.021 | | |

Brand identity is key when you chose the ad's themes.'Patriotism' works well for Toyota not so much for the other brands. 'Celebrity' brings engagement to Kia but that doesn't work for Hyudai.

**Showing the car quickly?**

| Shows Product Quickly | Youtube Views | |
|---|---|---|
| No | 1,256,571 | 0.126 |
| Yes | 1,992,356 | 0.123 |

You get more views when showing the car quickly (but slightly less engagement)

**How long should Maven Motors' ad last ? (range in secs)**

**How much would Maven Motors' ad cost? (range in Millions)**

### The road less traveled

Go different : a look at Toyota's 2021 rule breaking commercial.

**Themes**

| Youtube Views | Celebrity | Funny | Danger | Patriotic |
|---|---|---|---|---|
| 1,399,700 | ✗ | ✗ | ✗ | ✓ |

***"[...]people will forget what you said, people will forget what you did, but people will never forget how you made them feel."***

***Maya Angelou***

It tells Jessica's story as she swims through an inundated set where scenes of her life are represented.

**Showing the car quickly?**

The car is **NOT** shown at all in this commercial, just the logo.

| Shows Product Quickly | Youtube Views |
|---|---|
| No | 1,399,700 |

**Length (seconds)**

60

**Estimated Cost**

11.00 (Millions)

# ENTRANT: Lucy FI

# Super Bowl Commercials 2000 - 2021

Year

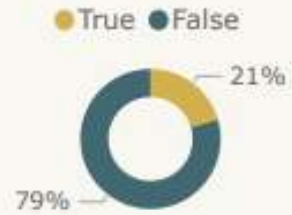
All

**44**
Avg Length per Ad (min)

**5.2M**
Avg Cost per Ad

Youtube Views - Ad Contains Humor

Youtube Views - Ad Is Patriotic




Youtube Views - Ad Involves Danger

Youtube Views - Ad Includes Animals

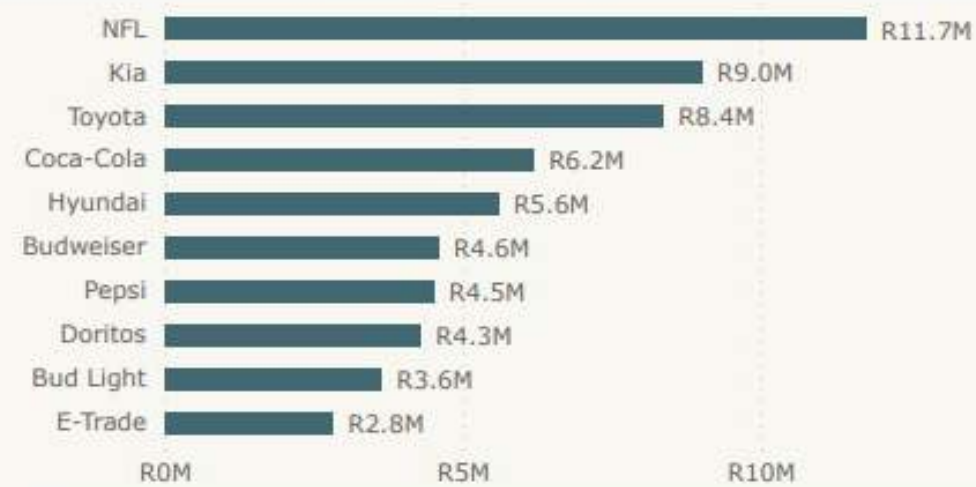
Youtube Views - Ad Uses Sex

Youtube Views - Ads Feature Celebrity

Youtube Views - Ads Shows Product Quickly

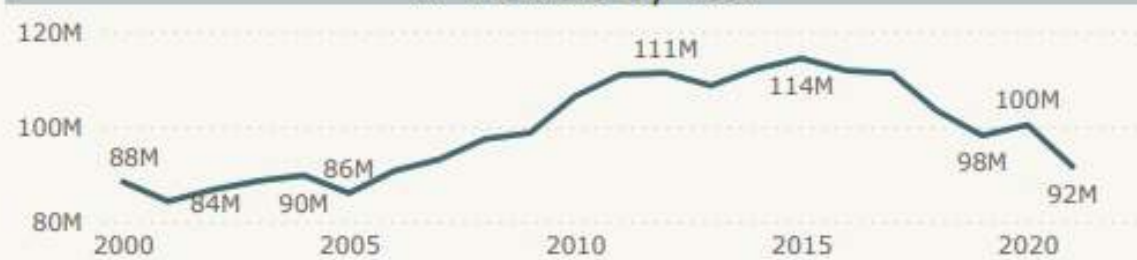
MM
MAVEN MOTORS ™

## Average Expenditure per Brand

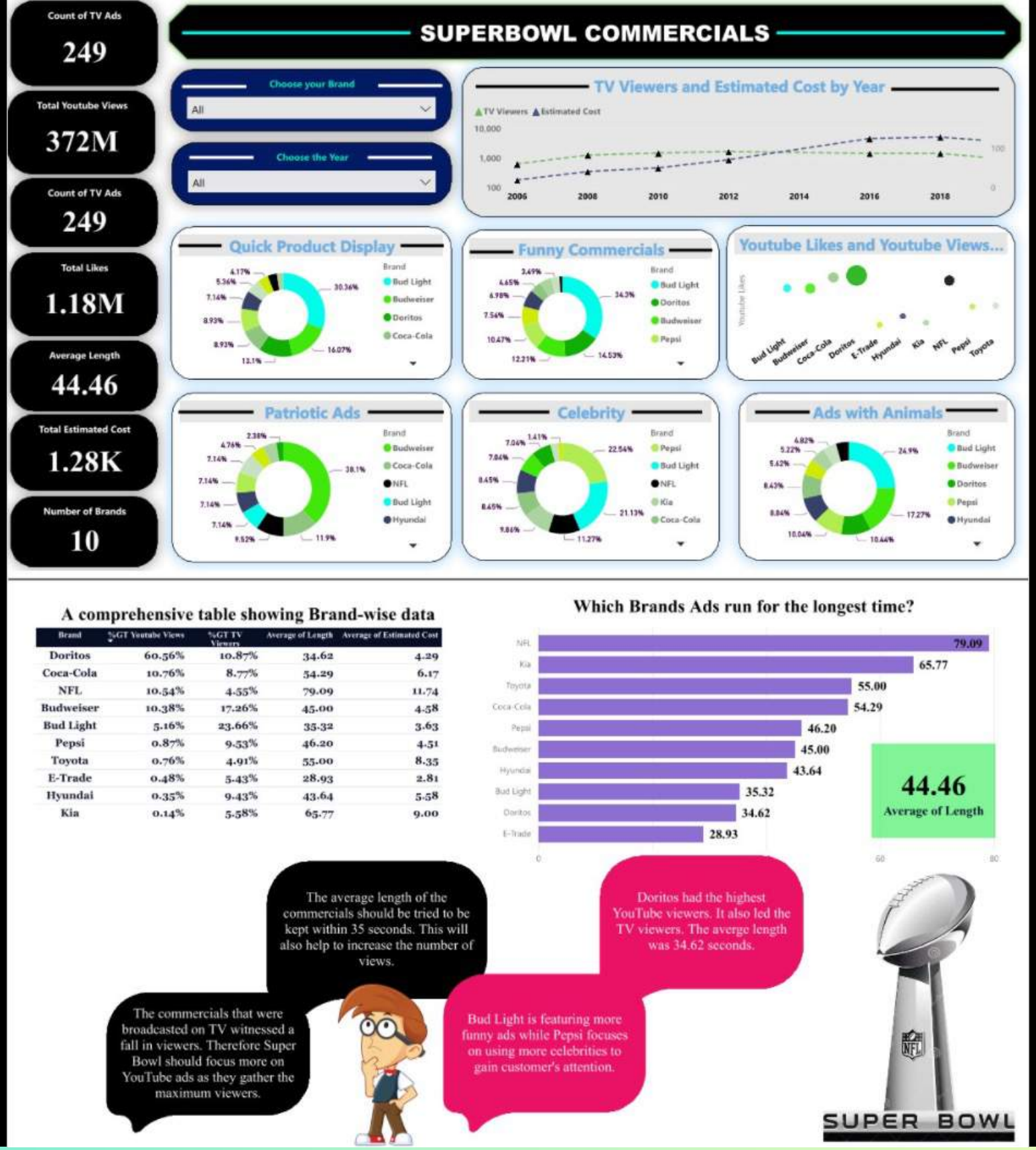



| Brand | Avg Views per Ad | Youtube Views | No of Ads | Avg Length |
|---|---|---|---|---|
| Doritos | 8 665 074 | 225 291 936 | 26 | 35 |
| NFL | 3 563 723 | 39 200 955 | 11 | 79 |
| Coca-Cola | 1 906 345 | 40 033 252 | 21 | 54 |
| Budweiser | 897 654 | 38 599 143 | 43 | 45 |
| Bud Light | 309 651 | 19 198 365 | 62 | 35 |
| Toyota | 234 594 | 2 815 129 | 12 | 55 |
| Pepsi | 129 963 | 3 249 064 | 25 | 46 |
| E-Trade | 127 925 | 1 790 945 | 14 | 29 |
| Hyundai | 59 165 | 1 301 620 | 22 | 44 |
| Kia | 40 914 | 531 878 | 13 | 66 |

## TV Viewers by Year




# ENTRANT: Leandri Gerber




| Brand | %GT Youtube Views | %GT TV Viewers | Average of Length | Average of Estimated Cost |
|---|---|---|---|---|
| Doritos | 60.56% | 10.87% | 34.62 | 4.29 |
| Coca-Cola | 10.76% | 8.77% | 54.29 | 6.17 |
| NFL | 10.54% | 4.55% | 79.09 | 11.74 |
| Budweiser | 10.38% | 17.26% | 45.00 | 4.58 |
| Bud Light | 5.16% | 23.66% | 35.32 | 3.63 |
| Pepsi | 0.87% | 9.53% | 46.20 | 4.51 |
| Toyota | 0.76% | 4.91% | 55.00 | 8.35 |
| E-Trade | 0.48% | 5.43% | 28.93 | 2.81 |
| Hyundai | 0.35% | 9.43% | 43.64 | 5.58 |
| Kia | 0.14% | 5.58% | 65.77 | 9.00 |

# ENTRANT: Sounak De

# Maven Motors Super Bowl spot

Tutorial 101

1

## 60 Sec or less

*62% likes shorter videos and 80% videos are less than 60 seconds.*

2

## Happiness

*70% of ads are funny. For the last 4 years funny ads shows an average growth of 15%.*

3

## Gender

*Ads used gender saw highest views on youtube on 2014 but only 0.1% liked.*

4

## Celebrities: The future

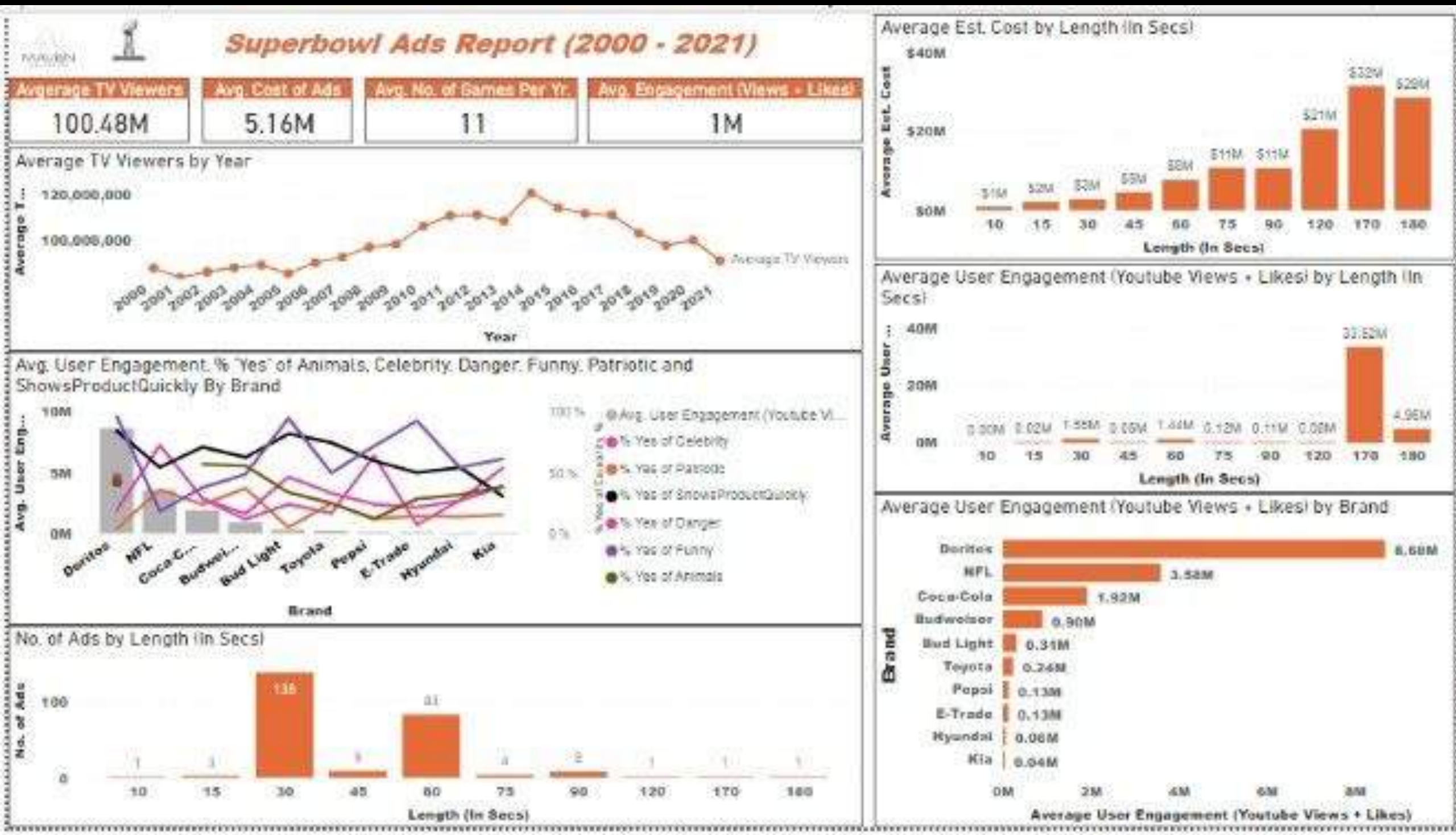
*After 2021 every 1 out of 2 video will contain celebs. This is going to reach around 90% by 2024.*

stratergy success Rate

Creator: Linto Sunny | Source: Maven Analytics

# ENTRANT: Linto Sunny

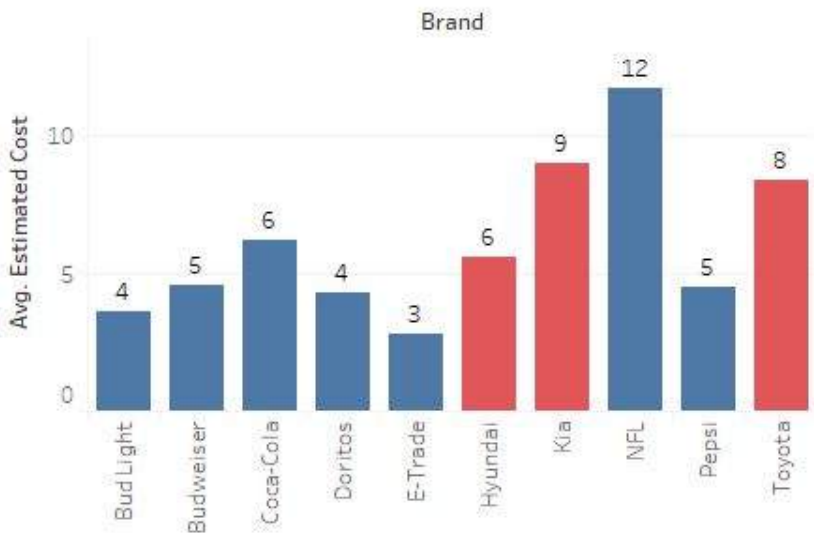
# ENTRANT: Wajid Akil Sain




# ENTRANT: Abel Edugie

# MAVEN SUPER BOWL CHALLENGE

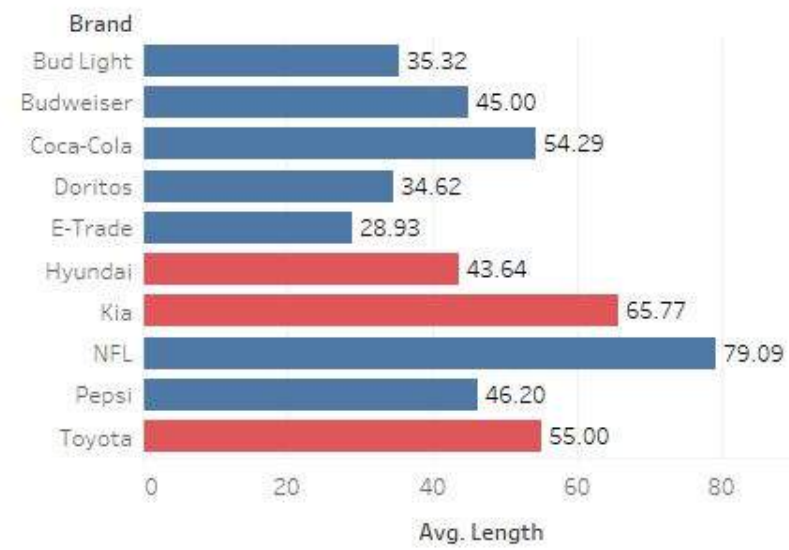
The average cost of ad in USD (Million)



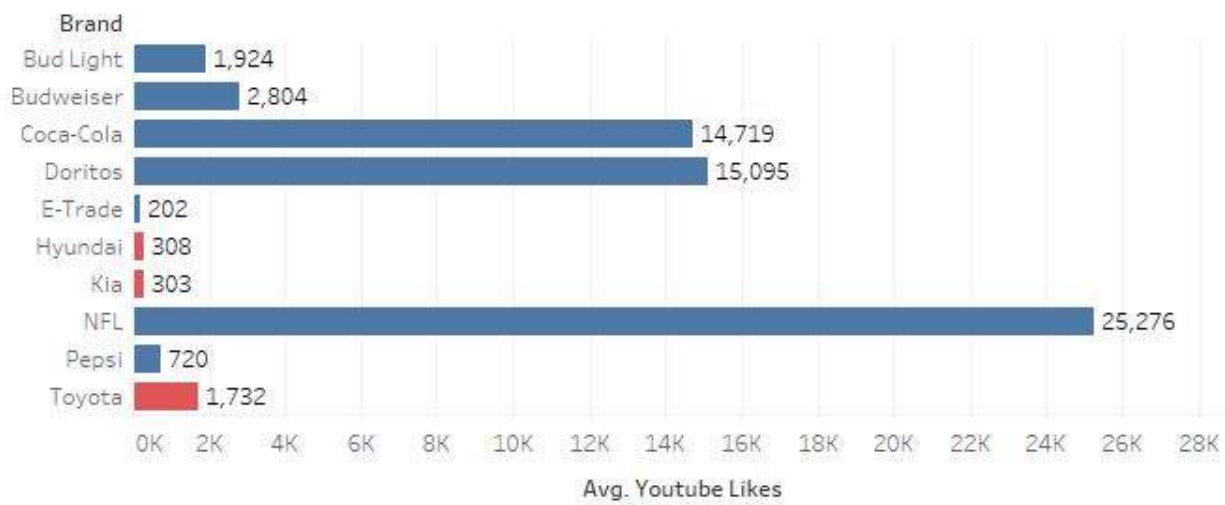

**A good ad should be able to attract attention and keep it (in this case it can be interpreted by the number of YouTube and TV views. It should be able to forge a connection with the viewers (YouTube likes)**

**After carefully analyzing historical, as Marketing Analyst at Maven Motors I recommend the ad should be funny, show product quality, 60 seconds in length and this is achievable with a budget of about $8m - $10m.**

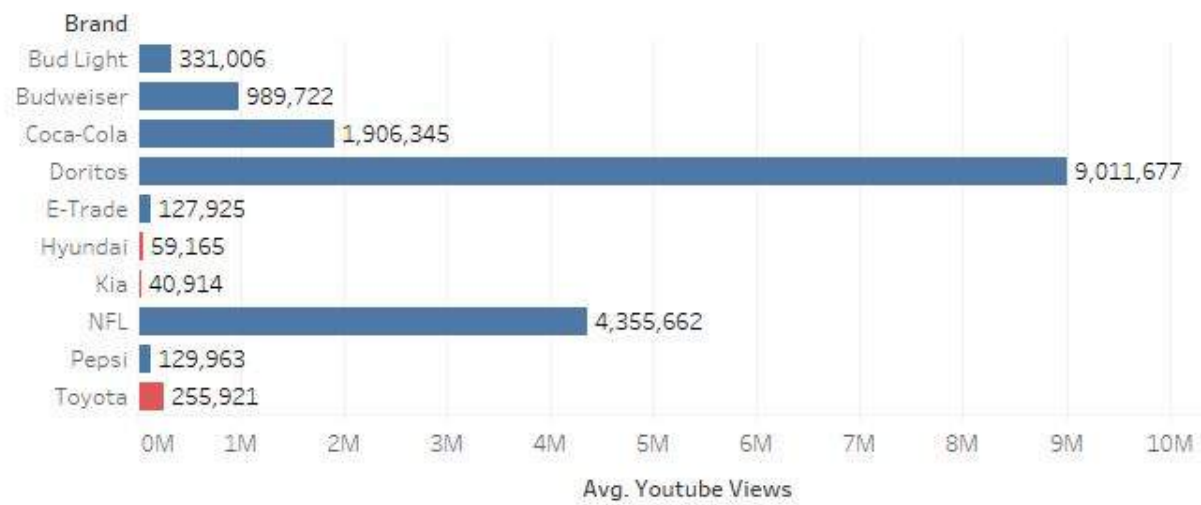
The average length of ad in seconds



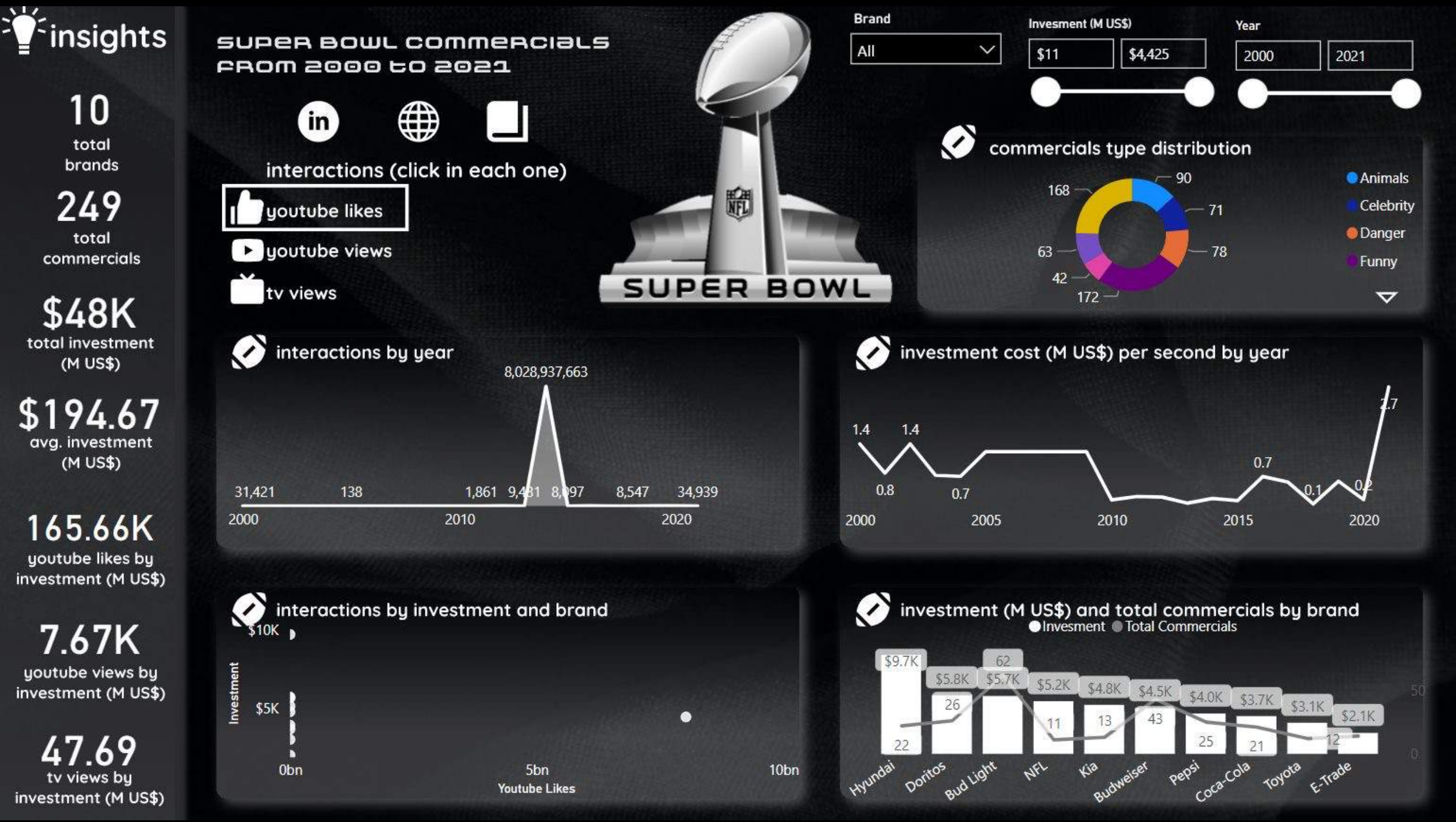

The average number of YouTube likes per brand



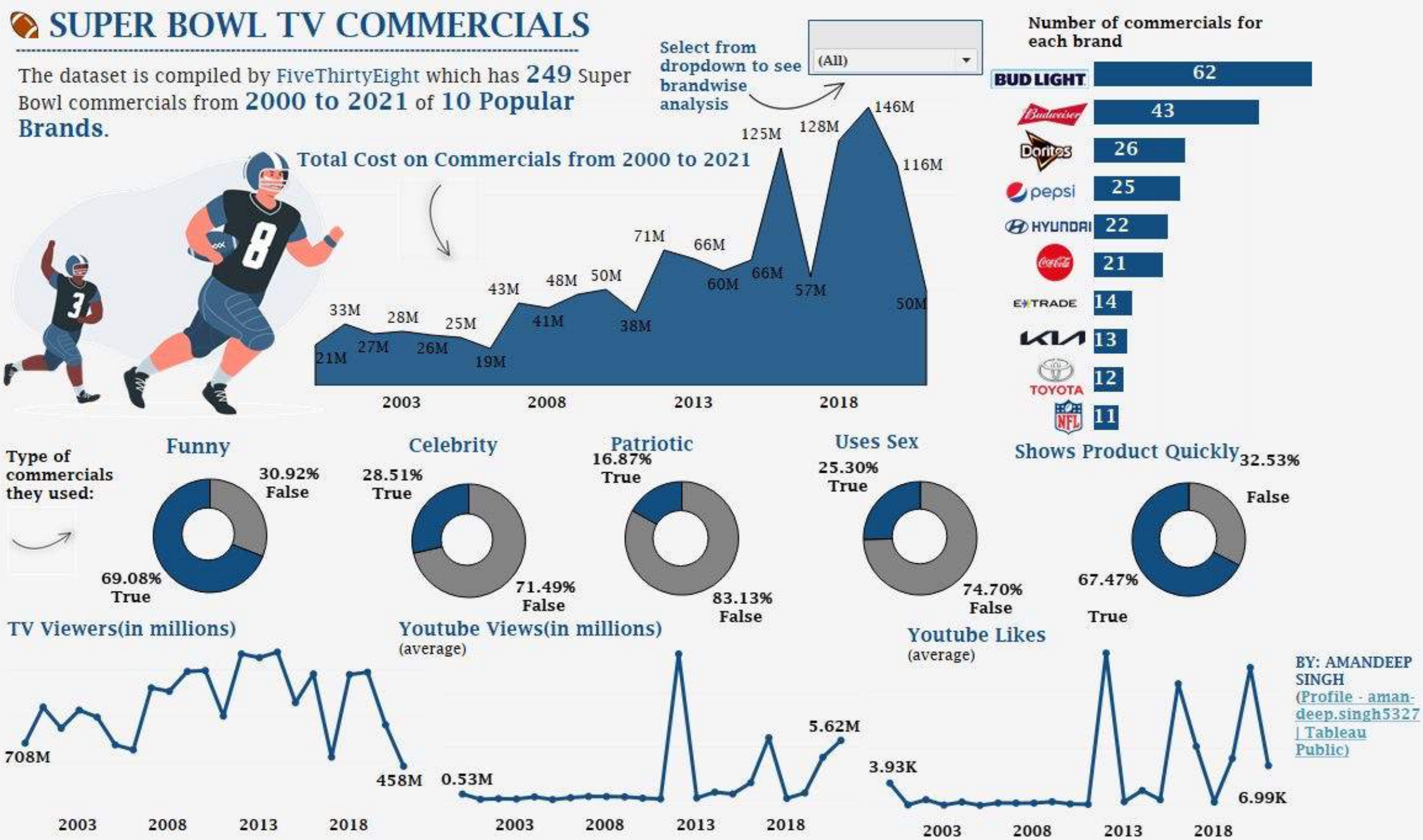

The average number of YouTube views per brand



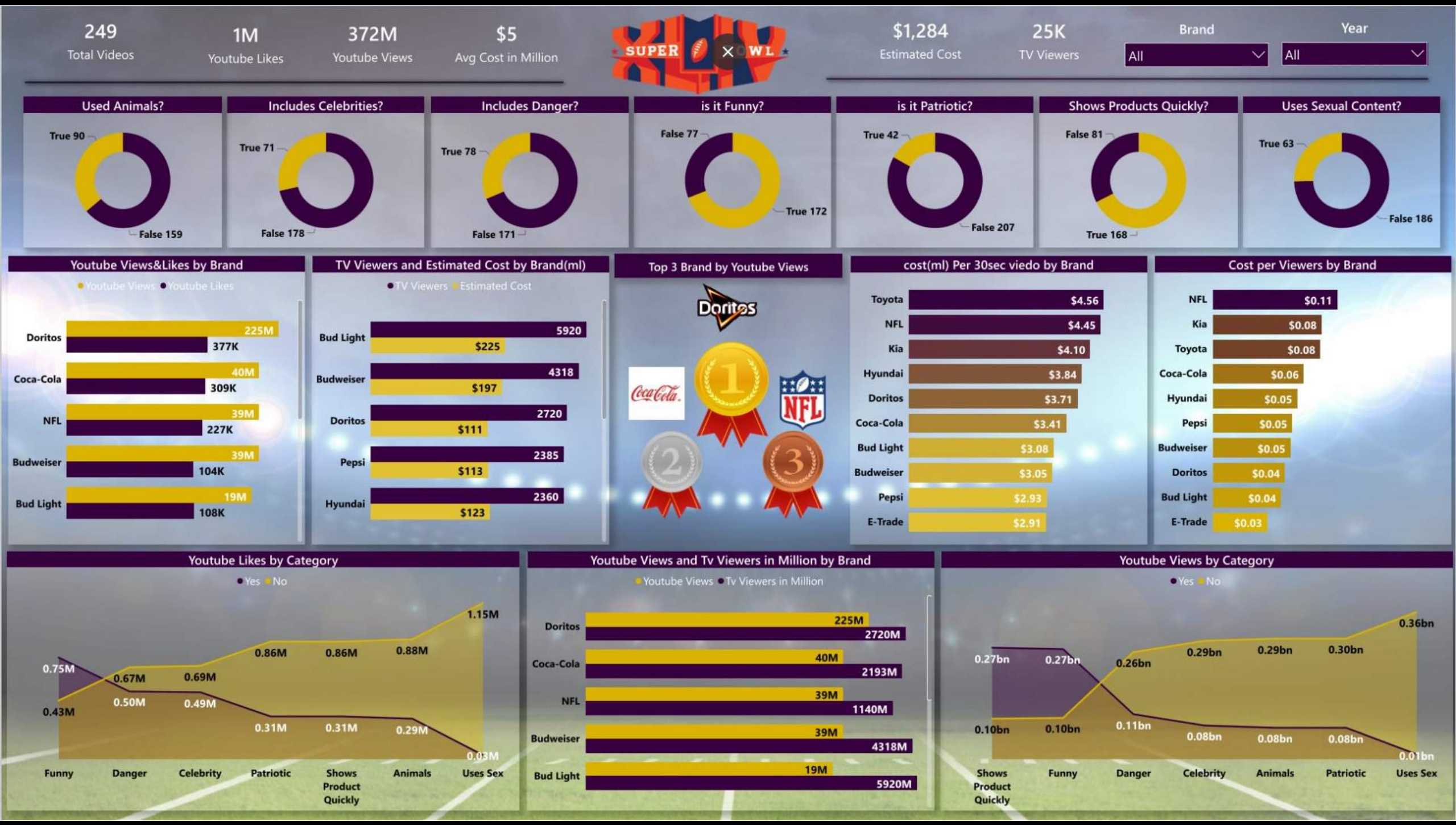

# ENTRANT: Ebi Ebi Laffin




# ENTRANT: Marco Alencastro

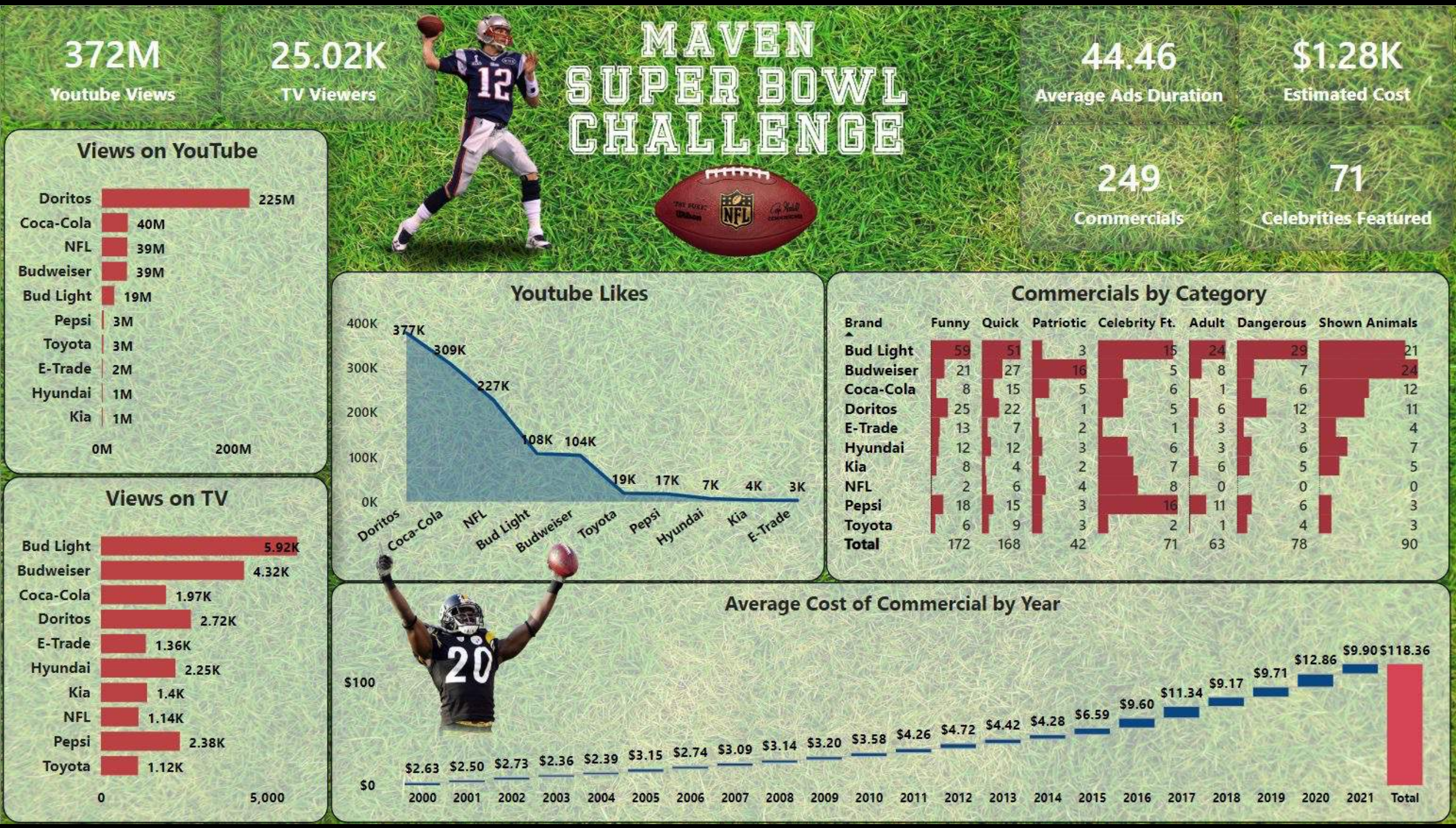



# ENTRANT: Amandeep Singh

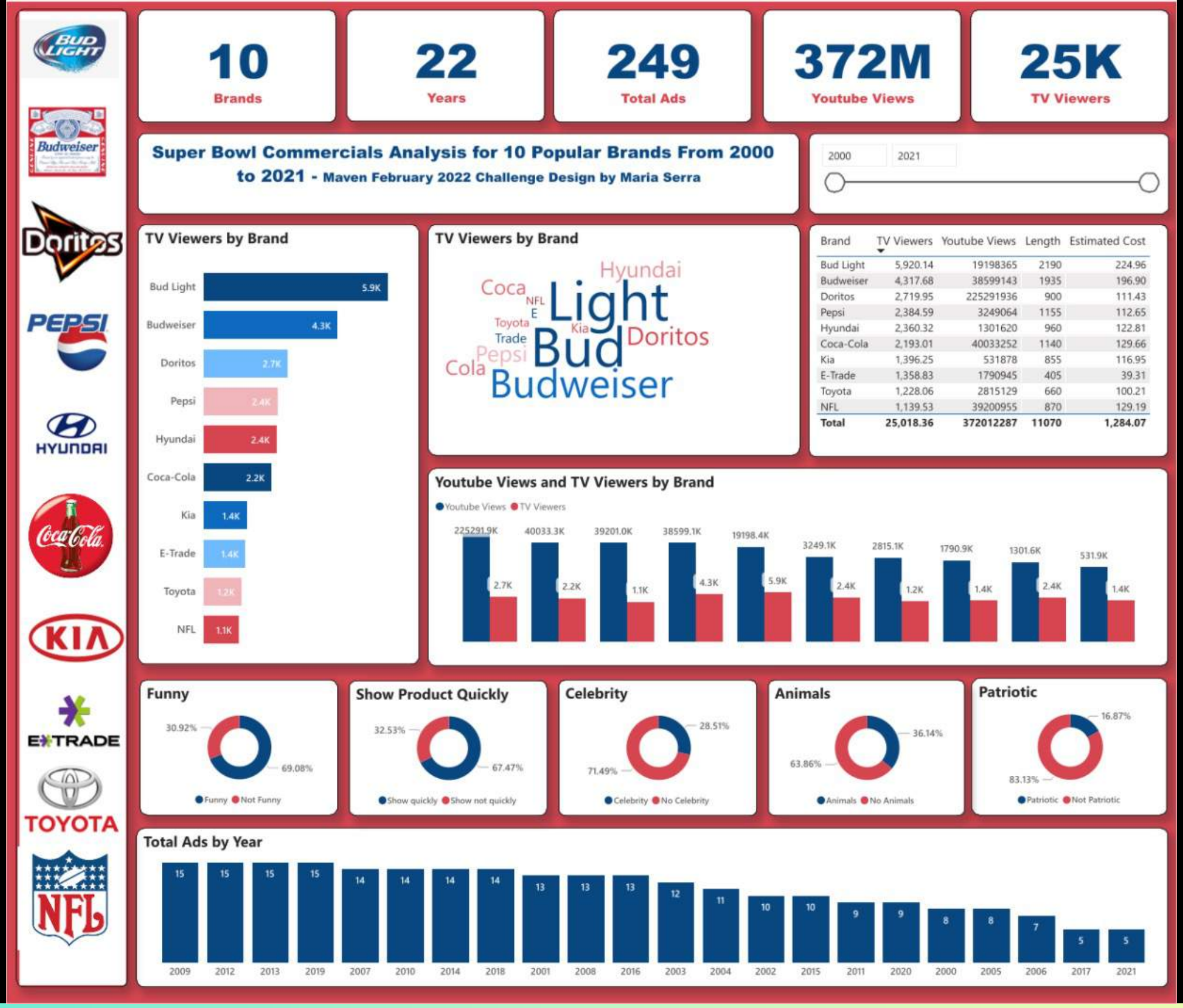



# ENTRANT: Padmavathi Ramasamy

# ENTRANT: Adele Brandeis




# ENTRANT: Abhisek Aggarwal

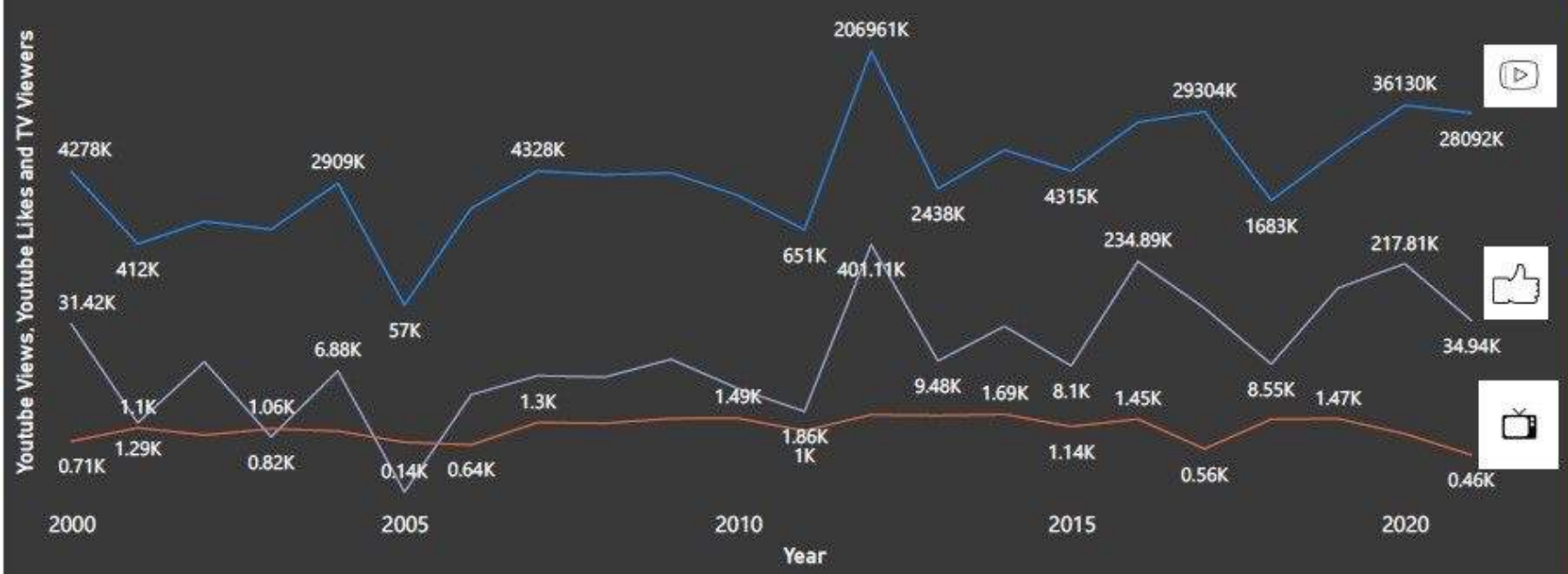



# ENTRANT: Maria Serra

# Maven Super Bowl Challenge

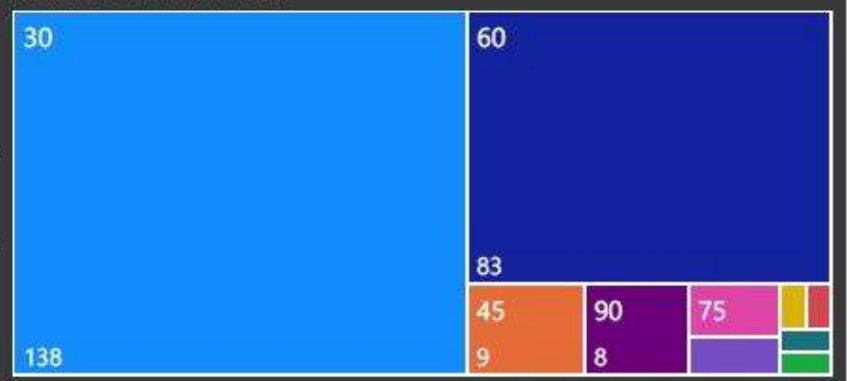
Bud Light | Budweiser | Coca-Cola | Doritos | E-Trade | Hyundai | Kia | NFL | Pepsi | Toyota

Youtube Views, Youtube Likes and TV Viewers by Year




Funny, Animals, Celebrity, Danger, Patriotic, Shows Product Quickly, Uses Sex and Count of Brand

Count of Brand by Length

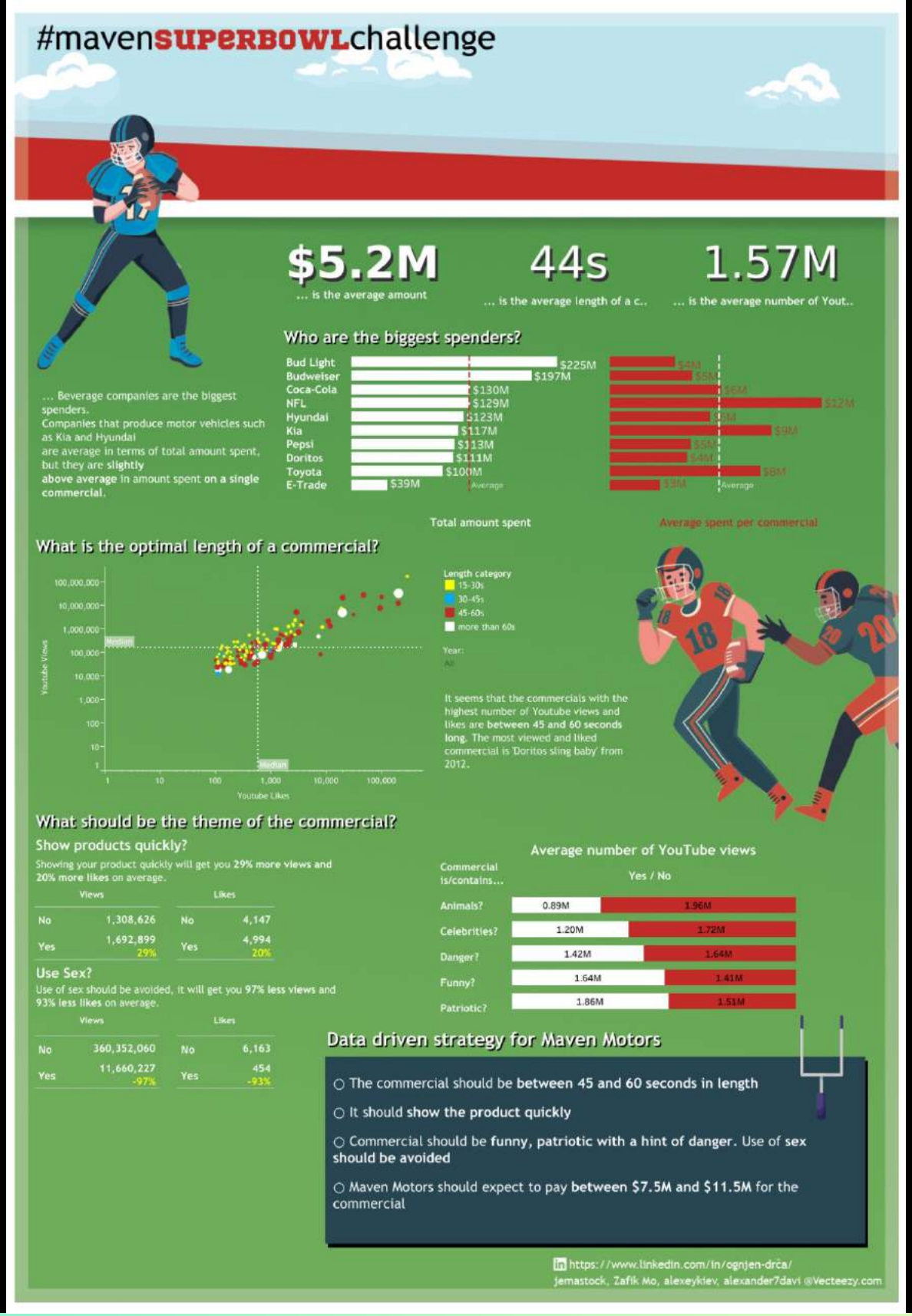



| Brand | Max of Length | Average of Estimated Cost | Count of Superbowl Ads Link | Count of Youtube Link | Youtube Views | Youtube Likes | TV Viewers |
|---|---|---|---|---|---|---|---|
| Bud Light | 60 | 3.63 | 62 | 60 | 19M | 0.11M | 5.92K |
| Budweiser | 75 | 4.58 | 43 | 41 | 39M | 0.10M | 4.32K |
| Coca-Cola | 60 | 6.17 | 21 | 21 | 40M | 0.31M | 2.19K |
| Doritos | 60 | 4.29 | 26 | 26 | 225M | 0.38M | 2.72K |
| E-Trade | 30 | 2.81 | 14 | 14 | 2M | 0.00M | 1.36K |
| Hyundai | 90 | 5.58 | 22 | 22 | 1M | 0.01M | 2.36K |
| Kia | 90 | 9.00 | 13 | 13 | 1M | 0.00M | 1.40K |
| NFL | 180 | 11.74 | 11 | 10 | 39M | 0.23M | 1.14K |
| Pepsi | 90 | 4.51 | 25 | 25 | 3M | 0.02M | 2.38K |
| Toyota | 90 | 8.35 | 12 | 12 | 3M | 0.02M | 1.23K |
| **Total** | **180** | **5.16** | **249** | **241** | **372M** | **1.18M** | **25.02K** |

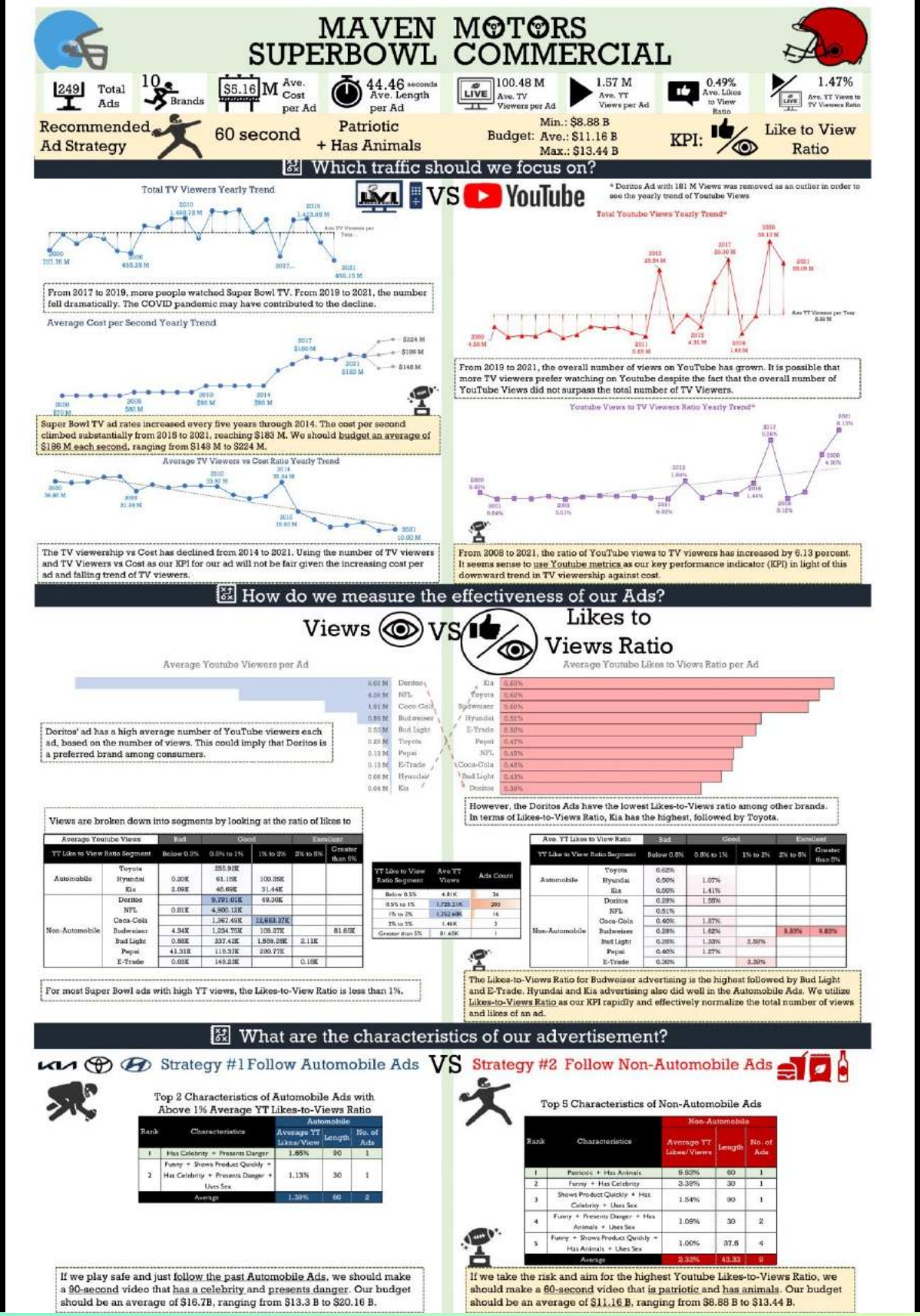
Recommendations -:

1) Commercial Advertisement should be of length 30 sec to 60 sec.
2) Advertisement must show the product quickly.
3) It can have Animals in it. Ad can be made be funny or danger.
4) Can also include Celebrity and can be made patriotic., depending upon the budget.
5) With above points advertisement can have most views on TV as well as You Tube along with maximum Likes.

# ENTRANT: Jitendra C Patil

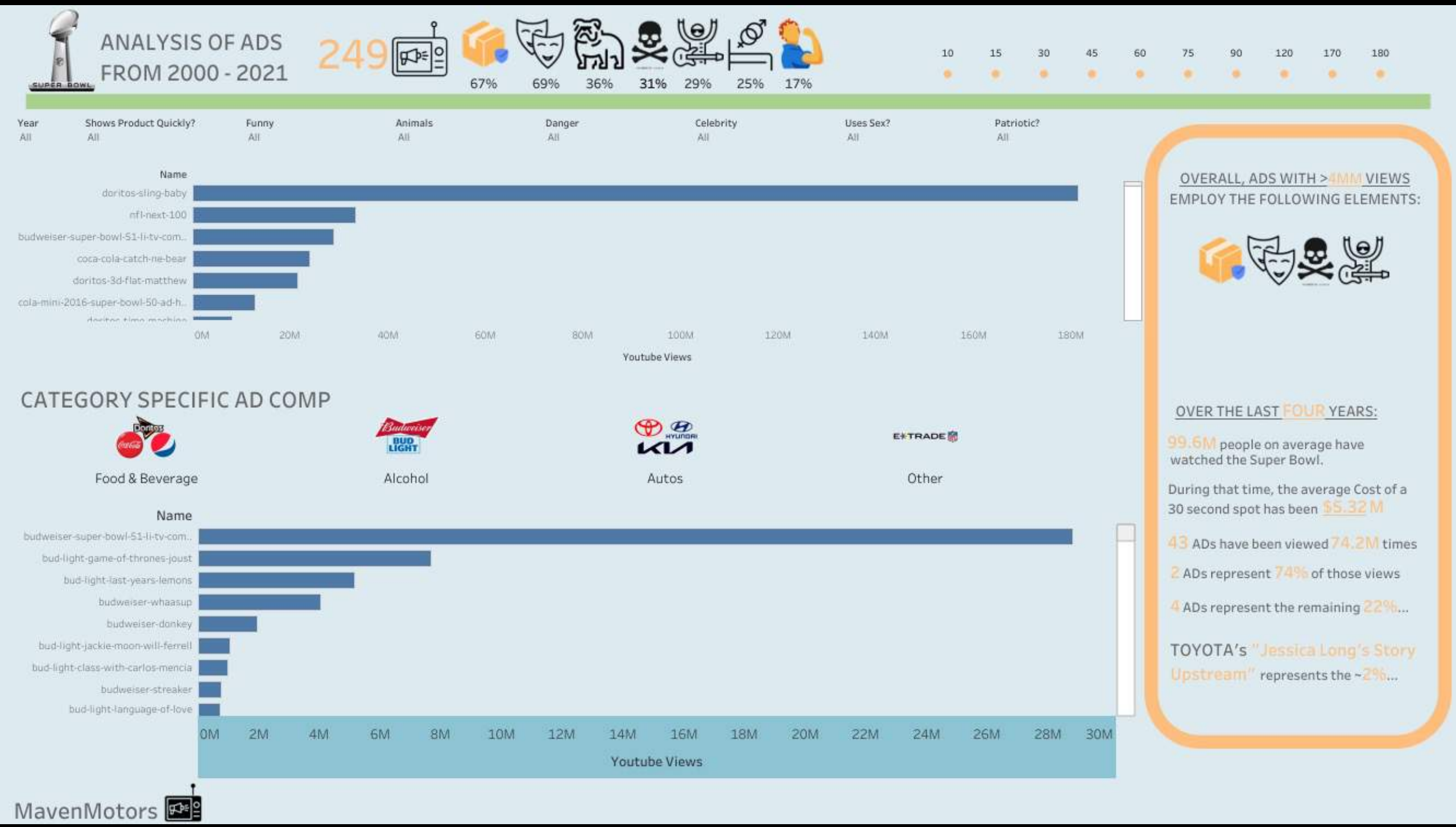



# ENTRANT: Ognjen Drca




# ENTRANT: Sandi De La Vega

# ENTRANT: Arthur Felipe Duarte




# ENTRANT: Victor Acquaah-Harrison

# Ten Super Bowl Advertisers from 2000 - 2021

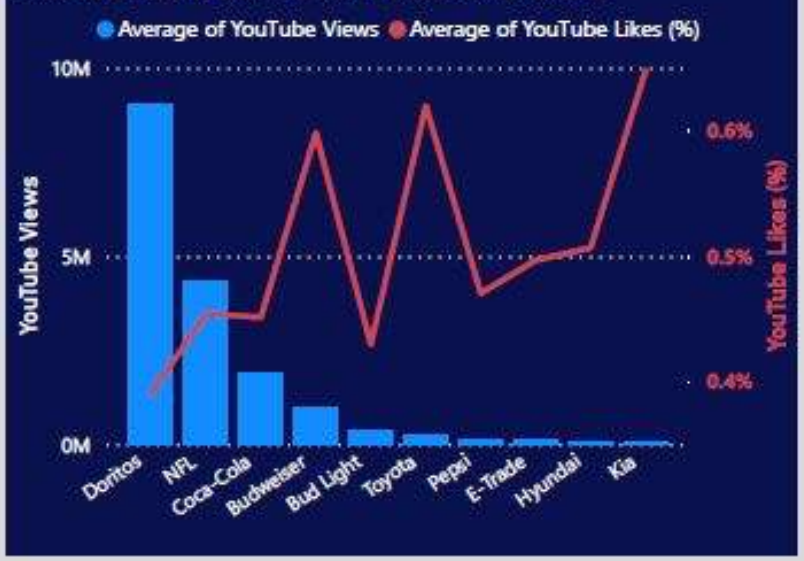
**$1.28bn**
Total Revenue

**25.02bn**
TV Impressions

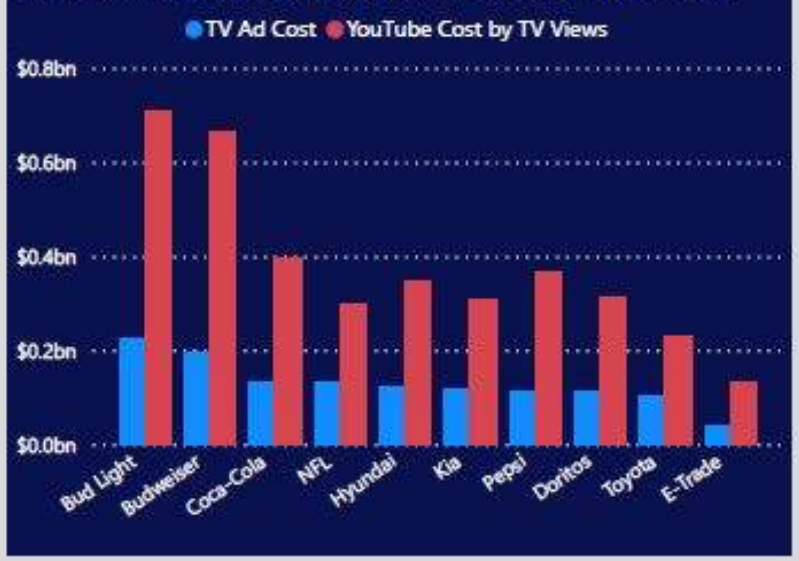
**1.18M**
Total YouTube Likes

**372M**
Total YouTube Views

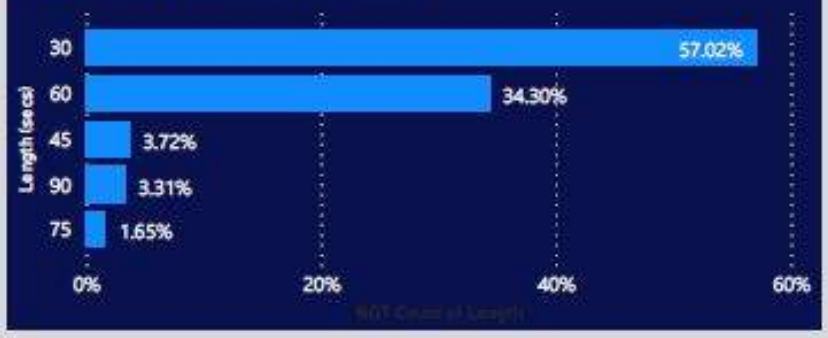
## Average YouTube Views and Likes (%) by Brand




## TV Ad Cost versus YouTube Ad Cost of same Impressions



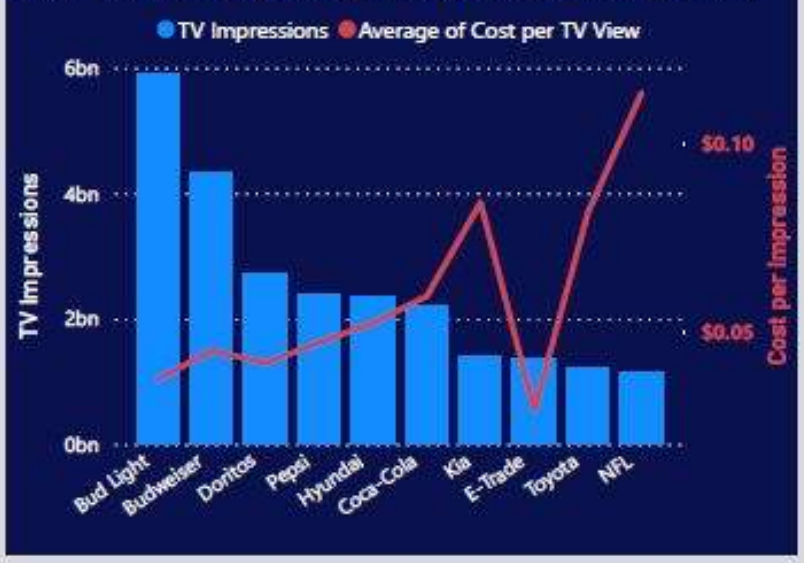

## Top 5 Most Common Ad Duration




## Most Viewed YouTube Ad

| | | |
|---|---|---|
| Doritos | sling-baby | 30 |
| Brand | Ad Title | Length |
| 111350000 | 181423810 | $18,178,665.76 |
| TV Impressions | YouTube Views | YouTube Ad Cost |
| $2,950,000 | $0.03 | $0.10 |
| TV Ad Cost | TV Cost per Impres... | YouTube Cost per Imp... |

## TV Impressions and Average Cost per Impression by Brand




## TV Ad Cost versus Actual YouTube Ad Cost

## Are Super Bowl Ads really expensive?

It will cost far less to make an impression on TV than it would on YouTube with the same number of views.

The number of views a YouTube Ad would generate is uncertain. Being a new brand with lots of uncertainties, Maven Motors can run YouTube ads to enjoy scalable ad payment - most favourable for ads with small view counts.

Dorintos' sling baby had the most YouTube views and likes. Although it had more impressions on YouTube than on TV, it cost more than 3 times the price of a TV view to make a YouTube impression.

Determining the cost effectiveness of each ad platform will require more data than provided - more data on previous leads and conversions generated.

YouTube Ads cost between $0.1 - $0.3 per view.
**Assumptions:**
30 secs of YouTube Ad cost $0.1 (excludes other factors that may affect ad cost).
YouTube Cost by TV Views is the cost for YouTube Ad for the same number of impressions on TV.

# ENTRANT: Maria-Goretti Chijioke

Year

2000 2021

# SuperBowl Commercials - Maven Challenge (Feb 22)

Summary

**Bud Light**
Number of Adds 62
Sum of Youtube Views 19198365
Youtube Likes 107769
TV viewer 5920140000

**Budweiser**
Number of Adds 43
Sum of Youtube Views 38599143
Youtube Likes 103740.916667
TV viewer 4317680000

**Doritos**
Number of Adds 26
Sum of Youtube Views 225291936
Youtube Likes 377364
TV viewer 2719950000

**Pepsi**
Number of Adds 25
Sum of Youtube Views 3249064
Youtube Likes 17275
TV viewer 2384590000

**Hyundai**
Number of Adds 22
Sum of Youtube Views 1301620
Youtube Likes 6767
TV viewer 2360320000

**Coca-Cola**
Number of Adds 21
Sum of Youtube Views 40033252
Youtube Likes 309093
TV viewer 2193010000

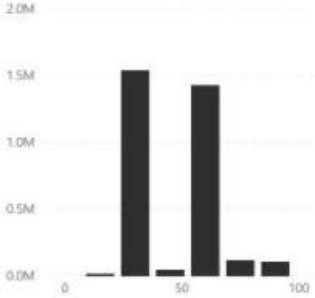
**E-Trade**
Number of Adds 14
Sum of Youtube Views 1790945
Youtube Likes 2826
TV viewer 1358830000

**Kia**
Number of Adds 13
Sum of Youtube Views 531878
Youtube Likes 3632
TV viewer 1396250000

**Toyota**
Number of Adds 12
Sum of Youtube Views 2815129
Youtube Likes 19048
TV viewer 1228060000

**NFL**
Number of Adds 11
Sum of Youtube Views 39200955
Youtube Likes 227488
TV viewer 1139530000

Per Add views by Length



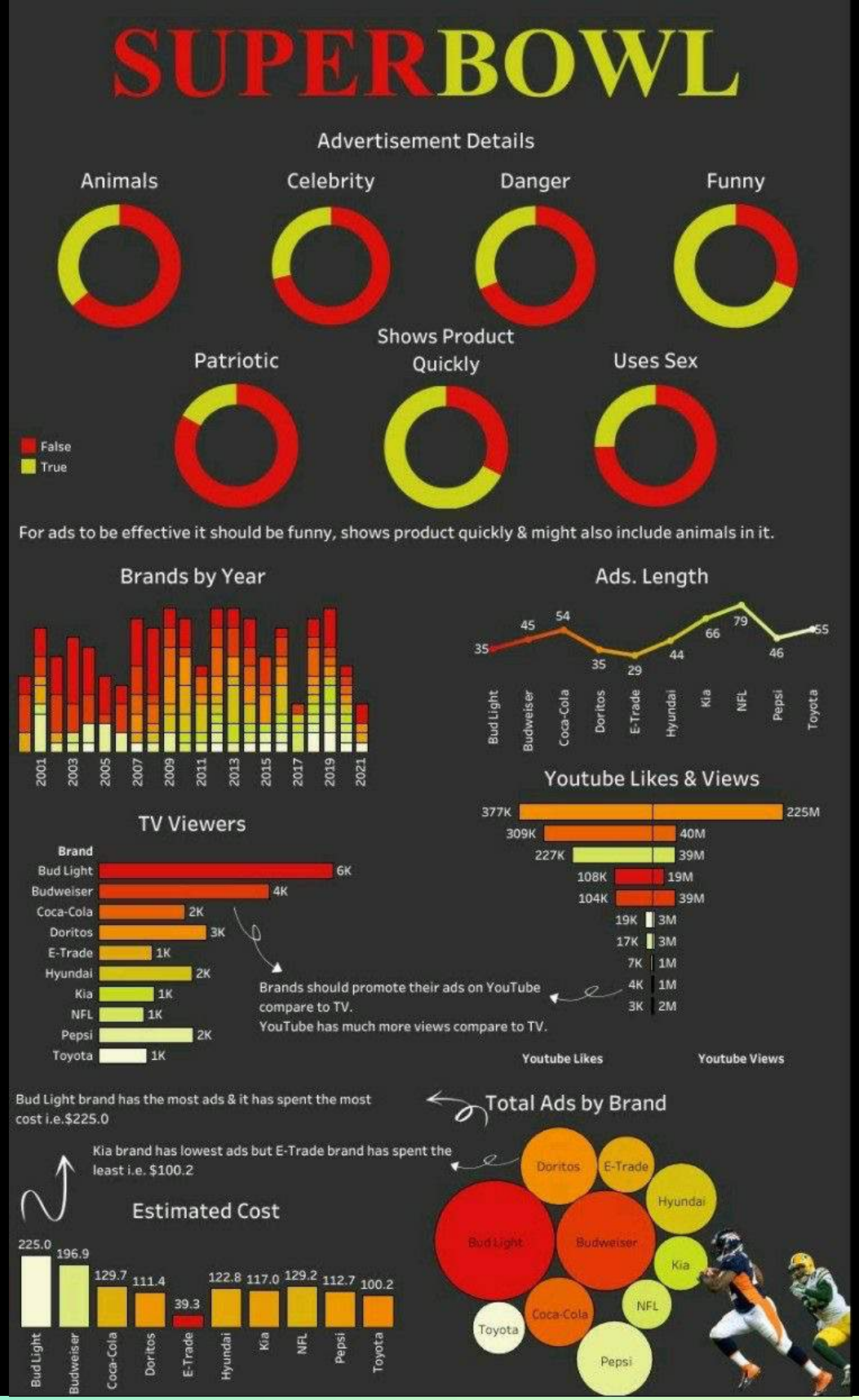

| Brand | Youtube Views over years | Youtube Views per dollar | TV Viewers over years | TV Viewers per dollar | Likes/ Add |
|---|---|---|---|---|---|
| Toyota | | | | | 18K |
| Pepsi | | | | | 15K |
| NFL | | | | | 226K |
| Kia | | | | | 4K |
| Hyundai | | | | | 4K |
| E-Trade | | | | | 2K |
| Doritos | | | | | 204K |
| Coca-Cola | | | | | 237K |
| Budweiser | | | | | 66K |
| Bud Light | | | | | 28K |

| Youtube Link | Add Name | Youtube Views | Celebrity | Uses Sex | Animals | Danger | Funny | Patriotic | Shows Product Quickly |
|---|---|---|---|---|---|---|---|---|---|
| | doritos sling baby | 181423810 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| | nfl next 100 | 33318675 | 1 | 0 | 0 | 0 | 0 | 1 | 0 |
| | budweiser super bowl 51 li tv commercial born hard way | 28795017 | 0 | 0 | 0 | 1 | 0 | 1 | 0 |
| | coca cola catch ne bear | 23976557 | 0 | 0 | 1 | 1 | 0 | 0 | 1 |
| | 021 doritos 3d flat matthew | 21546933 | 1 | 0 | 1 | 1 | 1 | 0 | 0 |
| | cola mini 2016 super bowl 50 ad hulk vs ant man | 12683366 | 1 | 0 | 0 | 1 | 1 | 0 | 1 |
| | doritos time machine | 8087637 | 0 | 0 | 1 | 0 | 1 | 0 | 1 |
| | bud light game of thrones joust | 7678655 | 0 | 0 | 1 | 1 | 1 | 0 | 1 |
| | 021 bud light last years lemons | 5140823 | 0 | 0 | 0 | 1 | 1 | 0 | 1 |
| | 016 super bowl 50 ad super bowl babies choir | 4936065 | 1 | 0 | 0 | 0 | 0 | 1 | 0 |
| | budweiser whaasup | 4047977 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| | doritos middle seat | 2335970 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| | doritos the cool ranch with lil nas x and sam elliott | 2137823 | 1 | 0 | 1 | 1 | 1 | 0 | 1 |
| **Total** | **016 super bowl 50 ad super bowl babies choir** | **336109308** | **5** | **1** | **5** | **7** | **9** | **3** | **8** |

**Our Next Add:**

- **Brand**: *Doritos* (most YT views per dollar invested & good YT likes per Add ratio)
- **Length**: *30 or 60* sec
- **Characteristics**: *Funny* and *Show Product Quickly* and avoid using element of *sex* (Top 15 Adds data)

# ENTRANT: Syed Haider Ali Shah



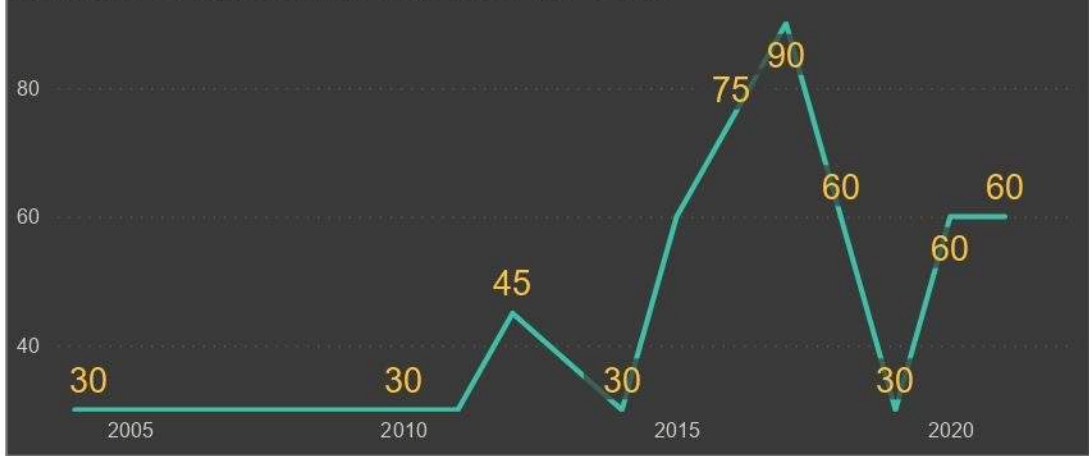

# ENTRANT: Mahima Ghandi

MAVEN MOTORS

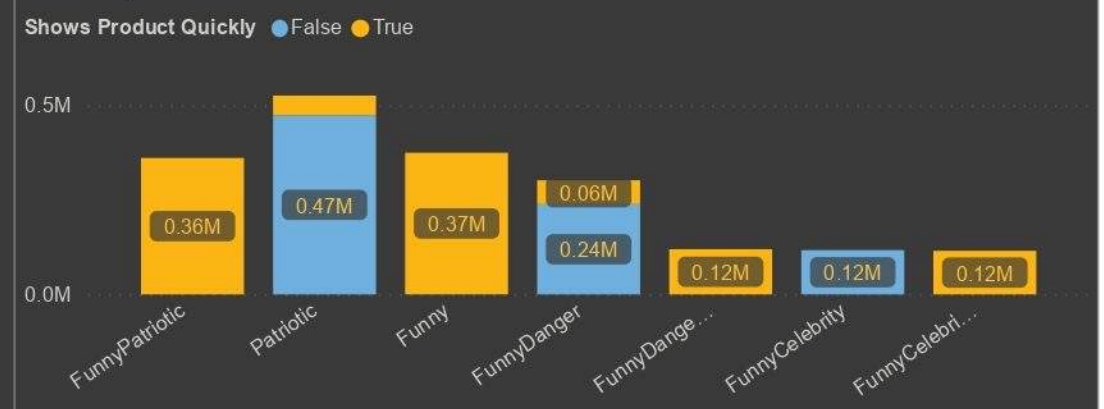
# Superbowl Ad Spot Analysis

| 249 | 10 | 44.46 | 100.48 | 1.57M | 5.09K |
|---|---|---|---|---|---|
| Total Ads | Total Brands | Avg Ad Length (Secs) | Avg TV Viewers (mil) | Avg YT Views | Avg YT Likes |

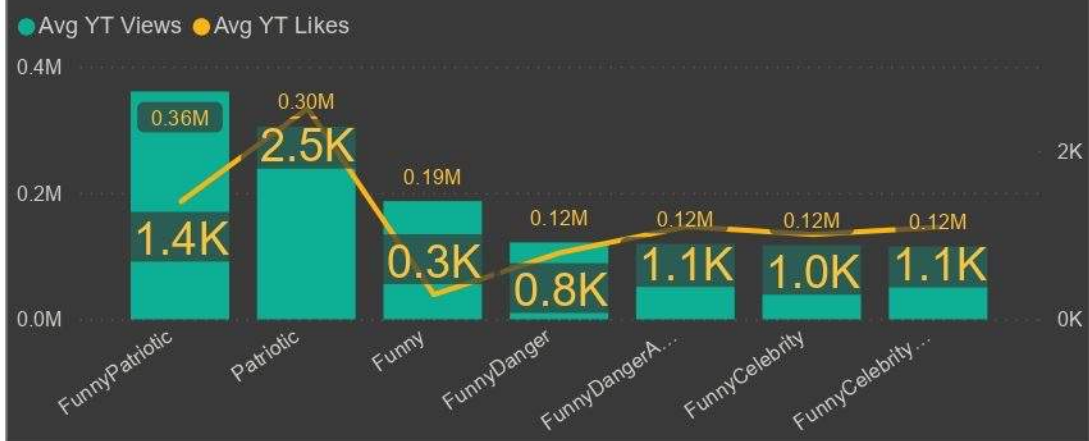
## Runtime of Automobile Ads over the Years




## Avg YT Views & Likes by Content Combination & Shows Product Quickly




## Avg YT Views & Likes by Content Combination (Top 7)




## Recommendations:

### Content of the Ad:

Based on our analysis of content combination we feel since Patriotic theme gives most avg Youtube Views & Likes, it should be the dominant theme followed by Funny and if needed Danger themes.

### Product Placement:

Also our analysis points out that only patriotic theme ads had the most likes and also they showed the product after 10 seconds of the ad. But if there is a funny element to the ad then product placement should be done within 10 seconds of the ad.

### Length of the Ad:

Average length of the ads is 45 seconds, but for automobile ads it has been ranging around 60 seconds in last few years. So we can focus of having an ad in the 45-60 seconds duration range.

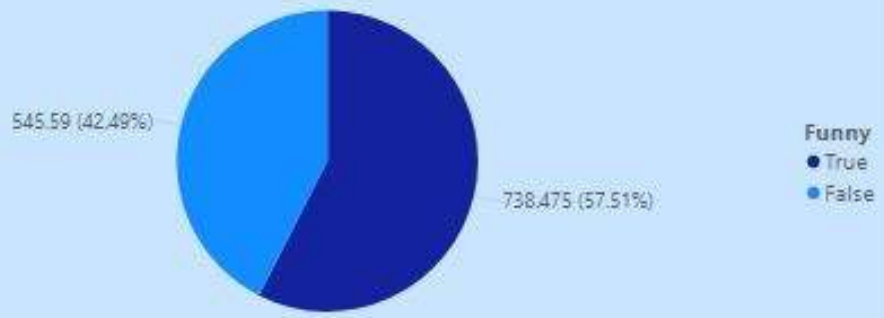
So we can ask our advertising partners to come up with ad ideas with these dominant themes.

# ENTRANT: Armando Halder

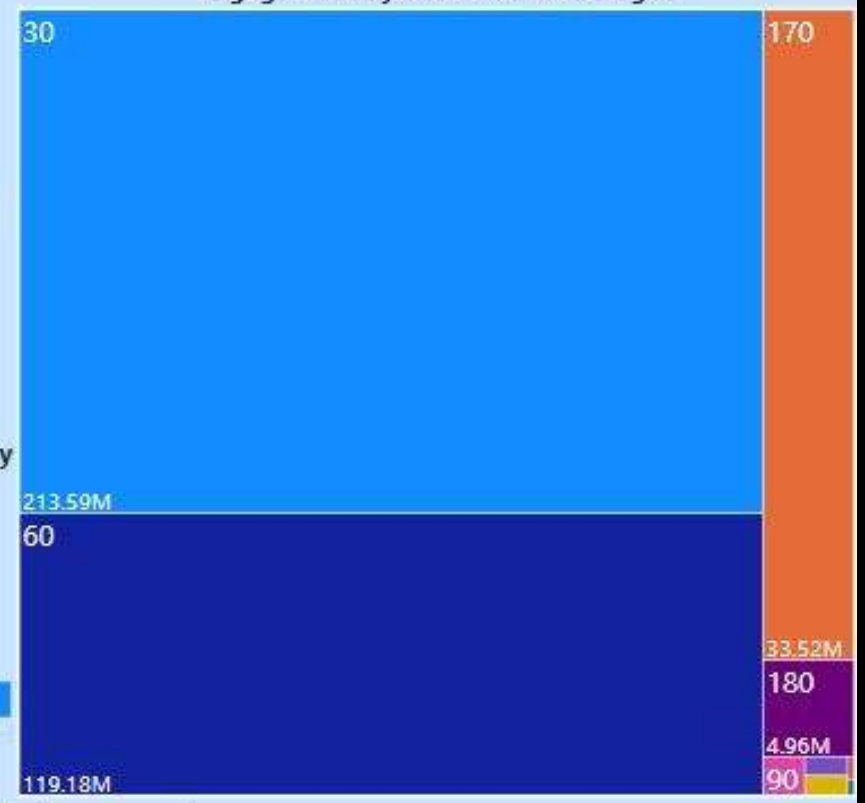
## Maven Motors: Building a creative advertisement strategy

***Business Objective: Maven Motors has gotten advertisement space in the super bowl! The objective is to provide a data-driven recommendation for the creative direction the leadership team should take***

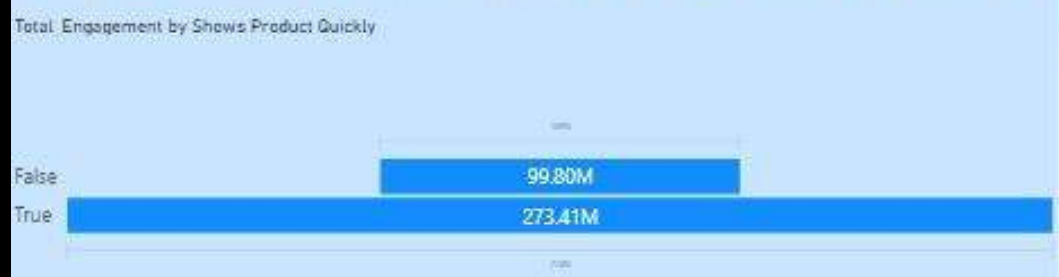
**Total Cost for advertising that shows the product quickly and is funny**




**Engagement by advertisement length**



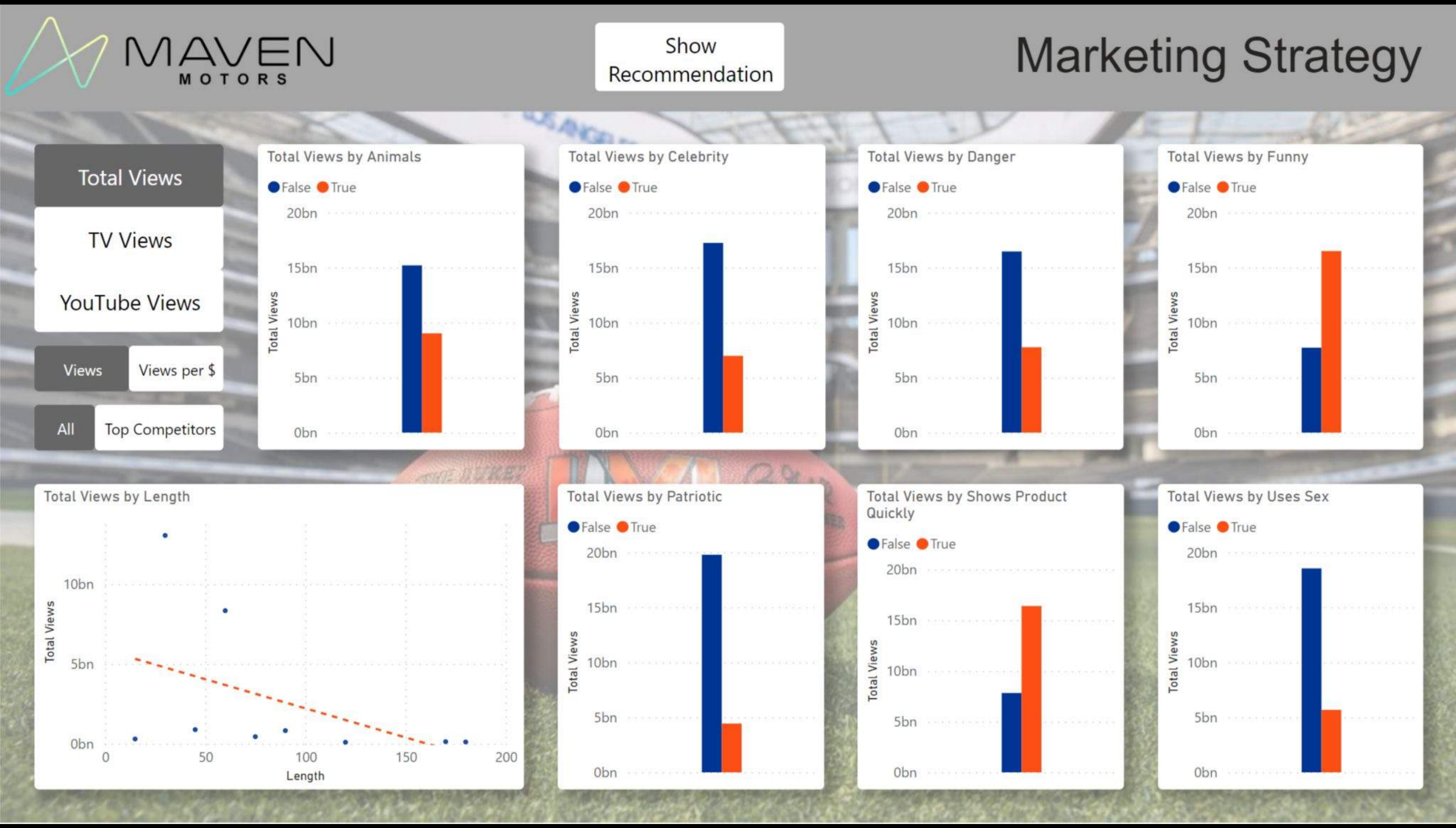

**Total engagement for advertisements that show the product quickly and is funny**



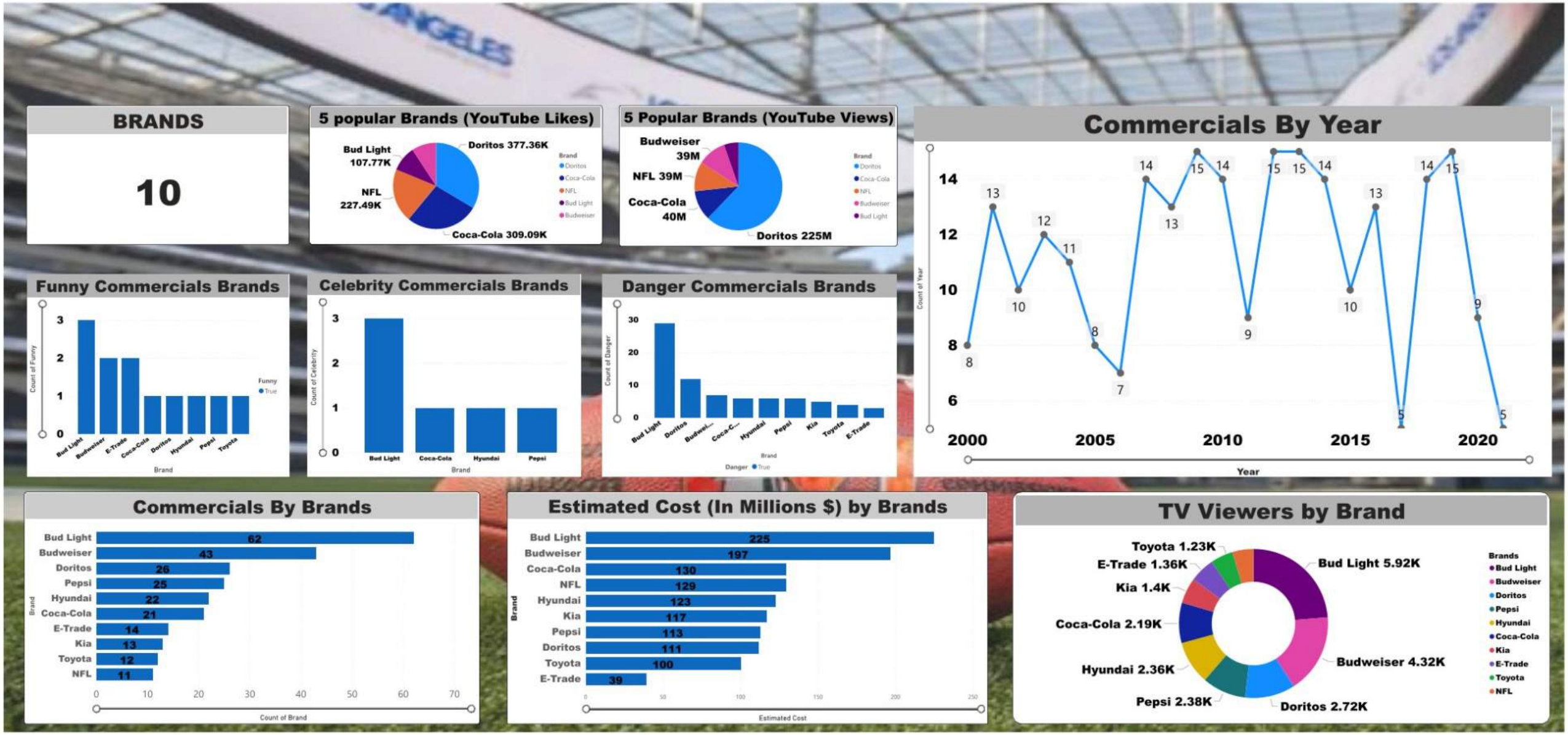

**YOY Trend for Engagement**

**Final Recommendation: our recommendation to leadership is to create an advertisement that is funny, shows the product quickly and is approximately 30 seconds in length. Although the cost is higher, we believe that the engagement these types of ads generate is worth the additional cost.**

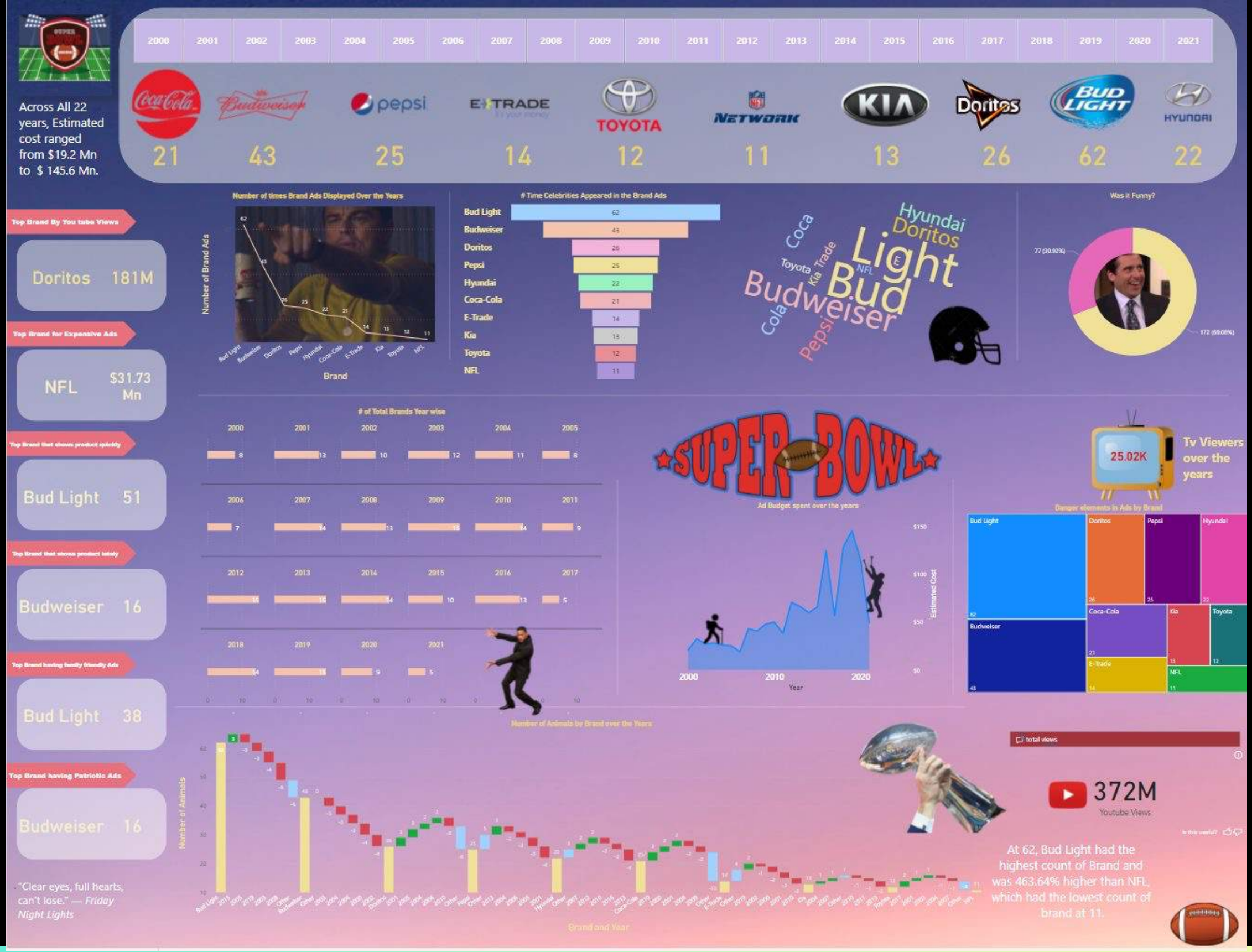
# ENTRANT: Darcy Chengen Ma




# ENTRANT: Ryne Farley




# ENTRANT: Divya Mehta




# ENTRANT: Shubham Solanki

# Super Bowl Commercials For 10 Popular Brands From 2000 To 2021

| 249 | 90 | 71 | 78 | 172 | 42 | 168 | 63 |
|---|---|---|---|---|---|---|---|
| Total Ads | Animals | Celebrity | Danger | Funny | Patriotic | Quick Product Show | Uses Sex |

## Data Insights For Maven Motors

-There were 249 Super ads in total between 2000 and 2021. The most common were funny themes (69%), followed by ads which had a quick product show (67%). However, these themes were evenly split when it came to the ads with the most popular TV and Youtube views.

-Three seems to be a weak correlation between cost and number of TV views, and no correlation between cost and Youtube views/likes.

-The ad with the most TV views (Budweiser, Puppy Love, 2014) had 232m views, whilst the ad with the most Youtube views (Doritos, Sling Baby, 2012), had 181m views.

-In terms or car manufacturers, Hyundai, Kia and Toyota had much lower TV views compared to the consumer staples products, perhaps driven by the fact these are associated with Superbowl breaks. Car manufacturers accounted for 20% of the top 10% of most TV views.

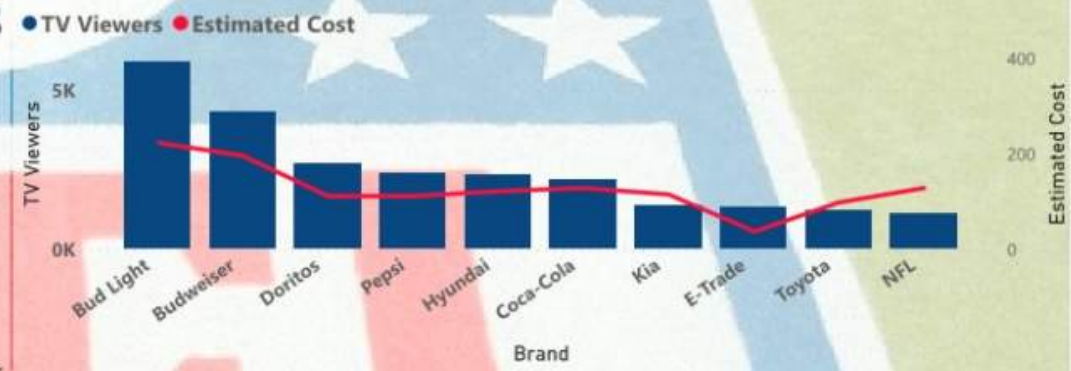
In terms of Youtube views, car manufacturers were among the lowest. There were no car manufacturers in the top 10 most viewed Youtube ads.

**232.00**

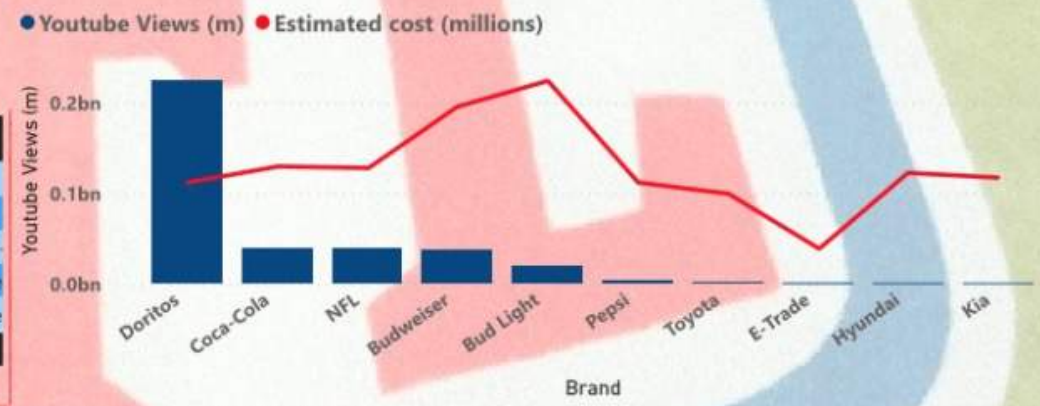
Top TV View (m)-Budweiser (2014): Puppy Love

| Top 5 Youtube Views (m) | Estimated Cost | Superbowl Ads Link |
|---|---|---|
| 181.42 | 2.95 | Doritos-sling-baby |
| 33.32 | 31.73 | NFL-next-100 |
| 28.80 | 10.80 | Budweiser-super-bowl- |
| 23.98 | 5.90 | Coca-cola-catch-ne-be |
| 21.55 | 11.00 | Doritos-3d-flat-matthe |
| 289.06 | 62.38 | |

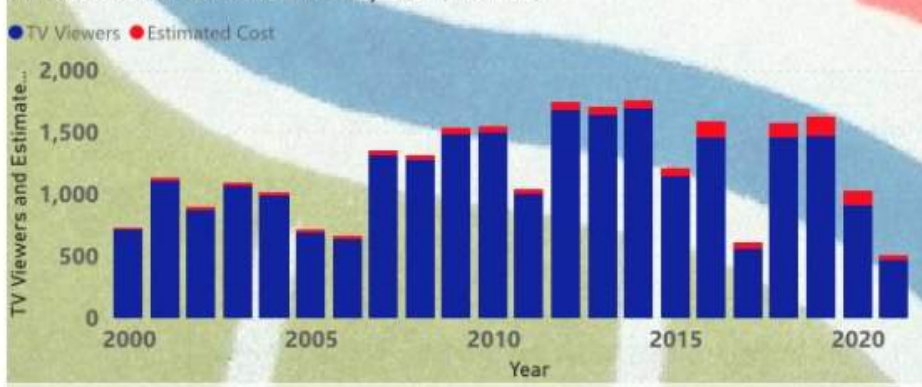
TV Viewers and Estimated Cost by Brand (m)



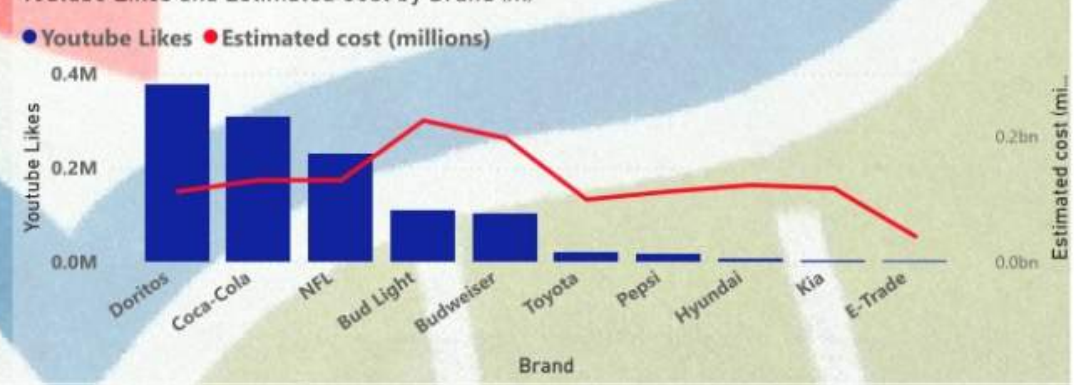

Youtube Views and Estimated cost by Brand (m)




TV Viewers and Estimated Cost by Year (millions)

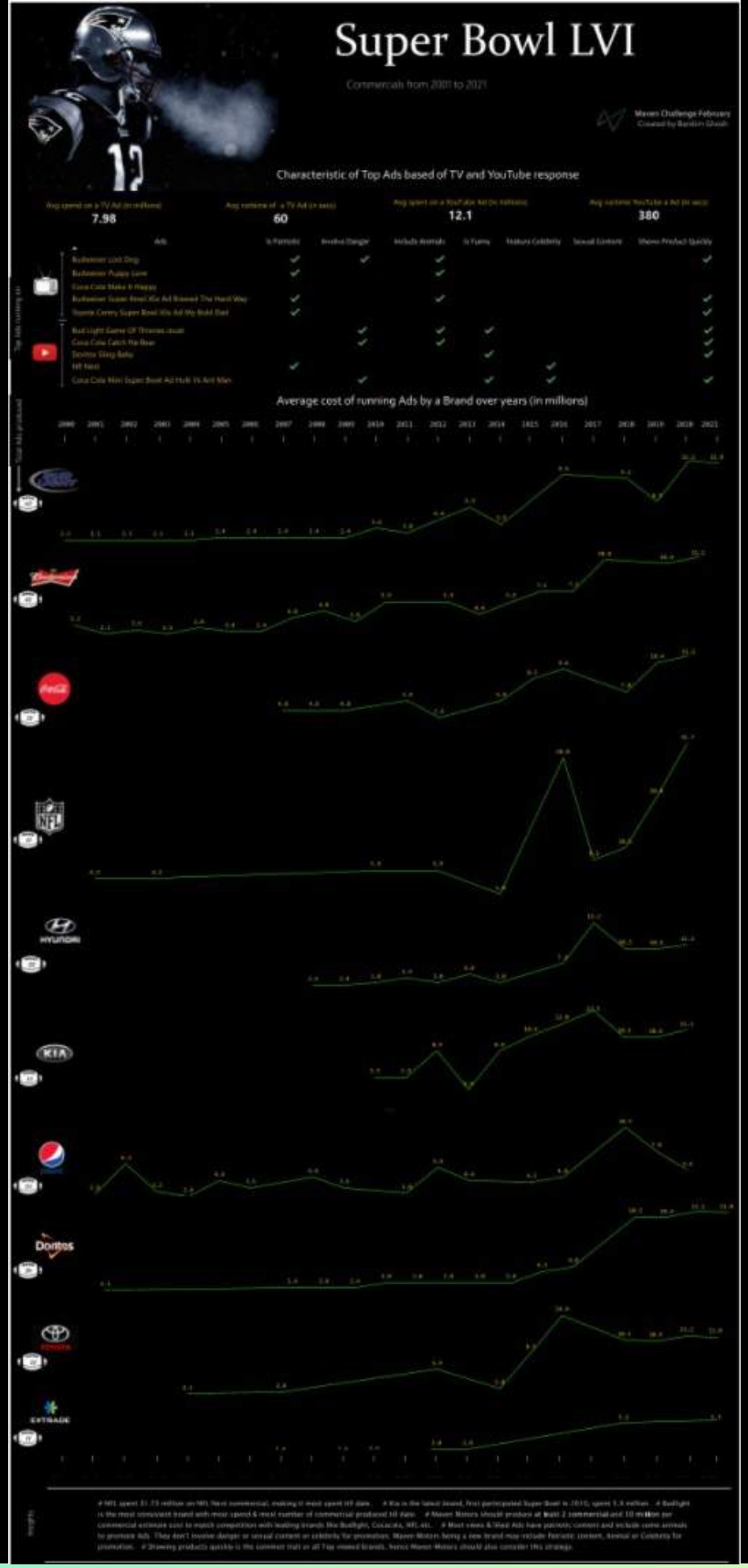



Youtube Likes and Estimated Cost by Brand (m)

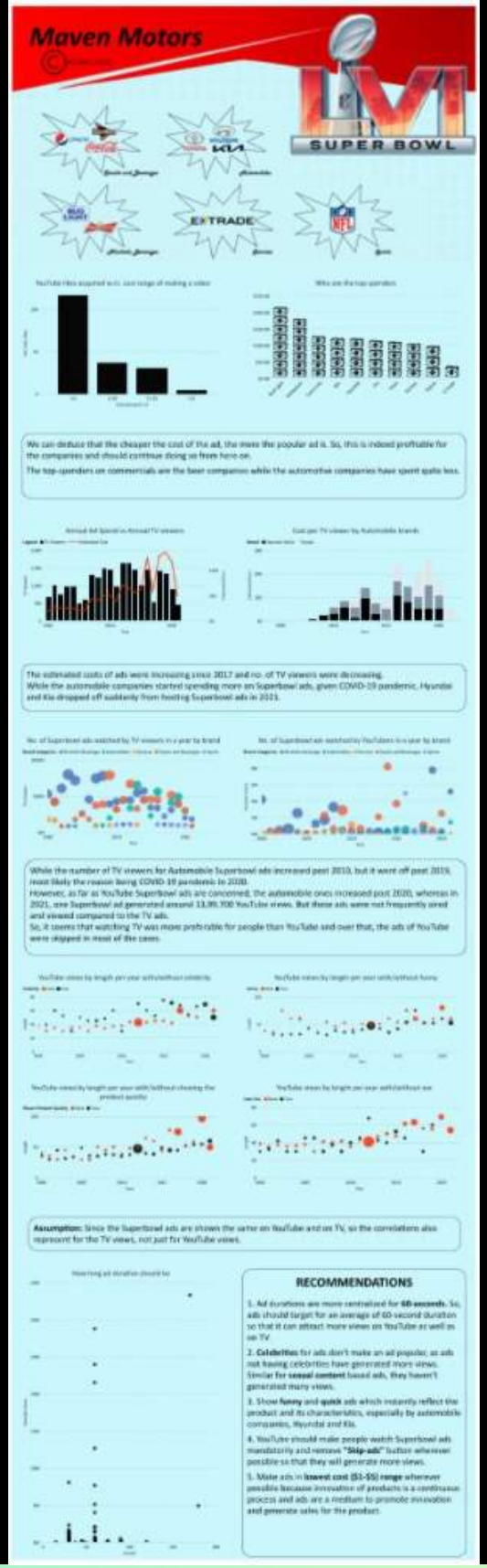



| Average TV Viewers (m) | Average Youtube Views (m) | Average Length (s) | Average Cost (m) |
|---|---|---|---|
| 100.48 | 1.49 | 44.46 | 5.16 |

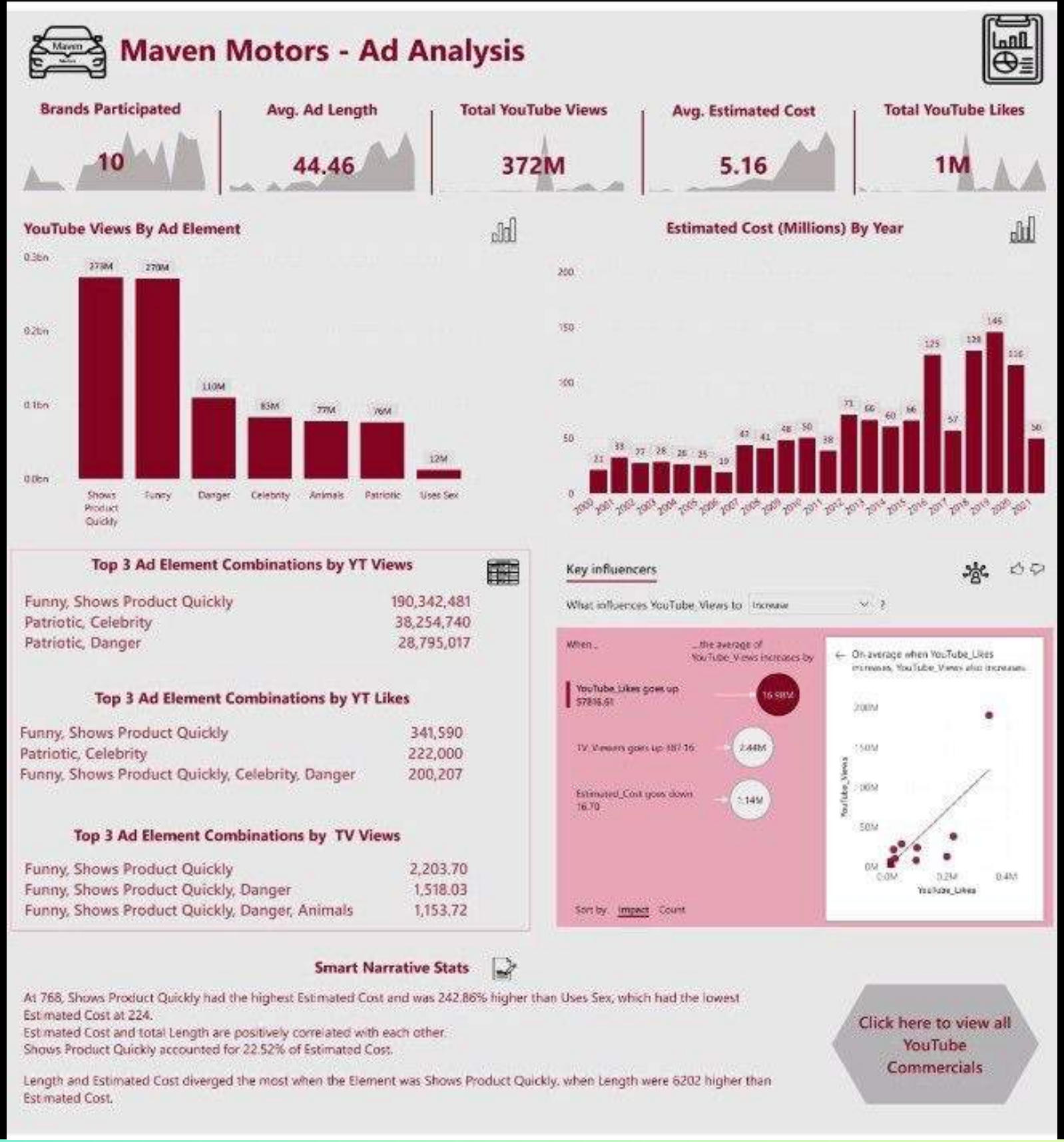
# ENTRANT: Andy Ly



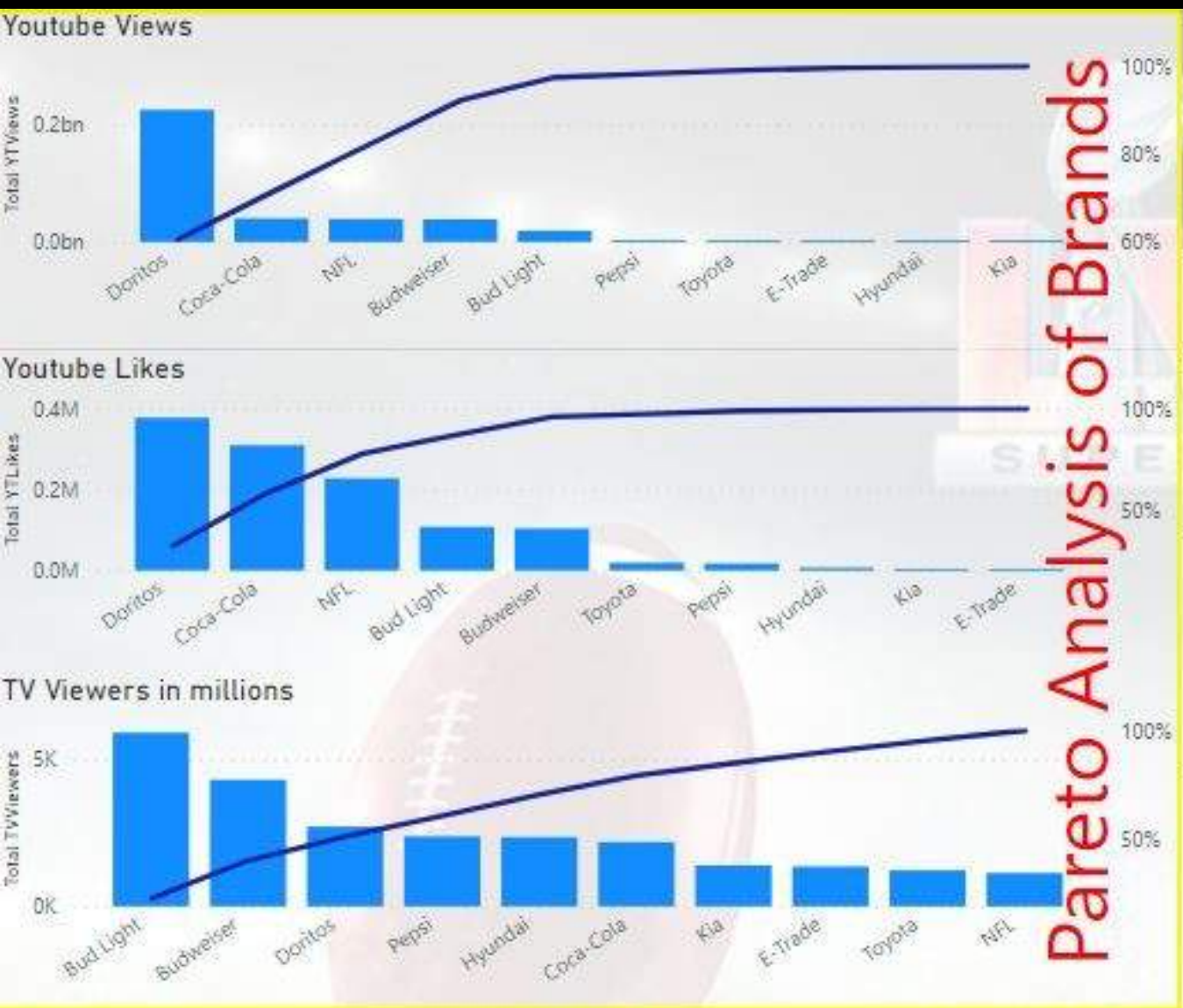

# ENTRANT: Bankim Ghosh




# ENTRANT: Parag Zode




# ENTRANT: Erfan Mallampalle Syed




| S | YT Views | YT Likes | TV Viewers |
|---|---|---|---|
| 60 | 118605718 | 568,727.92 | 8,0[illegible]2.66 |
| 30 | 213212688 | 367,281.00 | 15,509.41 |

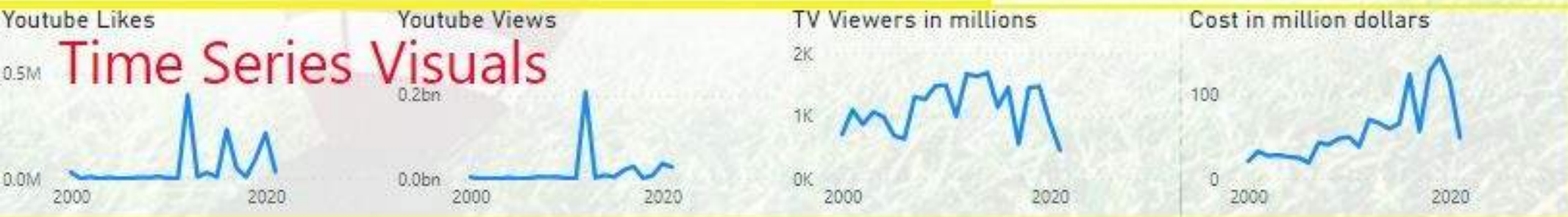
# Maven Super Bowl Challenge

Ads which were **funny** and **showed products quickly** had the most number of views and likes.

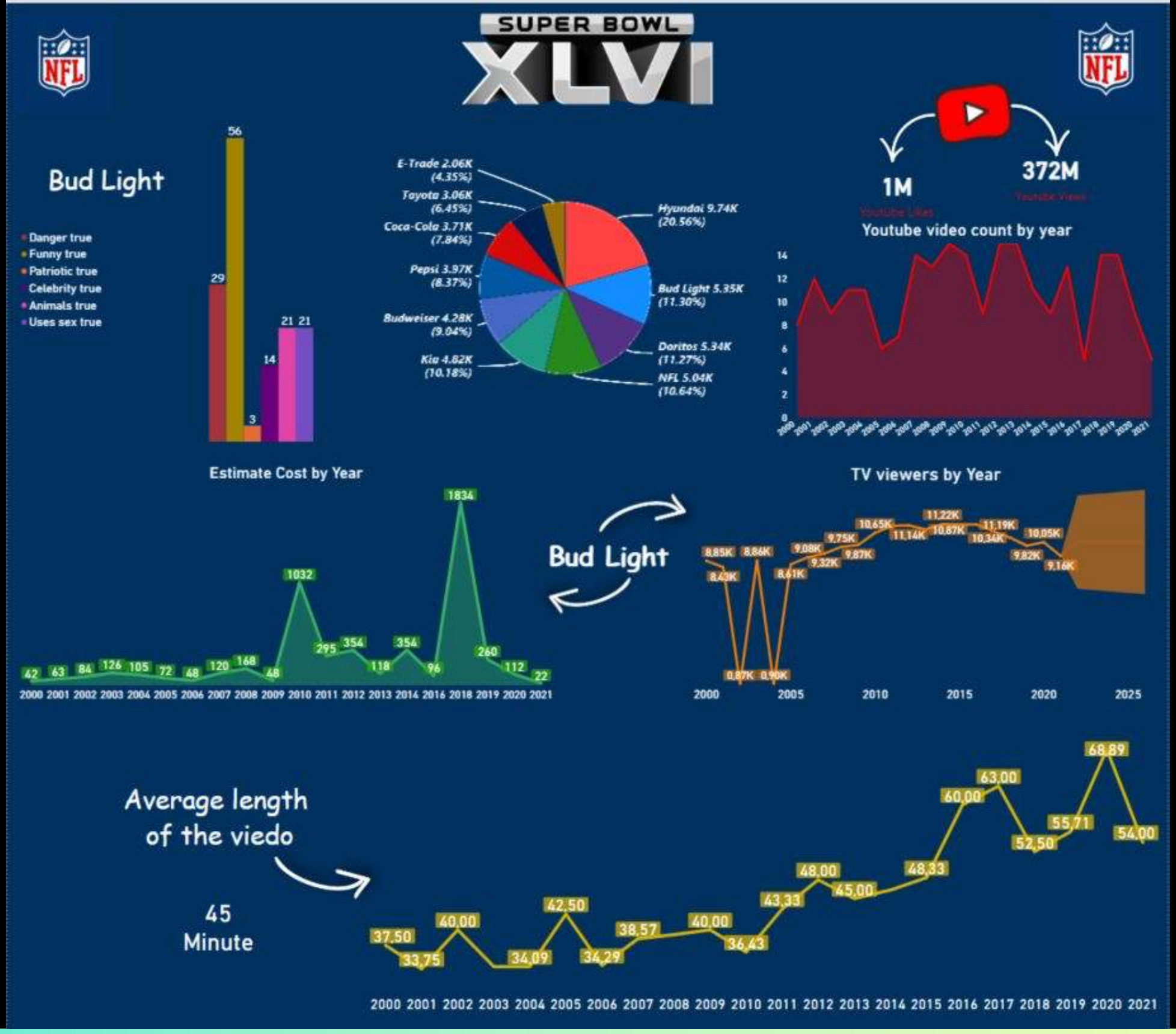
Nothing noteworthy was found from the time series visualizations. Only there seemed a sharp increase in YT likes and views in **year 2012**. This may have something to do with the **Olympics** being held in that year.

Pareto Analysis showed that **3** brands-**Doritos**, **Coca-Cola** and **NFL** received around **80%** of the total **YT views** and **likes**.
**Bud Light**, **Budweiser** and **Doritos** had around **50%** of the total **TV viewers**.

Ads of **30** and **60** seconds duration seemed to have received the most number of likes and views




# ENTRANT: Agniva Roy

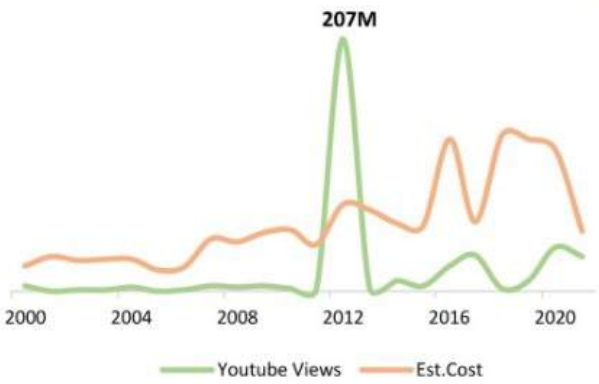



# ENTRANT: Marcello Colucci

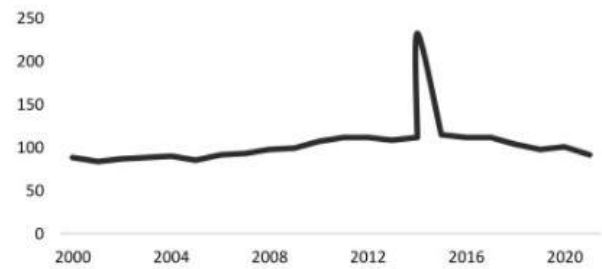
# Maven Super-Bowl Challenge

| Total Estimated Cost | 372 M & 1.2M | Avg Estimated Cost | Doritos | Motor Performing Brand |
|---|---|---|---|---|
| $1.3Bn | YouTube Views & Likes | $5.2M | Performing Brand | Toyota |

*Year Wise – YouTube Viewership & Est.Cost Flow*

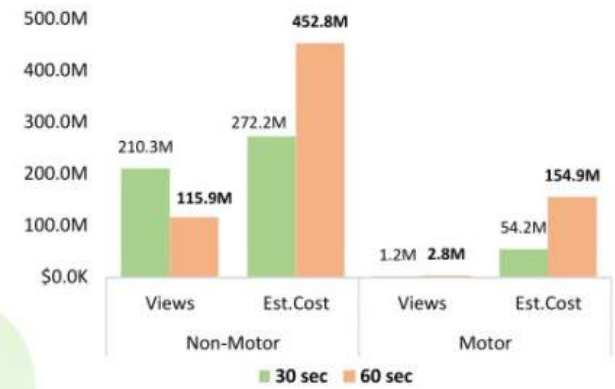



*Year Wise – TV Viewership. **25K** viewers. **5K** is for the **motor** commercials.*

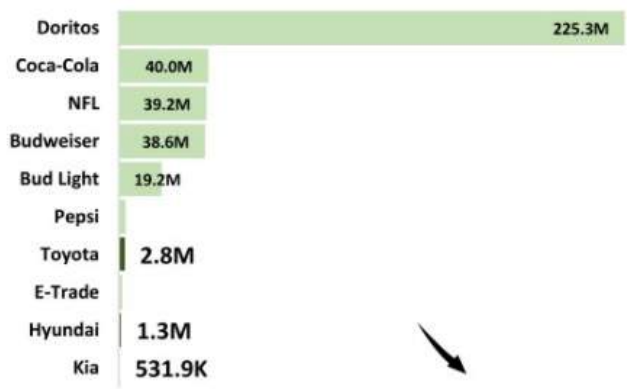



*Advert's Runtime Analysis*

*Youtube Views & Est.Cost*




*Brand Wise – YouTube Viewership*

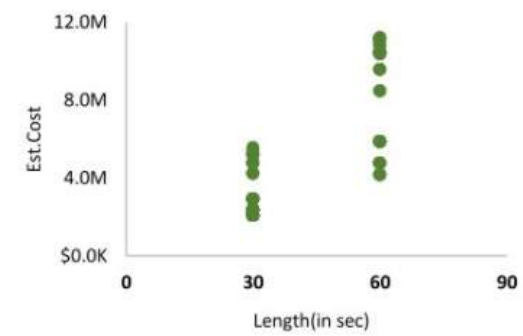



***Recipe for Maven Motors Launch – Create Story – Create Connect – Attach a positive message***

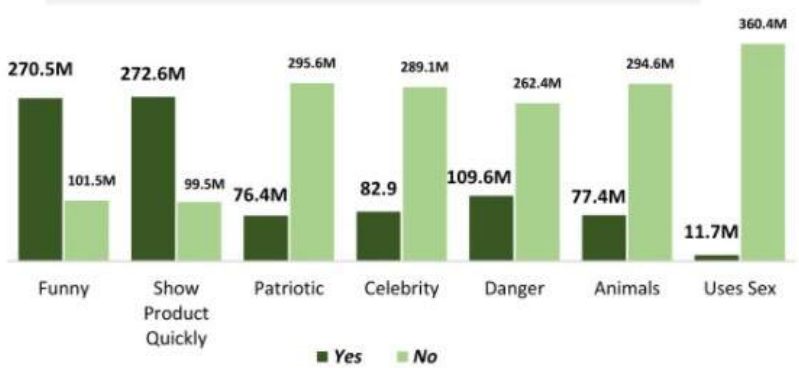
*Where – **YouTube** Reason: Higher Audience Reach than TV. Has the highest peak of **207M.***
*Cost - Cost is on increasing trend. Avg cost for **Motor ($7.2M) & non-Motor ($4.7M).***
*Entertainment Quotient – On an **Avg 2 – 3 quotient** is used per Ad. **Funny** and **Show product Quality** is most preferred across brands, which has got YouTube Reviews & likes as **543M** & **1.6M (Avg 55%)***
*For **Motor** brands, **patriotic** has also shown positive impact on viewership & has helped **Toyota** get **1.4M** YouTube views and reducing its cost per view.*
*Length – **80% of cost** flowing for 30 & 60 sec. Avg Cost for **30 sec($2.9M) & 60 sec ($8.2M)** with Avg YouTube Views **1.6M**. **Avg 23.7%** increase in Cost per View for 60 sec. **So, putting cost in 30 sec will save around $5.3M.** For both 30 & 60 sec, motor brands has got only **2%** YouTube views of the Est.Cost. Motor Brands, even after putting **$100.8M Cost** more for 60 sec, could manage to get just **1.6M** YouTube views & this has only increased cost per view by **$9.8***

*Create an Advert. with relatable story on YouTube choosing any one or two from this list (Funny, Show Product Quickly, Patriotic) preferable for 30 sec.*

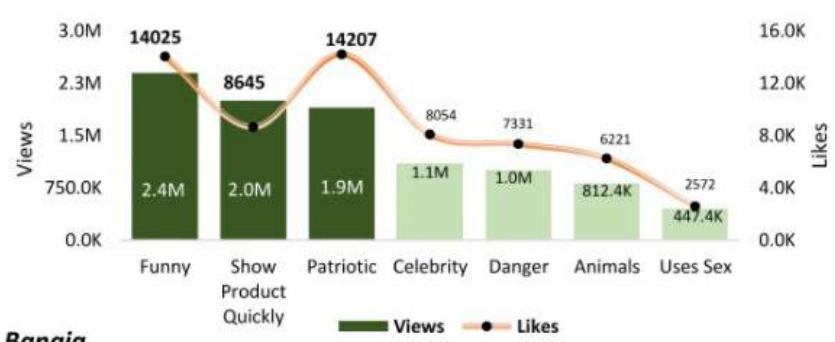
*Runtime - 30 & 60 & Est.Cost*




*.Entertainment Quotient – All Brands - YouTube Views*




*Entertainment Quotient – Motor Brands YouTube Viewership – Only Yes Data*




*Youtube Cost per View (in $)*

| | 30 sec | 60 sec | %Diff |
|---|---|---|---|
| 25% | 16.7 | 27.5 | 48.9% |
| 50% | 82.9 | 103.8 | 22.4% |
| 75% | 509.1 | 413.7 | 20.7% |

***Anubha Bangia***

***Source Data – Maven Super Bowl Challenge Dataset***

# ENTRANT: Anubha Bangia

# How have Automobile Companies Advertized for the Superbowl?

Maven Motors

All Brands

## Brand Analysis

- TOYOTA
- HYUNDAI
- KIA

Commercial Count

47

Average Length of Commercial

53 Seconds

Average Expense

$7.23M

## Analysis of the Top 5 Automobile Commercials

| Brand | Commercial Title | Youtube Views |
|---|---|---|
| Toyota | Jessica Longs story | 1,399,700 |
| Hyundai | Angry Bosses | 373,823 |
| Toyota | Big Game Ad | 360,490 |
| Toyota | Tundra See Saw | 286,153 |
| Toyota | Pokemon | 238,335 |

Use Humor

Use Celebrities

Using celebrities and humor is a must if we want to make a memorable comercial

## Jessica Long Commercial

Youtube Views: 1.4M

The ONLY Tactic Used: Patriotic

Commercial Rank: First #1

Toyota's Jessica Long commercial is the most succesful in the automobile industry (The second closest commercial has over a MILLION less views the Jessica Long Commercial). I beleive we should use patriotism in our commercial as it isn't used often, but can bring HUGE success when used correctly

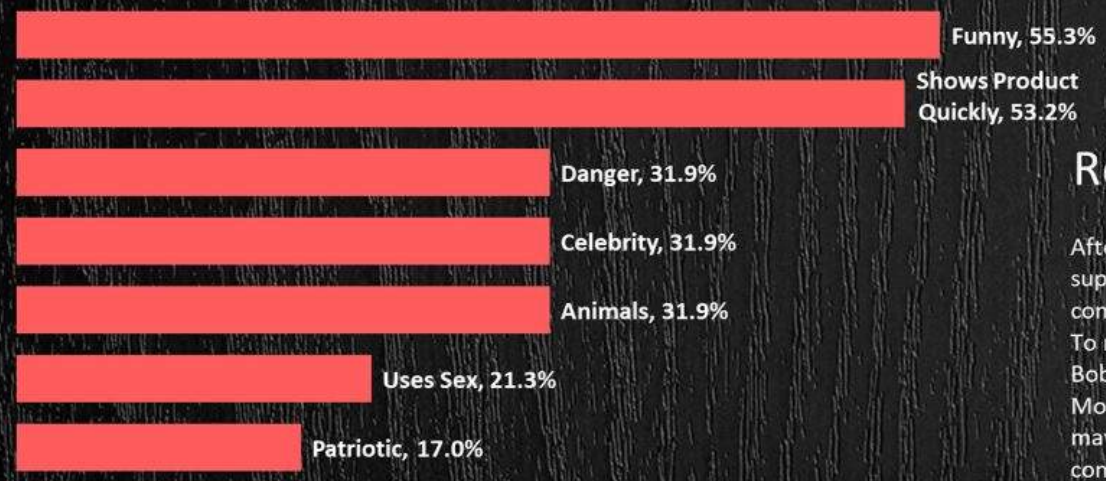
## View Statistics

Youtube Views: 4.65M

Youtube Likes: 29,447

TV Viewers: 4.98B

## Tactics Used by

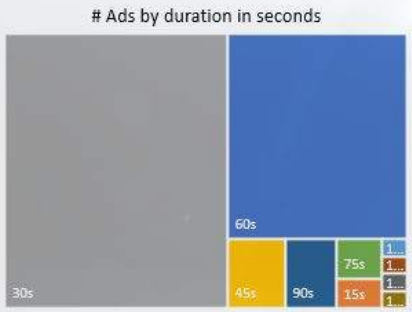


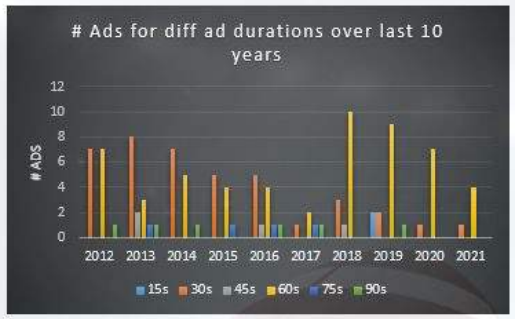

## Recommendation

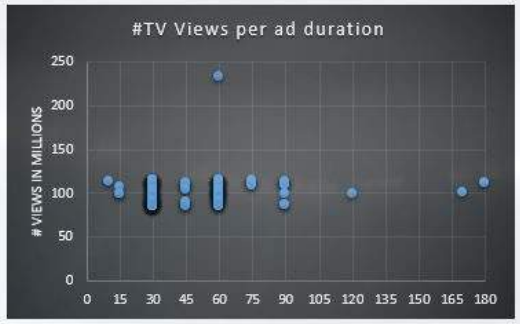
After Analysis of data for automotive companies superbowl comercials, I recomend making a patriotic commercial that is funny and shows the product quickly. To make it funny I suggest inclduing celebrites: Ricky Bobby and Frenchy. I beleive they should race Maven Motor's sport line up Through LA to SoFi stadium! And maybe they could add a little romance to the end of the commercial too (If you know, you know)

# ENTRANT: Bryce Gerber

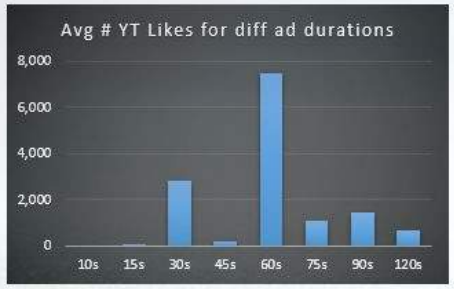
## Q1. What's the ideal and trending ad length/duration? How does TV viewership vary with ad length?

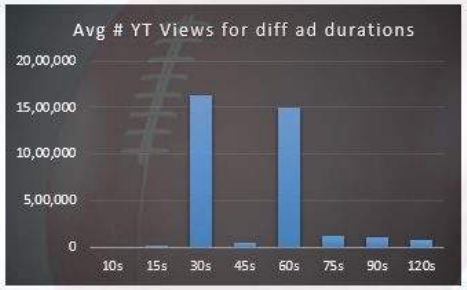


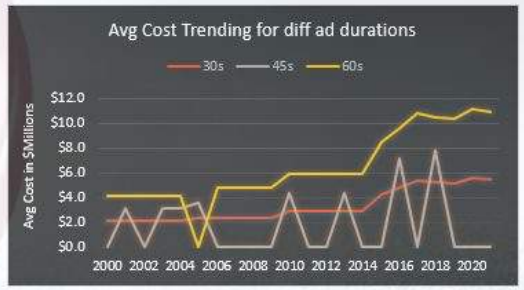




## Q2. How do Youtube (YT) views & Likes vary with ad duration? How does the Ad cost vary with ad length?




## Q3. Which Ad attributes resonate with audience the most?

Top 10 most liked Superbowl Ads of all time (no car ads)

| Brand w/Ad Link | Cost (in Million $) | Funny | Patriotic | Celebrity | Danger | Animals | Uses Sex |
|---|---|---|---|---|---|---|---|
| Doritos | 2.95 | TRUE | FALSE | FALSE | FALSE | FALSE | FALSE |
| NFL | 31.73 | FALSE | TRUE | TRUE | FALSE | FALSE | FALSE |
| Coca-Cola | 9.6 | TRUE | FALSE | TRUE | TRUE | FALSE | FALSE |
| Coca-Cola | 5.9 | FALSE | FALSE | FALSE | TRUE | TRUE | FALSE |
| Bud Light | 10.4 | TRUE | FALSE | FALSE | TRUE | TRUE | FALSE |
| Budweiser | 10.8 | FALSE | TRUE | FALSE | TRUE | FALSE | FALSE |
| Budweiser | 4.2 | TRUE | FALSE | FALSE | FALSE | FALSE | FALSE |
| NFL | 28.8 | FALSE | TRUE | TRUE | FALSE | FALSE | FALSE |
| Doritos | 11 | TRUE | FALSE | TRUE | TRUE | TRUE | FALSE |
| Doritos | 2.95 | TRUE | FALSE | FALSE | FALSE | TRUE | FALSE |

Top 5 most liked Car Ads of all time

| Brand w/Ad Link | Cost (in Million $) | Funny | Patriotic | Celebrity | Danger | Animals | Uses Sex |
|---|---|---|---|---|---|---|---|
| Toyota | 11 | FALSE | TRUE | FALSE | FALSE | FALSE | FALSE |
| Hyundai | 11.2 | TRUE | FALSE | TRUE | FALSE | TRUE | FALSE |
| Hyundai | 9.6 | TRUE | FALSE | TRUE | FALSE | FALSE | FALSE |
| Toyota | 14.4 | TRUE | FALSE | FALSE | TRUE | FALSE | FALSE |
| Kia | 13.5 | TRUE | FALSE | TRUE | TRUE | TRUE | FALSE |

Ad with the highest TV Viewership (Outlier)

| Brand w/Ad Link | Cost (in Million $) | Funny | Patriotic | Celebrity | Danger | Animals | Uses Sex |
|---|---|---|---|---|---|---|---|
| Budweiser | 5.9 | FALSE | TRUE | FALSE | FALSE | TRUE | FALSE |

### Observations

- The two most popular Ad segments are **30 & 60 seconds.**
- Majority **(56%)** of the superbowl commercials are **30 sec long** followed by **60sec ads (33%).**
- Last 5 years have seen a **rising trend in the number of 60 sec long commercials** far exceeding the number of 30 sec ads produced.
- The TV viewership for each ad duration falls in the similar range of 85 million to 115 million views. But,
- There's an **outlier in 60 sec segment**. It has more than double the TV viewership of any ad.

### Observations

**YT Likes:**
- The **60 sec Ads** have the highest number of average YouTube likes, i.e. **7,483 likes per ad.**
- The **30 sec Ads** have the second highest number of average YouTube likes, i.e. **2,825 likes per ad.**

**YT Views:**
- **30 sec Ads** have the highest number of average YT views, i.e. **1.62 Million views per ad.**
- **60 sec Ads** have the 2nd highest number of average YT views, i.e. **1.5 Million views per ad.**

**Ad Cost:**
- 2021 had only two segments, viz. 30 & 60sec Ads.
- Average cost for a **30 sec Ad** was **$ 5.5 Million.**
- Average cost for a **60 sec Ad** was **$ 11 Million.**

**Top 10 ads of all time**

| Attribute Present | No. of Ads (out of 10) |
|---|---|
| Funny | 6 |
| Danger | 5 |
| Celebrity | 4 |
| Animals | 4 |
| Patriotic | 3 |
| Uses Sex | 0 |

**Top 5 car ads of all time**

| Attribute Present | No. of Ads (out of 5) |
|---|---|
| Funny | 4 |
| Celebrity | 3 |
| Danger | 2 |
| Animals | 2 |
| Patriotic | 1 |
| Uses Sex | 0 |

### Recommendations

**1. If** our spot booking **budget is $10-12 million, I would recommend a 60 second Ad**, since:
- 60 sec Ads have been trending strongly over the last 5 years, overshadowing the 30 sec ads,
- they have much higher no. of YouTube likes per Ad,
- they have comparable no. of YT views to the 30s Ads,
- they also have an outlier in TV viewership with one particular Ad having more than double the TV views of any other Ad.

**2. If** our spot booking **budget is $ 5-6 million, I would recommend a 30 second Ad,** as it is the most popular Ad duration of all time.

**3.** One **strong recommendation is to not use sex or sex appeal as a theme** for the Ad, as it has never been used in Top 10 superbowl Ads of all time and Top 5 car Ads of all time.

**4.** Use **patriotism** as a theme, as the Top superbowl car Ad uses the same, along with the outlier Ad with the most TV views and 3 out of Top 10 Ads of all time.

**5. Danger** has been used in 5 out of Top 10 Ads and 2 out of Top 5 car Ads. Since fear is a very strong emotion and survival and safety of one's family is a strong instinct, I would recommend using danger in our Ad as a means to emphasize the sturdiness and safety features of our car.

**6.** Historically, the theme of **patriotism** has been successfully paired with **danger** and **celebrity**.

**Top recommendation:**
A 60 sec/30 sec Ad with patriotism and danger (emphasizing safety features of our car) as our themes, with the possibility of a celebrity (budget depedent) is a recipe for success.

**2nd recommendation:**
A 60 sec/30 sec Ad that is funny, uses danger and animals, with the possibility of a celebrity is another historically successful combination.

# ENTRANT: Manas Jain

**What Management might like:**

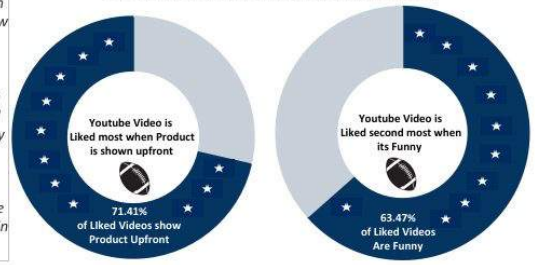
*1. To control cost/Budget of commercial, length need to be restriced. Below data will explain how with every 30 seconds increase in commercial, cost might increase by approx. 4 million.*

**What Audience might like:**

*1. Audience like commercial to be shart and on point. As with increase in length of commercial they might loose interest and they are less likely to share and hence can cause reduce in view count.*

*2. Audience like clear showcase of product as well as some humor. As happy audience is more likely to share the video and hence can incease in view count.*

Below Factors had most impact on Liked Videos



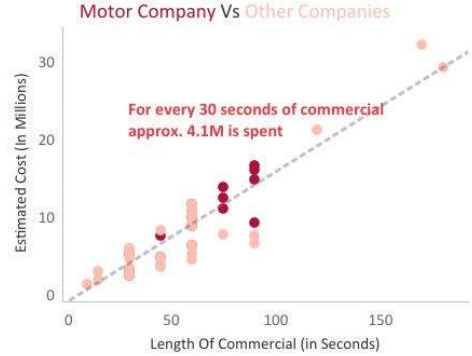

Maven Motors

Funny And Showing Product Upfront Combined is most liked Category

| 341.6K | 23 | 190.3M |
|---|---|---|
| Most Number of YouTube Likes | Most Number of Commercial | Most Number of YouTube Views |

Number of Views Decreases with increase in Duration

Estimated Cost (in millions of Dollars) of Making a Commercial for Motor Company Vs Other Companies



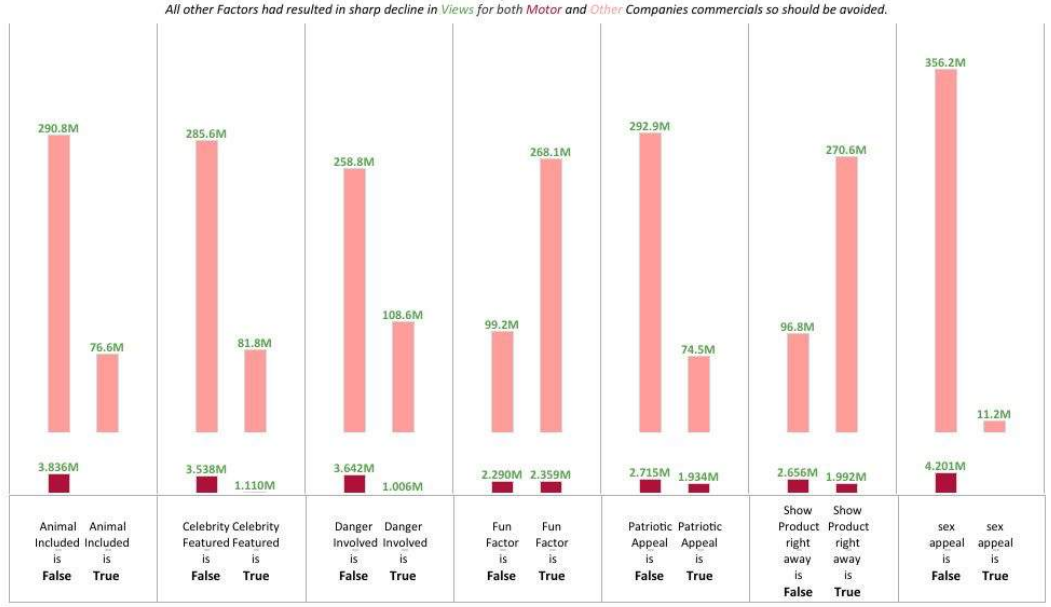

How Attributes of commercial impactes number of views on Youtube

Other Companies Vs Motor Company

*Being funny increaseed views for both Motor and Other Companies commercials.*

*Showing Products upfront and being Patriotic had increase in number of views for Other Companies commercials only. At same time this does not have a sharp negative impact on Motor Companies commercials.*

*All other Factors had resulted in sharp decline in Views for both Motor and Other Companies commercials so should be avoided.*



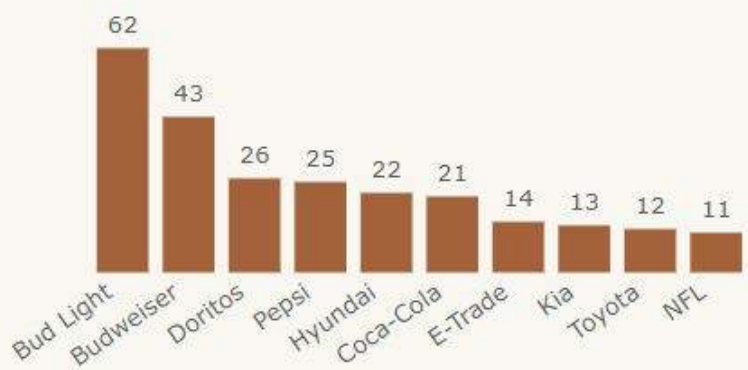
# ENTRANT: Karan Chanana

# Maven Super Bowl Challenge

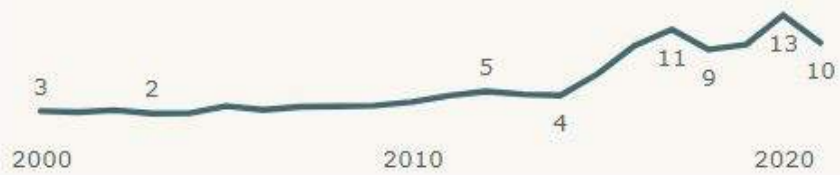
By Archana Sajeesh

| 249 | 22 | 10 | 44.46 | $5.16 | 1.18M | 372M | 25bn |
|---|---|---|---|---|---|---|---|
| Commercials | Years | Brands | Avg Ad Length (Sec) | Avg Cost (Millions) | Total YouTube Likes | Total YouTube Views | Total TV Views |

## Total Commercials by Brand (2000-2021)




## Average of Estimated Cost by Year




## Avg of YT & TV Viewers by Year

## TV & YouTube Views by Brands

| Brand | Total TV Viewers | Total YouTube Views |
|---|---|---|
| Bud Light | 5920140000 | 19198365 |
| Budweiser | 4317680000 | 38599143 |
| Doritos | 2719950000 | 225291936 |
| Pepsi | 2384590000 | 3249064 |
| Hyundai | 2360320000 | 1301620 |
| Coca-Cola | 2193010000 | 40033252 |
| Kia | 1396250000 | 531878 |
| E-Trade | 1358830000 | 1790945 |
| Toyota | 1228060000 | 2815129 |
| NFL | 1139530000 | 39200955 |

## Average of Estimated Cost and Average of Length by Brand

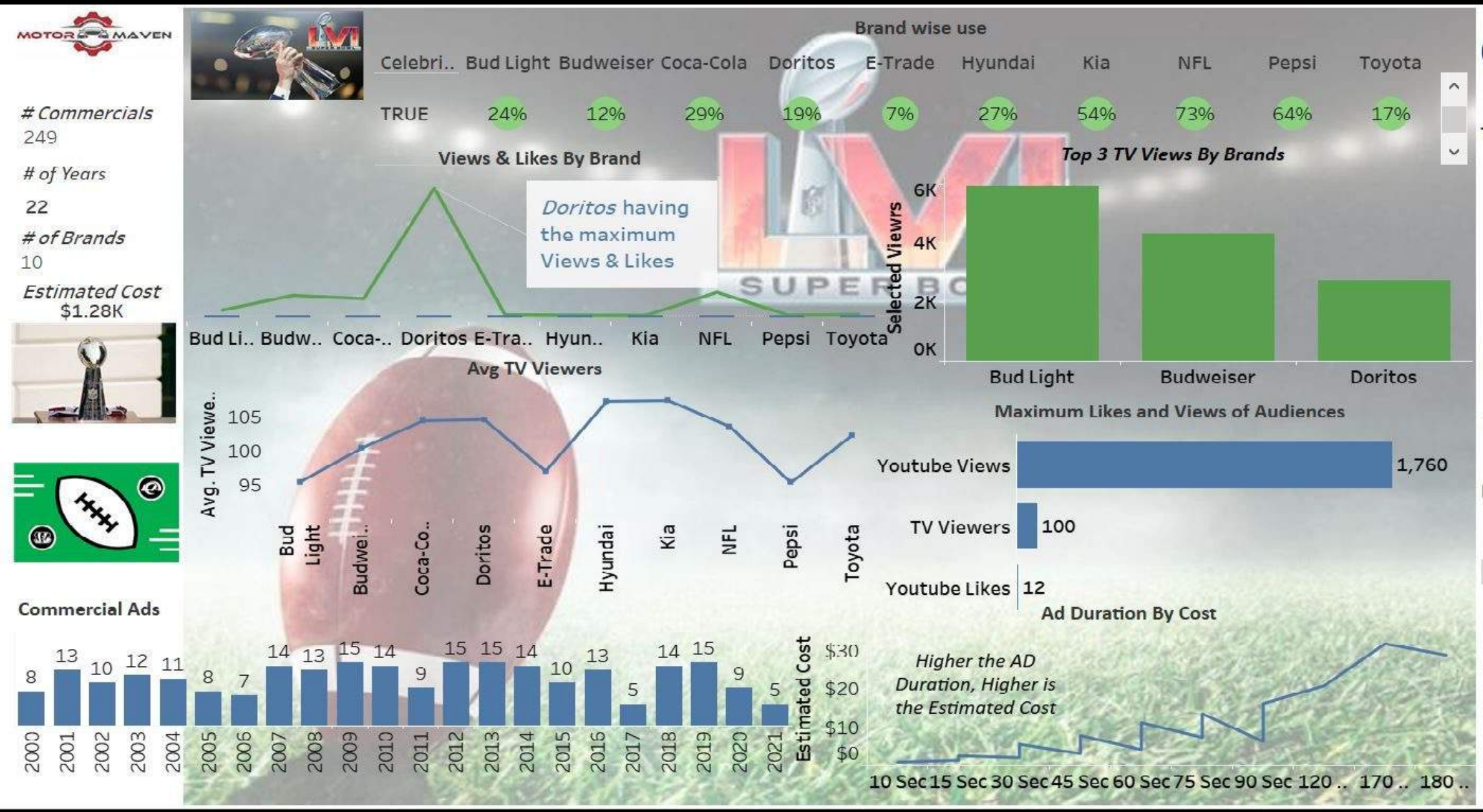
## No. of Commercials by Brand and Attributes

| Brand | Animals | Celebrity | Danger | Funny | Patriotic | Shows Product Quickly | Uses Sex |
|---|---|---|---|---|---|---|---|
| Bud Light | 21 | 15 | 29 | 59 | 3 | 51 | 24 |
| Budweiser | 24 | 5 | 7 | 21 | 16 | 27 | 8 |
| Coca-Cola | 12 | 6 | 6 | 8 | 5 | 15 | 1 |
| Doritos | 11 | 5 | 12 | 25 | 1 | 22 | 6 |
| E-Trade | 4 | 1 | 3 | 13 | 2 | 7 | 3 |
| Hyundai | 7 | 6 | 6 | 12 | 3 | 12 | 3 |
| Kia | 5 | 7 | 5 | 8 | 2 | 4 | 6 |
| NFL | 0 | 8 | 0 | 2 | 4 | 6 | 0 |
| Pepsi | 3 | 16 | 6 | 18 | 3 | 15 | 11 |
| Toyota | 3 | 2 | 4 | 6 | 3 | 9 | 1 |
| **Total** | **90** | **71** | **78** | **172** | **42** | **168** | **63** |

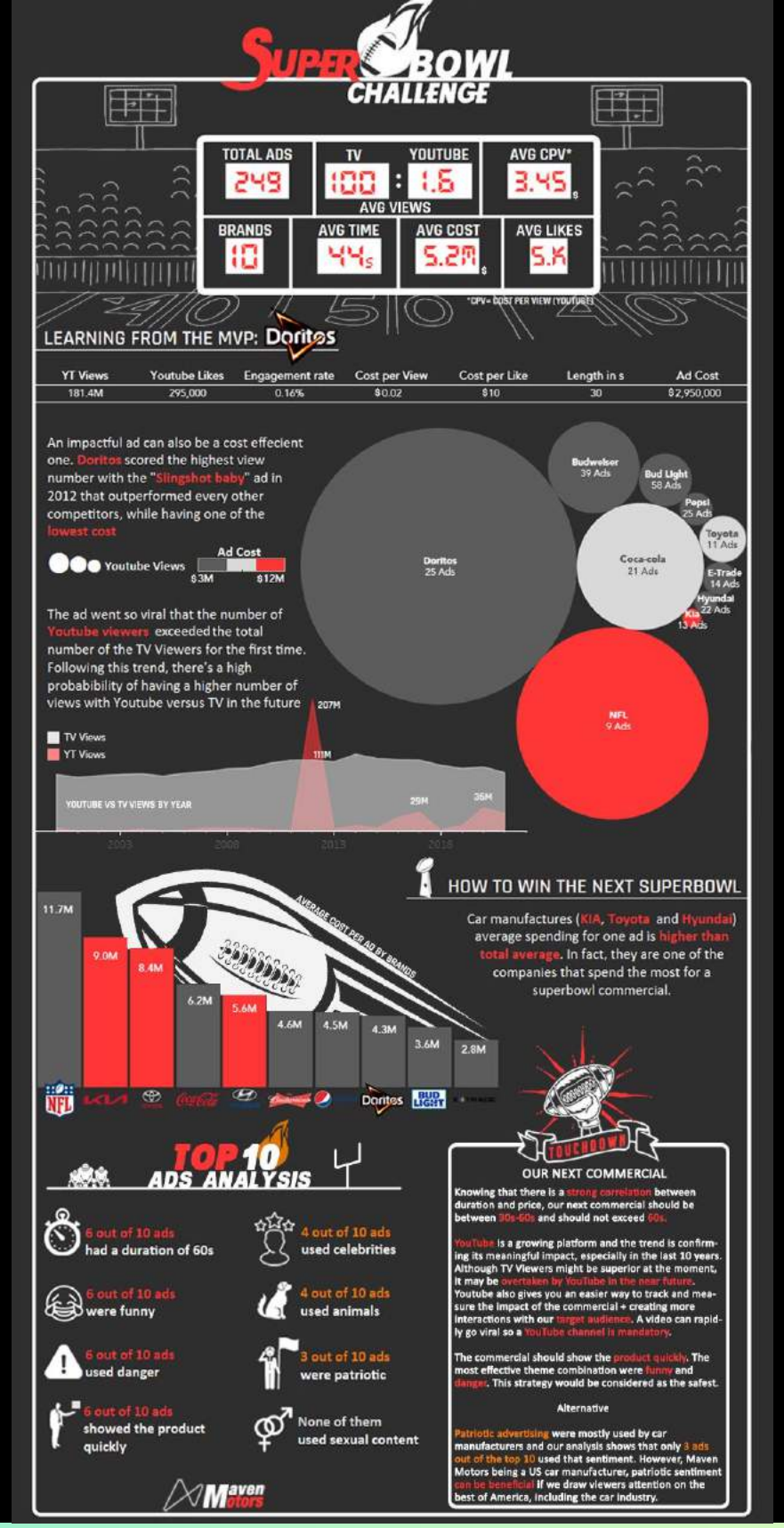
. Avg Estimated Cost for Ad is increasing YOY.
.TV Viewers have fallen significantly in the year 2021 whereas YouTube views are showing upward Trend.
.Ads which shows Funny and Products quickly are most viewed and liked. with a ad length of 30-60 seconds.

Recommendation to Maven Motors to splash in the market YouTube Ad with a length of 30-60seconds that are FUNNY , Shows Products Quickly and ANIMAL. would be effective.

# ENTRANT: Archana Sajeesh

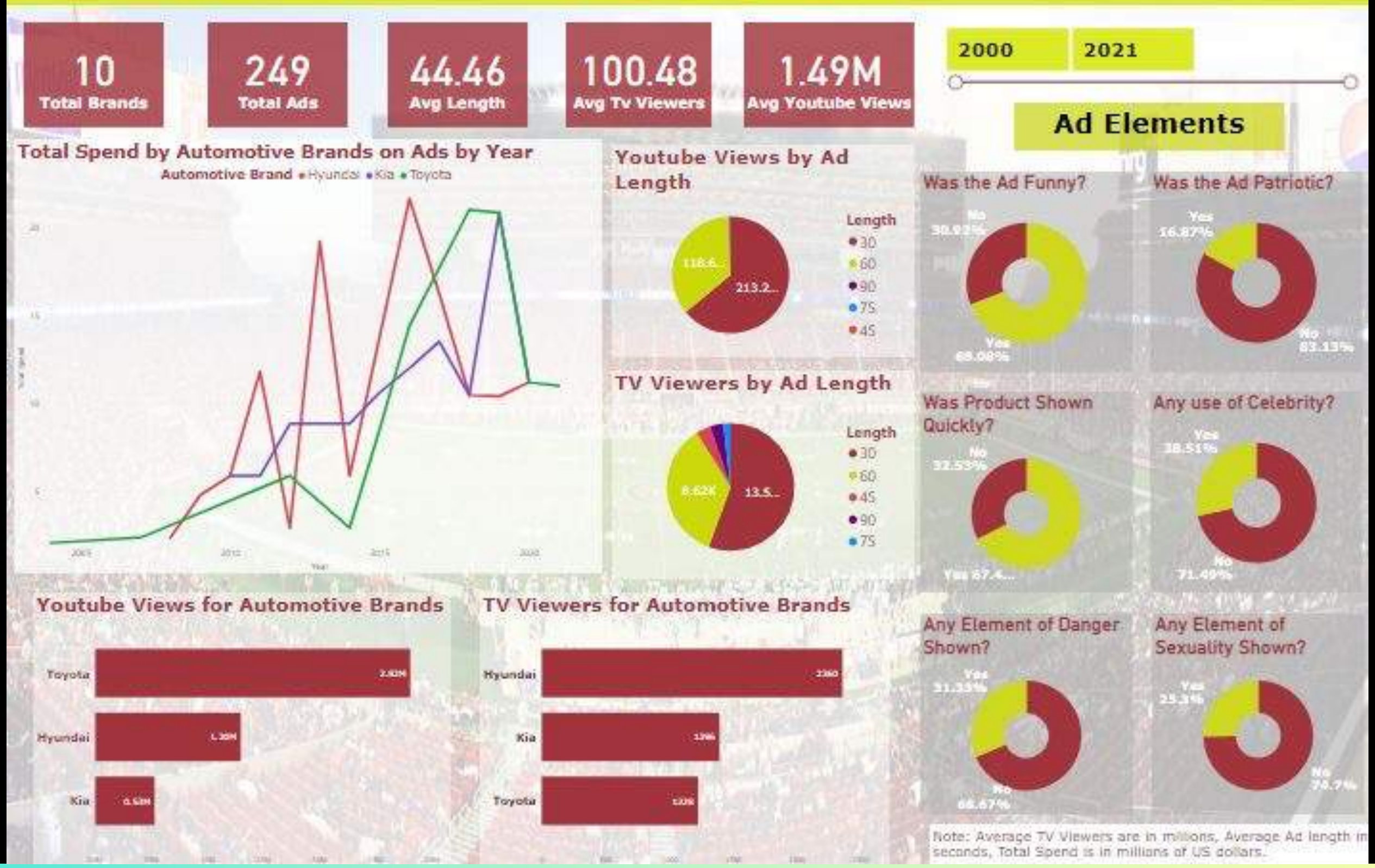



# ENTRANT: Suslipta Tripathy




# ENTRANT: Kevin Denance

# Super Bowl Commercial Analysis



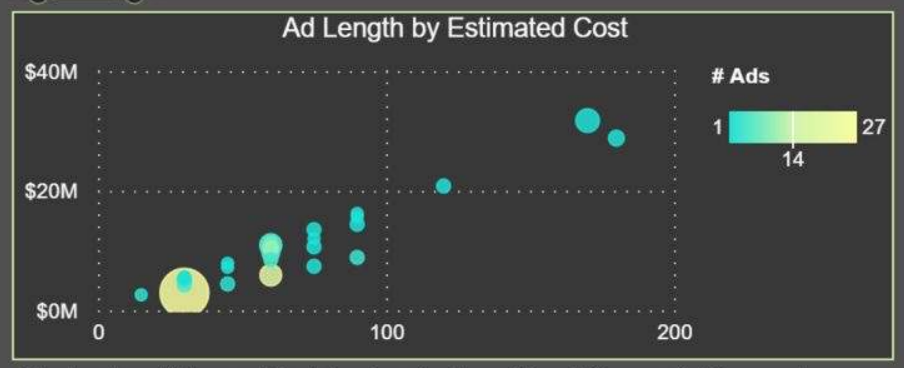

# ENTRANT: Akshay Dani

MAVEN

# Super Bowl Commercial Analysis (2011 to 2021)

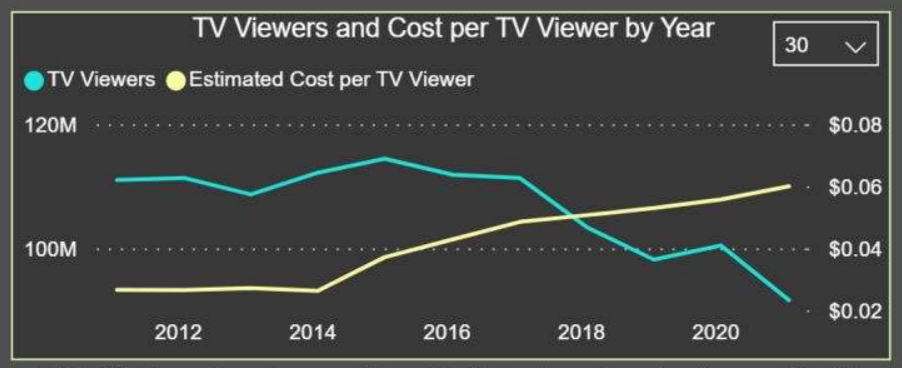
*For 10 popular brands*

## Ad Length by Estimated Cost



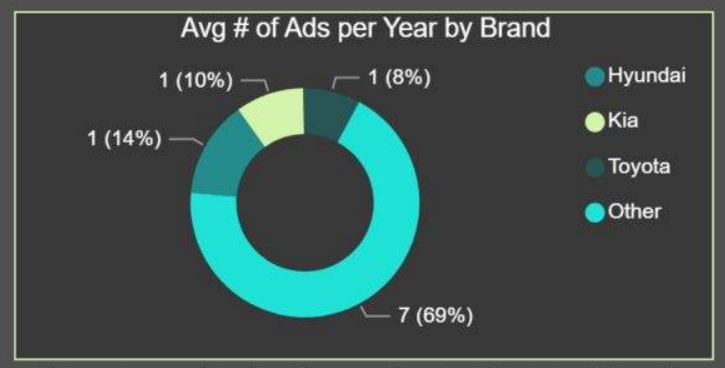

The lengths with the most Youtube views & ads are 30 and 60 seconds. 30 seconds range from $2.95M to $5.6M while 60 seconds range from $5.9M to $11.2M.

## TV Viewers and Cost per TV Viewer by Year




While TV viewers have decreased, the estimated cost per viewer has increased for 30 second ads. Ads are getting less exposure for more money.

## Avg # of Ads per Year by Brand



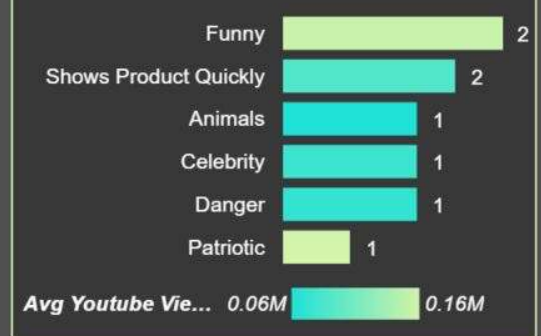

On average, car brands only account for about 3 commercials each year - or about 30%.

## Top 5 Car Brand Ads by Youtube Views

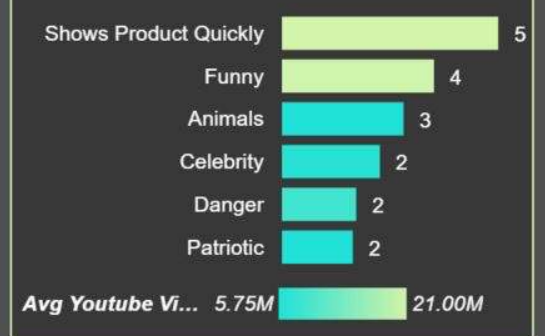
| Brand | Ad Name | Youtube Views | Funny | Shows Product Quickly | Celebrity | Patriotic | Danger | Animals |
|---|---|---|---|---|---|---|---|---|
| Toyota | Toyota 2018 Big Game Ad One Team | 360,490 | | | | | | |
| Toyota | Pokemon 2016 Super Bowl 50 Ad 20 Years 2 | 238,335 | | | | | | |
| Hyundai | Hyundai 2016 Super Bowl 50 Ad First Date | 215,942 | | | | | | |
| Hyundai | 2020 Hyundai Smaht Pahk | 198,025 | | | | | | |
| Toyota | Good Odds Toyota | 184,299 | | | | | | |

The top ads for car brands utilize funny components, showing the products quickly, & celebrities. Patriotic, danger, & animals also contributed to the top ads.

## Utilized Creative Efforts - Avg # of Ads per Year (Car Brands)




## Utilized Creative Efforts - Avg # of Ads Per Year (Other Brands)




Most ads (across all brands) each year include either funny components or showing the product quickly. Car Brands had more avg Youtube views per year on Funny & Patriotic creative efforts.

## Top 5 Other Brand Ads by Youtube Views

| Ad Name | Youtube Views | Funny | Shows Product Quickly | Celebrity | Patriotic | Danger | Animals |
|---|---|---|---|---|---|---|---|
| 2012 Doritos Sling Baby | 181,423,810 | | | | | | |
| 2020 Nfl Next 100 | 33,318,675 | | | | | | |
| 2017 Budweiser Super Bowl 51 Li Tv Commercial Born Hard Way | 28,795,017 | | | | | | |
| 2012 Coca Cola Catch Ne Bear | 23,976,557 | | | | | | |
| Coca Cola Mini 2016 Super Bowl 50 Ad Hulk Vs Ant Man | 12,683,366 | | | | | | |

The top ads for non-car brands utilize danger & showing the products quickly. Funny component, celebrities, & patriotic also greatly contributed to the top ads. Other brands have significantly higher Youtube views compared to Car Brands.

## Recommendation

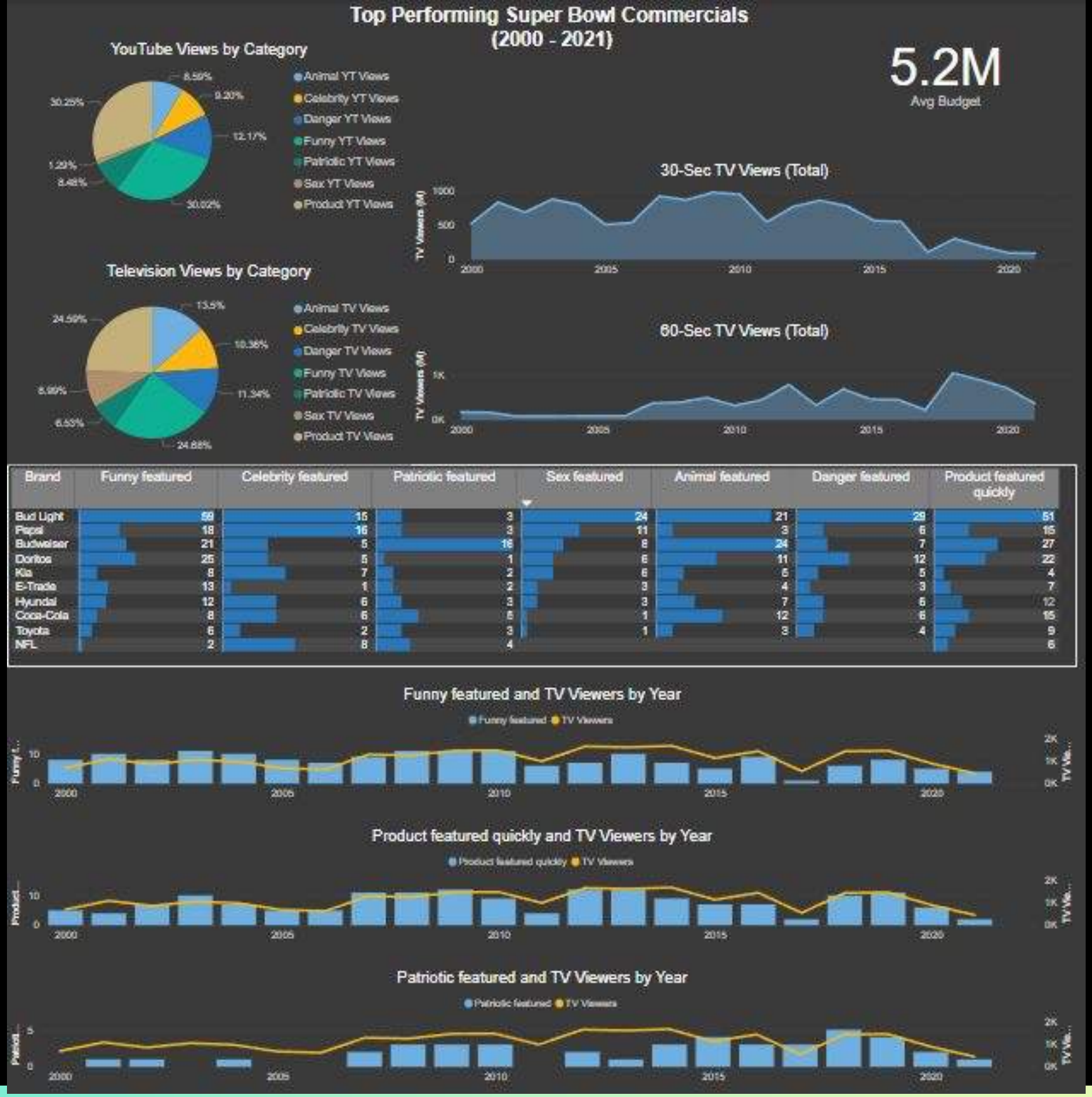
The most effective ad length for commercials is 30 seconds. More than this, viewers start to lose interest. This length costs about 50% less than 60 second ads.

TV viewership has decreased in recent years, causing the estimated cost per viewer (30 second ads) to increase. Pricing has not been adjusted for this. Most companies in recent years have started to air "Super Bowl" commercials before the Super Bowl.

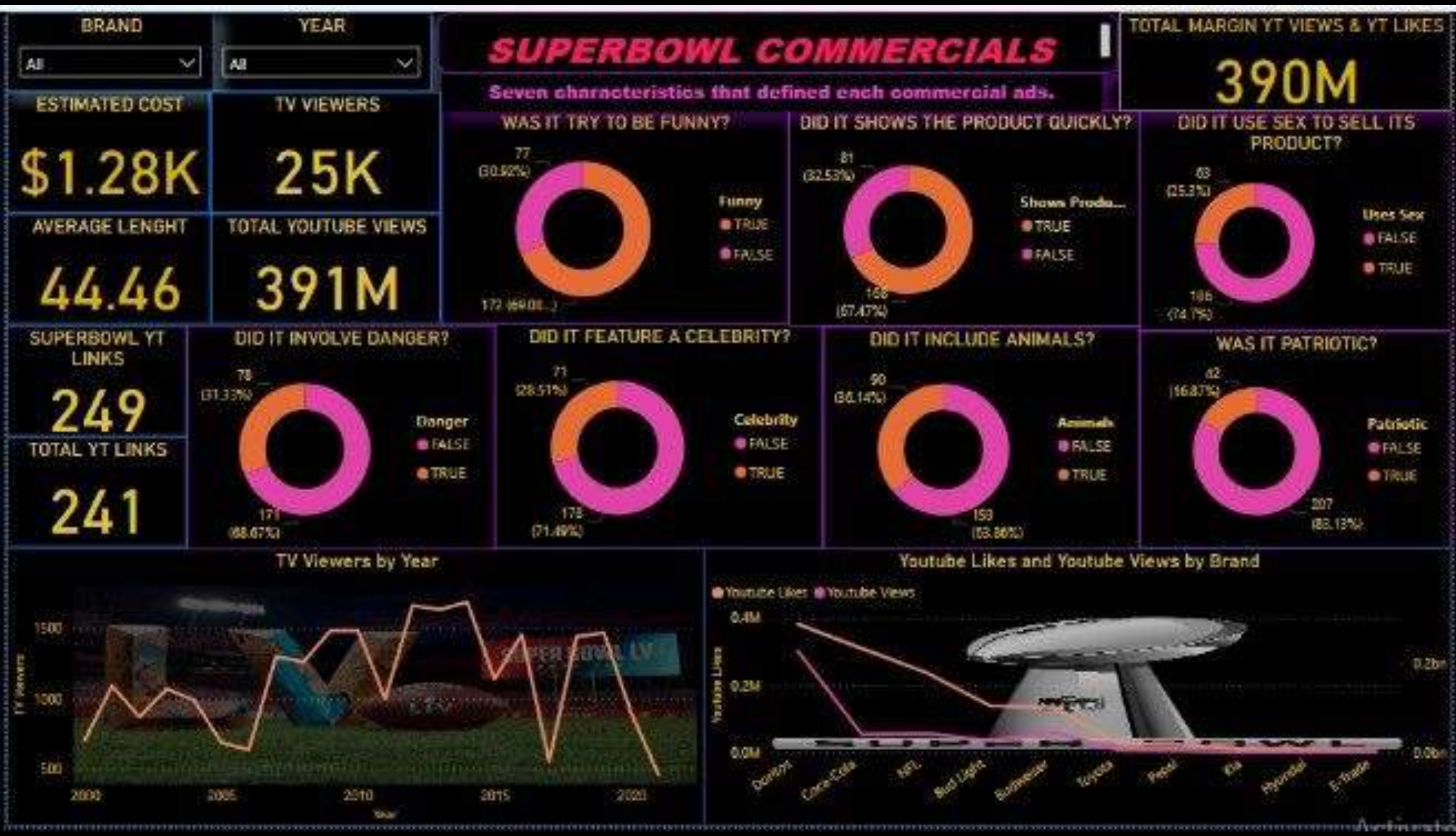
The 30 second ad should utilize funny components while showing the product quickly and potentially patriotic components. Celebrity endorsement could also be considered if the budget allows.

It should be considered to skip airing the ad during the Super Bowl to save about $5.6M and instead post the ad to other platforms, such as Youtube.

# ENTRANT: Sarah Riecke, MBA




# ENTRANT: Ian Klosowicz




# ENTRANT: Agbata Dickson

# Super Bowl TV Commercials (2000 – 2021)

**249**
Total Commercials

**10**
Total Brands

**44,5**
Av Commercial Length

**$1.284 mill.**
Estimated Cost

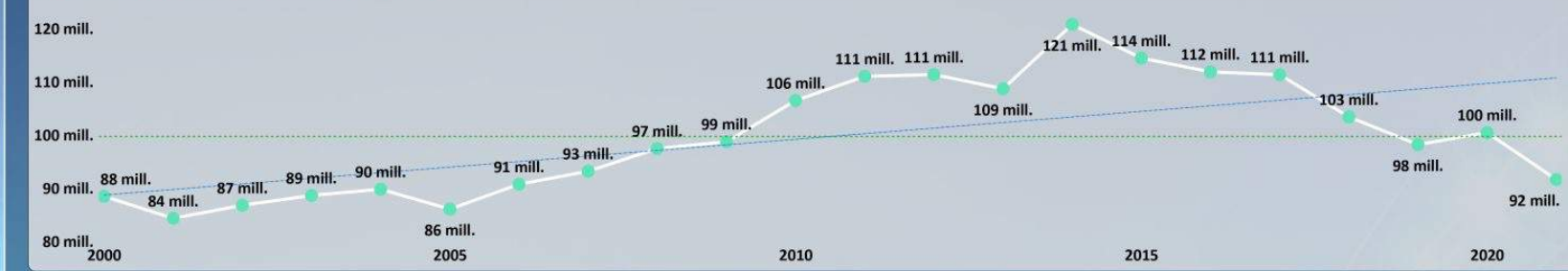
**$5 mill.**
Av Estimated Cost

**100 mill.**
Av TV Viewers

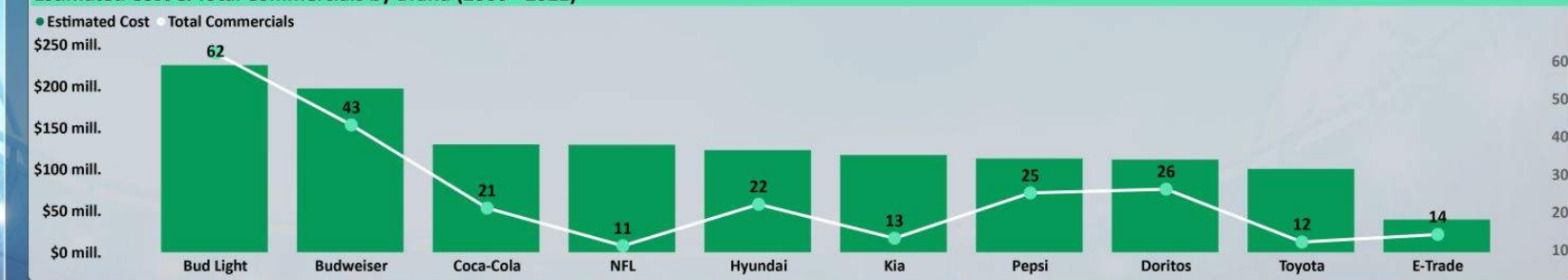
**372 mill.**
Youtube Views

**1 mill.**
Youtube Likes

## TV Viewers Super Bowl by Year (2000 - 2021)



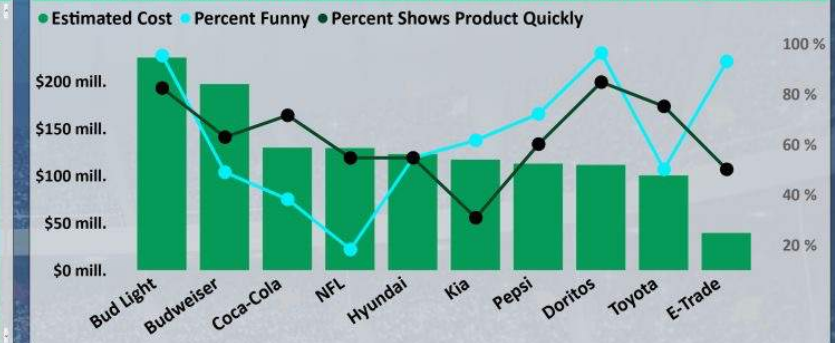

## Estimated Cost & Total Commercials by Brand (2000 - 2021)



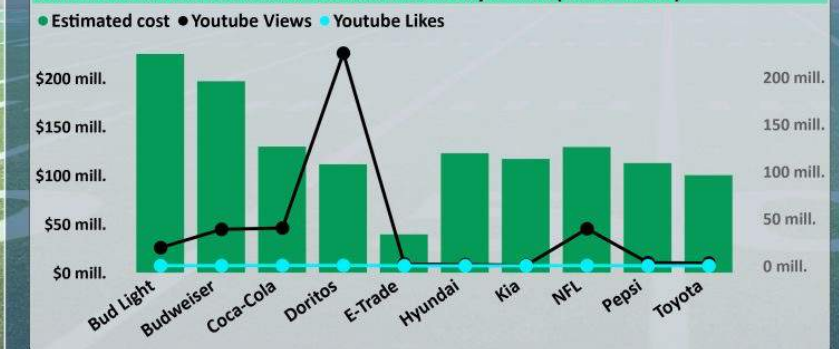

## Items used in commercials (2000 - 2021)

| Brand | Animals | Celebrity | Danger | Funny | Patriotic | Uses Sex | Shows Product Quickly |
|---|---|---|---|---|---|---|---|
| Bud Light | 33,87 % | 24,19 % | 46,77 % | 95,16 % | 4,84 % | 38,71 % | 82,26 % |
| Budweiser | 55,81 % | 11,63 % | 16,28 % | 48,84 % | 37,21 % | 18,60 % | 62,79 % |
| Coca-Cola | 57,14 % | 28,57 % | 28,57 % | 38,10 % | 23,81 % | 4,76 % | 71,43 % |
| Doritos | 42,31 % | 19,23 % | 46,15 % | 96,15 % | 3,85 % | 23,08 % | 84,62 % |
| E-Trade | 28,57 % | 7,14 % | 21,43 % | 92,86 % | 14,29 % | 21,43 % | 50,00 % |
| Hyundai | 31,82 % | 27,27 % | 27,27 % | 54,55 % | 13,64 % | 13,64 % | 54,55 % |
| Kia | 38,46 % | 53,85 % | 38,46 % | 61,54 % | 15,38 % | 46,15 % | 30,77 % |
| NFL | | 72,73 % | | 18,18 % | 36,36 % | | 54,55 % |
| Pepsi | 12,00 % | 64,00 % | 24,00 % | 72,00 % | 12,00 % | 44,00 % | 60,00 % |
| Toyota | 25,00 % | 16,67 % | 33,33 % | 50,00 % | 25,00 % | 8,33 % | 75,00 % |

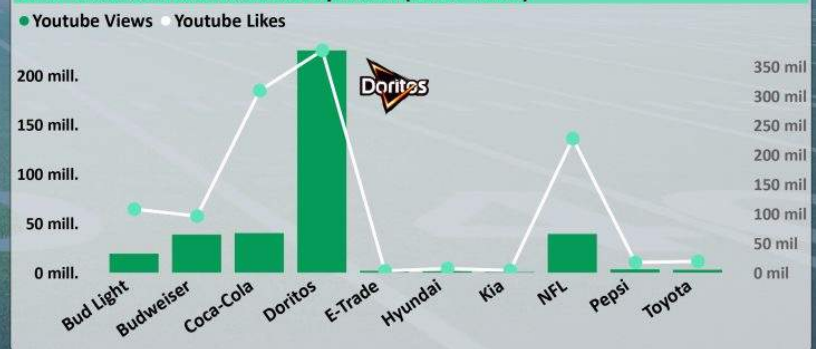
## Estimated cost and percent Funny & Show Product Quickly by Brand (2000 - 2021)



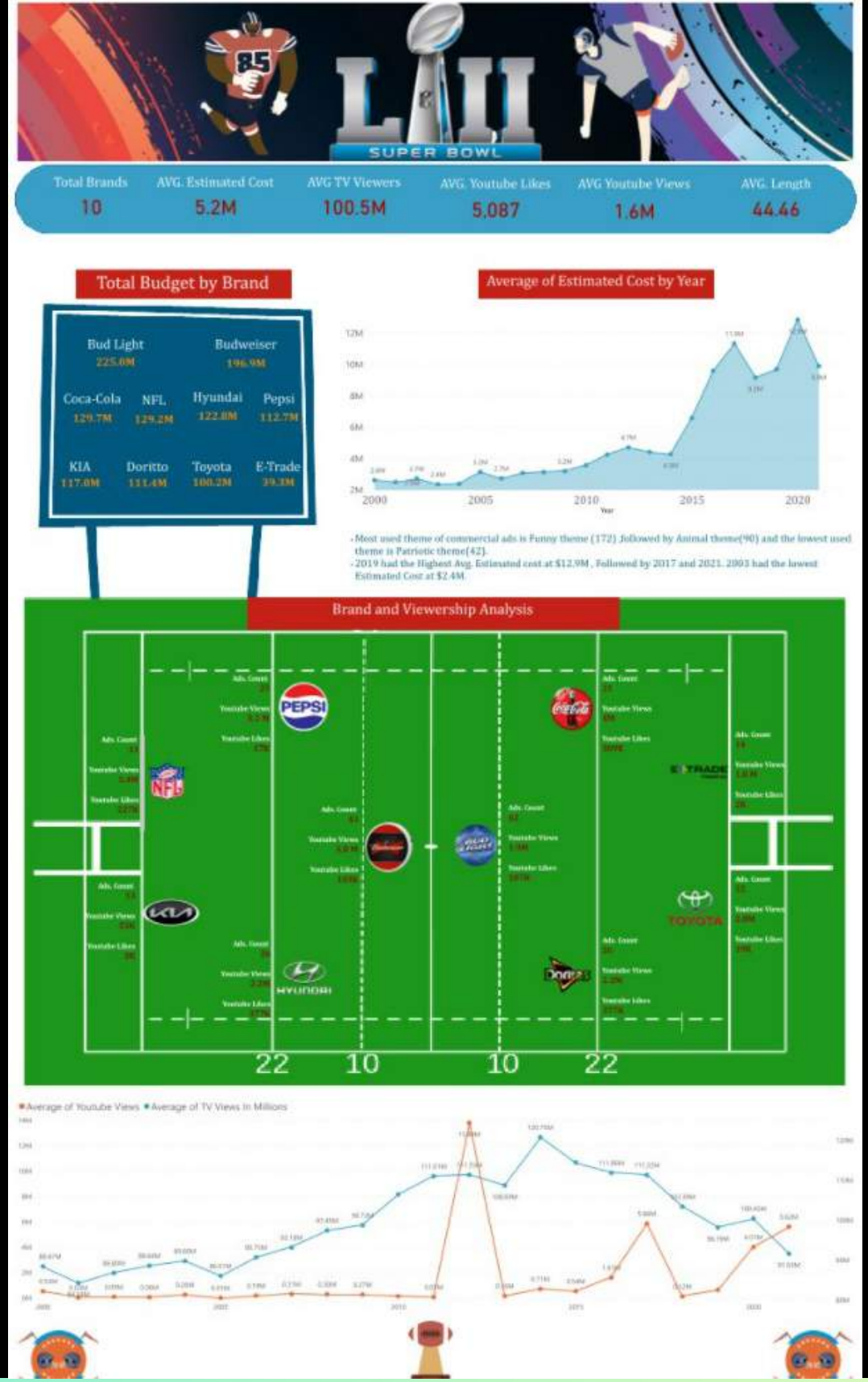

## Estimated cost and Youtube Viewers & Likes by Brand (2000 - 2021)




## Total YouTube Viewers & Likes by Brand (2000 - 2021)




TRANT: Cecilia Crisostomo Santan




# ENTRANT: Rushikesh Jagdish Sawant

Estimated Cost

0.98 — 31.73

Year

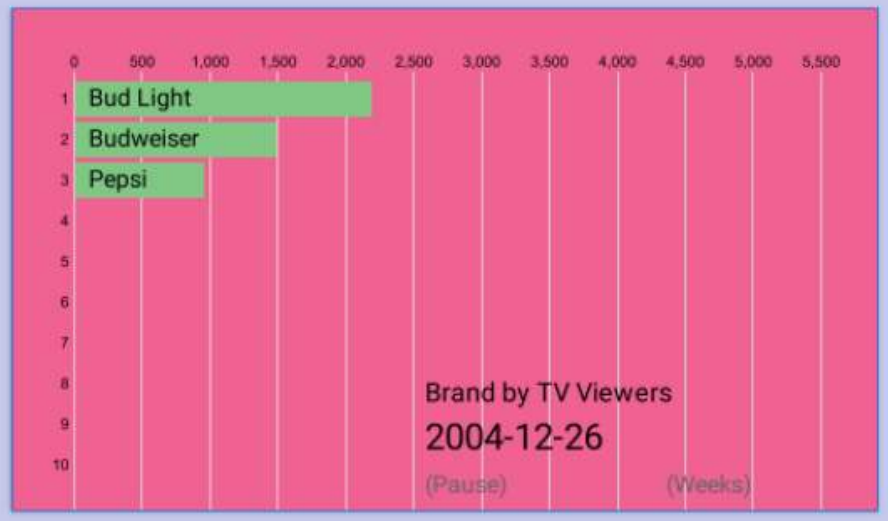
# Maven analytics super bowl challenge

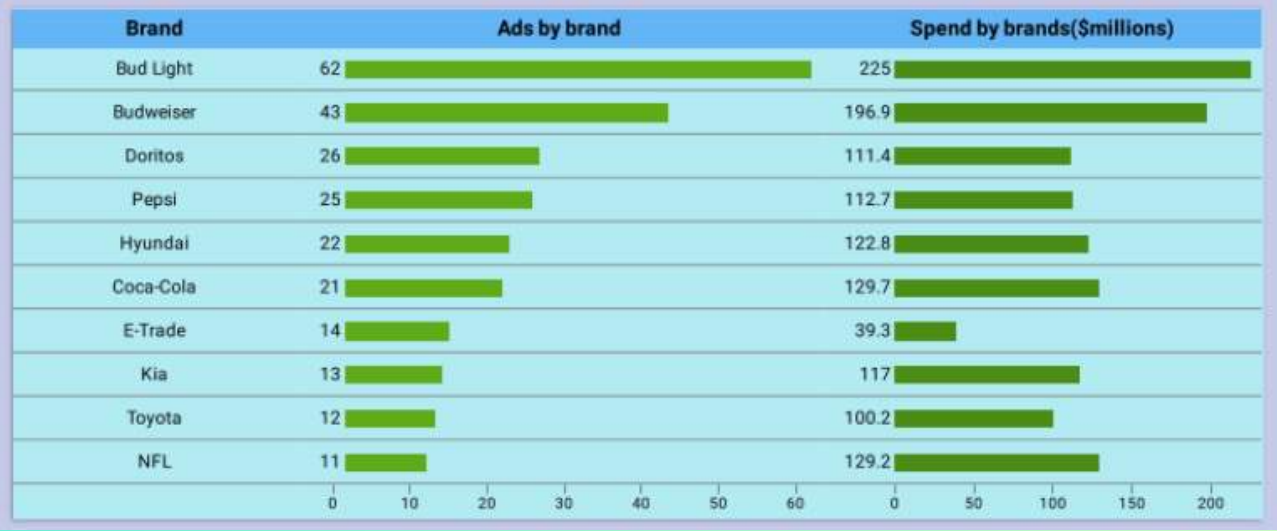
| #Year | Total #Brands | Total #Ads | Length in sec | Youtube Views | Youtube Likes | TV Viewers | Estimated Cost |
|---|---|---|---|---|---|---|---|
| 22.0 | 10.0 | 249.0 | 11.1K | 371.6M | 1.2M | 25.0K | 1.3K |

## Some summary by brands

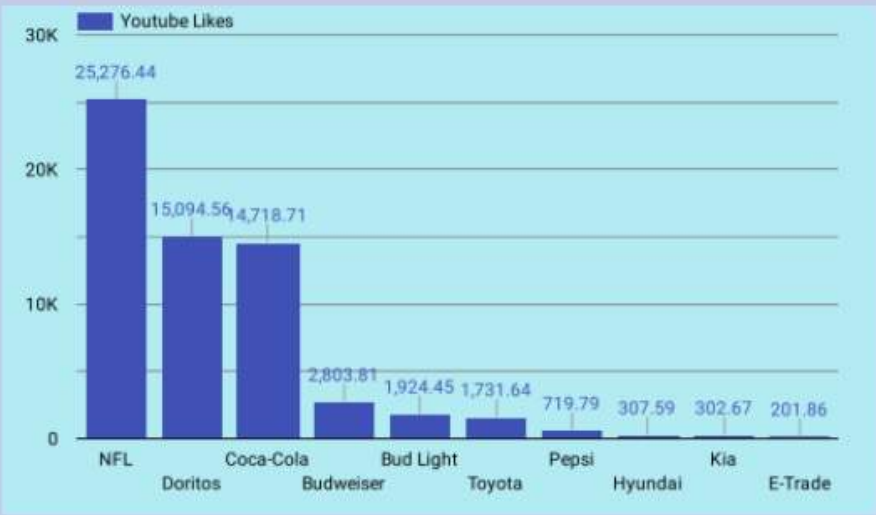
| | Brand | Length | Youtube Views | Youtube Likes | TV Viewers | Estimated Cost |
|---|---|---|---|---|---|---|
| 1. | Bud Light | 2,190 | 19,198,365 | 107,769 | 5,920.14 | 224.96 |
| 2. | Budweiser | 1,935 | 38,599,143 | 103,740.92 | 4,317.68 | 196.9 |
| 3. | Pepsi | 1,155 | 3,249,064 | 17,275 | 2,384.59 | 112.65 |
| 4. | Coca-Cola | 1,140 | 40,033,252 | 309,093 | 2,193.01 | 129.66 |
| 5. | Hyundai | 960 | 1,301,620 | 6,767 | 2,360.32 | 122.81 |
| 6. | Doritos | 900 | 224,868,126 | 377,364 | 2,719.95 | 111.43 |
| 7. | NFL | 870 | 39,200,955 | 227,488 | 1,139.53 | 129.19 |
| 8. | Kia | 855 | 531,878 | 3,632 | 1,396.25 | 116.95 |
| 9. | Toyota | 660 | 2,815,129 | 19,048 | 1,228.06 | 100.21 |
| | **Grand total** | **11,070** | **371,588,477** | **1,175,002.92** | **25,018.36** | **1,284.07** |

## TV viewers of brands by years

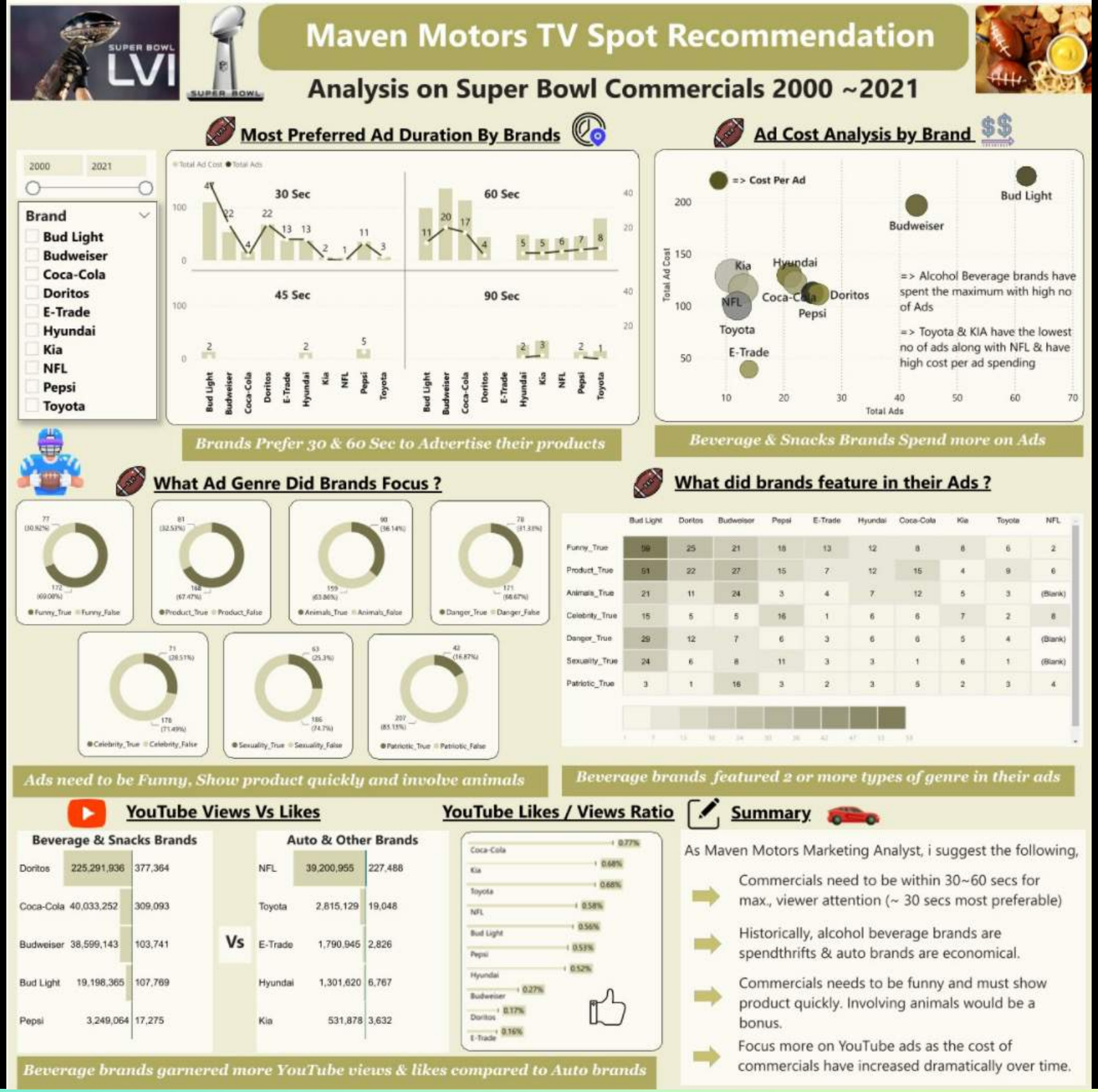


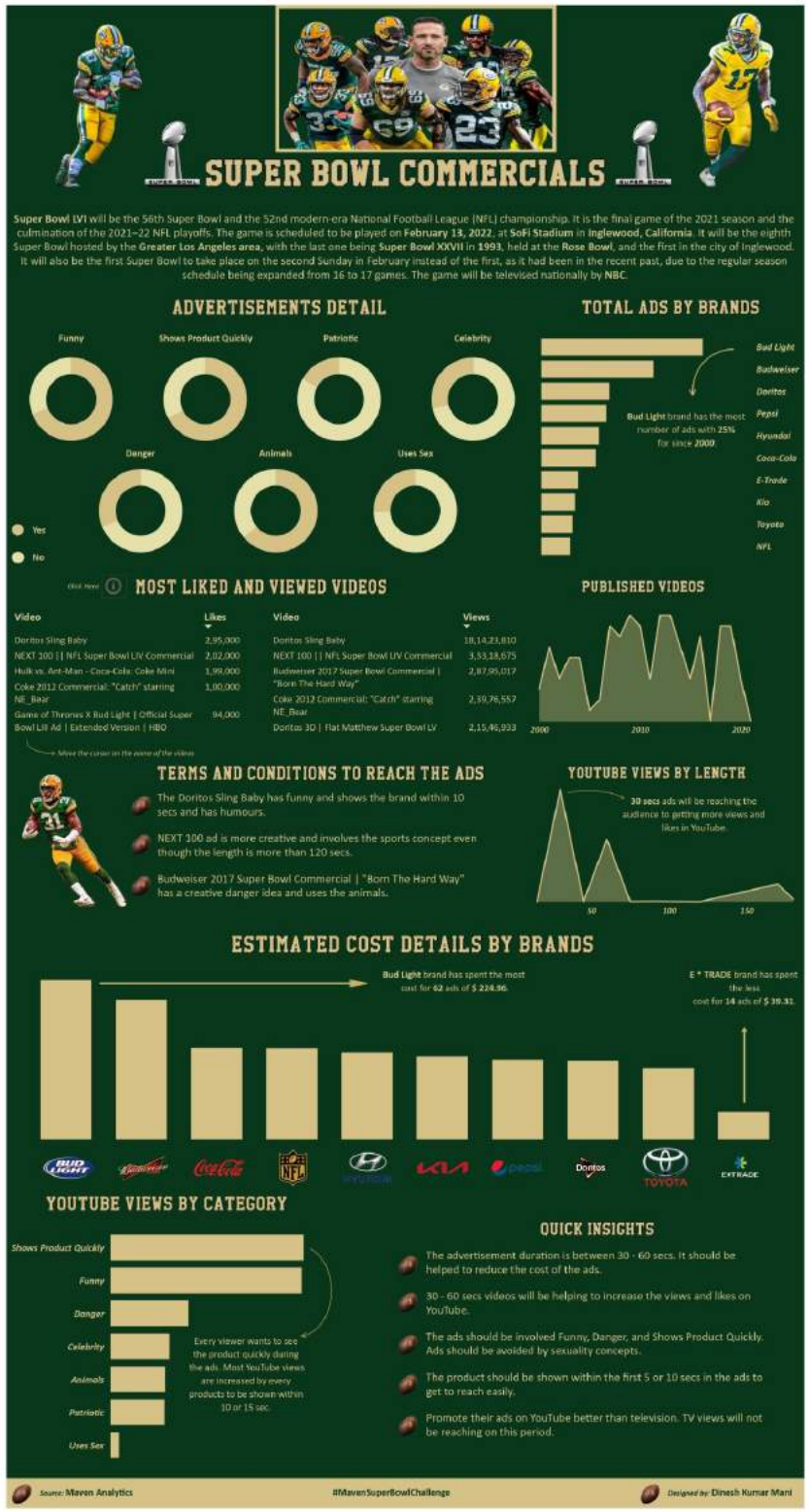

## Average youtube likes by brand




# ENTRANT: Akram Hussain Khan

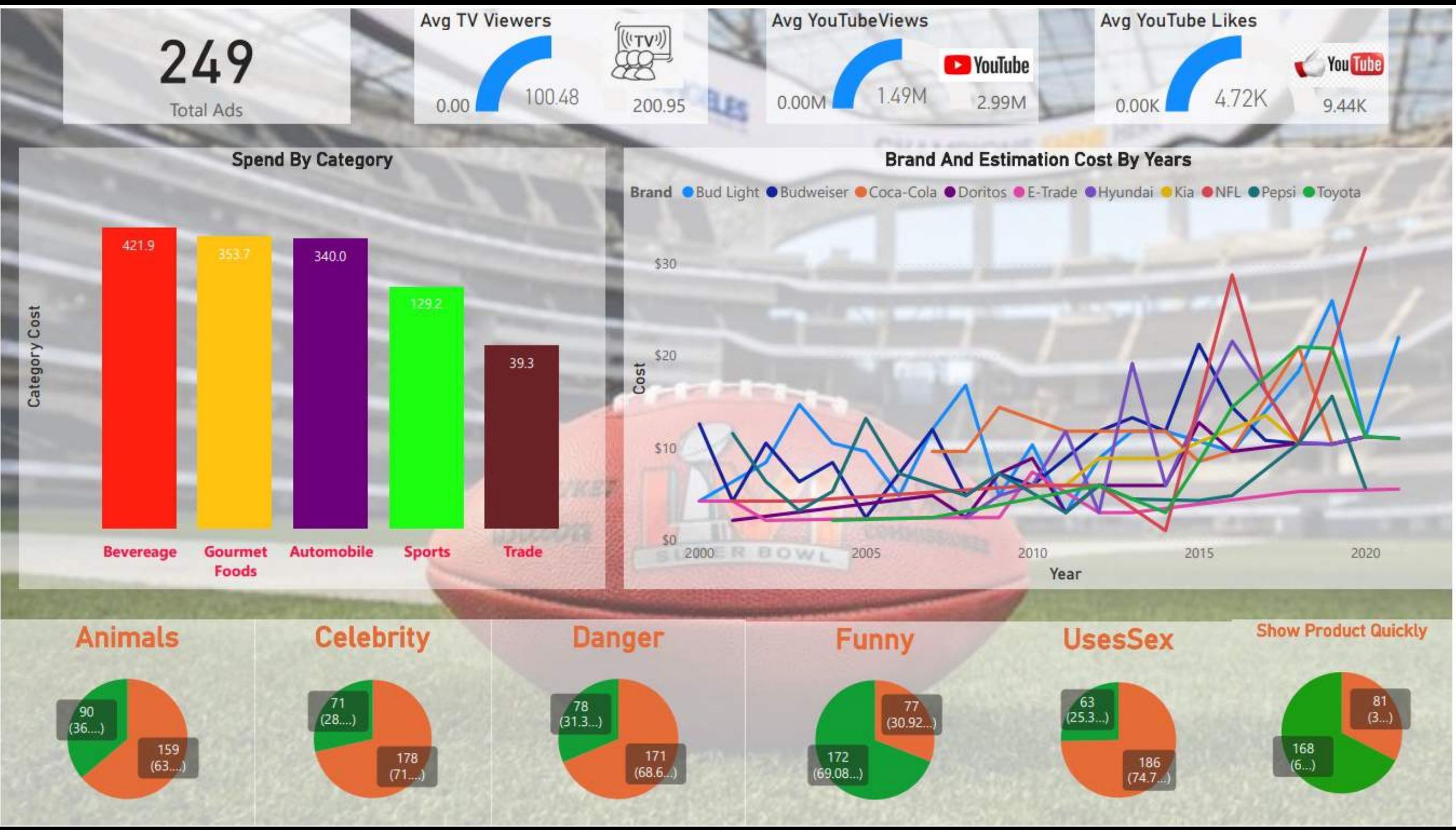



# ENTRANT: Sri Giriraj

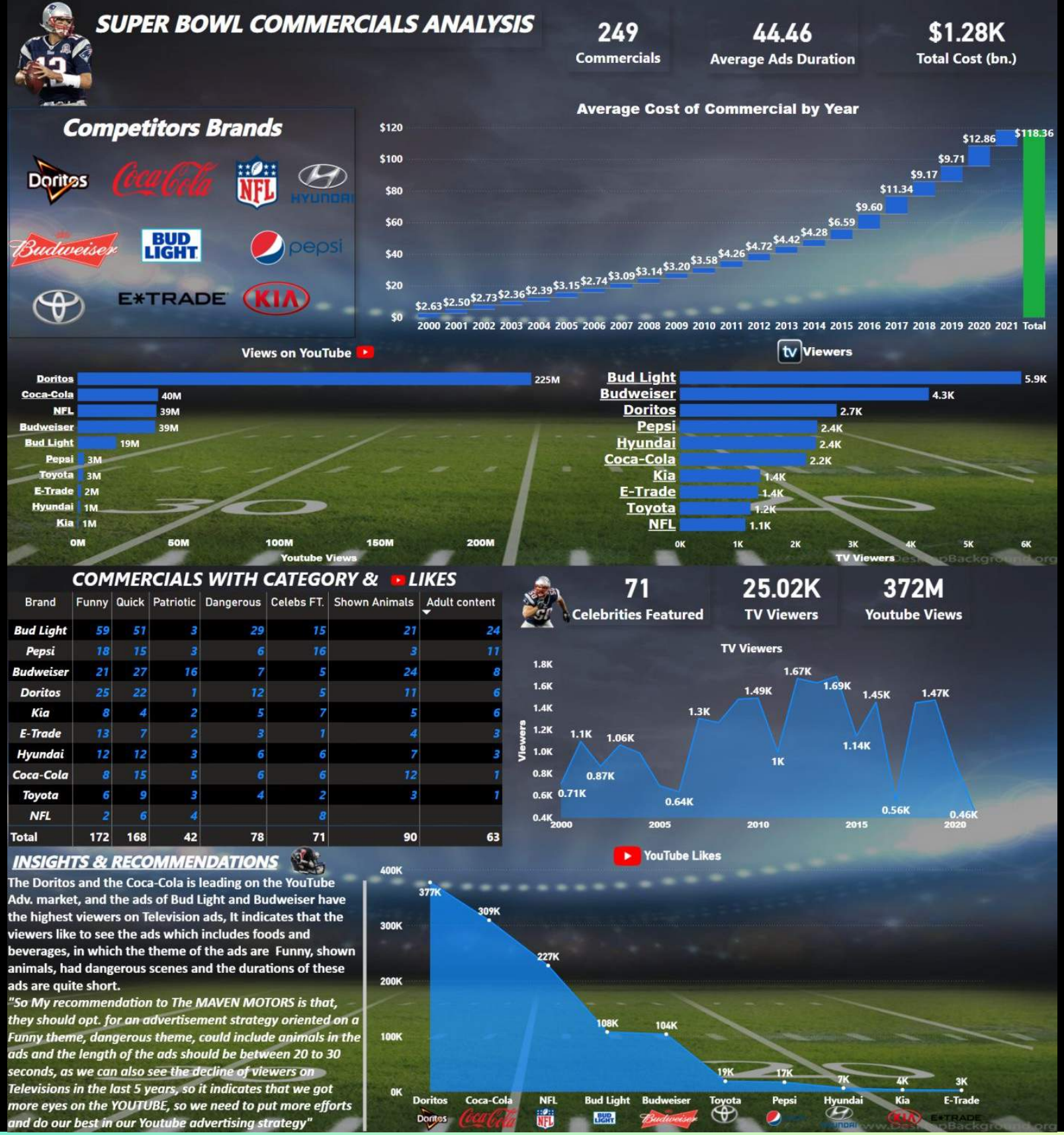



# ENTRANT: Dinesh Kumar Mani

# ENTRANT: Gliceria Wambui




# ENTRANT: Pavan K




## COMMERCIALS WITH CATEGORY & LIKES

| Brand | Funny | Quick | Patriotic | Dangerous | Celebs FT. | Shown Animals | Adult content |
|---|---|---|---|---|---|---|---|
| Bud Light | 59 | 51 | 3 | 29 | 15 | 21 | 24 |
| Pepsi | 18 | 15 | 3 | 6 | 16 | 3 | 11 |
| Budweiser | 21 | 27 | 16 | 7 | 5 | 24 | 8 |
| Doritos | 25 | 22 | 1 | 12 | 5 | 11 | 6 |
| Kia | 8 | 4 | 2 | 5 | 7 | 5 | 6 |
| E-Trade | 13 | 7 | 2 | 3 | 1 | 4 | 3 |
| Hyundai | 12 | 12 | 3 | 6 | 6 | 7 | 3 |
| Coca-Cola | 8 | 15 | 5 | 6 | 6 | 12 | 1 |
| Toyota | 6 | 9 | 3 | 4 | 2 | 3 | 1 |
| NFL | 2 | 6 | 4 | | 8 | | |
| Total | 172 | 168 | 42 | 78 | 71 | 90 | 63 |




## INSIGHTS & RECOMMENDATIONS

The Doritos and the Coca-Cola is leading on the YouTube Adv. market, and the ads of Bud Light and Budweiser have the highest viewers on Television ads, It indicates that the viewers like to see the ads which includes foods and beverages, in which the theme of the ads are Funny, shown animals, had dangerous scenes and the durations of these ads are quite short.

*"So My recommendation to The MAVEN MOTORS is that, they should opt. for an advertisement strategy oriented on a Funny theme, dangerous theme, could include animals in the ads and the length of the ads should be between 20 to 30 seconds, as we can also see the decline of viewers on Televisions in the last 5 years, so it indicates that we got more eyes on the YOUTUBE, so we need to put more efforts and do our best in our Youtube advertising strategy"*

# ENTRANT: Jay Pandey

# Super Bowl 2020- 2021

| 2000 | 2002 | 2004 | 2006 | 2008 | 2010 | 2012 | 2014 | 2016 | 2018 | 2020 |
|---|---|---|---|---|---|---|---|---|---|---|
| 2001 | 2003 | 2005 | 2007 | 2009 | 2011 | 2013 | 2015 | 2017 | 2019 | 2021 |

**Kind of Ads**

| 172 | 63 | 71 | 90 | 168 | 78 | 42 |
|---|---|---|---|---|---|---|

| Brand | Advertise | Length | Estimated Cost | TV Viewers | Youtube Views | Youtube Likes |
|---|---|---|---|---|---|---|
| TOYOTA | 12 | 660 | 3055 | 114724 | 2815129 | 19048 |
| PEPSI | 25 | 1155 | 3966 | 214483 | 3249064 | 17275 |
| NFL | 11 | 870 | 5179 | 113953 | 39200955 | 227488 |
| KIA | 13 | 855 | 4819 | 139625 | 531878 | 3632 |
| HYUNDAI | 22 | 960 | 9738 | 236032 | 1301620 | 6767 |
| E*TRADE | 14 | 405 | 2059 | 128071 | 1790945 | 2826 |
| [illegible] | 26 | 900 | 5761 | 271995 | 225291936 | 377364 |
| Coca-Cola | 21 | 1140 | 3714 | 219301 | 40033252 | 309093 |
| [illegible] | 43 | 1935 | 4489 | 353306 | 38599143 | 8029012379 |
| BUD LIGHT | 62 | 2190 | 5693 | 520356 | 19198365 | 107769 |

**Averages per year for each Brand**

| 503 | 2203 | 105084 | 365003802 | 16909649 |
|---|---|---|---|---|

**Insights**

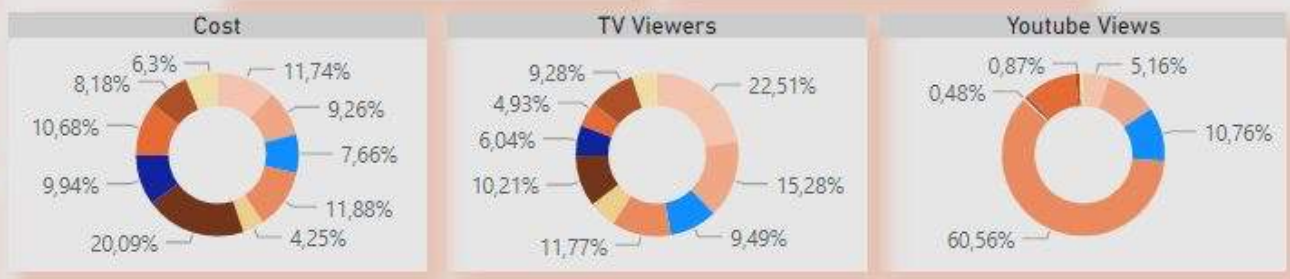
- Most succesfull ads include humor, show their products quickly and take part celebrities.
- The length of ads should be 30 - 50 sec long because then the cost is low and the views higher.
- TV is the most powerfull channel for ads more than Youtube.

**Per Second**

| Youtube Likes | Youtube Viewers | TV Viewers | Cost |
|---|---|---|---|
| 49,2 | 8766,4 | 237,6 | 2,6 |
| 4149360,4 | 19947,9 | 182,6 | 2,3 |
| 271,1 | 35116,9 | 192,4 | 3,3 |
| 419,3 | 250324,4 | 302,2 | 6,4 |
| 7,0 | 4422,1 | 316,2 | 5,1 |
| 7,0 | 1355,9 | 245,9 | 10,1 |
| 4,2 | 622,1 | 163,3 | 5,6 |
| 261,5 | 45058,6 | 131,0 | 6,0 |
| 15,0 | 2813,0 | 185,7 | 3,4 |
| 28,9 | 4265,3 | 173,8 | 4,6 |

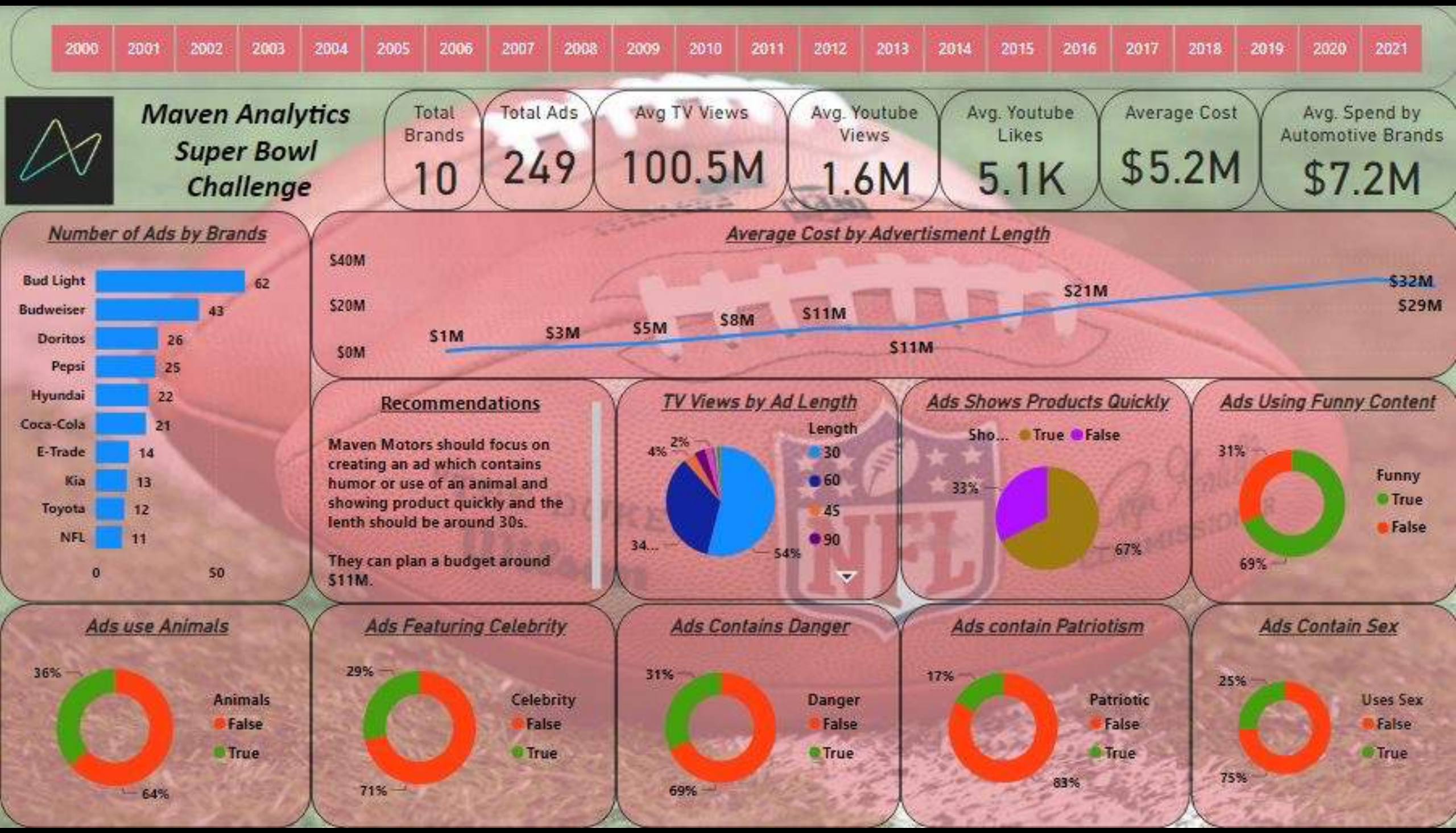
** Following the same Brands order

**Contribution % of Total**

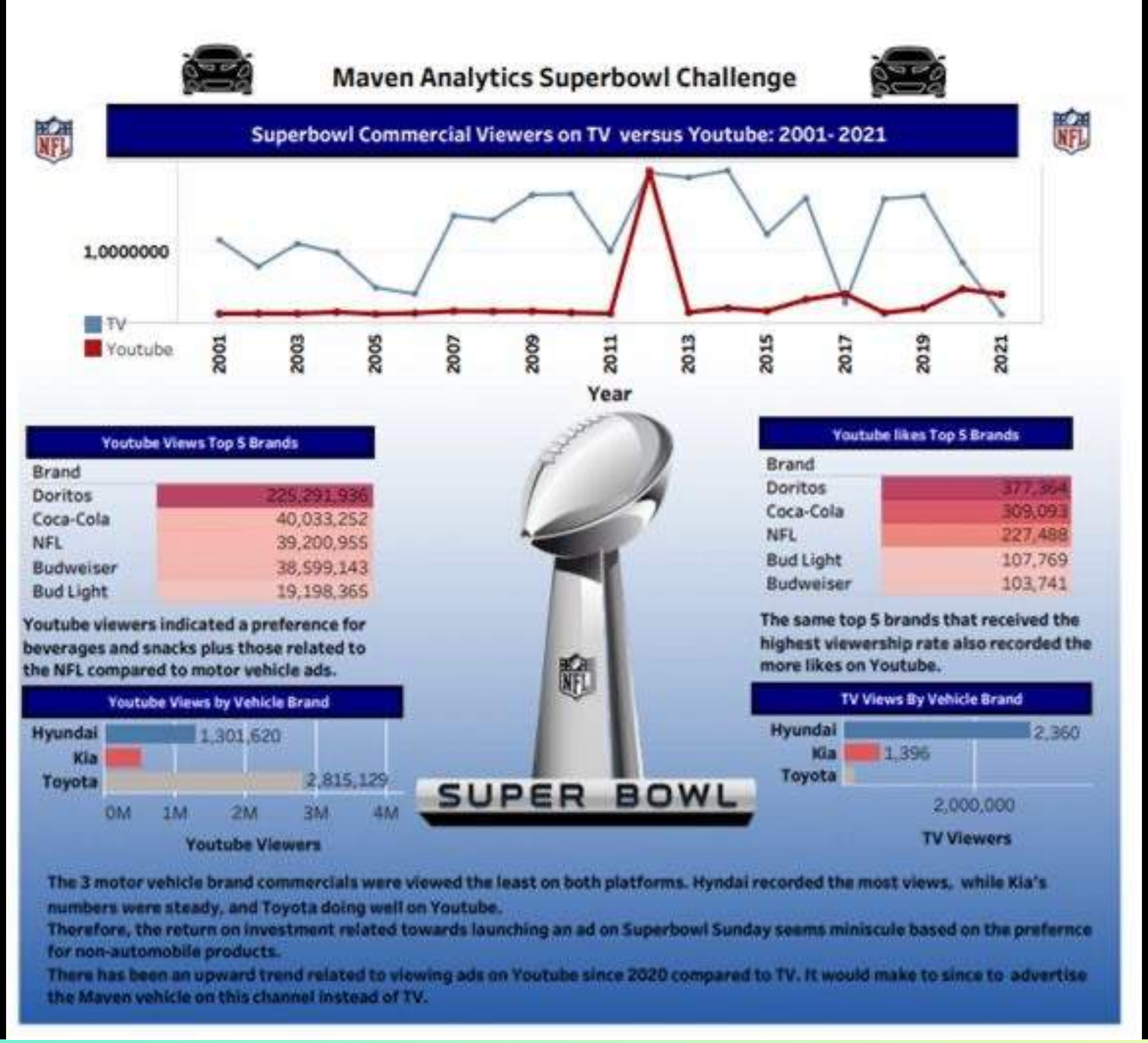



** Following the same Brands order

# ENTRANT: Dimitrios Thomaidis




# ENTRANT: Neeraj Tiwari




# ENTRANT: Idai L. Makoni

## Key Notes

| 249 | 25bn | 372M | 1M | $1.28bn | 684 |
|---|---|---|---|---|---|
| Total Superbowl Ads | Total TV viewers | Total Youtube views | Total Youtube Likes | Total Estimated Ad Cost | Total Ad True Status |

Year: 2000 – 2021

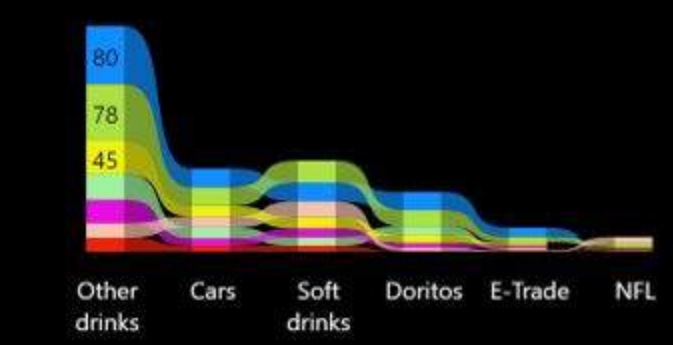
MAVEN MOTORS

## Superbowl Ad Analysis

### Brand by Ads and Viewers

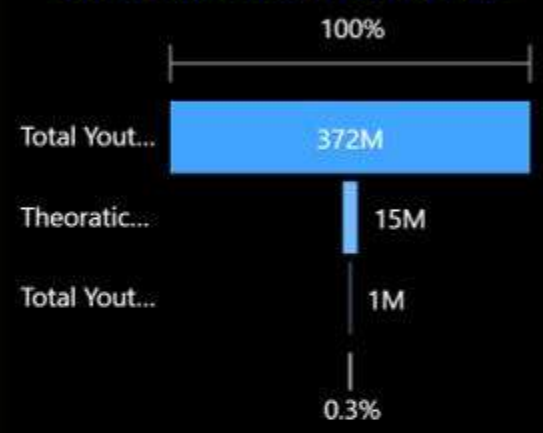
| Brand | Total Superbowl Ads | Total TV viewers |
|---|---|---|
| Bud Light | 62 | 5,920M |
| Budweiser | 43 | 4,318M |
| Doritos | 26 | 2,720M |
| Pepsi | 25 | 2,385M |
| Hyundai | 22 | 2,360M |
| Coca-Cola | 21 | 2,193M |
| E-Trade | 14 | 1,359M |

### Ads Category True values by Brand Groups

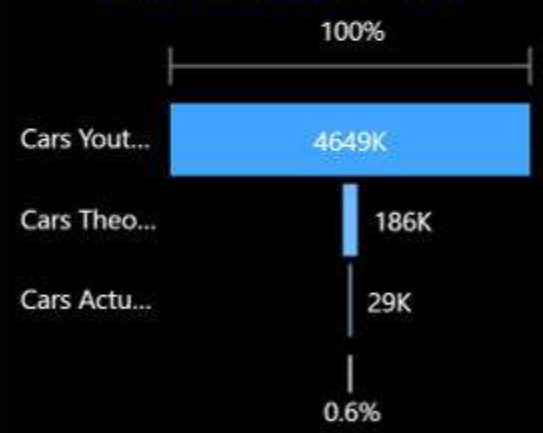



## YouTube Statistics

### Online Conversion - All Brands




### Online Conversion - Cars




## Car Ads Analysis

### Cars TV Viewers

### Cars YouTube Views

### Analysis

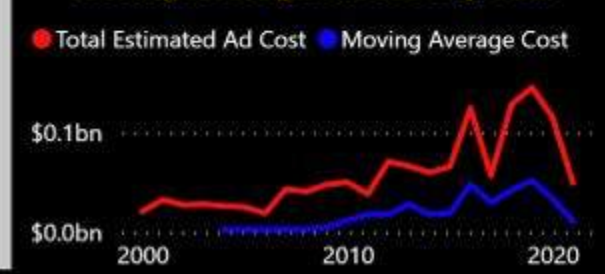
All other brands cannot be compared with the Car brands.
There should be an Apple to Apple comparison.
Toyota is showing a sustainable growth since 2016,

**Why? Because they are making Ads in Patriotic, Funny and Show Product quickly Categories.**
**300k Youtube views for Toyota Ad: 2018 Paralympics**
**1.39M Youtube views for Toyota Ad: 2021 Paralympics**
***Toyota has captured a moment.***

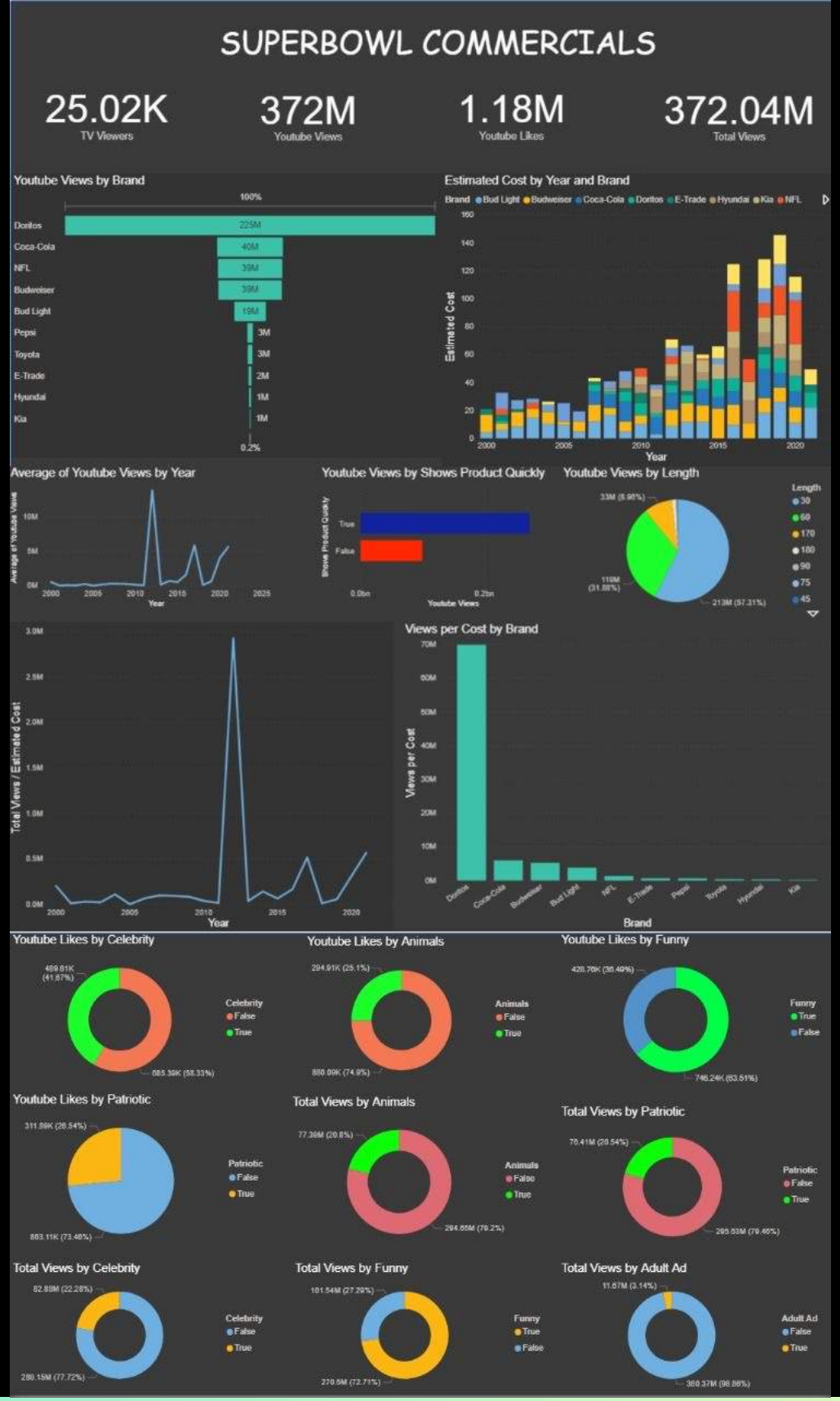
### Car Ad Cost Trend by Year

### Car Brand to Ad Category

### Moving Average Ad Cost by Year

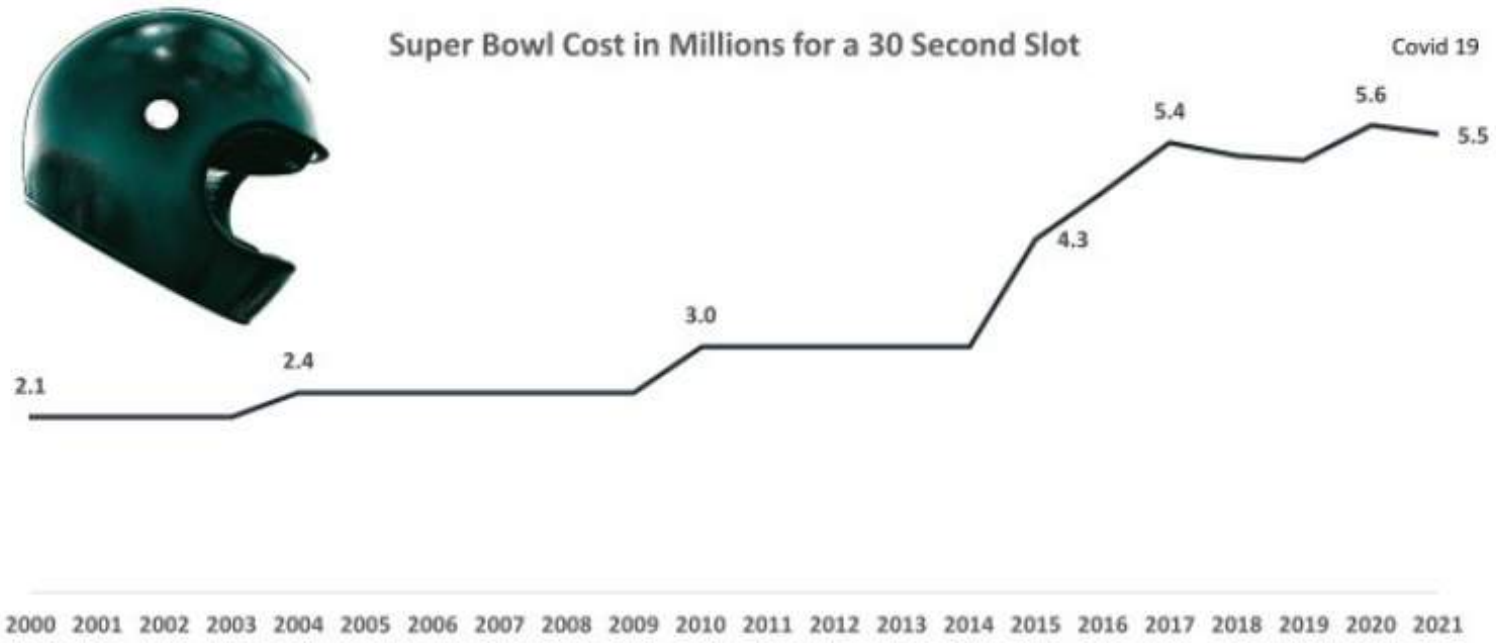


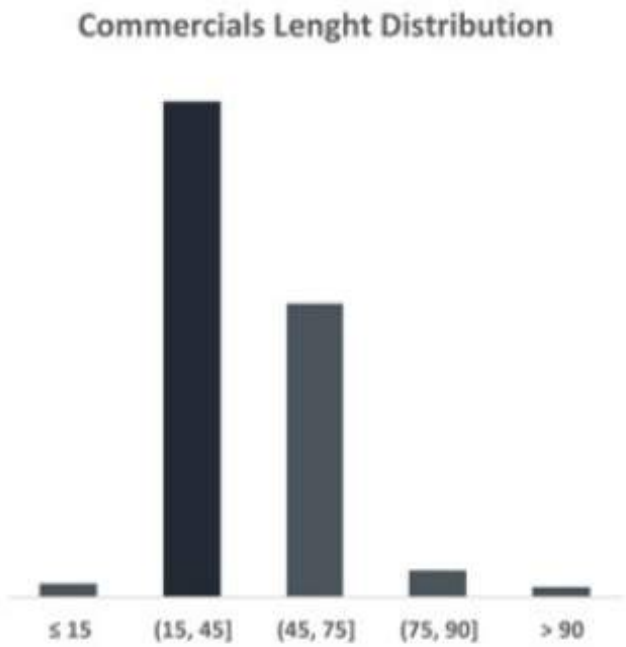

# ENTRANT: Ahmed Shoaib

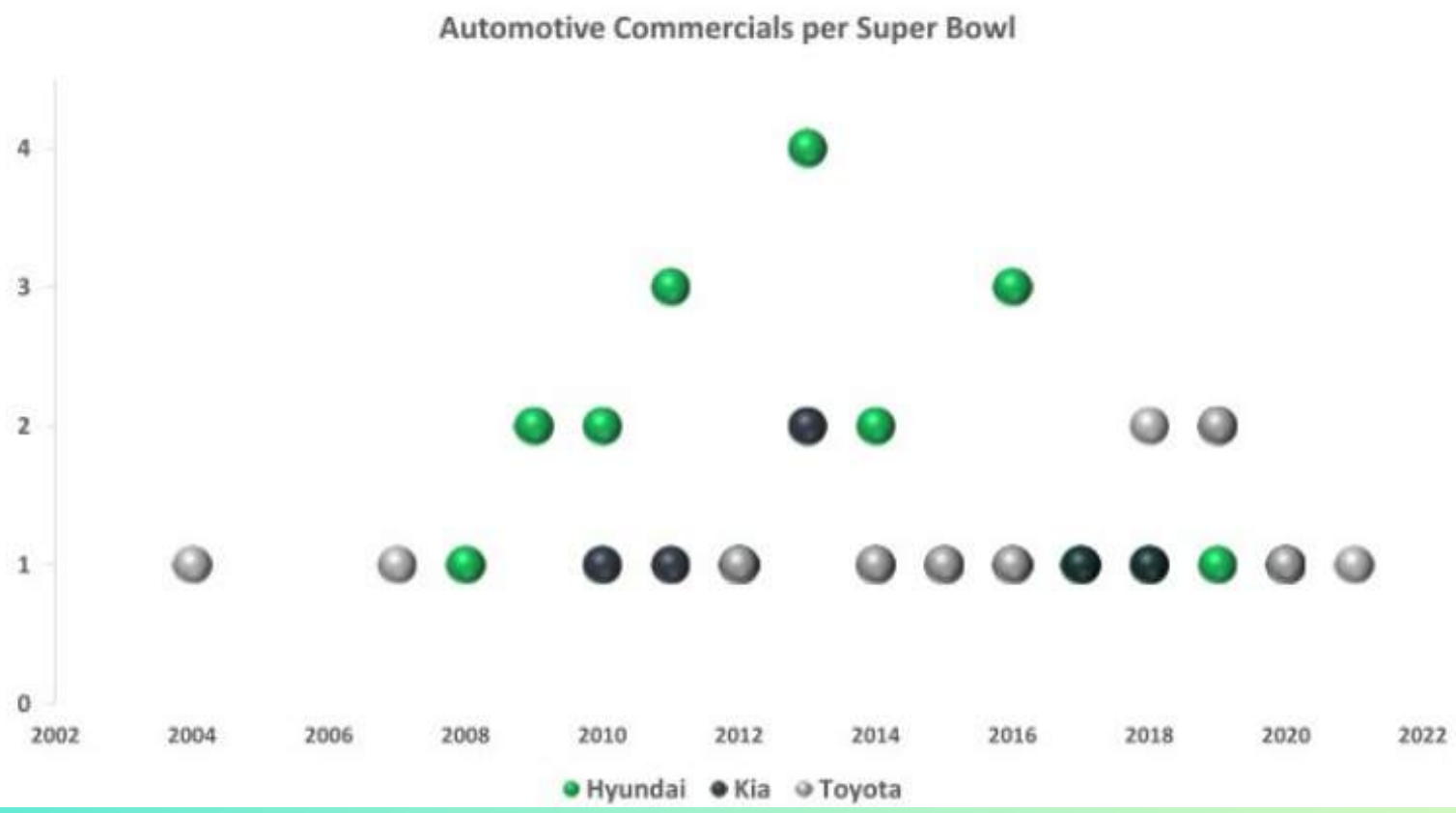



# ENTRANT: Manash Baishya

## Maven Motors Super Bowl Challenge



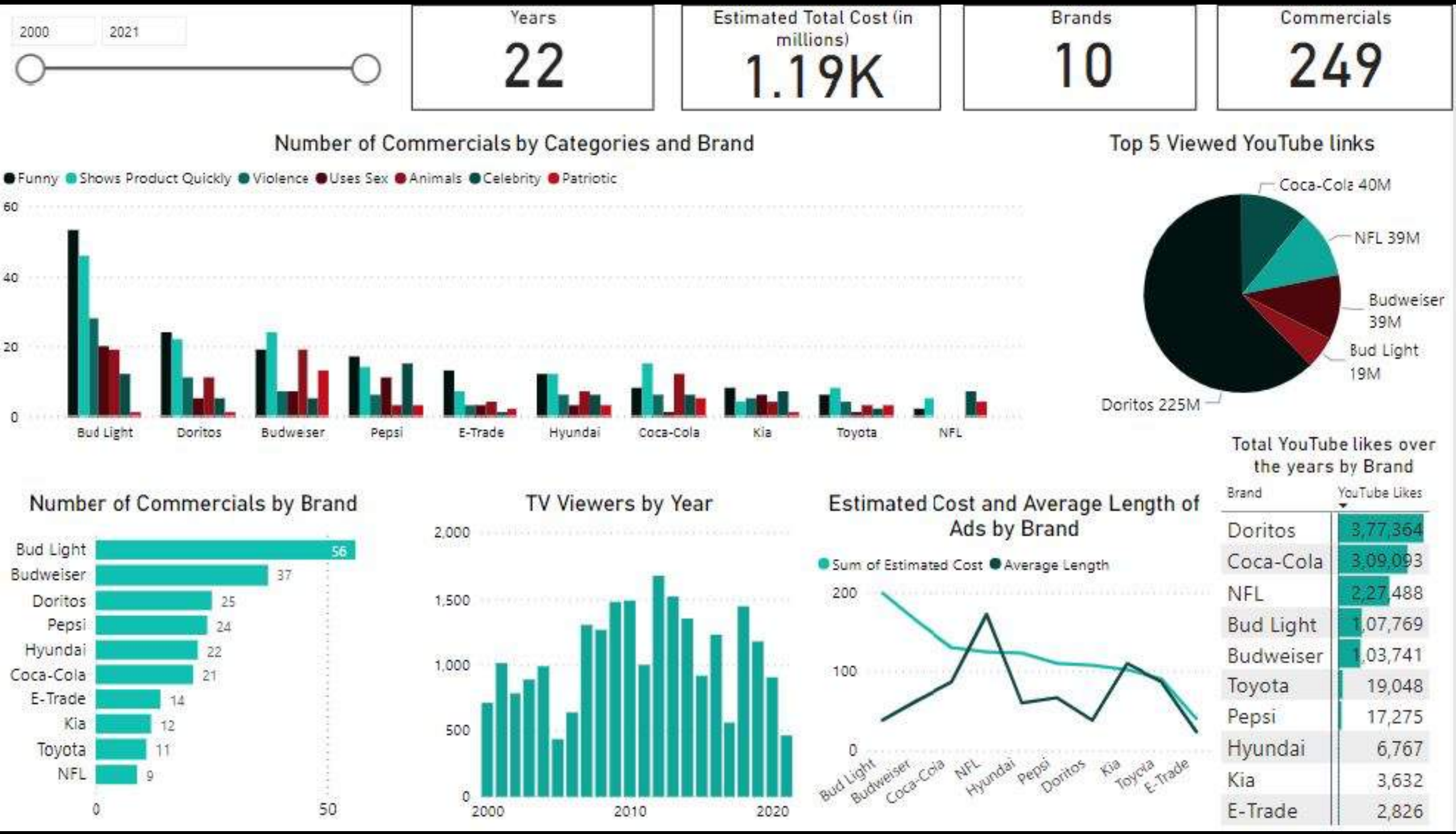




The Pandemic outbreak drove the slight price drop in 2021, 2020 remained unaffected as the Super Bowl airs in February

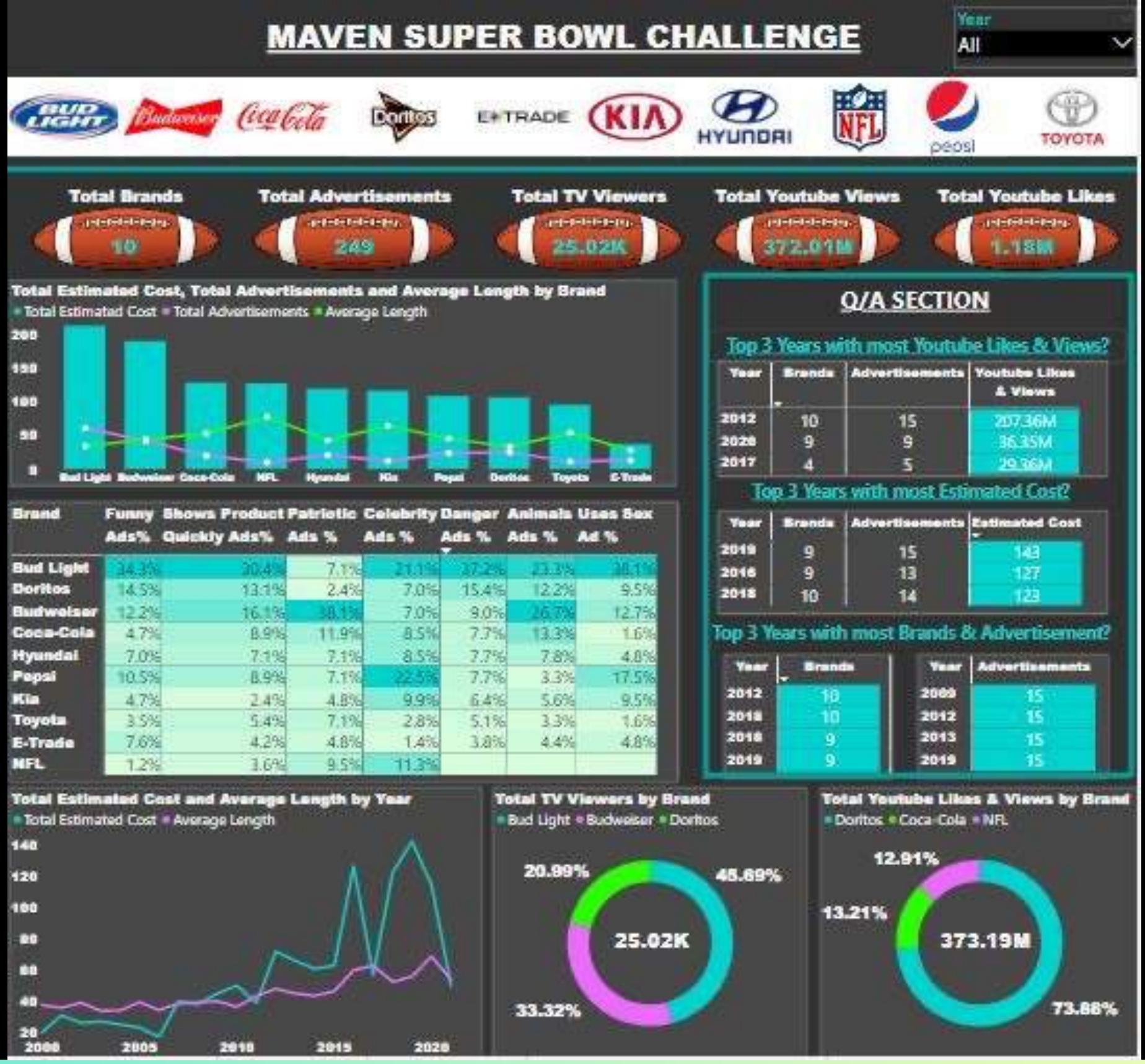
There is a decline in the number of commercials from the automotive industry driven by broadcasting cost increases that are becoming more frequent

Based on volatility, emerging technologies in the automotive industry and an exorbitant cost of $6M, the recommendation to **Maven Motors** is to **refrain from advertising at the Super Bowl** and search for alternative advertising cost saving solutions such as Augmented Reality and Digital Animation videos to mention a few.

# ENTRANT: Franziola Chiu




# ENTRANT: Aishi Jhunjhunwala




# ENTRANT: Mohammad Saad Nayya

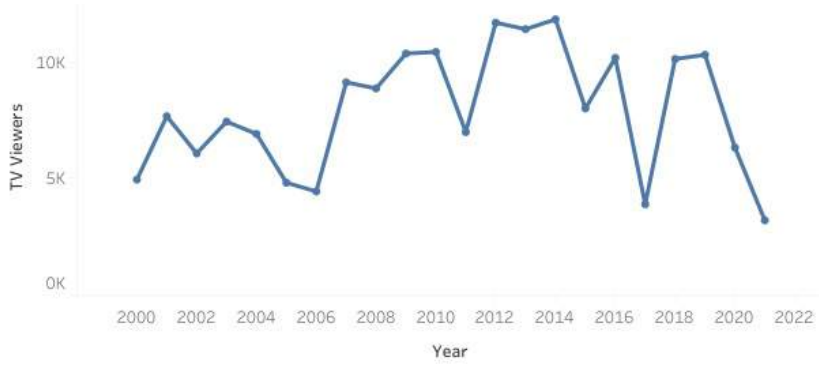
# Super Bowl Commercials: 2000-2021

**Brand**
All

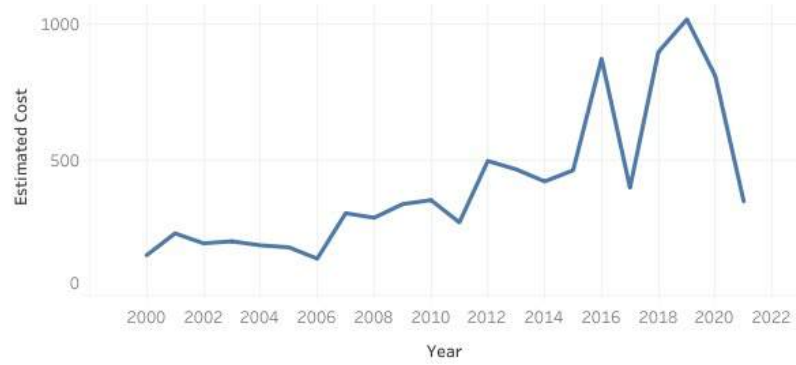
**Year**
2000 to 2021

**Length**
10 to 180

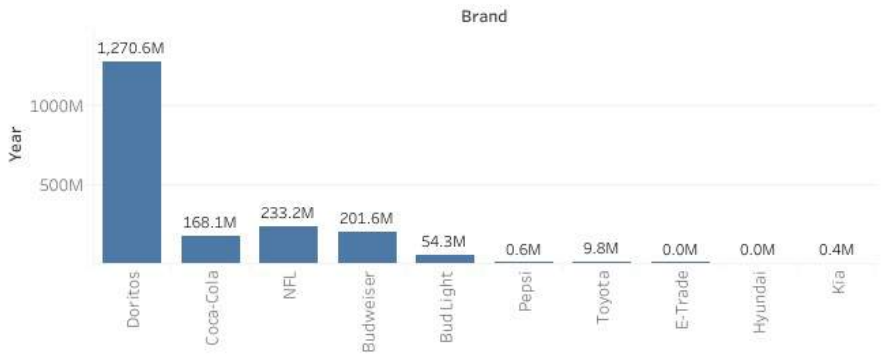
TV Viewers by Year



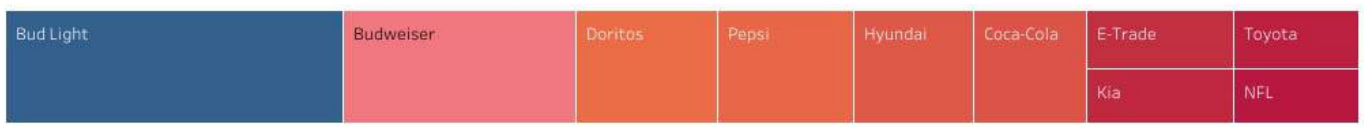

Estimated Cost by Year




Youtube Views by Brands



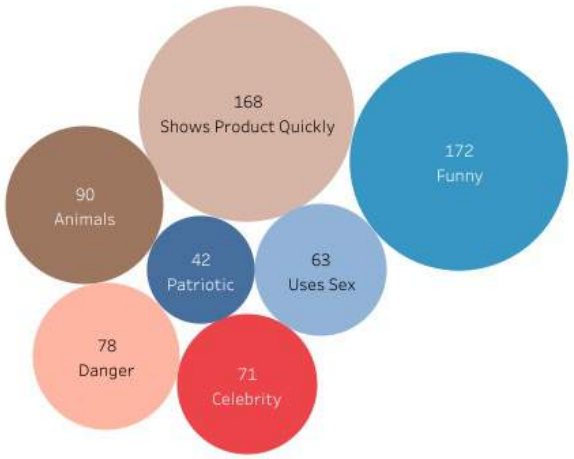

Number of Commercials by Brand




Number of commercial types by brands

| Commercial Type | Brand | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Bud Light | Budweiser | Coca-Cola | Doritos | E-Trade | Hyundai | Kia | NFL | Pepsi | Toyota |
| Animals | 21 | 24 | 12 | 11 | 4 | 7 | 5 | 0 | 3 | 3 |
| Celebrity | 15 | 5 | 6 | 5 | 1 | 6 | 7 | 8 | 16 | 2 |
| Danger | 29 | 7 | 6 | 12 | 3 | 6 | 5 | 0 | 6 | 4 |
| Funny | 59 | 21 | 8 | 25 | 13 | 12 | 8 | 2 | 18 | 6 |
| Patriotic | 3 | 16 | 5 | 1 | 2 | 3 | 2 | 4 | 3 | 3 |
| Shows Product Quickly | 51 | 27 | 15 | 22 | 7 | 12 | 4 | 6 | 15 | 9 |
| Uses Sex | 24 | 8 | 1 | 6 | 3 | 3 | 6 | 0 | 11 | 1 |

Number Of Commercials




# ENTRANT: Abdullah Iqbal

# Shorter Length ads that shows Funny and Quick Product Showcase features should be a Great Win for Maven Motors

How many **Views Per Spent Dollar** yields?

249 Ads From 10 Brands Between 2000-2021

Avg Views Per Dollar Spent

**29**

**249** Ads Produced

**44** Avg Ad Length

**VS**

**43.4%** More Views

**-33.4%** Shorter Ads

How it compares to: >>> **[Choose Me]** **Overall**

Top 125 Ads KPIs

Avg Views Per Dollar Spent

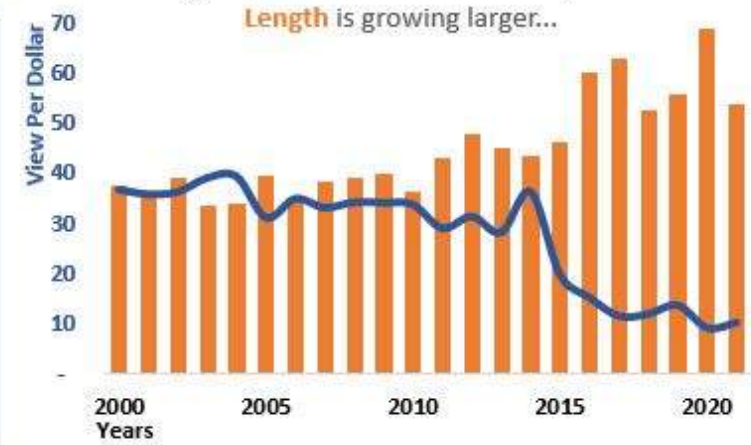
**41**

**125** Ads Produced

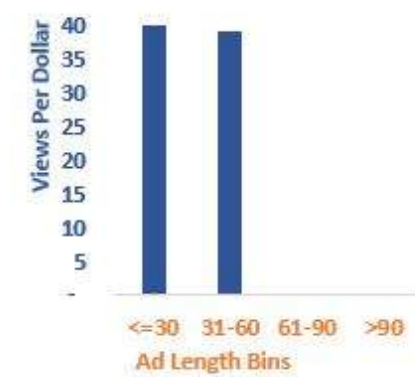
**30** Avg Ad Length

Top performing brands and ads yield higher views per dollar with shorter duration ads particularly when compared to Motor Companies

...average **Views Per Dollar** is shrinking while **Ads Length** is growing larger...

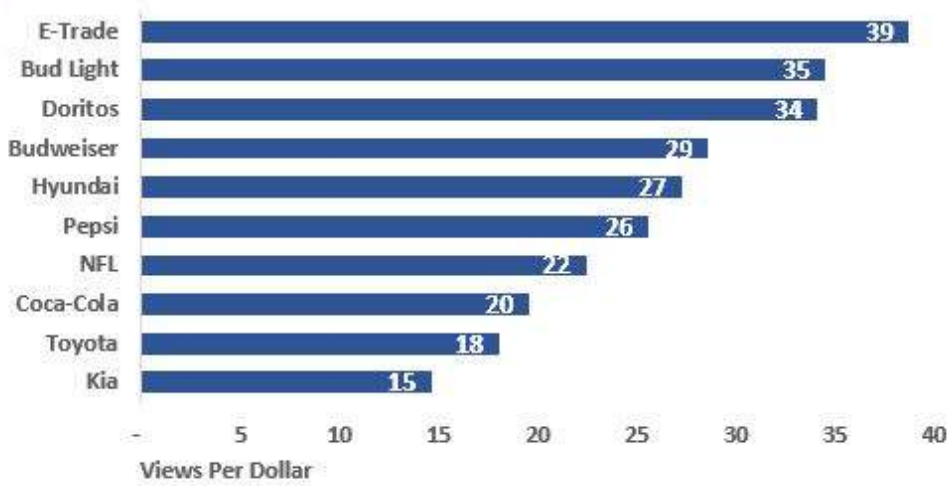



...ads which are up to **30 Seconds in Length** yield highest **Views Per Dollar**




What brands achieved highest **Viewership Per Dollar** spent?

**Hyundai** outperformed **Toyota** and **Kia** in motor companies category




What drives more **Viewership** based on **Ads Features?**

Top performing ads and brands clearly show more flavor of **Funny** and **Quick Product Showcase**

**So how does it conclude?**

It is not clear if **Youtube Views** are more or less significant then **TV Views**, therefore all analysis are driven based on core measure of **Views Per Dollar** spent and looking at **Top** and **Bottom** performing ads and brands it is recommended that:

1) **Maven Motors** should strategize for ads that are up to **30 Seconds In Length**

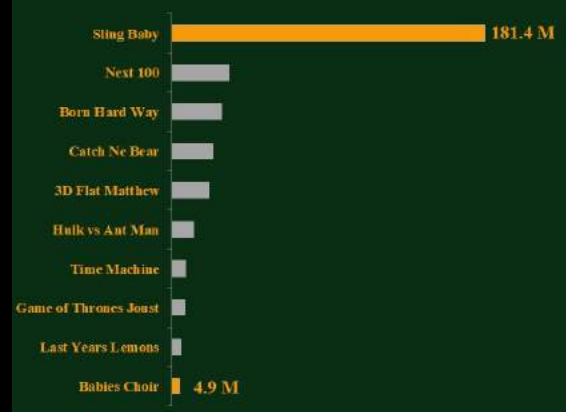
2) Ad should have **Humor** and **Product Features Display** while **Animals** and **Danger** elements can be added to drive viewership from adventure

# ENTRANT: Jawad Nagda

# MAVEN MOTOR FOR SUPER BOWL 2022

ANDIKA DWI NUGRAHA

## TOP 10 MOST POPULAR SUPER BOWL ADS




Doritos' "Sling Baby" hits **181.4 Million** Youtube views. While NFL official ad "Babies Choir" sits in the **10th place**.

These lists are dominated by **Doritos**, **Coca-Cola**, **Bud Lights**, **Budweiser**, and **NFL official ads**.

**No car commercials enter the lists.**

*The data are collected from 249 Super Bowl commercials from 2000 to 2021*

## HOW ABOUT CAR COMMERCIALS?

Toyota 's "Jessica Long Story Upstream" become **the most engaging Super Bowl ad for car product category**. The ad was aired in 2021. The ad showed the **patriotic appeal**. However, compared with the "Babies Choir", the numbers aren't enough.

**Youtube Views**
**1.39 M**

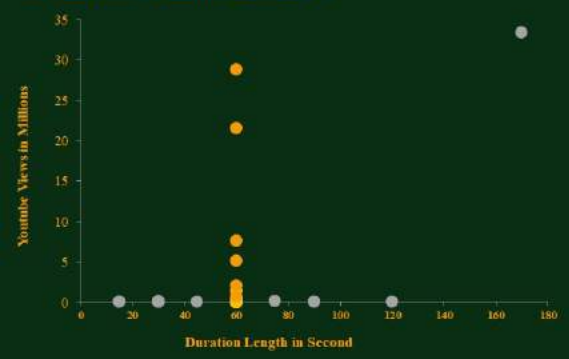
**Youtube Likes**
**12,000**

## OUR AD CONTENTS

We'd love to introduce our products to the audience. Since the car commercials haven't enter the top 10, we want to make a breakthrough for our ad. Therefore, I suggest that our ad must contain the following features, **based on the features that are dominant among 10 popular superbowl ads above.**

| Funny | Shows Product Quickly | Danger |
|---|---|---|
| 6/10 | 6/10 | 6/10 |

## HOW LONG OUR AD DURATION SHOULD BE ?




**Over the past 5 years,**

We found that the Super Bowl ads length are more centralized in **60 seconds.**

It can also attract **more Youtube views.**

**I recommend that our ad length should be concise in 60 seconds.**

## ESTIMATED COST

**We collect 18 Super Bowl car commercials, which run about 60 seconds. Based on the right chart, we see that the estimated cost ranges from $5.9 M to $11.2 M.**
**So, it's better to keep our ad budget within this range.**

Spread of Estimated Cost in Millions of Dollars

*Estimated cost of the TV spot for the ad based on the length and the cost of a 30-second ad*

# ENTRANT: Andika Dwi Nugraha

# Maven Motors

#MavenSuperbowlChallenge

## 1 Recommendations

**The only area where the data is crystal clear is to avoid using sex**

The data also indicates that staying clear of too much patriotism also may be wise

Short videos also get tons of attention, so there does not seem to be a need to overspend on a lengthy commercial

... but hey, don't blame yourselves (or the analyst...) if the ad flops. Other brands get almost 20 times more views than cars companies!

## 2 How to measure success?

The number of TV viewers per year is not affected by individual commercials. The analysis is therefore based on **YouTube-views**

## 3 The analysis

**Ten commercials** out of 249 (2,5%) account for **88% of the Youtube-views** (328m out of 372)

Highly skewed data like these are hard to analyse and should be treated with caution.

For example: The average number of views per commercial is 1,57 million, while the median is 0,06 million. Which one to use?

Let's go in depth **on these ten top performing commercials** - any analysis based on averages of all the commercials will be highly influenced by them anyway...

**So what can we learn?**

| Commercial | Youtube views (M) | Funny | Animals | Celebrity | Danger | Patriotic | Product* | Uses Sex | Length |
|---|---|---|---|---|---|---|---|---|---|
| 1- Doritos, 2012 | 181.42 | ✓ | | | | | ✓ | | 30 |
| 2- NFL, 2020 | 33.32 | | | ✓ | | ✓ | | | 170 |
| 3- Budweiser, 2017 | 28.80 | | | | ✓ | ✓ | | | 60 |
| 4- Coca-Cola, 2012 | 23.98 | | ✓ | | ✓ | | ✓ | | 60 |
| 5- Doritos, 2021 | 21.55 | ✓ | ✓ | ✓ | ✓ | | | | 60 |
| 6- Coca-Cola, 2016 | 12.68 | ✓ | | ✓ | ✓ | | ✓ | | 60 |
| 7- Doritos, 2014 | 8.09 | ✓ | ✓ | | | | ✓ | | 30 |
| 8- Bud Light, 2019 | 7.68 | ✓ | ✓ | | ✓ | | ✓ | | 60 |
| 9- Bud Light, 2021 | 5.14 | ✓ | | | ✓ | | ✓ | | 60 |
| 10- NFL, 2016 | 4.94 | | | ✓ | | ✓ | | | 180 |
| | | 6/10 | 4/10 | 4/10 | 6/10 | 3/10 | 6/10 | 0/10 | |

*Shows product quickly

1 - There is no obvious overall recipe, as the commercials' qualities varies a lot

2 - Avoid using sex. None of the top 10 have done so, so why risk it?

3 - Staying away from a too patriotic commercial may also seem smart, as only 3 of the top 10 has succeeded with patriotic videos

4 - Keep it short (60 sec or lower) as every extra second costs and a long commercial does not seem to be necessary to get attention (but 98% of all the commercials are short)

Tempting to try to copy **Doritos' successful formula from 2012?**

| Commercial | Youtube views (M) | Funny | Animals | Celebrity | Danger | Patriotic | Product* | Uses Sex | Length |
|---|---|---|---|---|---|---|---|---|---|
| 1- Doritos, 2012 | 181.42 | ✓ | | | | | ✓ | | 30 |
| 88- Doritos, 2012 | 0.09 | ✓ | ✓ | | ✓ | | | | 30 |

Well, that same year Doritos had two attempts at short and funny videos - and the second one "flopped" with only 90.000 views on Youtube, so it may not be as easy as it seems...

But what about the **other car companies**?

Let's have a look at the top 10% of these commercials

| Commercial | Youtube views (M) | Funny | Animals | Celebrity | Danger | Patriotic | Product* | Uses Sex | Length |
|---|---|---|---|---|---|---|---|---|---|
| 19- Toyota, 2021 | 1.40 | | | | | ✓ | | | 60 |
| 37- Hyundai, 2009 | 0.37 | ✓ | | | | | ✓ | | 30 |
| 39- Toyota, 2018 | 0.36 | ✓ | | | | ✓ | ✓ | | 60 |
| 45- Toyota, 2007 | 0.29 | | | | | | ✓ | | 30 |
| 50- Toyota, 2016 | 0.24 | ✓ | | | ✓ | | | | 90 |

1 - Car commercials does not get a lot of attention. In fact, other brands get on average 20 times more views

2 - The most popular commercial is patriotic, that goes against the findings of the overall top performing commercials

3 - None of the top five commerical include animals, celebrities or use of sex

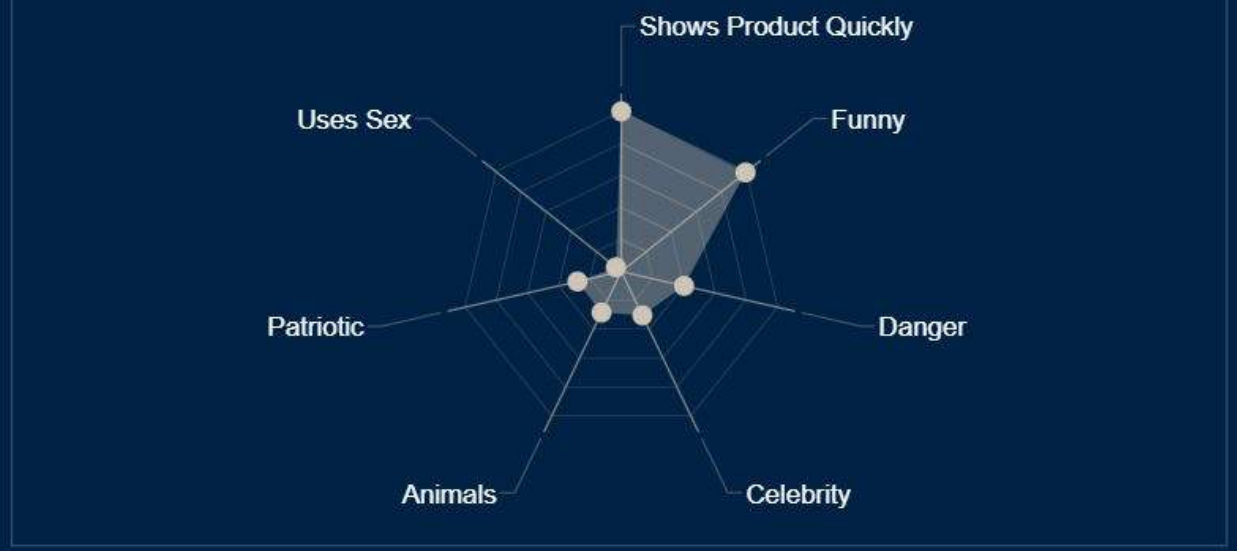
Analysis by Eivind Austbø, www.innsiktsbrevet.no

# ENTRANT: Eivind Austbo

# ENTRANT: Andrean Lobo

## Youtube Views and Estimated Commercial Cost per Brand

## Characteristics That Matter

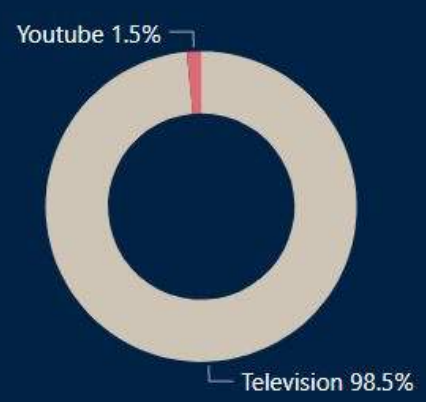



**2012 Bud Light**
Most Watched (TV)

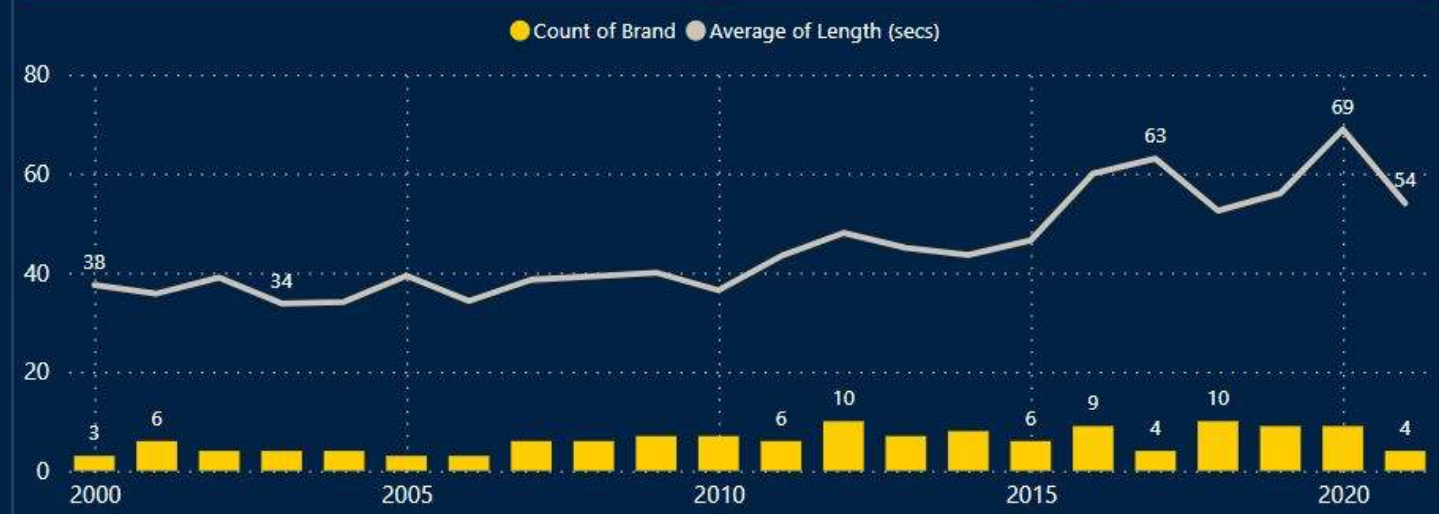
**2012 Doritos**
Most Viewed (Youtube)

**2020 NFL**
Most Expensive

## Share of Views by Platform




## Number of Brands and Average Commercial Length per Year




*Recommendations:*
*Create a commercial that shows the product quickly and is funny.*
*The commercial should be 40 to 60 seconds long.*
*Bigger budget does not equate to more views.*
*Strive for quality. The automotive industry does not fare well in terms of ad views. Commercials in the cards above can be used as a reference.*

**Maven Super Bowl Challenge**

# ENTRANT: Jennah Camille Timbreza

# SUPERBOWL DATASET ANALYSIS

**22** Number Of Year

**10** Number Of Brand

**1M** Youtube Likes

**372M** Number Of Youtube Views

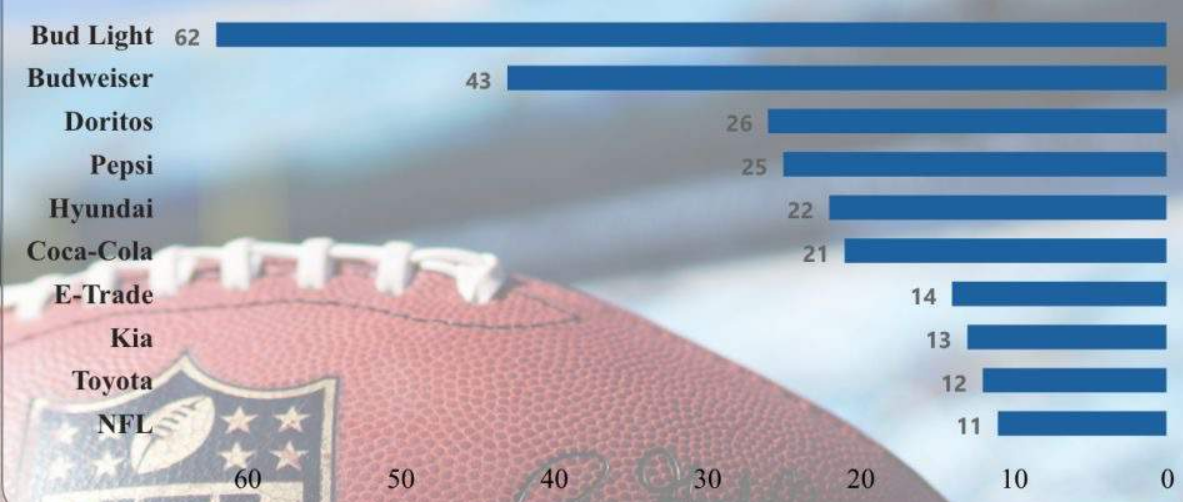
Brand: All

Year: All

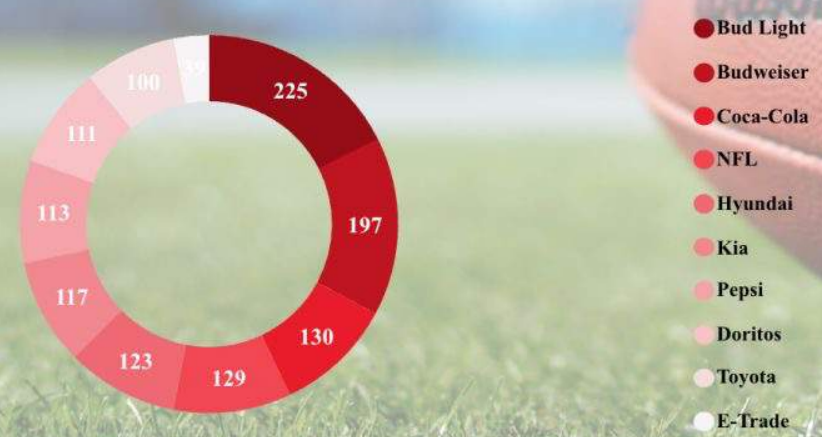
## DISTRIBUTION OF BRAND AND NO OF YOUTUBE VIDEOS BY THEME

| Brand | Funny | Celebrity | Danger | Patriotic | Uses Sex | Animals | Shows Product Quickly |
|---|---|---|---|---|---|---|---|
| Bud Light | 59 | 15 | 29 | 3 | 24 | 21 | 51 |
| Budweiser | 21 | 5 | 7 | 16 | 8 | 24 | 27 |
| Coca-Cola | 8 | 6 | 6 | 5 | 1 | 12 | 15 |
| Doritos | 25 | 5 | 12 | 1 | 6 | 11 | 22 |
| E-Trade | 13 | 1 | 3 | 2 | 3 | 4 | 7 |
| Hyundai | 12 | 6 | 6 | 3 | 3 | 7 | 12 |
| Kia | 8 | 7 | 5 | 2 | 6 | 5 | 4 |
| NFL | 2 | 8 | 0 | 4 | 0 | 0 | 6 |
| Pepsi | 18 | 16 | 6 | 3 | 11 | 3 | 15 |
| Toyota | 6 | 2 | 4 | 3 | 1 | 3 | 9 |

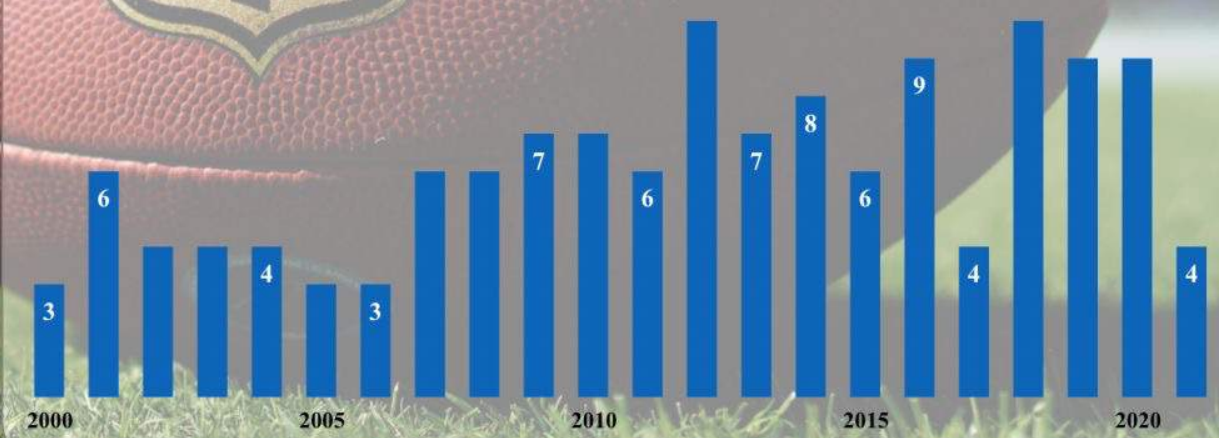
## DISTRIBUTION OF BRAND AND NUMBER OF ADS




## ESTIMATED COST BY BRAND



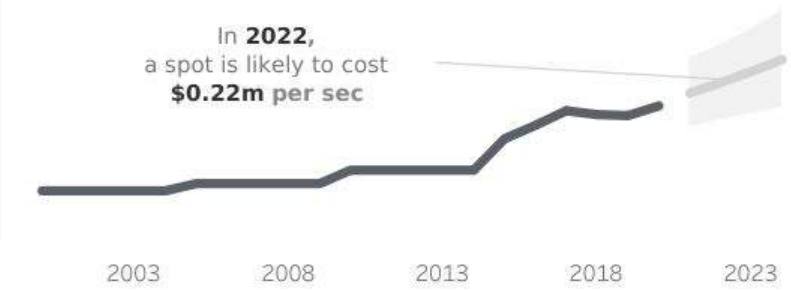

## BRANDS ADVERTISING BY YEAR




# ENTRANT: Abdul Shagil

# Maven Motors 2022 Super Bowl TV Spot Strategy Guide

## How much is it likely to cost?

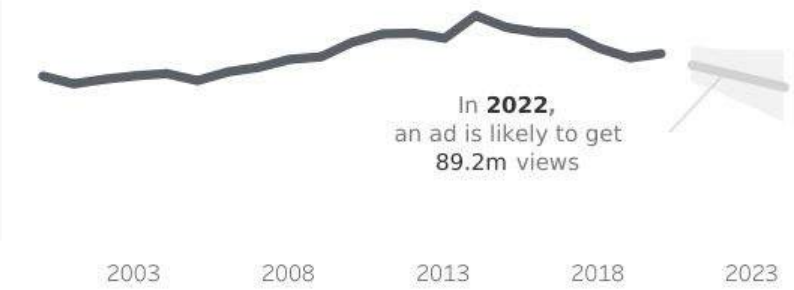



## Meaning that:

| | |
|---|---|
| 30 sec spot is likely to cost | $6.56m |
| 45 sec | $9.83m |
| 60 sec | $13.11m |

Auto manufacturers  Other advertisers

## How many viewers are we likely to get?




## What is it like on the playground?

Number of ads is declining

**Since 2000**, auto manufacturer ads have been the minority

Only three auto manufacturers have been advertising

But advertisers are spending more

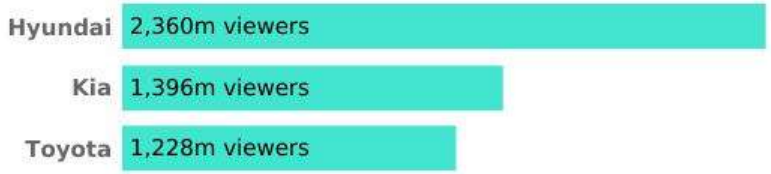
But they poured in more than the quarter of spending

With the following total spending budgets

With viewership being almost steady

Earning about 20% of viewership

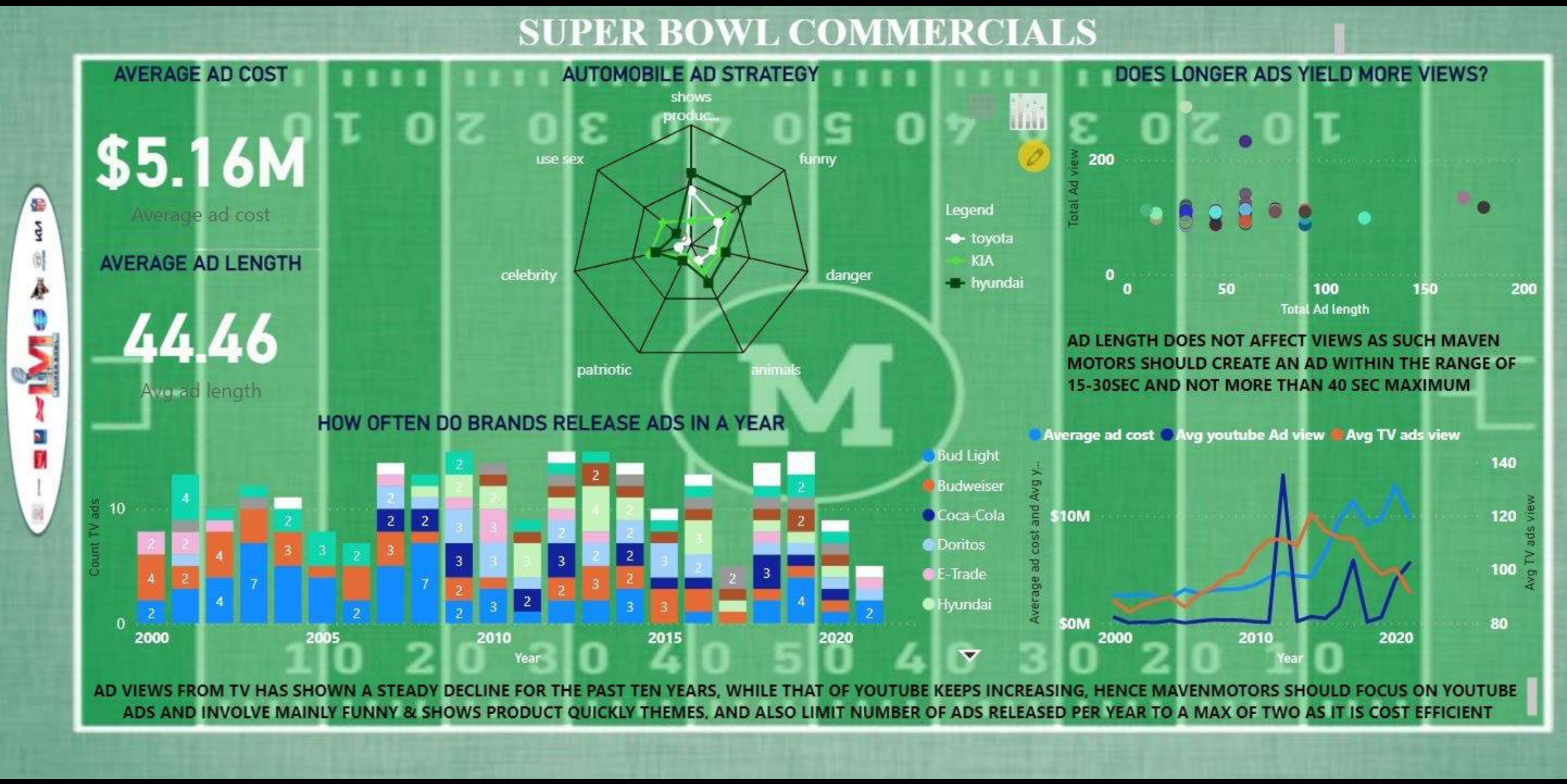
Hyundai ads are the most seen




@Maven Analytics | #mavensuperbowlchallenge | *Islam Salahuddin*

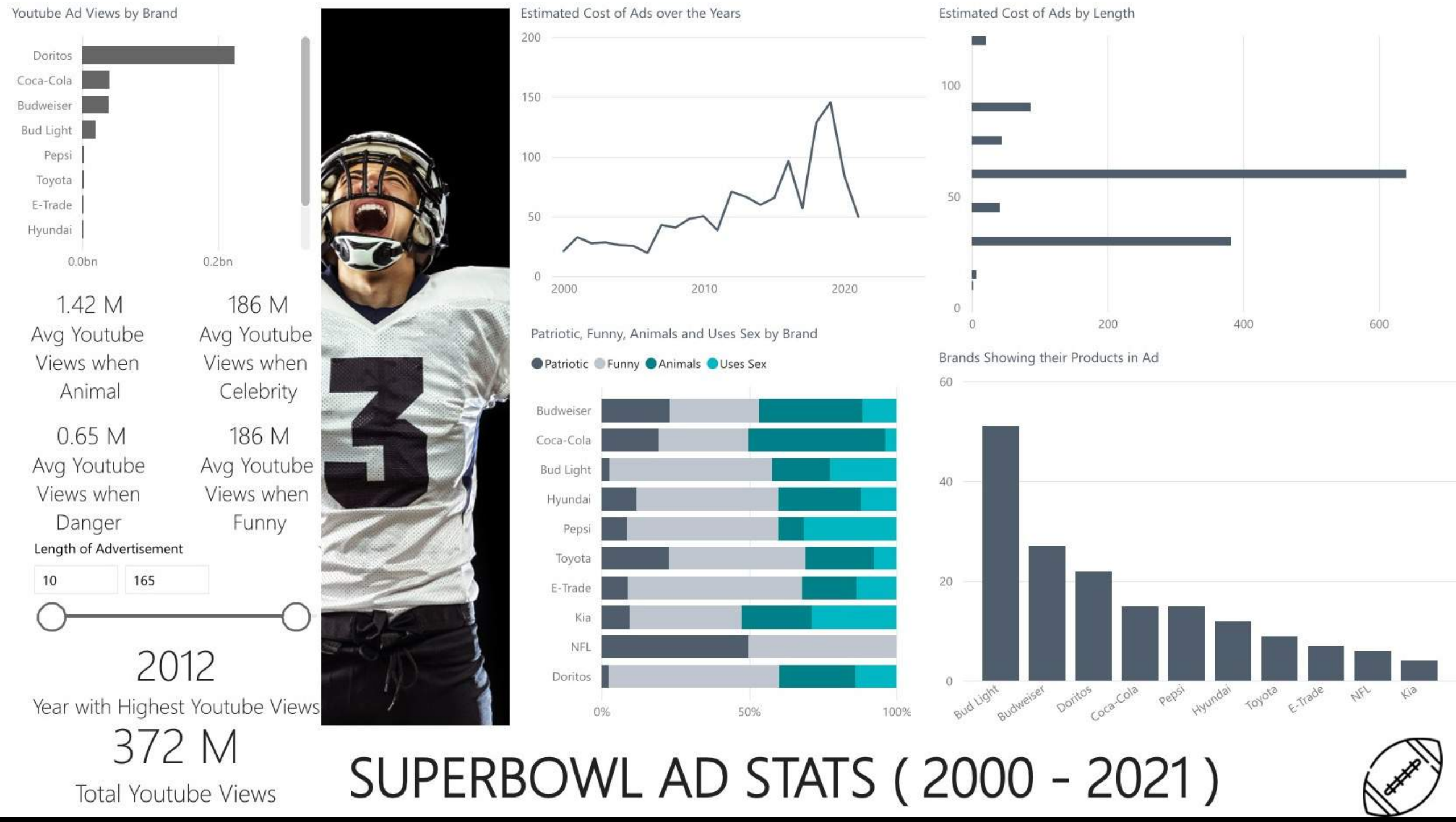
Data Source: FiveThirtyEight | License: Public Domain

# ENTRANT: Islam Salahuddin

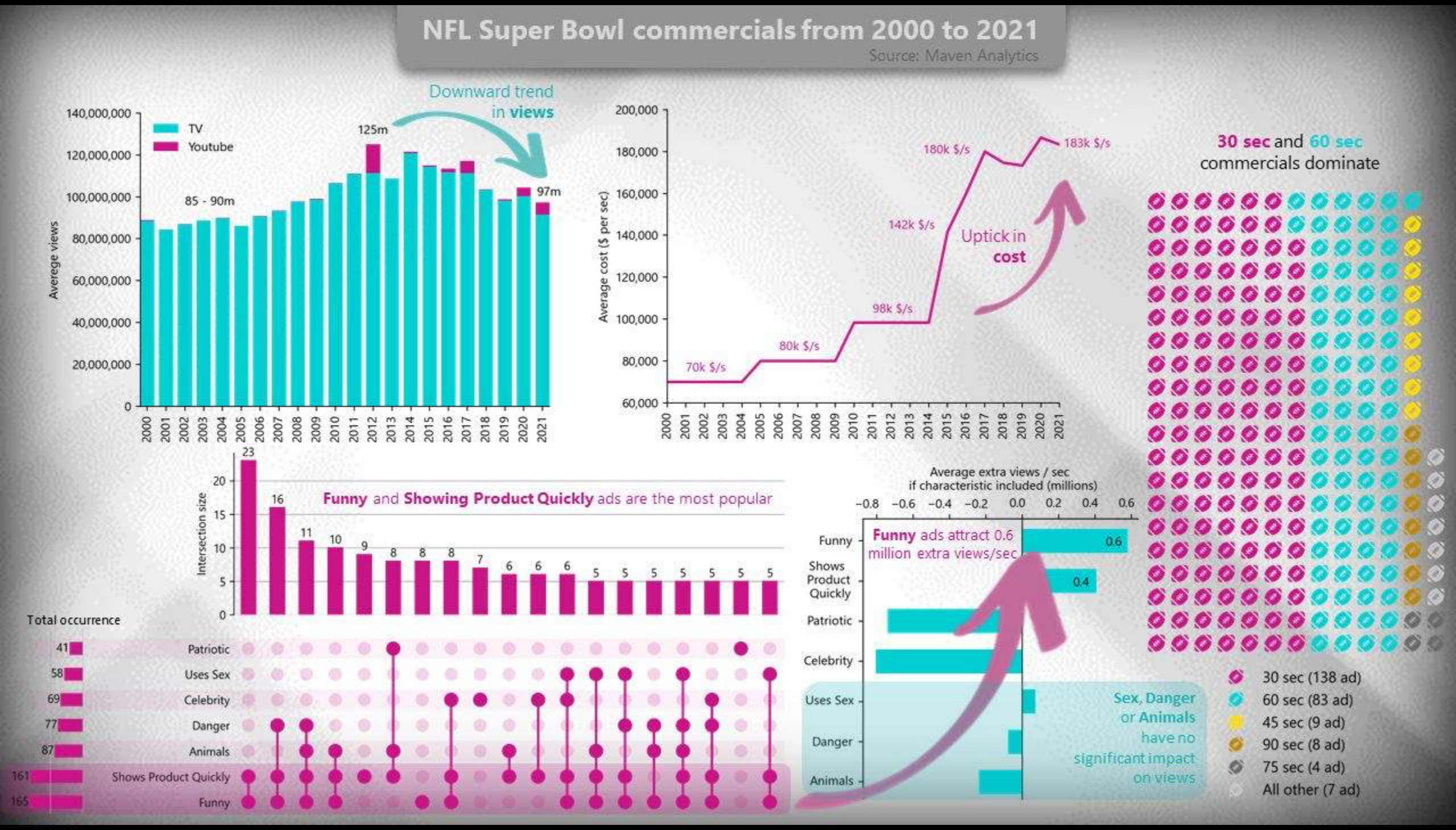



# ENTRANT: Teniola Abiola-Ogedenbe

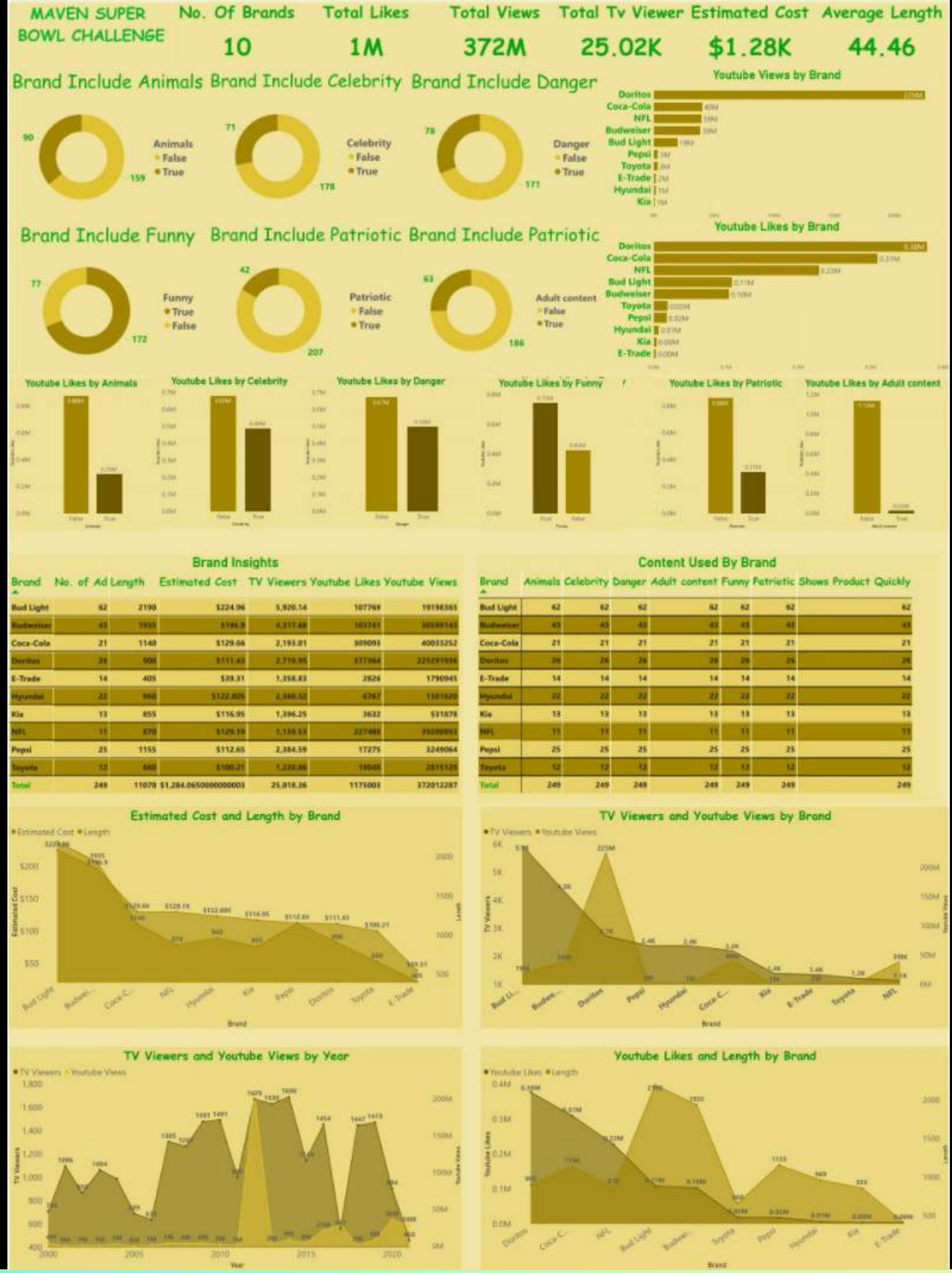
# ENTRANT: Olashile Busari




# ENTRANT: Shiwansh Raj




# ENTRANT: Geza Rippel




# ENTRANT: Mudit Uniyal

# MAVEN MOTORS

| 30 | $1,284.065 | 44.46 | 25,018.36 | 372M |
|---|---|---|---|---|
| Modal Runtime(Se... | Total Estimated Cost(Millions) | Average Runtime(Seconds) | Total TV Viewers(Millions) | Total Youtube Views |

## Insights(Length)

- Over the past ten years, the modal runtime of an ad has been 30-second ads accounting for 55.42% of the runtime category.
- Automotive brands~Kia, Hyundai & Toyota which belong in the same niche as Maven Motors use ads running between 30-90 seconds.
- The top 5 popular ads belong to the categories majorly belong to 30-60 category.
- The lowest costing ads belong to the 30-60 and less than 30 category averaging at $4.6M and $1.9M respectively.

### Strategy

*Opt for a 30-60 Second or a less than 30 Second ad depending on the budget.*

## Insights(Content)

- Ad content is comprised of 7 themes. The most used is the Funny theme, Closely followed by Shows Product quickly, Animals, and Danger themes. These account for 74% of ad themes
- Automotive Brands~Kia, Hyundai & Toyota which belong in the same niche as Maven Motors majorly use Funny, and Shows Product quickly, themes factoring in either Animals, Danger, and Celebrity themes or all in general.

### Strategy

*Opt for a Funny & Show Product quickly incorporating either animals,danger or a celebrity*

## Insights(Advertising Media)

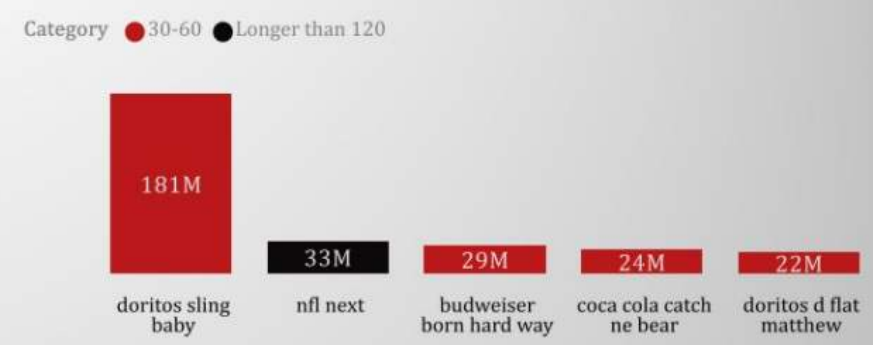
- On average Youtube seems to be garnering more views than TV.TV viewership has been steadily declining since 2014.
- TV adverts are limited to the one device eras in a time where a consumer has more than one device which might explain the dropping numbers in viewers as YouTube is being incorporated in multiple devices.
- According to a Nielsen Report, Youtube reaches more US adults(18-34) than any other cable network.

### Strategy

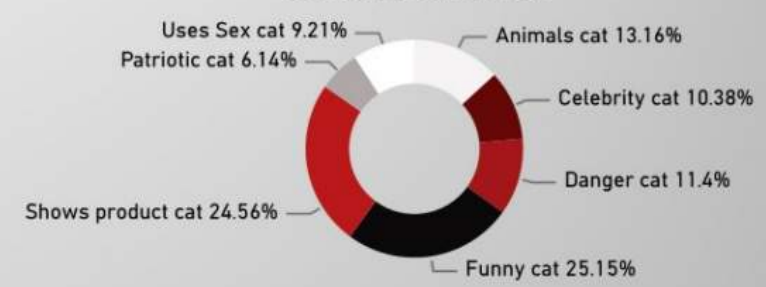
*Supplement TV ads with Youtube ads by shifting 24% of your TV budget to Youtube for maximum success and engagement*

Average Cost by Runtime category(Millions)

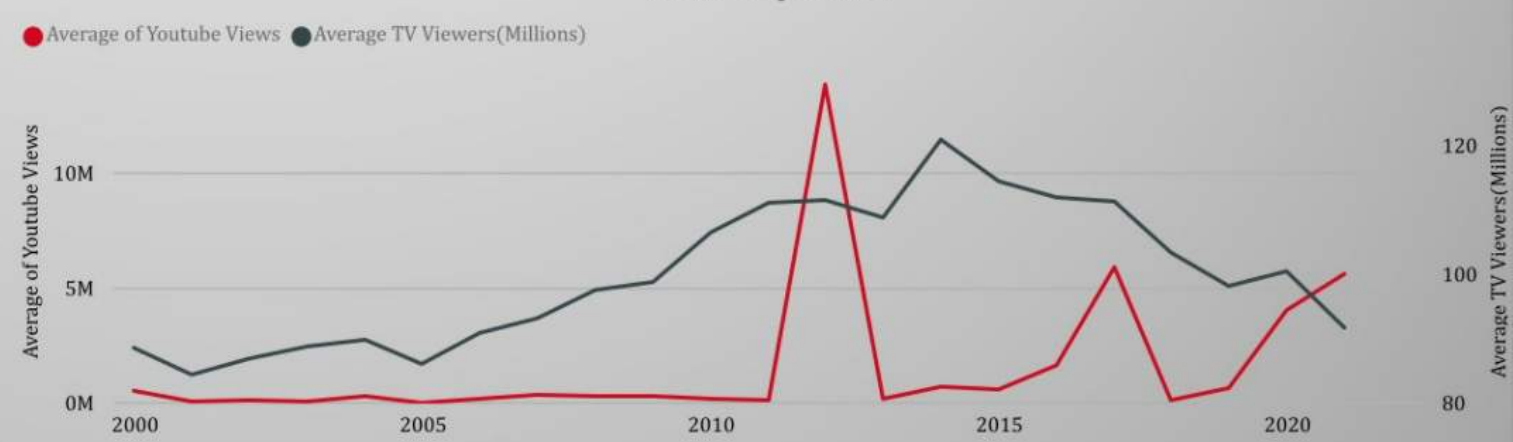
Top 5 Popular ads by Runtime Category



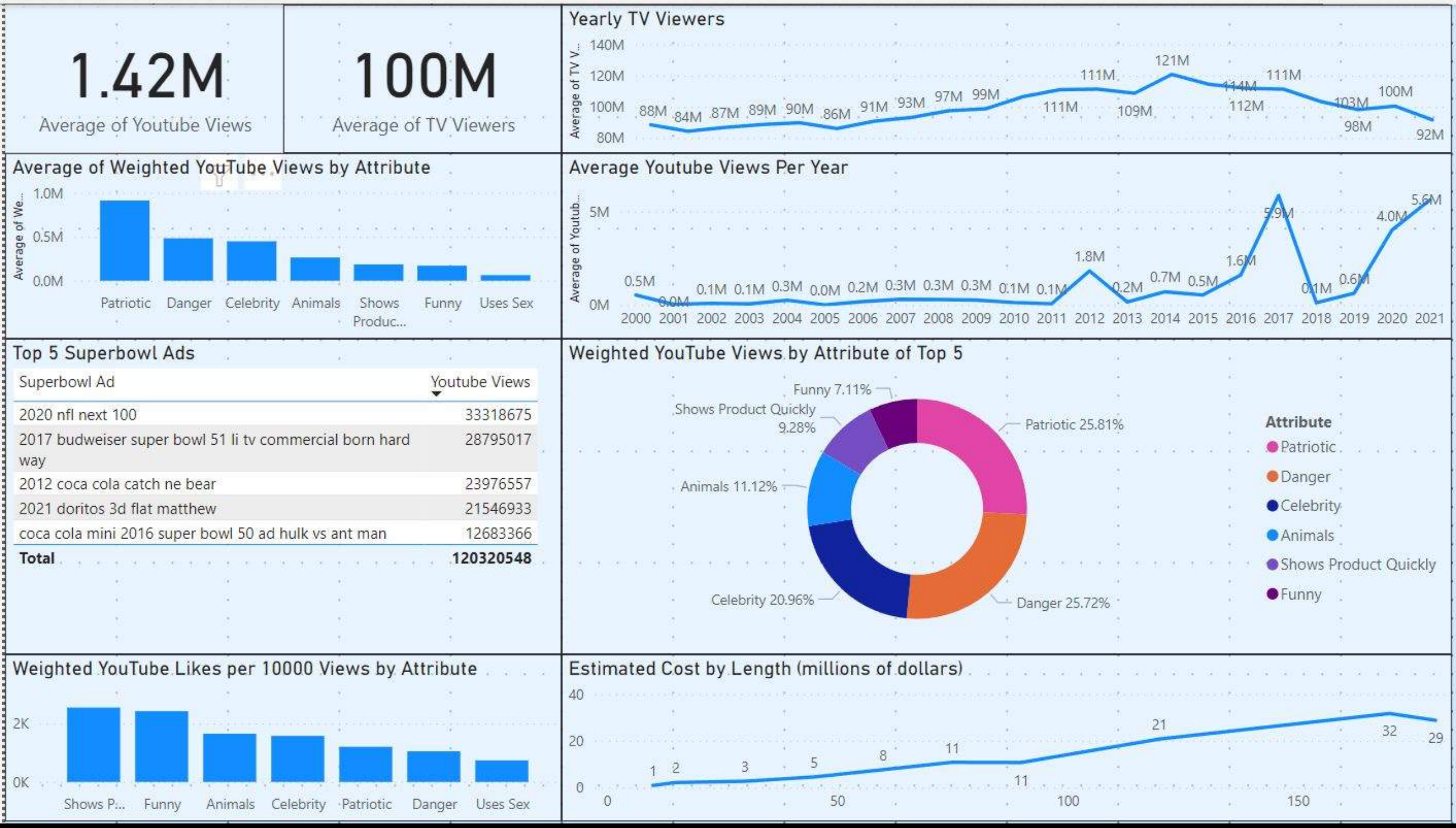

Content Distribution




Viewership trends




# ENTRANT: Imma Wambui

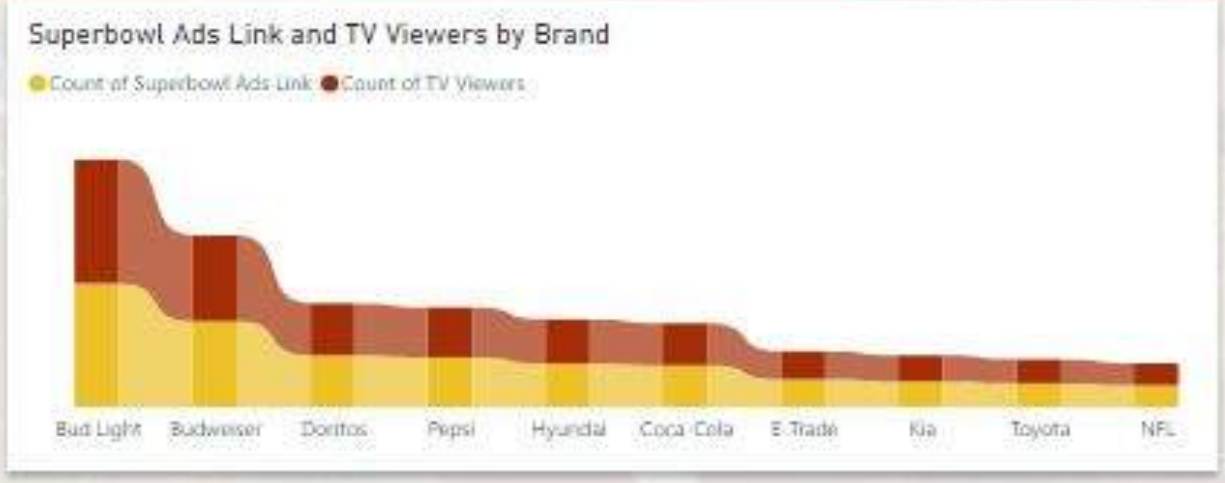


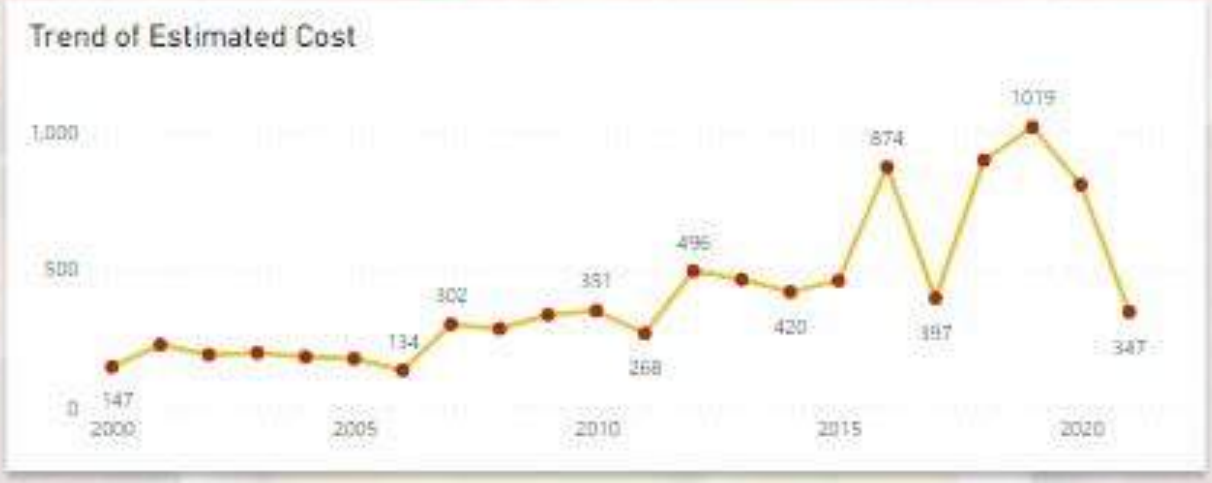

# ENTRANT: Abhra Mandal

MAVEN ANALYTICS

# Super Bowl Challenge

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| 2000 | 2002 | 2004 | 2006 | 2008 | 2010 | 2012 | 2014 | 2016 | 2018 | 2020 |
| 2001 | 2003 | 2005 | 2007 | 2009 | 2011 | 2013 | 2015 | 2017 | 2019 | 2021 |

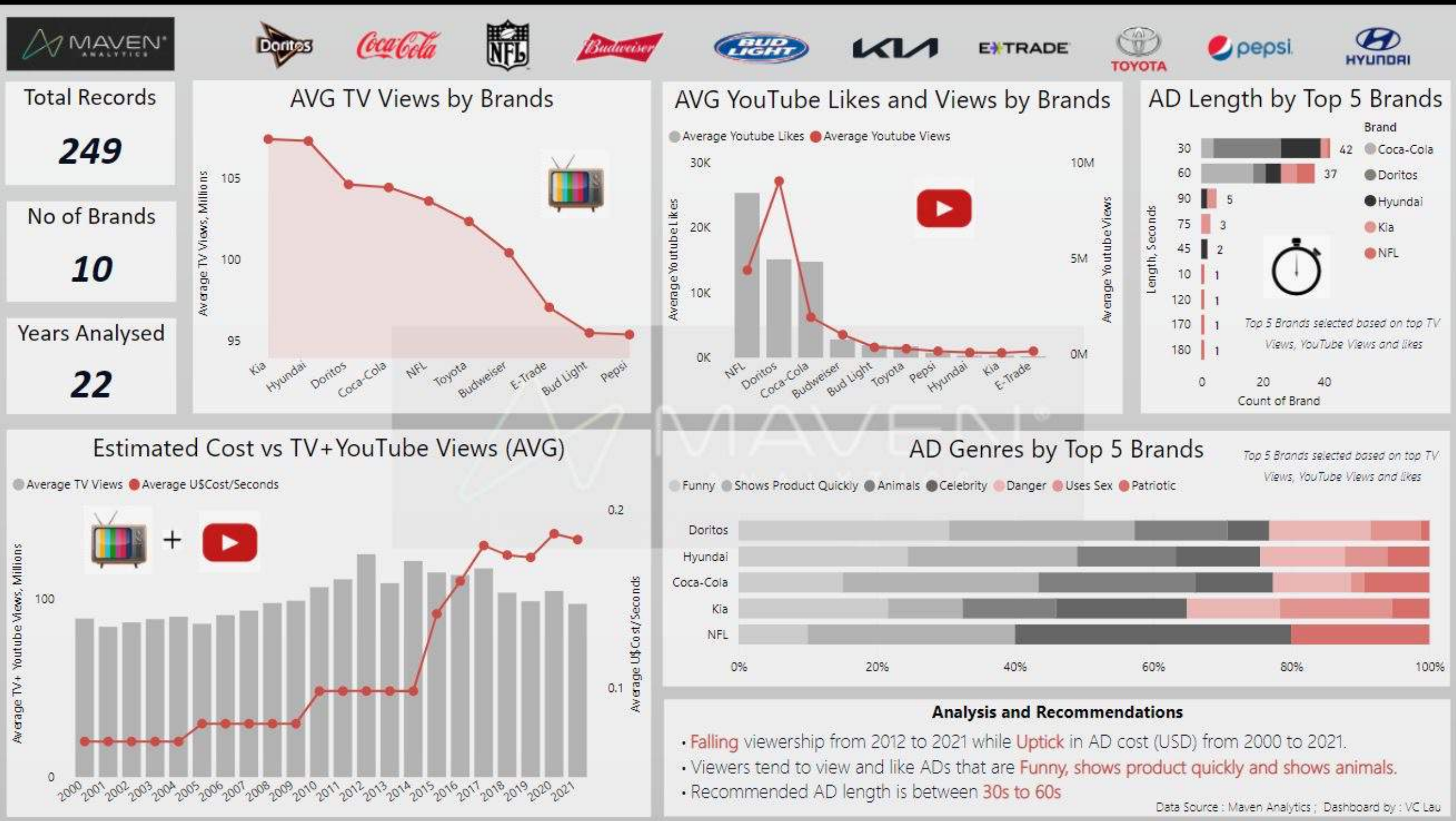



| Brand | Avg Cost | Avg Length | Avg TV Views | Avg Youtube Likes | Avg Youtube Views |
|---|---|---|---|---|---|
| Toyota | 8.35 | 55.00 | 102.34 | 1,731.64 | 255,920.82 |
| Pepsi | 4.51 | 46.20 | 95.38 | 719.79 | 129,962.56 |
| NFL | 11.74 | 79.09 | 103.59 | 25,276.44 | 4,355,661.67 |
| Kia | 9.00 | 65.77 | 107.40 | 302.67 | 40,913.69 |
| Hyundai | 5.58 | 43.64 | 107.29 | 307.59 | 59,164.55 |
| E-Trade | 2.81 | 28.93 | 97.06 | 201.86 | 127,924.64 |
| Doritos | 4.29 | 34.62 | 104.61 | 15,094.56 | 9,011,677.44 |
| Coca-Cola | 6.17 | 54.29 | 104.43 | 14,718.71 | 1,906,345.33 |
| Budweiser | 4.58 | 45.00 | 100.41 | 2,803.81 | 989,721.62 |
| Bud Light | 3.63 | 35.32 | 95.49 | 1,924.45 | 331,006.29 |

**Design:** Kenneth Apeh

# ENTRANT: Kenneth Apeh

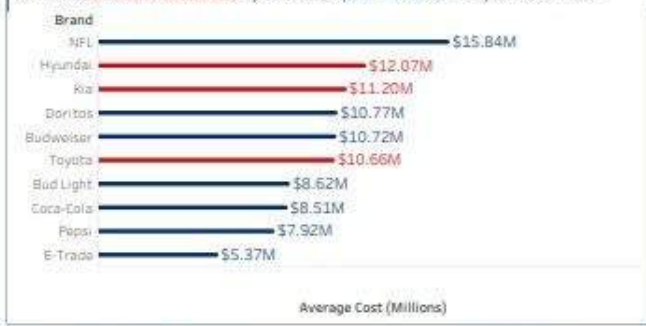



# ENTRANT: Lau Vict Ci

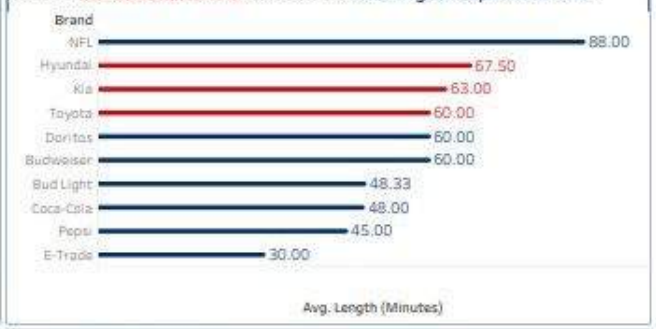
# Maven Motors Super Bowl Ad Challenge

## What does the data tell us about Car Manufacturers' Super Bowl Ads? (2017-2021)

Current **Car Manufacturers** spend over **$10 Million** on Super Bowl Ads.

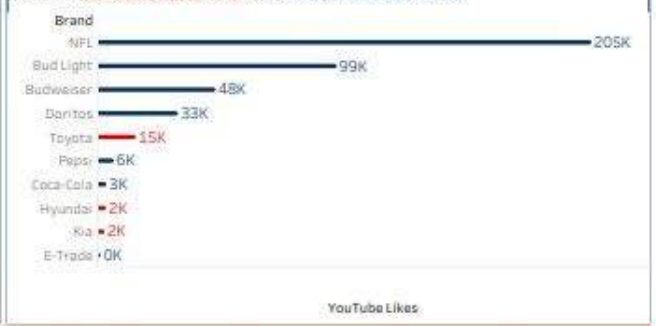



Current **Car Manufacturers** have some of **the longest Super Bowl Ads.**




Current **Car Manufacturers** have some of the **lowest YouTube Views.**

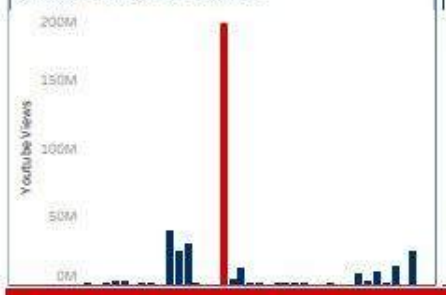
Current **Car Manufacturers** have **fewer YouTube Likes.**



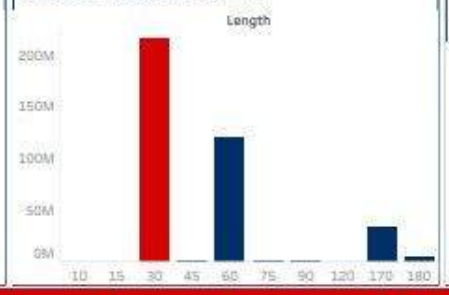

**Car Manufacturers' Super Bowl Ads are expensive, long, and not appealing to viewers.**

## What does the data tell us about successful Super Bowl Ads?

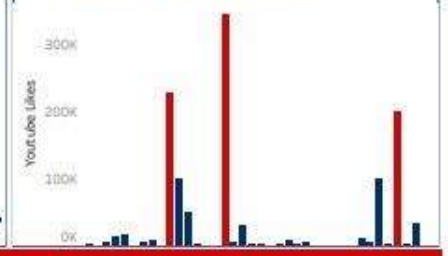
**"Funny"** Super Bowl Ads have over **190 Million YouTube Views.**




**30 Second Commercials** have over **200 Million YouTube Views.**




**"Funny", "Patriotic + Celebrity"**, and **"Funny + Celebrity + Danger"** have over **200,000 YouTube Likes.**

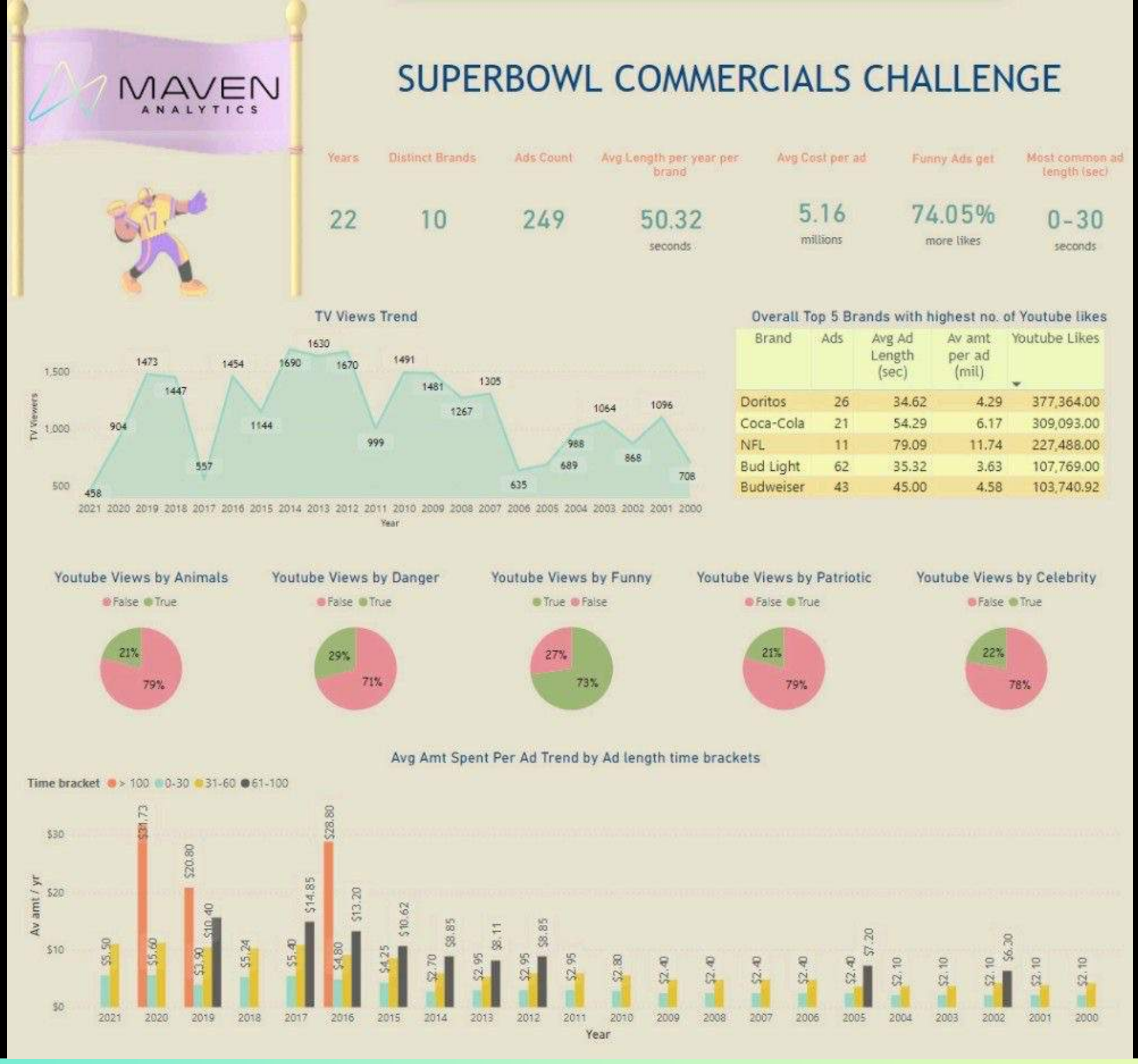



**Our Ad needs to be 30 seconds long and funny. Patriotism, danger, and a celebrity endorsement can add to our success.**

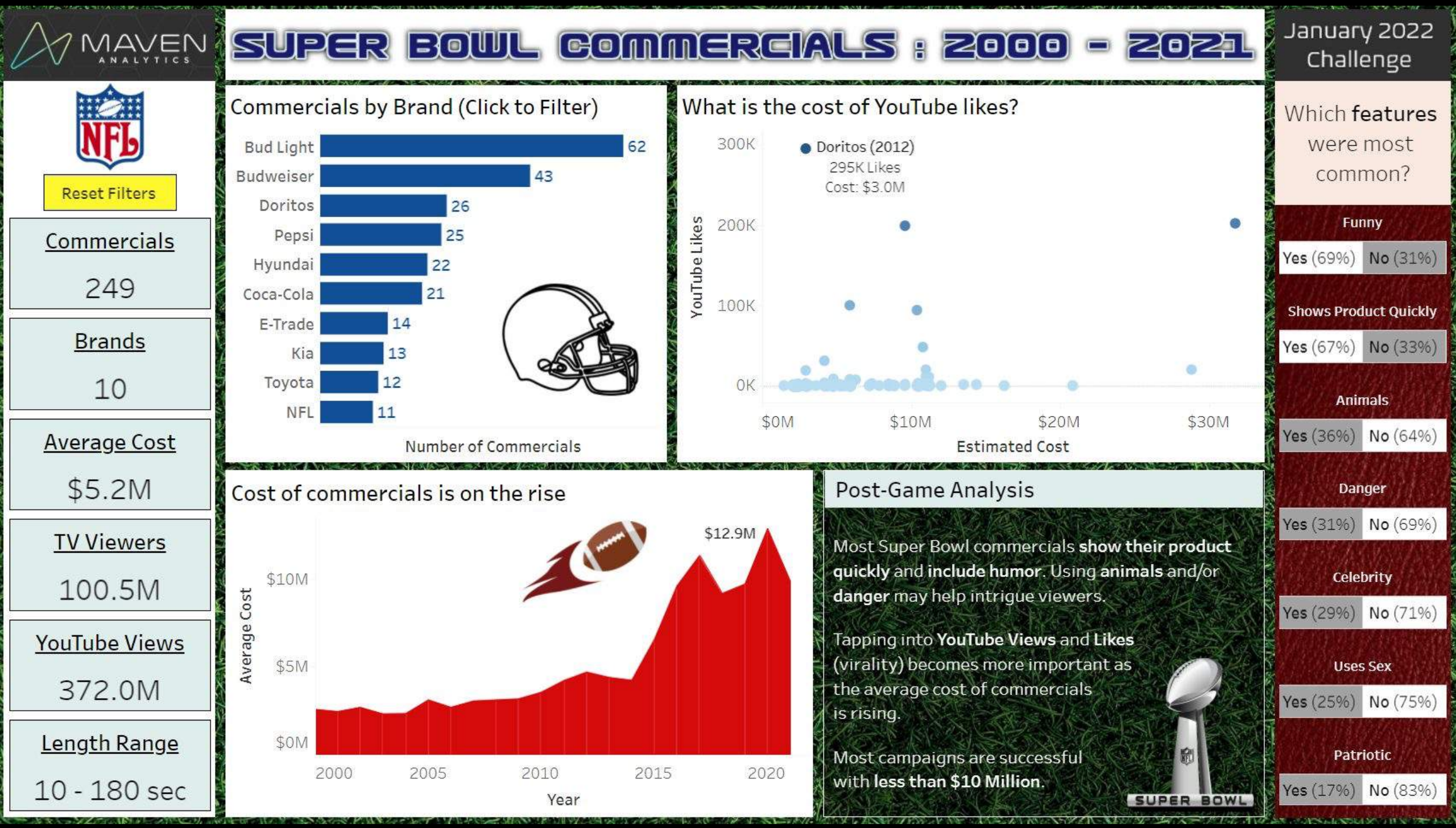
Sample **Super Bowl Ads** that meet our **criteria for success.**

| Superbowl Ads Link | Brand | Year | Youtube Views | Youtube Likes |
|---|---|---|---|---|
| https://superbowl-ads.com/2020-nfl-next-100/ | NFL | 2020 | 33,318,675 | 202,000 |
| https://superbowl-ads.com/2018_pepsi_this_is_the_pepsi/ | Pepsi | 2018 | 736,511 | 3,200 |
| https://superbowl-ads.com/2017-nfl-super-bowl-51-li-tv-commercial-inside-lines/ | NFL | 2017 | 314,261 | 2,200 |
| https://superbowl-ads.com/2020-bud-light-seltzer-inside-posts-brain/ | Bud Light | 2020 | 76,790 | 998 |
| https://superbowl-ads.com/2019-bud-light-medieval-barbers/ | Bud Light | 2019 | 37,292 | 67 |
| https://www.superbowl-ads.com/2021-bud-light-legends/ | Bud Light | 2021 | 4,250 | 33 |
| https://superbowl-ads.com/2019-bud-light-trojan-horse-occupants/ | Bud Light | 2019 | 222 | 3 |

# ENTRANT: Clay Cooper




# ENTRANT: Ruchita Shah




# ENTRANT: Dan Sanchez

Top 10 Super Bowl commercials

# Successful Super Bowl ads

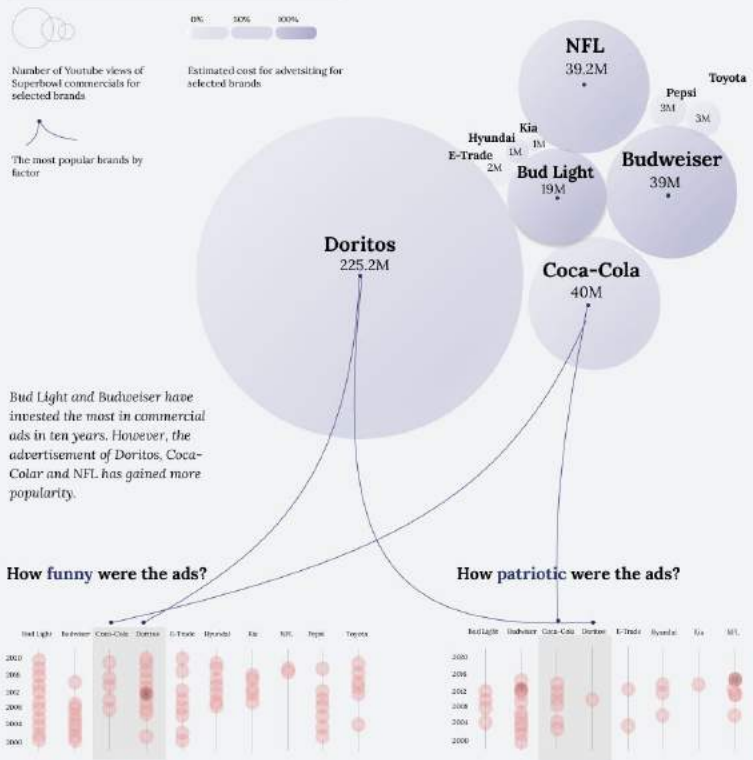
Super Bowl is an iconic event where the ads shown during championship game of the National Football League.

The ads are often unpredictabile, funny and contain special effects. The use of celebrity has also been common. In 2020 the cost for a 30-second slot had reached up to $5.6 mln.

**Below, you can find key brands that were shown the most on the Super Bowl from 2000 to 2021 and factors identifying success.**

## Popular brands, Youtube views, M

How to read




*Bud Light and Budweiser have invested the most in commercial ads in ten years. However, the advertisement of Doritos, Coca-Colar and NFL has gained more popularity.*

**How funny were the ads?**

**How patriotic were the ads?**

**The ads used sex**

**A celebrity was invited**

**The ads used danger**

**The ads included an animal**

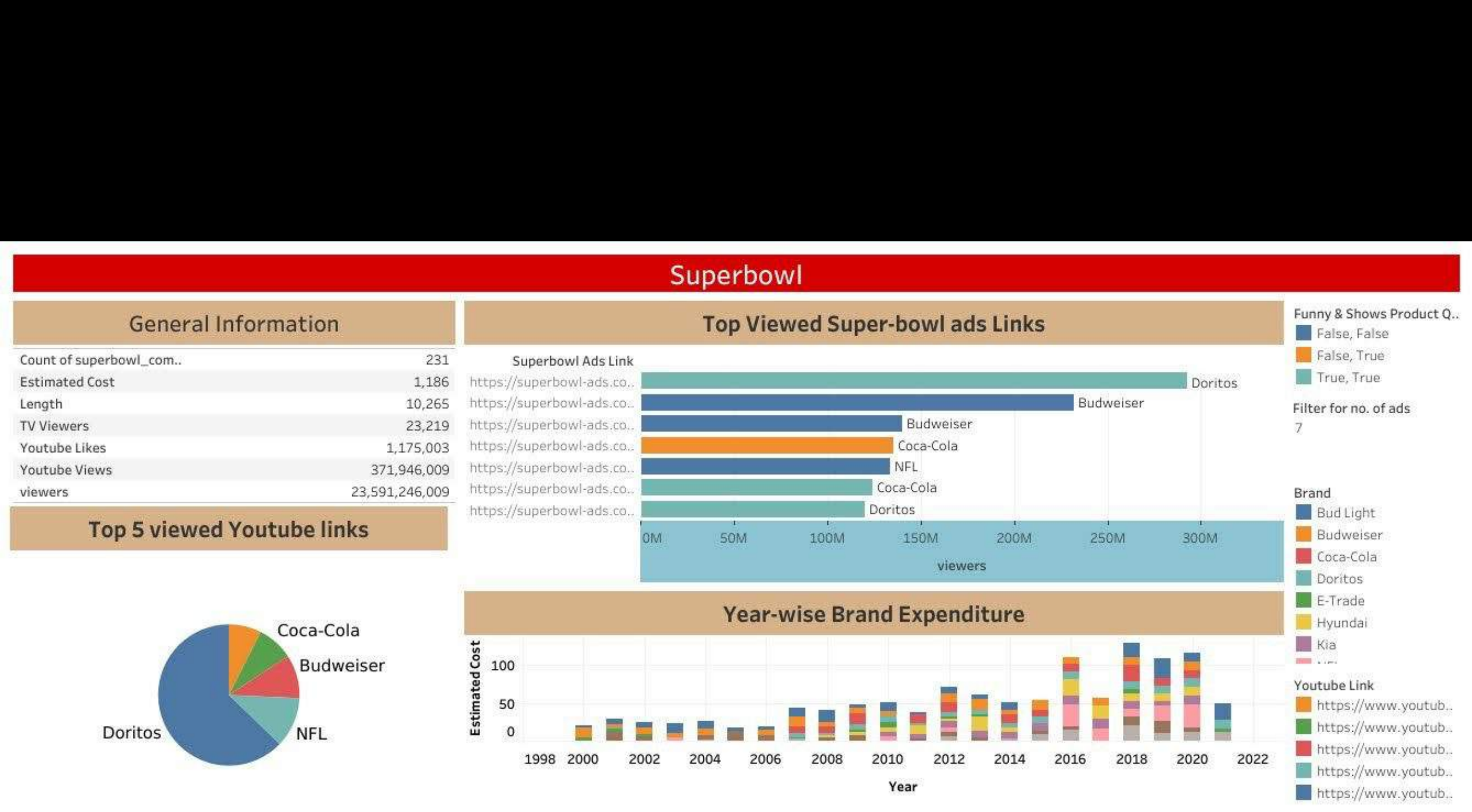
**As a result we can see that all factors are equally important for ads success in Super Bowl.**

Source: Maven Analytics

Date: 23.01.2022

Author: Kseniia Udovitskaia

# ENTRANT: Kseniia Udovitskaia



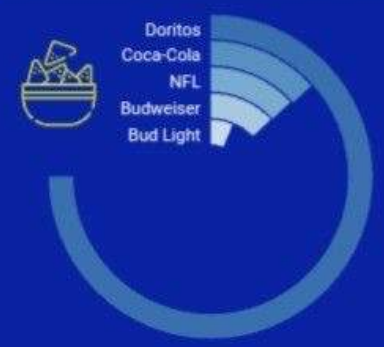

# ENTRANT: Bhargav Aghara

# Superbowl Commercials Analysis for Maven Motors ( 2000-2021)

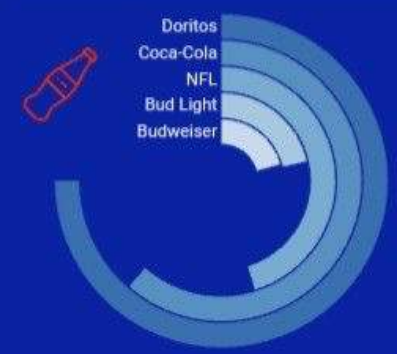
Created By Dharmendar
For Maven Motors

| 249 | 3.075 | 1284 | 2417 | 1175K | 372M |
|---|---|---|---|---|---|
| No of Ads | Length of Ad's in Hrs | Cost of Ad's in M | TV viewers in M | YouTube Likes | YouTube views |

**Doritos Dominated the Ad views in YouTube with 225M Views**




**Doritos & Coca-Cola got more Likes on YouTube**




**Strategy 1 - Maven Motors should include more Humour and showcase Product quickly in Ad's like Doritos and Coca-Cola**

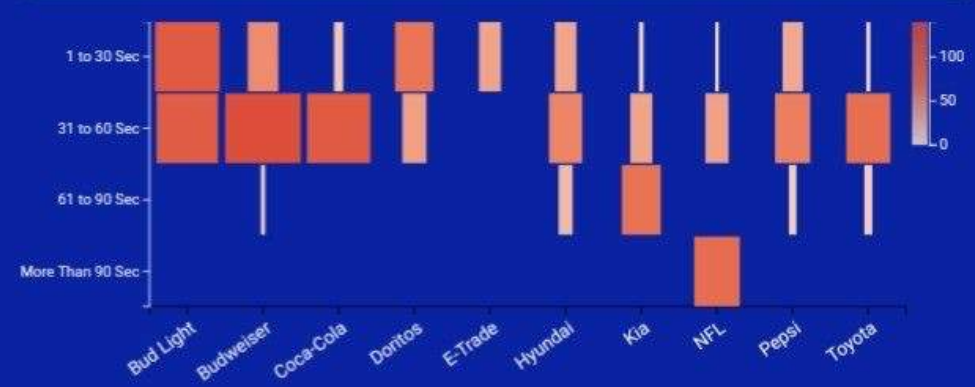
**Doritos**

*96% of their Ad's were Funny & 84.5 % Ad's showed Product quickly*

**Coca-Cola**

*71.4% of their Ad's showed Product quickly and 57.1 % Ad's showed Animals*

**Estimated cost on Ad's by Brands based on Ad length**




***"Time is Money"***

*"Doritos wins again" Their key Strategy was to keep the add length minimum which made them to spend less on Ad's and made more profit from YouTube views and Likes.*

*Keeping Ad time less than 30 Seconds by adopting Strategy 1 and Non-Inclusive of Celebrity will be a game changer for Maven motors.*

**The Most used Content by Brands - This table gives the comprehensive picture of content used in Ad's**

| Brand | Funny | Quick Product | Animal | Danger | Celebrity | Use Sex | Patriotic |
|---|---|---|---|---|---|---|---|
| Doritos | 96% | 85% | 42% | 46% | 19% | 23% | 4% |
| Bud Light | 95% | 82% | 34% | 47% | 24% | 39% | 5% |
| E-Trade | 93% | 50% | 29% | 21% | 7% | 21% | 14% |
| Pepsi | 72% | 60% | 12% | 24% | 64% | 44% | 12% |
| Kia | 62% | 31% | 38% | 38% | 54% | 46% | 15% |
| Hyundai | 55% | 55% | 32% | 27% | 27% | 14% | 14% |
| Toyota | 50% | 75% | 25% | 33% | 17% | 8% | 25% |
| Budweiser | 49% | 63% | 56% | 16% | 12% | 19% | 37% |
| Coca-Cola | 38% | 71% | 57% | 29% | 29% | 5% | 24% |
| NFL | 18% | 55% | | | 73% | | 36% |
| Total | 69% | 67% | 36% | 31% | 29% | 25% | 17% |

***Intresting Insight from Table***

*"NFL" Brand used theme Patriotic and Celebrity in the Ad's and got the 2nd highest YouTube Views & Likes*

*But the Ad cost was 31.73M since length of the video was 170 Seconds*

# ENTRANT: Dharmendar S

# Super Bowl Ads Analysis

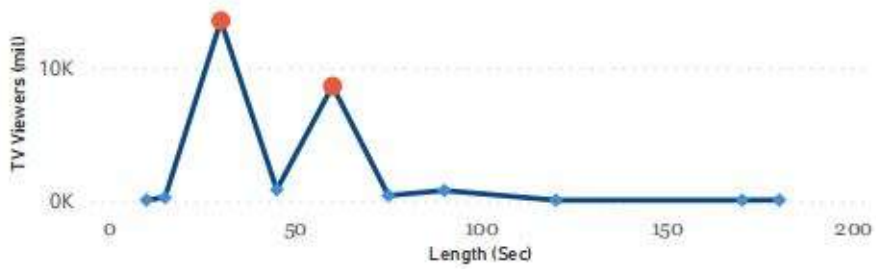
**100.48M**
TV Viewers per Ad

**-8.78%**
YOY tv viewers per ad

**7.23M**
Avg automobiles ads cost

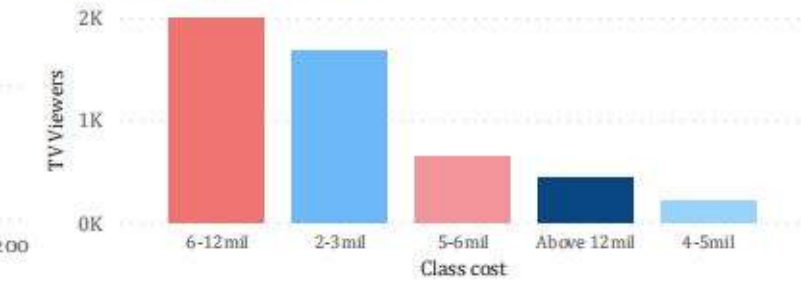
| Brand | TV viewers | TV Viewers per Ad |
|---|---|---|
| Kia | 1.40bn | 107.40M |
| Hyundai | 2.36bn | 107.29M |
| Doritos | 2.72bn | 104.61M |
| Coca-Cola | 2.19bn | 104.43M |
| NFL | 1.14bn | 103.59M |
| Toyota | 1.23bn | 102.34M |
| Budweiser | 4.32bn | 100.41M |
| E-Trade | 1.36bn | 97.06M |
| Bud Light | 5.92bn | 95.49M |
| Pepsi | 2.38bn | 95.38M |

## TV Viewers By Length



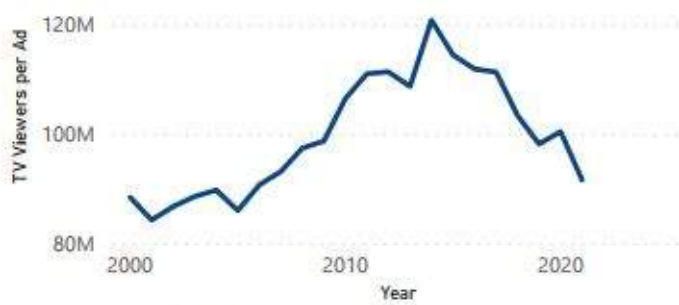

30 Sec and 60 Sec Ads have most views

## TV Viewers by Class cost




Cost 2-3 mil is optimum , but we can spend 6 mil to 12 mil to reach more audience

## TV Viewers per Ad by Year




From 2015 onwards, the TV viewership per ad is going downhill

| Patriotic | Count of ads | TV Viewers | TV Viewers per Ad |
|---|---|---|---|
| False | 39 | 4,162.80 | 106.74M |
| True | 8 | 821.83 | 102.73M |

| Shows Product Quickly | Count of ads | TV Viewers | TV Viewers per Ad |
|---|---|---|---|
| False | 22 | 2,356.13 | 107.10M |
| True | 25 | 2,628.50 | 105.14M |

Filtered By Hyundai, Kia, Toyota

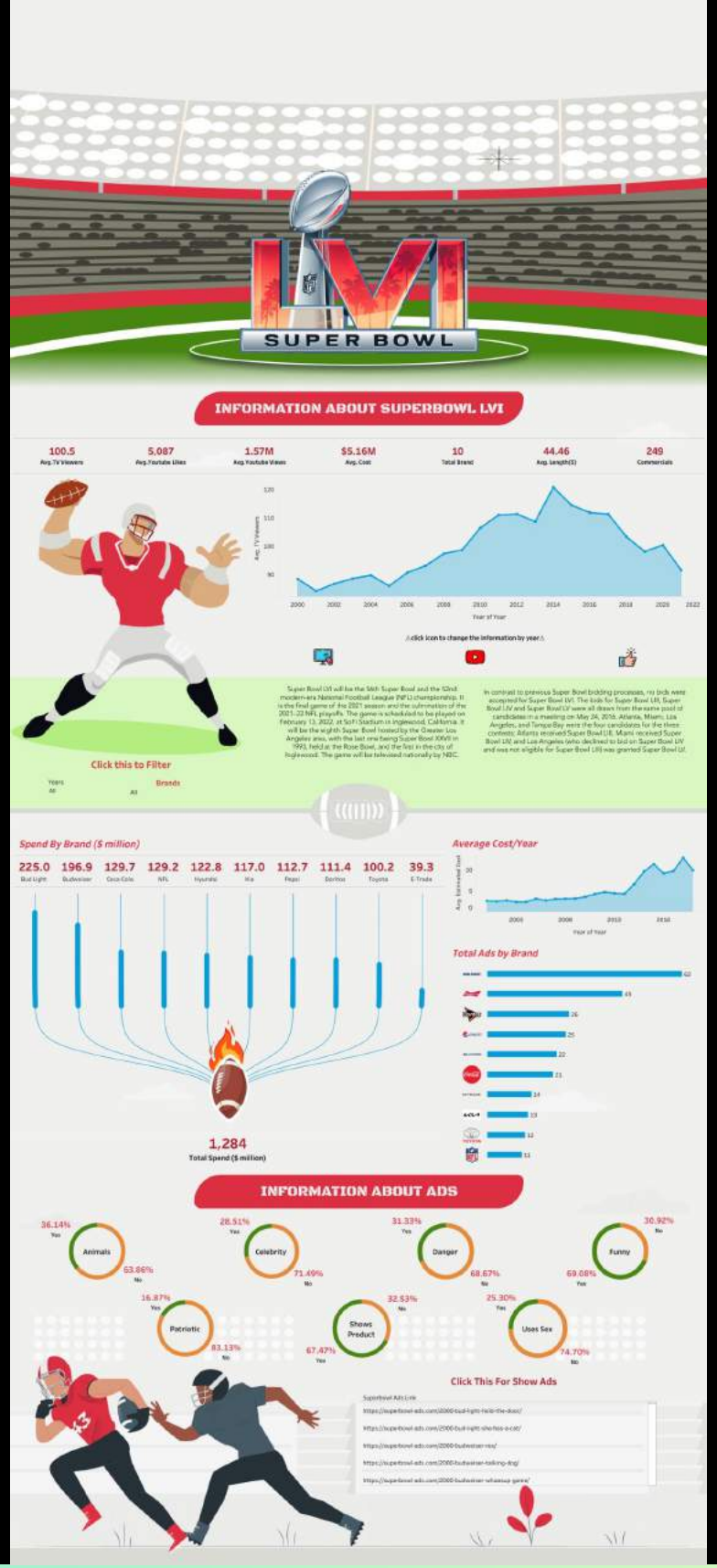
**Tv Viewers per Ad**

**-3.76%**
When Ad is patriotic

**-1.83%**
When Ad Shows Product Quickly

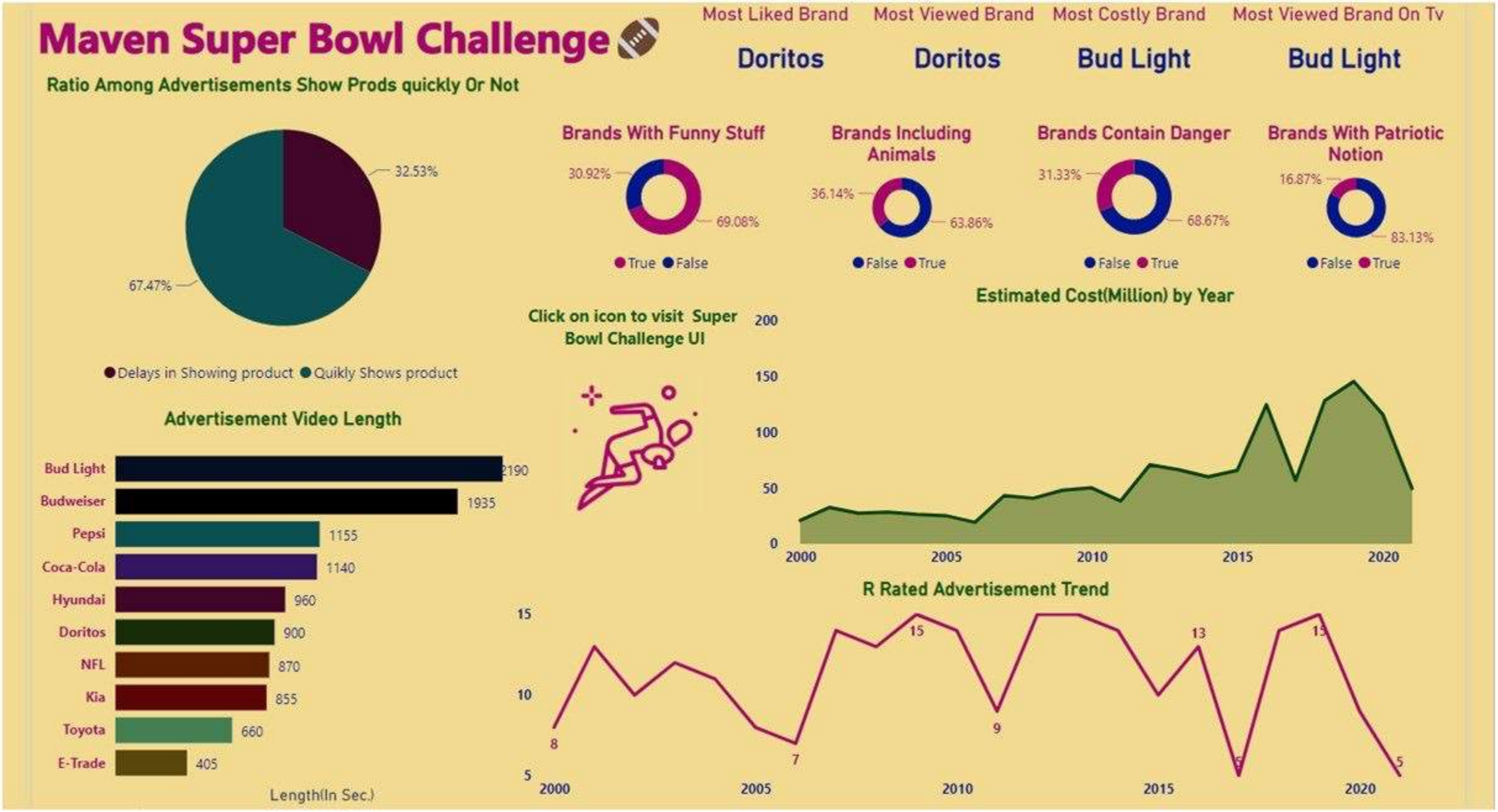
- Maven motors should create an ad that is 30 or 60 second long
- Estimated cost of automobile ads when between 6-12 mil yield more audience, however 2-3 mil is economical and have decent audience.
- Automobile ads when patriotic and shows product quickly in their ad tend to decrease average TV viewership.

# ENTRANT: Mohammed P

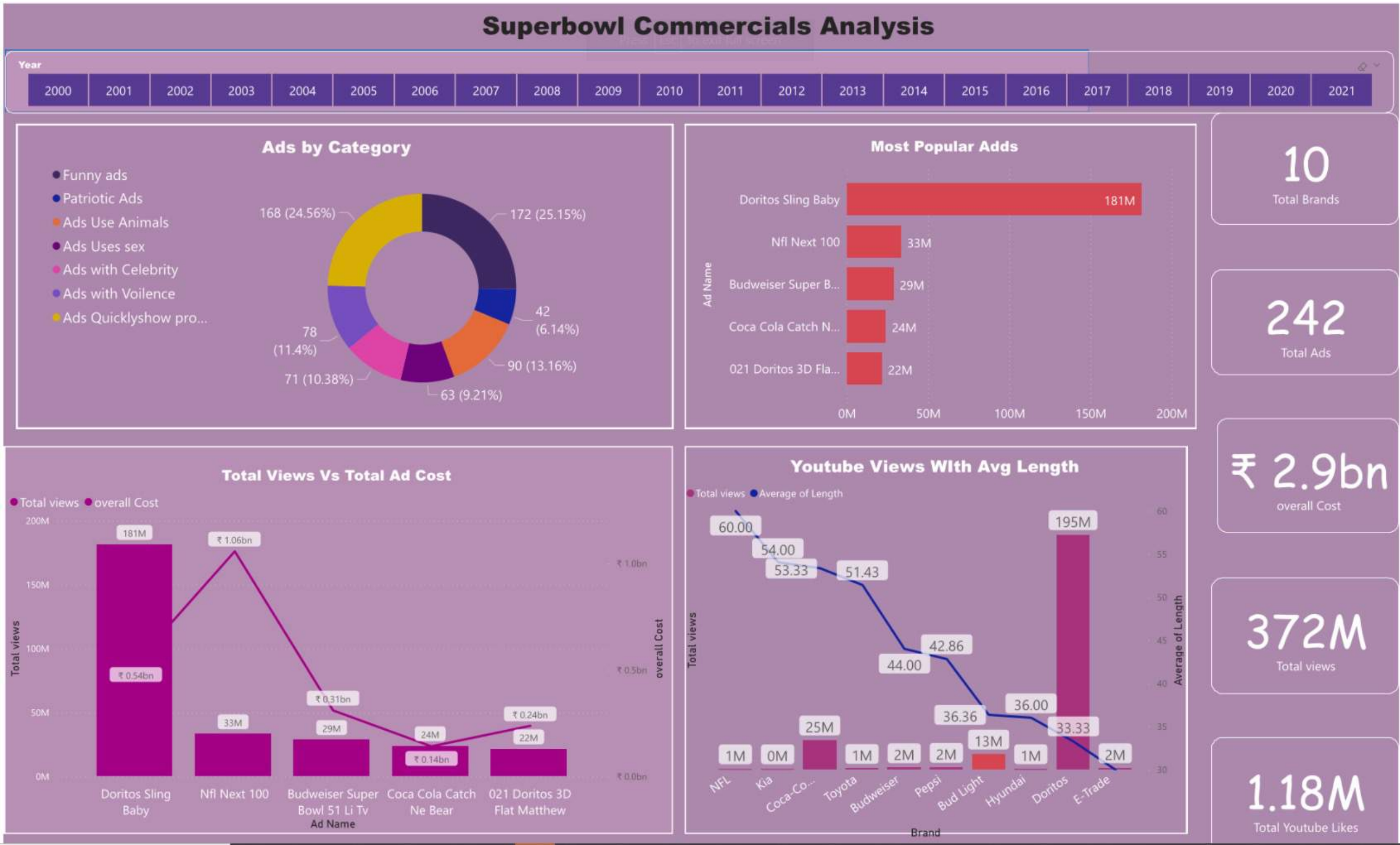



# ENTRANT: Adhi Bagus Pribadi

# ENTRANT: Anu Bajracharya




# ENTRANT: Anishika Pandey




# ENTRANT: Syed Umar

# Super Bowl Challenge

| 102M | 5M |
|---|---|
| Average of ttl_views | Average cost |

**Ad with the most views**
Doritos
2012

**Ad spent the most**
NFL
2020

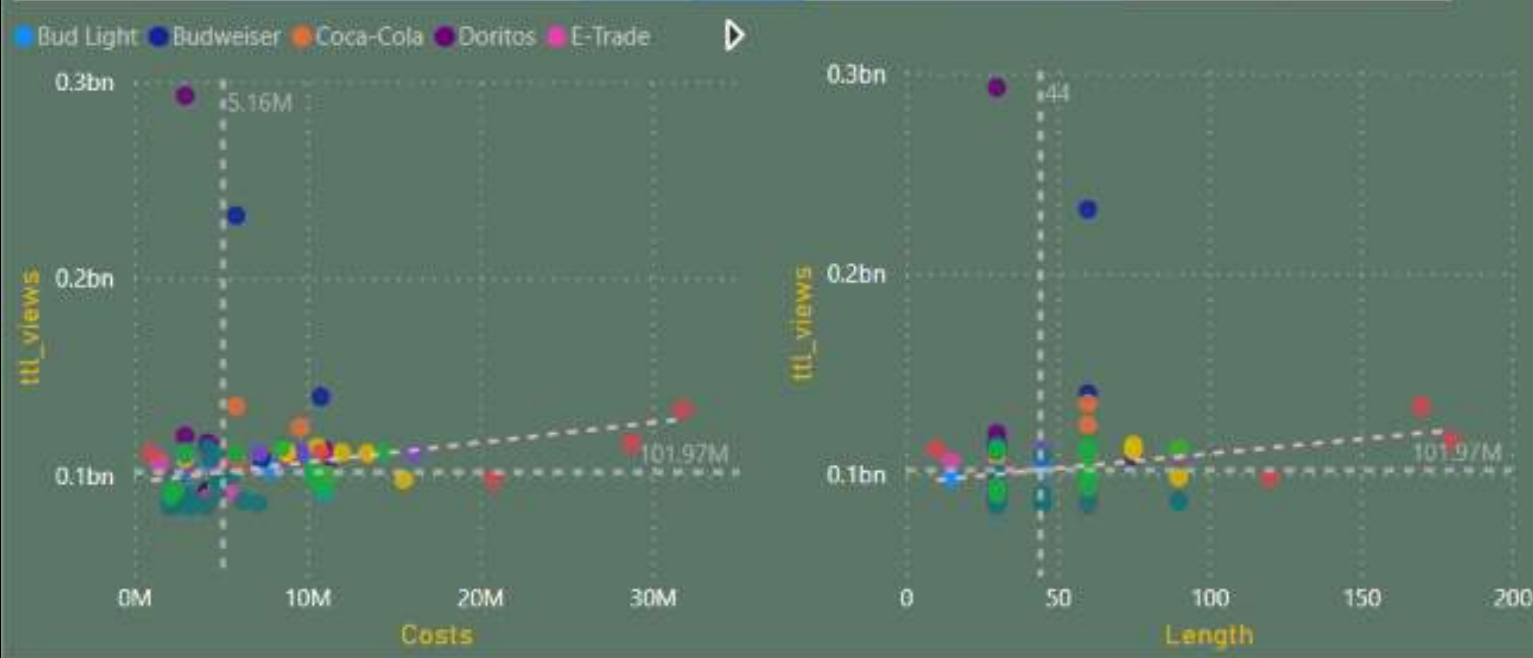
| 10 | 249 |
|---|---|
| Count of Brands | Count of Commercials |

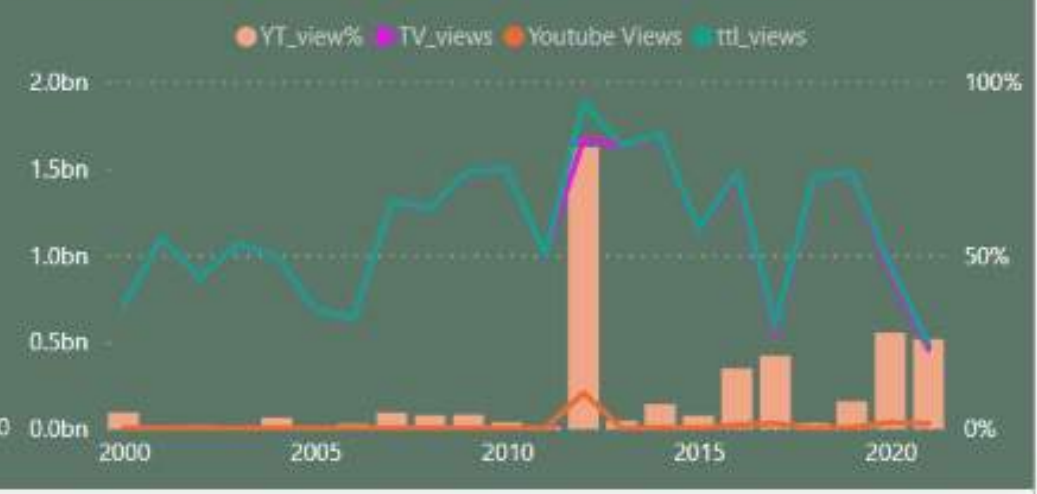
| Brand | Count | Funny | Shows Product Quickly | Patriotic | Celebrity | Danger | Animals | Uses Sex | ttl_views | ttl_cost |
|---|---|---|---|---|---|---|---|---|---|---|
| Bud Light | 62 | 59 | 51 | 3 | 15 | 29 | 21 | 24 | 5,939,338,365 | 224,960,000 |
| Budweiser | 43 | 21 | 27 | 16 | 5 | 7 | 24 | 8 | 4,356,279,143 | 196,900,000 |
| Doritos | 26 | 25 | 22 | 1 | 5 | 12 | 11 | 6 | 2,945,241,936 | 111,430,000 |
| Pepsi | 25 | 18 | 15 | 3 | 16 | 6 | 3 | 11 | 2,387,839,064 | 112,650,000 |
| Hyundai | 22 | 12 | 12 | 3 | 6 | 6 | 7 | 3 | 2,361,621,620 | 122,805,000 |
| Coca-Cola | 21 | 8 | 15 | 5 | 6 | 6 | 12 | 1 | 2,233,043,252 | 129,660,000 |
| Kia | 13 | 8 | 4 | 2 | 7 | 5 | 5 | 6 | 1,396,781,878 | 116,950,000 |
| E-Trade | 14 | 13 | 7 | 2 | 1 | 3 | 4 | 3 | 1,360,620,945 | 39,310,000 |
| Toyota | 12 | 6 | 9 | 3 | 2 | 4 | 3 | 1 | 1,230,875,129 | 100,210,000 |
| NFL | 11 | 2 | 6 | 4 | 8 | 0 | 0 | 0 | 1,178,730,955 | 129,190,000 |

Search Year

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010
2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021

The proper length should be within **30 ~60** minutes; we should be expecting a cost around **5M** (maybe a bit higher considering the rising cost seen in the past year).
**"Funny", "Show product quickly", "Animal"** are the three factors we should consider to include to attract more viewers; **"Celebrity"** may not be as effective as imagine, and the cost is averagely higher if there is a celebrity in the commercial; **"Sex"** is the element we should be avoiding as views seems to be less if this factor exists.
**TV** is still the major channel we should focus on, but don't abandon YouTube views completely consider there is a rising tendency on YouTube views






# ENTRANT: Wei-Ting Hsu

# MAVEN SUPER BOWL CHALLENGE

*Sector Defns:*
- ***Alcoholic Drinks*** *- Includes* ***Bud Light and Budweiser***
- ***Automobile*** *- Includes* ***Kia, Toyota and Hyundai***
- ***Finance*** *- Includes* ***E-Trade***
- ***Non Alcoholic Drinks*** *- Includes* ***Pepsi, Coca- Cola***
- ***Snacks*** *- Includes* ***Doritos***
- ***Sports League*** *- Includes* ***NFL***

**Metrics Defined:**
- **Likeability (%) / Interaction factor (%)** - No. of likes on YT video/ No. of views on YT Video
- **Viewers per unit cost:** No. of TV viewers/ Estimated Cost
- **Combined Views :** YT Views + TV Views
- **Cost per unit length :** Cost of ad/ Length of ad

## Impact of Ad Content (Funny, Patriotic, etc) on the Views and Interaction

| Correlation Matrix | Animals | Celebrity | Danger | Funny | Patriotic | Uses Sex | Shows Product Quickly | Combined Views(in Millions) | YT Likeability (%) |
|---|---|---|---|---|---|---|---|---|---|
| Animals | 1 | | | | | | | | |
| Celebrity | -0.18798 | 1 | | | | | | | |
| Danger | 0.133886 | -0.07367 | 1 | | | | | | |
| Funny | 0.017606 | -0.03879 | 0.247389 | 1 | | | | | |
| Patriotic | 0.035532 | -0.00977 | -0.38299 | -0.40663 | 1 | | | | |
| Uses Sex | 0.016779 | 0.180307 | 0.024133 | 0.239012 | -0.14971 | 1 | | | |
| Shows Product Quickly | 0.088761 | -0.07218 | -0.00754 | 0.072179 | -0.00737 | -0.01354 | 1 | | |
| Combined Views(in Millions) | 0.016514 | -0.18681 | -0.04106 | -0.132 | 0.040121 | -0.12732 | 0.082147 | 1 | |
| YT Likeability (%) | 0.07906 | 0.186314 | -0.02327 | -0.10544 | 0.102161 | -0.05224 | -0.07171 | 0.46433413 | 1 |

| *Ad Features V/S Likeability* | |
|---|---|
| *Regression Statistics* | |
| Multiple R | 0.19211056 |
| R Square | 0.03690647 |
| Adjusted R Square | 0.00402035 |
| Standard Error | 0.79493738 |
| Observations | 213 |

| *Combined Views V/S Ad Features* | |
|---|---|
| *Regression Statistics* | |
| Multiple R | 0.218515227 |
| R Square | 0.047748905 |
| Adjusted R Square | 0.015233014 |
| Standard Error | 33.30419281 |
| Observations | 213 |

1. Rows with missing values for YT views and likes have been removed for Regression/Correlation analysis
2. The correlation between ad features and Likeability factor and views is low
3. The Adjusted R squared values are very low for the regression output bet. a) Ad features and Combined Views, b) Ad features and Likeability factor (Also most of the ad features are insignificant)

**Conclusion: Most of the ad features don't have a large impact on the views or likeability of the Ad. Ads with celebrities have high correlation with Likeability as they possibly attract attention of fans. Patriotic ads also have a good correlation with Likeability, due to the emotion they might be giving to the viewer about the brand or the product.**

## Sector and Brand- wise Analysis

***Observations:***

1. Median values are taken since the distribution was not normal for the metrics and measures.

2.Sectors with only one company cannot be considered as benchmarks or references for the overall sector

3.**General Trend across industries** - The **viewers per unit cost has decreased** with time, showing that the cost of investing for **TV ads is not providing the reach it did few years back.**

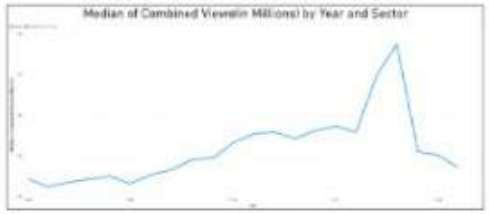
4. In **2017**, both the **Hyundai and Kia ads** had ads which promoted strongly what the brand/product stood for (and this is the same year where Automobile has the highest median likeability). The **Kia ad featured an Eco friendly car**, with **Melissa McCarthy** as the celeb featuring in the ad, while **Hyundai ad** was **patriotic in nature**, and had a **campaign for the soldiers** for Hyundai.

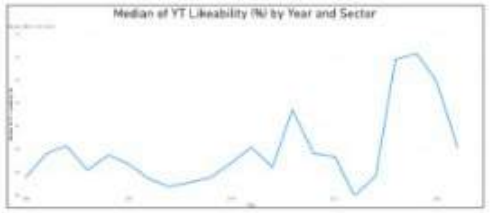
5. In **2019**, the **Alcoholic sector** had the best likeability across the sector, and this was mainly cause of the **Bud Light medieval ads** which **highlighted the ingredients** of the drink. The ad with the maximum likeability for the campaign, was a **collaboration with GoT**.

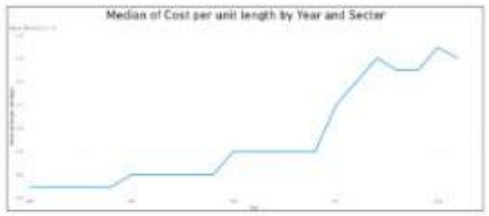
6.In **2002**, the **Non Alcoholic drinks** sector had seen the maximum likeability, the Pepsi ad featured **Britney Spears** and it was a journey of people enjoying pepsi across decades.

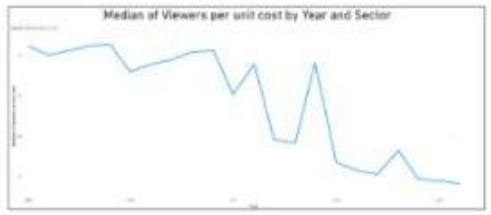
7.In **2018**, the Snacks sector had a viral ad with a **GoT collab featuring Morgan Freeman**.

8.In **2019**, the **NFL** ad was loved by the viewers and it featured a few **celebrities**.



***Recommendations for Maven Motors for launching their ADs-***

a) Maven Motors should focus more **spending on Celebrities** for their ad campaign to make it **viral and loved by people**, rather than spending on getting the ad to play on TV. The ad can be small in length, since the cost is proportional to the run time of ad on TV.

b) The ad should convey the **ideology/differentiating factor behind the product/brand**, like Kia did with its Eco car and Hyundai showcasing it's campaign for the soldiers.

c) Maven Motors can **collaborate with some famous on-going TV series, since the GoT ads were loved by the public**. Ad collabs with **Ozark,Euphoria, etc**. They can **star Zendaya** from Euphoria in the ad, as she has **gained a lot of fame from the recent Spiderman Movie**.

d) Maven Motors can spend more on **pushing the ad over Youtube** than **TV since the views per unit cost has been decreasing over years**, and cost is paid only to air ads on TV.
e) Mavin Motors **could have a patriotic ad campaign** as well, but they will need to **be careful** with the same as **Hyundai had released one** and they **could receive backlash** if the ad is perceived as an attempt to use the formula for their benefit.

# ENTRANT: Pranav Arora

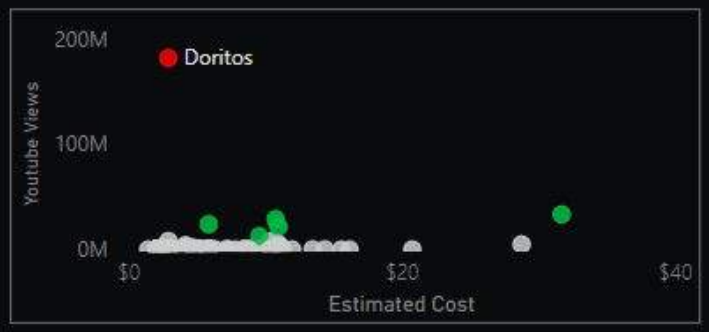
To run a successful ad for the **Super Bowl 2022**, the following are recommended:

SUPER BOWL 2022

MAVEN MOTORS

**THEME CATEGORY :** Danger and with Celebrity

**Doritos 181M views commercial can be considered as outlier and might be a one-off thing. Recommended theme is based on top 5 views (10M above) excluding Doritos.**




| Youtube Views | Brand | Danger | Celebrity | Funny | Animals | Patriotic | Uses Sex |
|---|---|---|---|---|---|---|---|
| 181M | Doritos | | | ★ | | | |
| 33M | NFL | | ★ | | | ★ | |
| 29M | Budweiser | ★ | | | | ★ | |
| 24M | Coca-Cola | ★ | | | ★ | | |
| 22M | Doritos | ★ | ★ | ★ | ★ | | |
| 13M | Coca-Cola | ★ | ★ | ★ | | | |

**RECOMMENDED BUDGET** *in millions*

**Celebrity prices varies. Influencers can be taken into consideration upon hiring.**

with Celebrity
**$17.4**

without Celebrity
**$9.3**

$5M

Kim Kardashian

$4M

Brad Pitt

$4M

The Rock

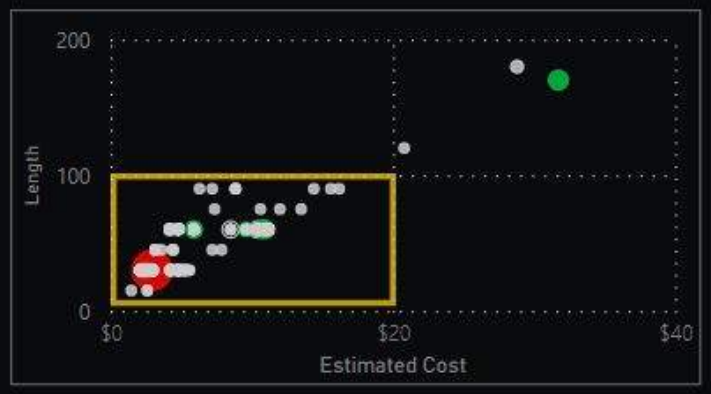
$2M

Adelle

$1M

Addison Rae

**RECOMMENDED LENGTH :** 82 seconds



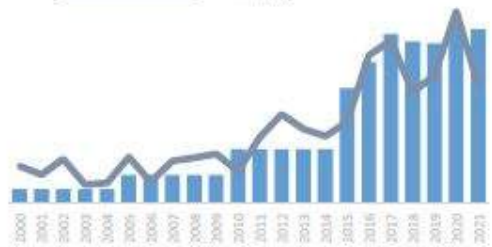

**HIGHLIGHT:** *Viewers per year have been declining, the last peak was 2014 (8 yrs ago). Investment for such should be taken with great care and thorough analysis.*

# ENTRANT: Jocelyn Rivera

# Maven Motors Commercial | Maven Analytics Super Bowl Challenge | Jennifer Bigby

| 5 Year Average Per Ad (All Brands) | | | | | | |
|---|---|---|---|---|---|---|
| Content Type | Use | TV Viewers | Length (Sec) | Cost Per Sec | YouTube Views | % YouTube Likes |
| Patriotic | 31% | 102.4 M | 67.33 | $177.6 K | 4.4 M | 0.44% |
| Funny | 50% | 99.4 M | 55.00 | $178.4 K | 1.6 M | 0.37% |
| Shows Product Quickly | 65% | 100.7 M | 53.71 | $177.4 K | 0.6 M | 0.71% |
| Animals | 25% | 100.4 M | 62.50 | $179.4 K | 2.9 M | 0.45% |
| Danger | 27% | 100.2 M | 60.00 | $181.0 K | 5.0 M | 0.27% |
| Celebrity | 50% | 100.4 M | 62.71 | $180.4 K | 2.5 M | 0.42% |
| Uses Sex | 6% | 101.7 M | 40.00 | $174.2 K | 0.0 M | 0.87% |
| *2017-2021 Average* | | *100.8 M* | *57.92* | *$178.0 K* | *2.3 M* | *0.41%* |
| *2021 Average* | | *91.6 M* | *54.00* | *$183.3 K* | *5.6 M* | *0.12%* |

Both Cost Per Second and length increase over time.



**Insights:**

- There are 16x more TV viewers than YouTube viewers in general. Automotive ads have a 9% higher TV viewers than other brands. In general, the most popular themes on TV contained sex, were patriotic, or showed the product quickly.
- In the past 5 years there was an uptick in YouTube views. The YouTube ads with the most views had humor, showed products quickly, or included animals.
- The average cost per second continues to increase Y/Y since, and loosely corelates to length of ad.

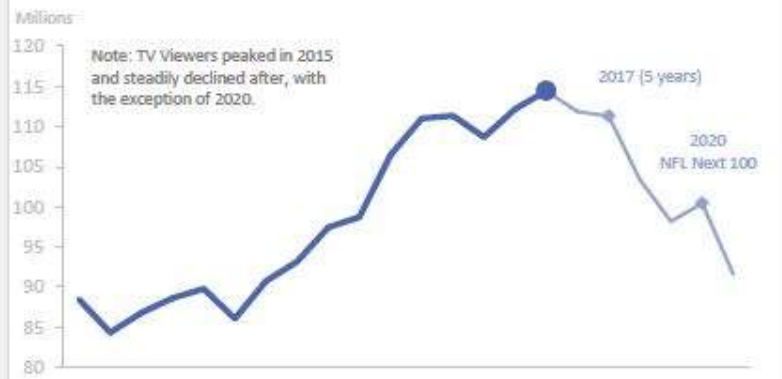
**Recommendation:**

$11M+ budget to create an ad that maximizes TV views while also appealing to YouTube audience. The ideal ad will be about 50 seconds, show product within the 1st 10 seconds, be funny, and possibly include animals or patriotism. By not using celebrities or danger, it allows additional funds can be reallocated to social media.

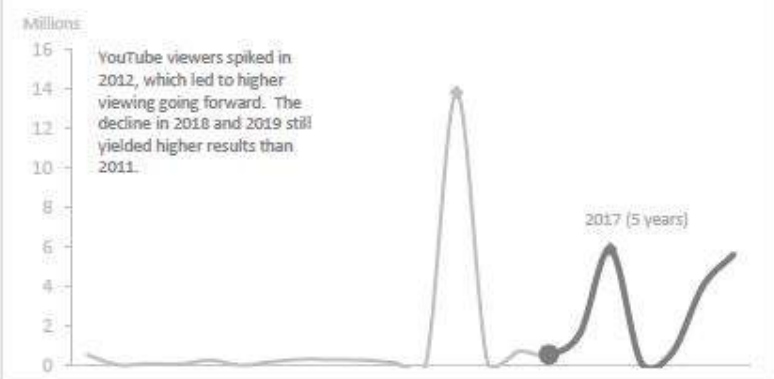
## TV views vs. YouTube views

In the last 5 years, automotive commercials with patriotic themes yielded the highest average YouTube views, but were also the most inconsistent. Those that were consistent and increased in the last year were funny, showed products quickly, and included animals.

TV views continue to decline since 2015...




YouTube views continue to rise since 2015...



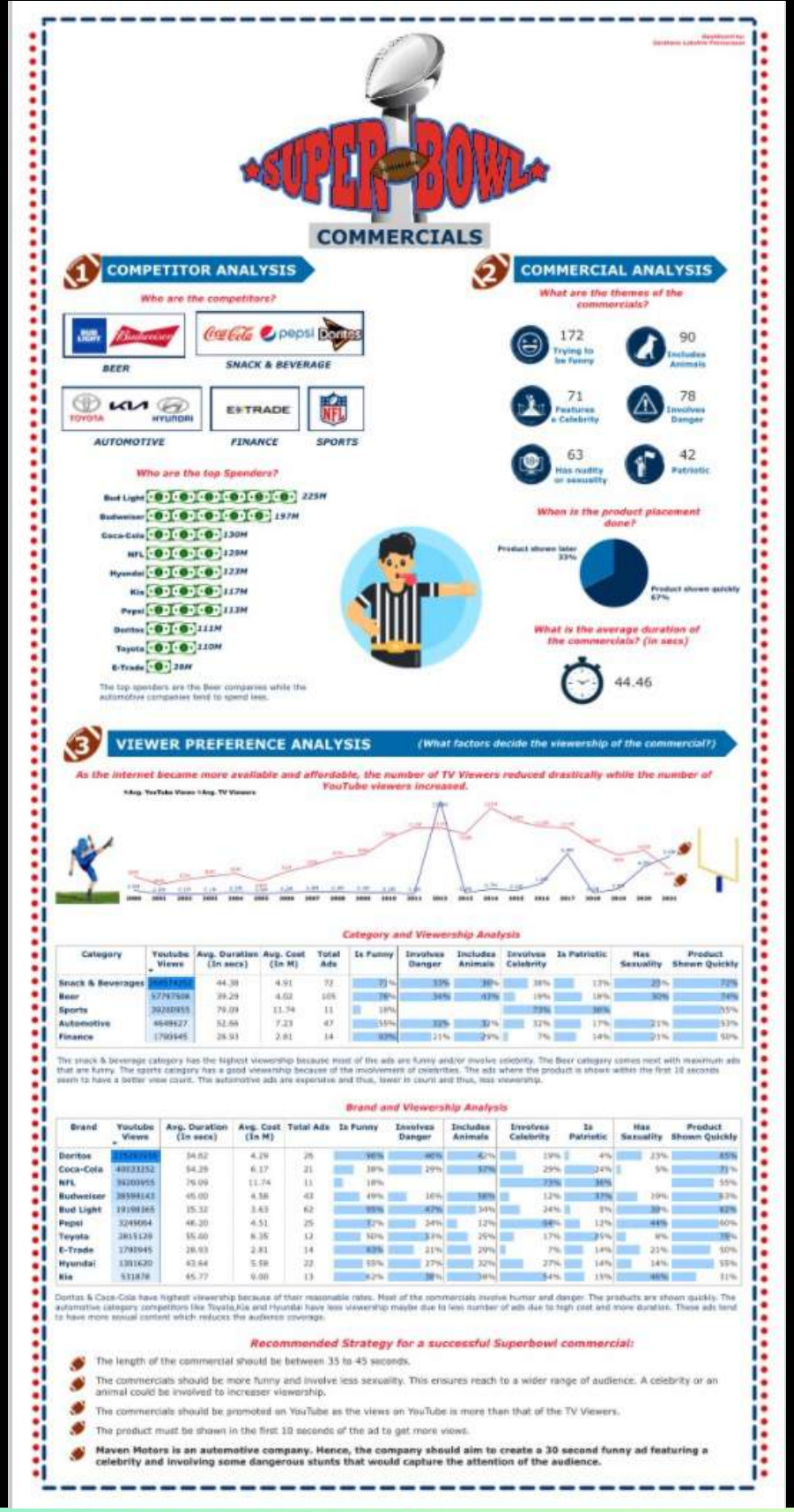

**Top 5 Automotive Commercials 2017-2021 (TV Views)**

| Superbowl Ads Link | TV Viewers | Estimated Cost | Length(sec) | Patriotic | Funny | Shows Product Quickly | Animals | Danger | Celebrity | Uses Sex |
|---|---|---|---|---|---|---|---|---|---|---|
| https://superbowl-ads.com/2017-hyundai-super-bowl-51-li-tv-commercial-better-super-bowl/ | 111.3 M | $16.2 M | 90 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| https://superbowl-ads.com/2017-kia-super-bowl-51-li-tv-commercial-heros-journey-starring-melissa-mccarthy/ | 111.3 M | $13.5 M | 75 | 0 | 1 | 0 | 1 | 1 | 1 | 0 |
| https://superbowl-ads.com/2018-kia-stinger-steven-tyler-big-game-ad-feel-something-again/ | 103.4 M | $10.5 M | 60 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| https://superbowl-ads.com/good-odds-toyota/ | 103.4 M | $10.5 M | 60 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| https://superbowl-ads.com/hope-detector-nfl-super-bowl-lii-hyundai/ | 103.4 M | $10.5 M | 60 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| https://superbowl-ads.com/toyota-2018-big-game-ad-one-team/ | 103.4 M | $10.5 M | 60 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |

**Top 5 Automotive Commercials 2017-2021 (YouTube Views)**

| Superbowl Ads Link | YouTube Views | Estimated Cost | Length(sec) | Patriotic | Funny | Shows Product Quickly | Animals | Danger | Celebrity | Uses Sex |
|---|---|---|---|---|---|---|---|---|---|---|
| https://www.superbowl-ads.com/2021-toyota-jessica-longs-story-upstream/ | 1,399,700 | $11.0 M | 60 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| https://superbowl-ads.com/toyota-2018-big-game-ad-one-team/ | 360,490 | $10.5 M | 60 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| https://superbowl-ads.com/2020-hyundai-smaht-pahk/ | 198,025 | $11.2 M | 60 | 0 | 1 | 1 | 1 | 0 | 1 | 0 |
| https://superbowl-ads.com/good-odds-toyota/ | 184,299 | $10.5 M | 60 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| https://superbowl-ads.com/2017-kia-super-bowl-51-li-tv-commercial-heros-journey-starring-melissa-mccarthy/ | 145,269 | $13.5 M | 75 | 0 | 1 | 0 | 1 | 1 | 1 | 0 |

# ENTRANT: Jennifer Bigby

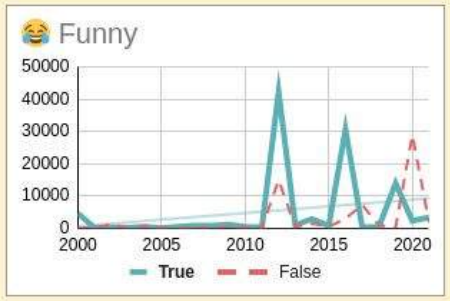


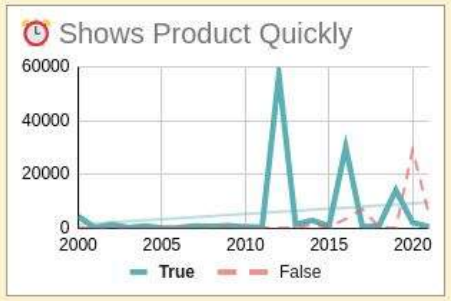

# ENTRANT: Santhanalakshmi Ponnurasan

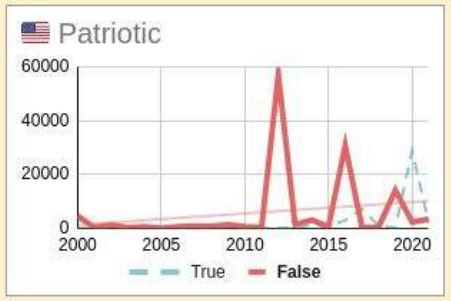
# Super Bowl TV Commercial

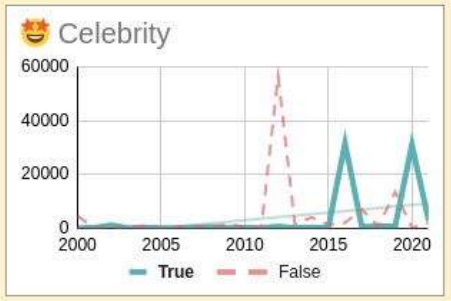
## Commercial Characteristics Trend

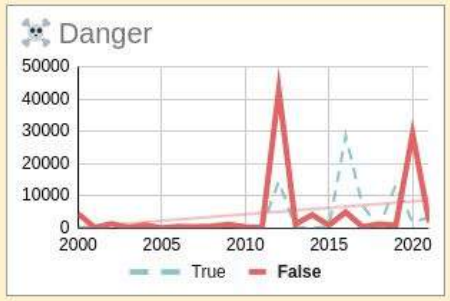
It is important to know the trends of each characteristics (funny, shows product quickly etc.) before implementing them in the commercial. Let's have a look at how the YouTube likes of each of the commercial characteristics (both True and False type) changes over time. Based on the trendline of the True and False curves and the forecasted likes of each characteristics, the recommended characteristics are highlighted for convenience.

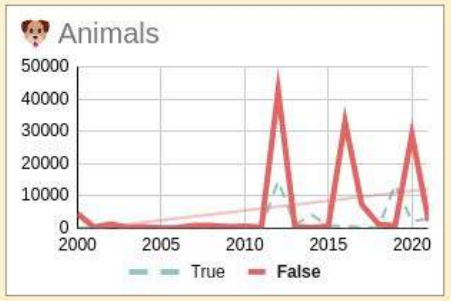


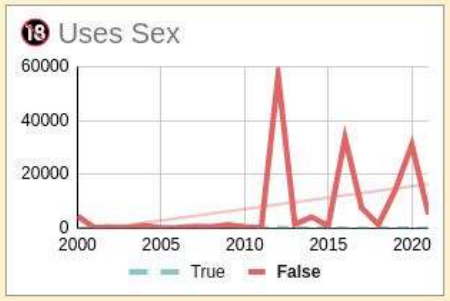




## Choose Me!

Please select the desired characteristics in the Maven Motors commercial.

- [x] Funny
- [x] Shows Product Quickly
- [ ] Patriotic
- [x] Celebrity
- [ ] Danger
- [ ] Animals
- [ ] Uses Sex

Please select the desired duration of the commercial.

Medium

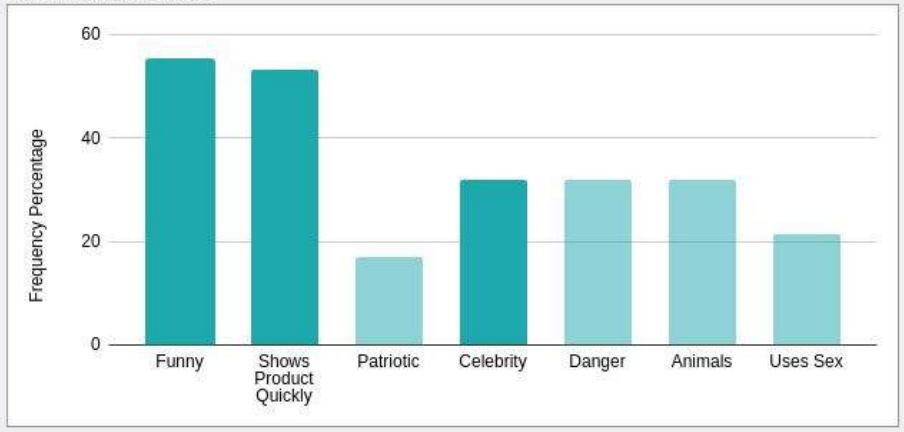
- [x] 60 secs
- [ ] 75 secs

113.220 million

10.9650 million

## Frequency of the Characteristics in Car Commercials

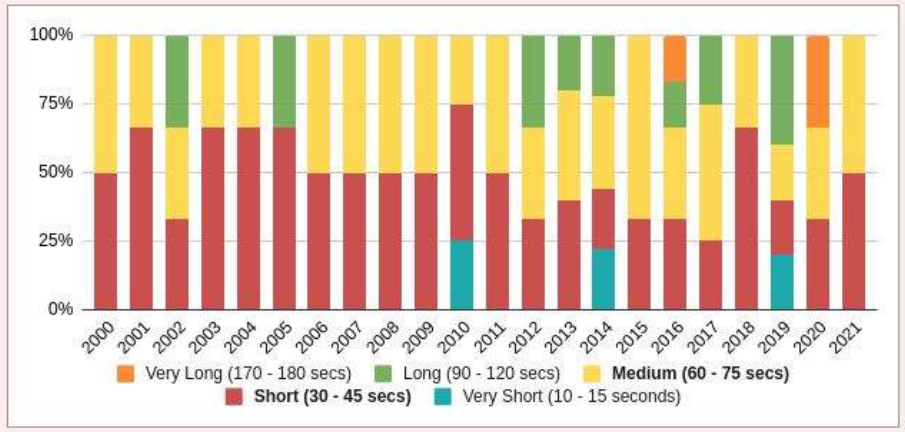
Now that we have figured out the trends of each characteristics, let's have a look at how frequently these characteristics are used in car commercials. This will help us to add or eliminate some characteristics from our desired commercial.




## TV Views vs Video Length Trend

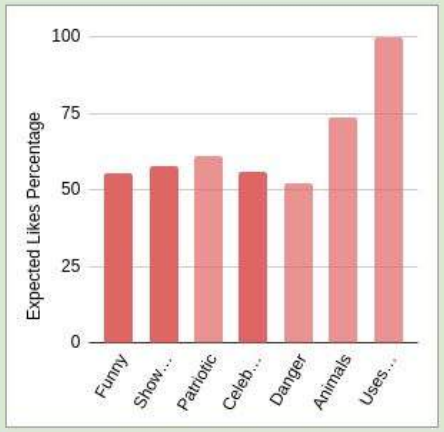
## It's Time to Focus on Video Length!

Video duration plays a crucial role in estimating the number of views and the cost of the commercial. This graph will help us to understand how the video duration may help us gain more views.




## How likeable is our commercial?

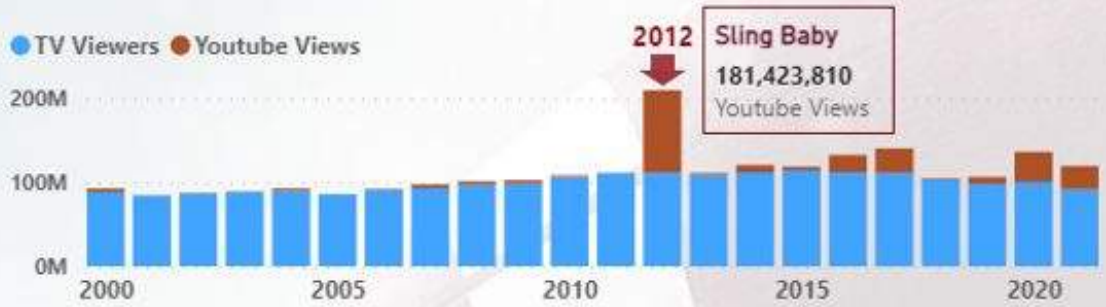
Let's find out!




# ENTRANT: Amrita Karmakar

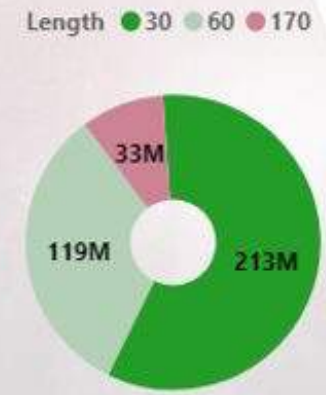
# Super Bowl LVI 2022 Marketing Strategy *Maven Motors*

**Television Viewers** peaked in 2015 and have declined since. **YouTube Views** have increased over the past 10 years.




**Shorter Ads have a lower cost / Television Viewer.**

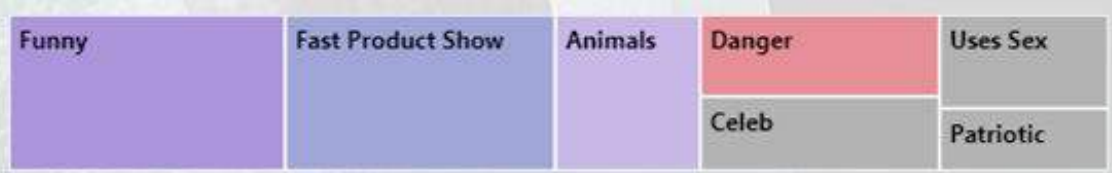
**30 Second Ads have the most YouTube Views.**



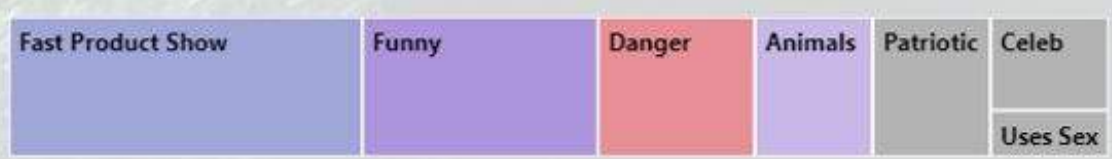

**The top 3 brands with the most YouTube Views ....**

**Projected cost for a 30 second Ad in 2022**

**....collectively, use the following content strategy...**




**....whereas, Toyota, the most viewed motor vehicle brand, uses this content strategy.**




**Recommended Marketing Strategy.**

**91 Million + Television viewers will watch the Super Bowl on 14 February 2022. Maven Motors will flight two, 30 second ads to maximize exposure to this captive audience. We want many subsequent YouTube views. Our ad content is guided by what has worked for Toyota, enhanced with a touch more funniness and a hint of overcoming danger.**

**Hall of Fame**

| | | |
|---|---|---|
| Sling Baby | 181,423,810 | 2012 |
| Next 100 | 33,318,675 | 2020 |
| Born Hard Way | 28,795,017 | 2017 |
| Catch Ne Bear | 23,976,557 | 2012 |
| 3D Flat Matthew | 21,546,933 | 2021 |
| Hulk Vs Ant Man | 12,683,366 | 2016 |
| Time Machine | 8,087,637 | 2014 |

# ENTRANT: Barry Smorenburg

Gerard Duggan

# Super Bowl LVI Advert Strategy - MM Board Summary

## Plan and Strategy

Paying the premium for a **Super Bowl** advert will provide MM the level platform access to the TV viewership already, so the **goal** should be to create an advertisement that creates a **sufficient reaction and buzz** whereby people want to re-watch or share it on **social media** platforms such as **YouTube**, and in doing so, reach a wider audience and create greater **brand awareness**.

Although there is no magic formula to creating truly viral content, the MM Market Research Team (MRT) have looked at **past performance of the top 10 advertisers** across many industries as well as focusing on our **motor vehicle competitors** to see if there are key insights, indicators and metrics that improve the chances of creating an advert that has mass appeal on social media, and can lay the foundations for our advertising strategy for the upcoming Super Bowl campaign.

Based on the information available, the MRT have looked at any **potential trends** in key variables over time, such as ***duration, no. of adverts, costs*** and ***advert content categories*** to see what might be the best fit for MM. These findings and recommendations are presented below.

## Scope of Data Set Used in Analysis

| No. of Brands | No. of Adverts | Year Range | Budget Range |
|---|---|---|---|
| 10 | 249 | 2000 - 2021 | $0.98M - $31.73M |

## No. of Adverts - Motor and Other Industries

There is a trend of creating **fewer** adverts per brand per year over time, both for the **Motor Industry** and **All Other Industries**, due in part to increasing costs.

## No. of Adverts - Motor Industry Only

## Advert Cost - $/sec

Increased $/sec rate over time, but **plateauing** in recent years, with forecast in region of ***$190k/sec*** for this year

## Duration Range - Motor and Others

IQ Range between **30** and **60** seconds

## Category Effect on YouTube Views - *All* Industries

Funny? Quick Product? Animals? Celebrity? Danger? Patriotic? Sex?

## Category Effect on YouTube Views - *Motor* Industry

Funny? Quick Product? Animals? Celebrity? Danger? Patriotic? Sex?

## Recommendations

The above analysis brings the following *recommendations*:

***Advert No.***: The overall trend in the top 10 advertisers has been to **reduce** the number of adverts, likely due to the increased $/s costs. This is also reflected when we look just at the Motor Industry. Therefore it is recommended to run a **single advert**.

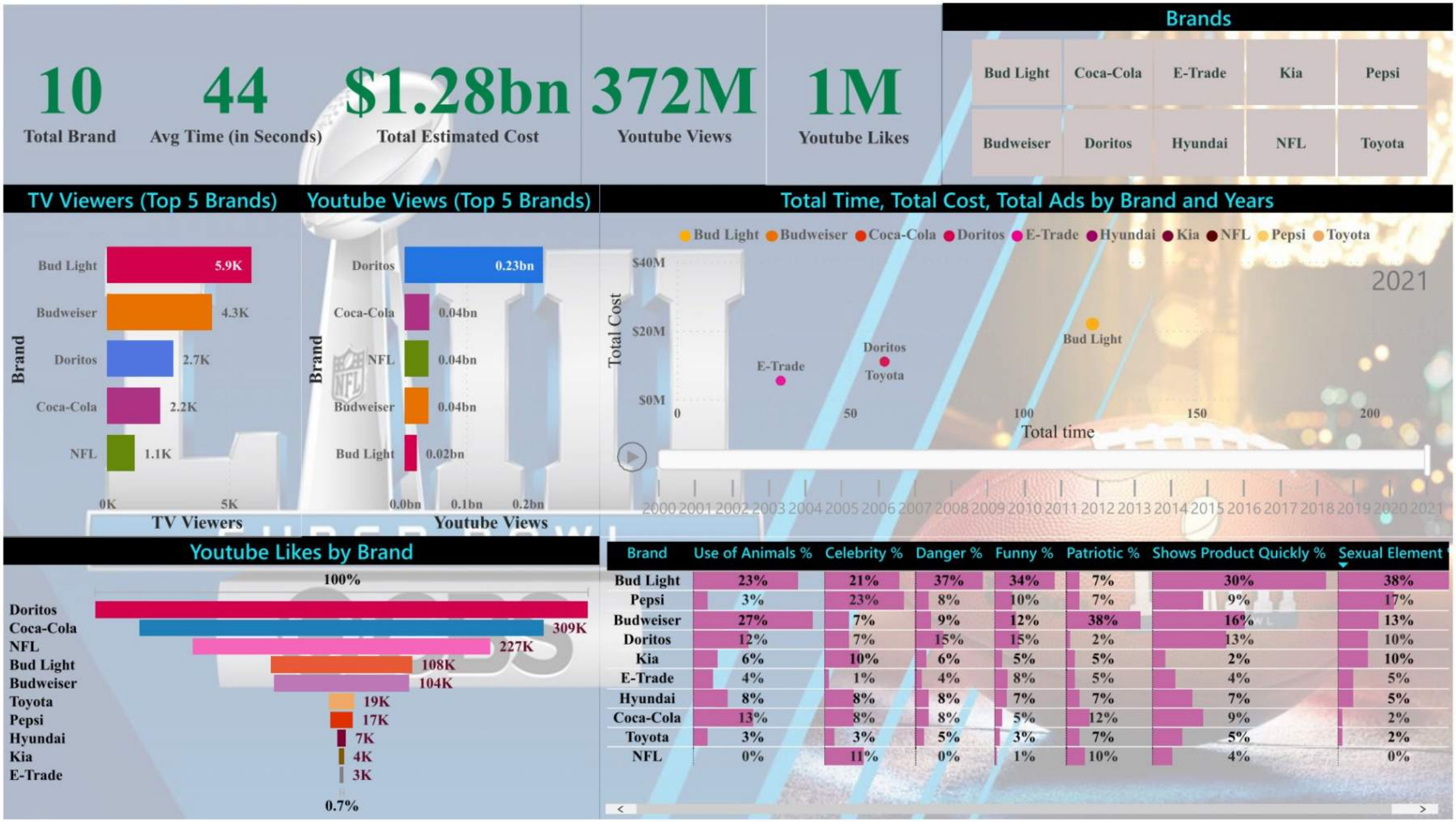
***Advert Duration***: The inter-quartile range is between **30-60** seconds, It is recommended to create an advert within this range, depending on budget.

***Advert Cost:*** $/second costs have increased dramatically over the 20 year range, but appear to be **plateauing**. We anticipate a cost in the region of **$190k per second**, which would see a total approximate cost of between **$5.7m** (30 seconds) and **$11.4m** (60 seconds).

***Advert Type:*** Generally, adverts that are **humorous, patriotic** and/or **show the product quickly** tend to garner, on average, greater views on **YouTube**. Focusing on the **Motor Industry**, they tend to have less overall impact on **YouTube**, although those that are patriotic tend to fair better. Therefore, we could look to follow overall trends and create a **funny** advert, or stick with the Motor Industry trend and create a **patriotic** advert.

Finally, we would recommend retaining budget for a **parallel social media campaign** to build excitement and awareness in the lead up to the Super Bowl itself, as this has **paid dividends** to many of our competitors in the past number of years.

# ENTRANT: Gerard Duggan




| Brand | Use of Animals % | Celebrity % | Danger % | Funny % | Patriotic % | Shows Product Quickly % | Sexual Element |
|---|---|---|---|---|---|---|---|
| Bud Light | 23% | 21% | 37% | 34% | 7% | 30% | 38% |
| Pepsi | 3% | 23% | 8% | 10% | 7% | 9% | 17% |
| Budweiser | 27% | 7% | 9% | 12% | 38% | 16% | 13% |
| Doritos | 12% | 7% | 15% | 15% | 2% | 13% | 10% |
| Kia | 6% | 10% | 6% | 5% | 5% | 2% | 10% |
| E-Trade | 4% | 1% | 4% | 8% | 5% | 4% | 5% |
| Hyundai | 8% | 8% | 8% | 7% | 7% | 7% | 5% |
| Coca-Cola | 13% | 8% | 8% | 5% | 12% | 9% | 2% |
| Toyota | 3% | 3% | 5% | 3% | 7% | 5% | 2% |
| NFL | 0% | 11% | 0% | 1% | 10% | 4% | 0% |

# ENTRANT: Harsh Prakash

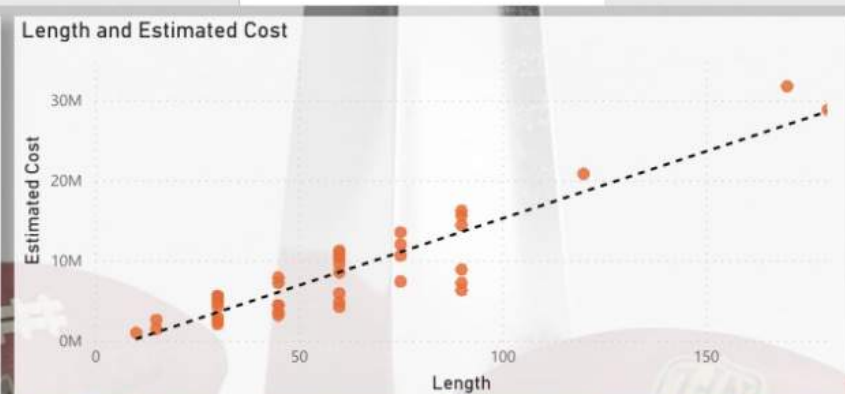
# SUPER BOWL COMMERCIALS IN NUMBERS (2000 - 2021)

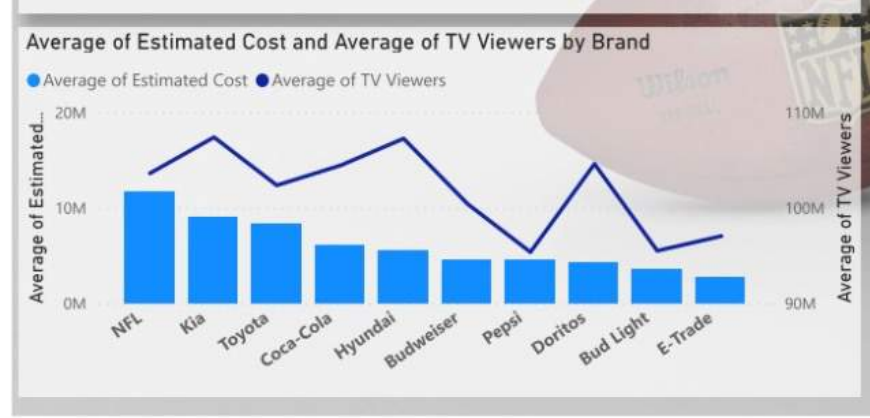
| 22 | 10 | 100,48M | 5,16M | 2M | 372M | 1,18M |
|---|---|---|---|---|---|---|
| Years | Brands | Average of TV Viewers | Average Estimated Cost | Average of Youtube Views | Total Youtube Views | Youtube Likes |

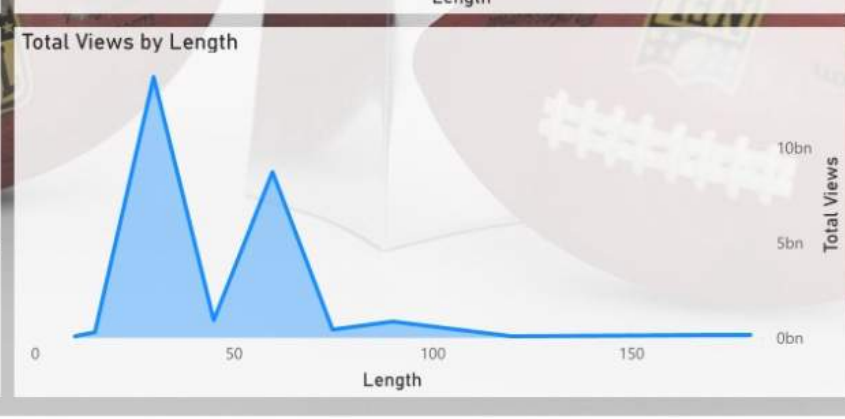
## Key Factors in commercials

## Key Takeaways

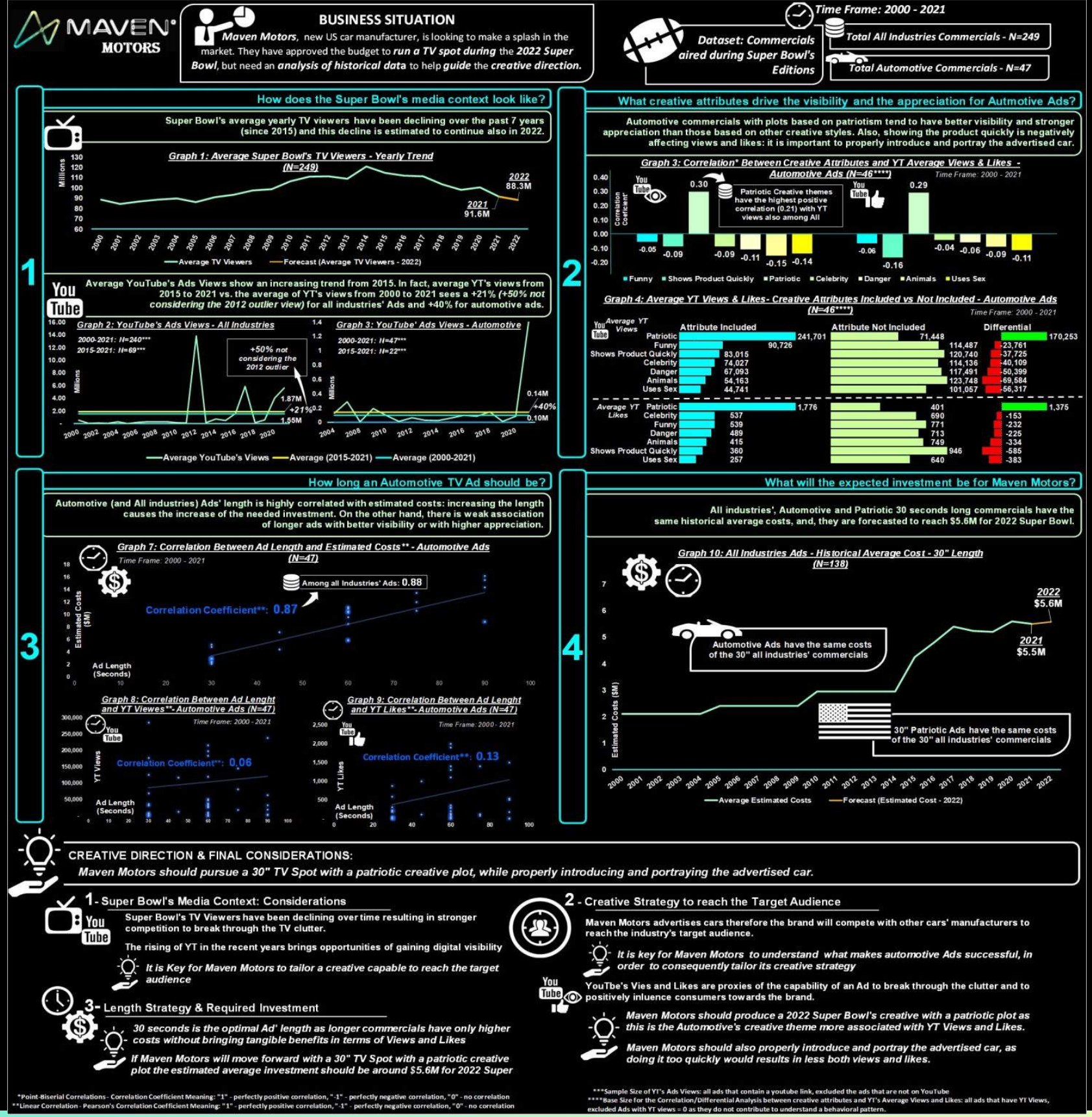
- The 2 most popular approaches to Super Bowl commercials is to either make them funny or show the product right away
- There is a positive correlation between the estimated cost and length of a commercial. The longer the commercial the higher the cost.
- If measured by total views (TV + Youtube) the higher investment is not worth the return. 2 length formats emerge as the most popular: 30s (13.7bn views) as a firm leader and 60s (8.7bn views)






# ENTRANT: Kristopher Dzidzik




# ENTRANT: Stefano Ciurila

# Финансовые показатели 2015-2016

**Год**

- 2015
- 2016

**Квартал**

- I
- II
- III
- IV

**Филиал**

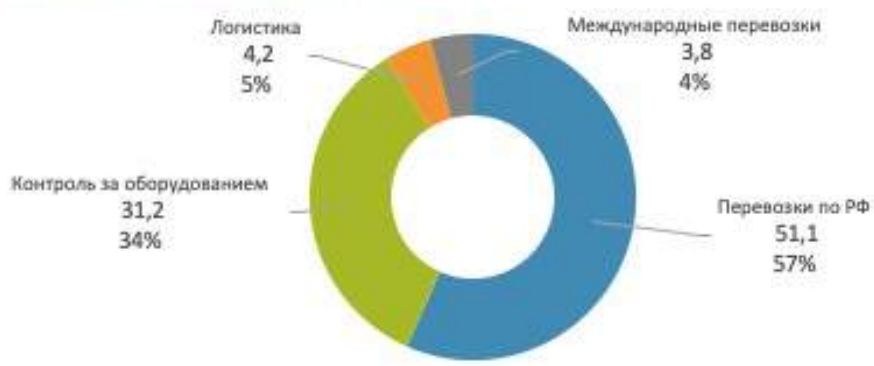
- Березники
- Москва
- Нижневартовск
- Пермь
- Санкт-Петербург
- Сургут
- Тюмень

| Выручка, млн ₽ | Прибыль, млн ₽ | Количество сделок | Средний чек, ₽ |
|---|---|---|---|
| 352,5 | 90,3 | 17320 | 5 214 |

## Динамика выручки и прибыли млн руб.

## Выручка и прибыль по филиалам, млн руб.

## Структура прибыли млн руб.




## ТОП услуг по прибыли, млн руб.

# ENTRANT: Apostu Andrei

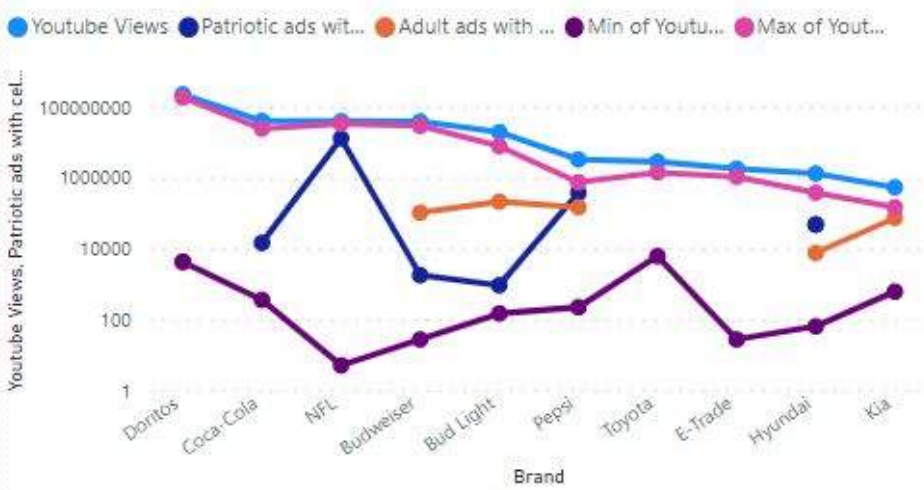
| Total Estimated Cost | Total YouTube views | Total YouTube likes | Total TV views |
|---|---|---|---|
| ₹ 1.28bn | 372M | 1.18M | 25.02K |

# Maven Analytics Super Bowl Challenge

Total ads by Year and Brand

Number of ads produced by brand and their total cost

Youtube Views, Patriotic ads with celebrity generated views, Adult ads with celebrity generated views, Min of Youtube Views and Max of Youtube Views by Brand




**We can see from the below table that an advertisement having patriotism, fun, a bit of thrill(danger) and a presence of a celebrity is generating more views.**

| BrandType | Views by using celebrity | Views by using sex | Views by using patriotism | Views by using fun | Views by using animals | Views by using danger |
|---|---|---|---|---|---|---|
| **Beer** | | | | | | |
| Bud Light | 2,18,769.29 | 1,25,204.43 | 2,44,385.00 | 3,45,847.38 | 3,90,568.90 | 4,85,600.24 |
| Budweiser | 36,525.40 | 1,86,589.29 | 21,49,326.00 | 3,17,159.11 | 2,33,561.86 | 42,32,067.57 |
| **Car** | | | | | | |
| Hyundai | 1,08,873.67 | 16,858.00 | 45,103.33 | 84,555.92 | 48,819.71 | 27,782.17 |
| Kia | 56,715.14 | 46,227.83 | 1,349.50 | 55,087.50 | 58,217.40 | 65,828.60 |
| Toyota | 30,080.00 | 1,19,464.00 | 5,98,532.33 | 1,50,585.50 | 59,874.67 | 1,27,639.25 |
| **Snacks** | | | | | | |
| Doritos | 47,57,507.40 | 9,93,358.60 | 12,92,999.00 | 93,84,459.25 | 32,94,914.64 | 24,44,059.82 |
| **Soft Drinks** | | | | | | |
| Coca-Cola | 21,87,269.17 | 523.00 | 1,31,651.60 | 18,33,919.75 | 22,41,578.17 | 61,85,635.00 |
| Pepsi | 1,58,326.19 | 1,11,255.36 | 2,50,175.33 | 78,167.11 | 64,995.67 | 1,19,082.33 |
| **Sports** | | | | | | |
| NFL | 55,82,460.43 | | 96,65,566.00 | 41,028.50 | | |
| **Trading** | | | | | | |
| E-Trade | 177.00 | 3,62,093.00 | 66,628.50 | 1,29,678.38 | 30,162.00 | 61,500.00 |

**We can notice that brand like Budweiser and Bud Light(Beer Brands) garnered more views when they used sexual elements with celebrities in their advertisement but a brand like Hyundai(Car Brand) garnered more views when they used Patriotic elements with celebrities inside their advertisement. While in both time the advertisement included some celebrities inside them.**

# ENTRANT: Debarsi Roy

# Super Bowl Commercials

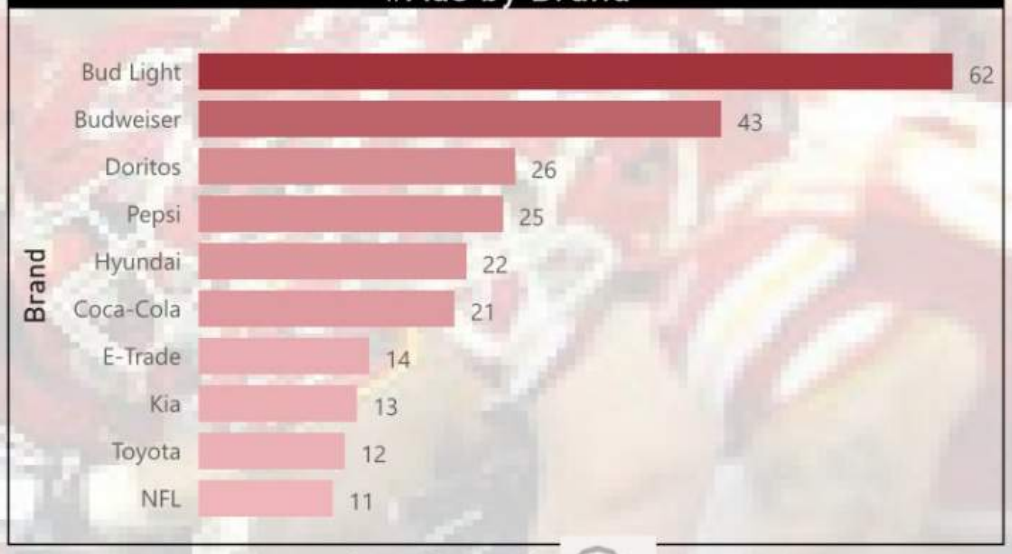
| Avg. Ad Length (Seconds) | Total Brands | $ Total Spend |
|---|---|---|
| 44.46 | 10 | $1.28bn |

## Ad Theme Mix %

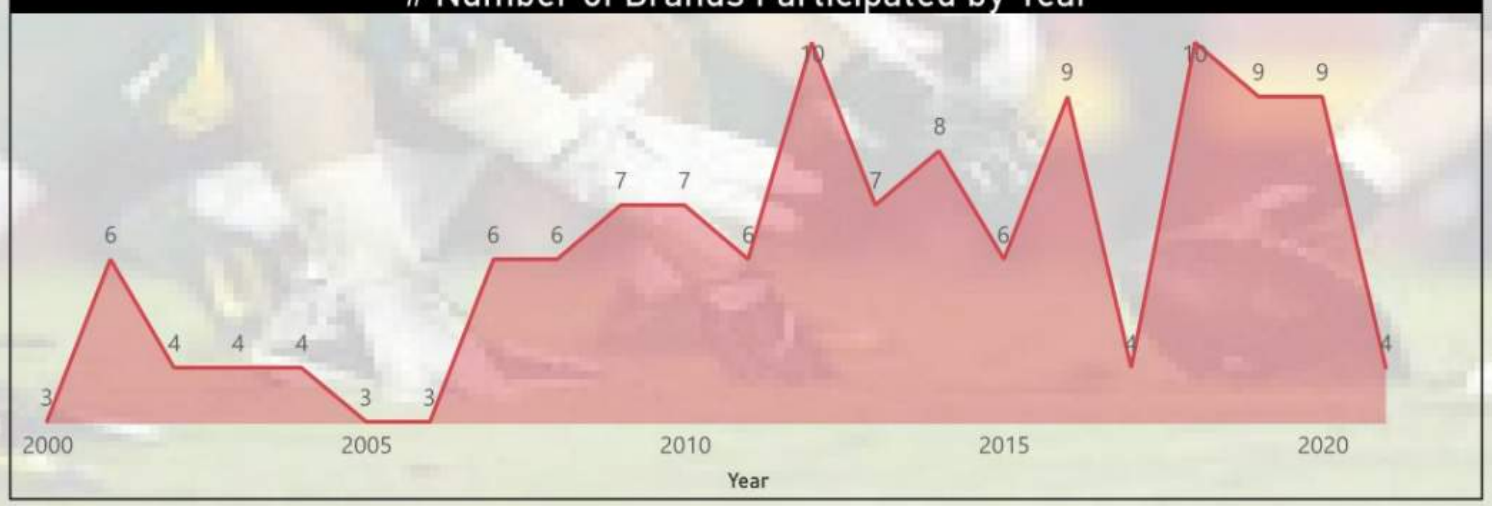
| Brand | Animals | Celebrity | Danger | Funny | Patriotic | Shows Product Quickly | Uses Sex |
|---|---|---|---|---|---|---|---|
| Bud Light | 10.40% | 7.43% | 14.36% | 29.21% | 1.49% | 25.25% | 11.88% |
| Budweiser | 22.22% | 4.63% | 6.48% | 19.44% | 14.81% | 25.00% | 7.41% |
| Coca-Cola | 22.64% | 11.32% | 11.32% | 15.09% | 9.43% | 28.30% | 1.89% |
| Doritos | 13.41% | 6.10% | 14.63% | 30.49% | 1.22% | 26.83% | 7.32% |
| E-Trade | 12.12% | 3.03% | 9.09% | 39.39% | 6.06% | 21.21% | 9.09% |
| Hyundai | 14.29% | 12.24% | 12.24% | 24.49% | 6.12% | 24.49% | 6.12% |
| Kia | 13.51% | 18.92% | 13.51% | 21.62% | 5.41% | 10.81% | 16.22% |
| NFL | 0.00% | 40.00% | 0.00% | 10.00% | 20.00% | 30.00% | 0.00% |
| Pepsi | 4.17% | 22.22% | 8.33% | 25.00% | 4.17% | 20.83% | 15.28% |
| Toyota | 10.71% | 7.14% | 14.29% | 21.43% | 10.71% | 32.14% | 3.57% |
| **Total** | **13.16%** | **10.38%** | **11.40%** | **25.15%** | **6.14%** | **24.56%** | **9.21%** |

**Across all 22 years, 10 Brands participated in Superbowl commercial ads and theme mix of "Funny" & "Show Product Quickly" are driving 50% more views when compare to others themes.**

## #Ads by Brand



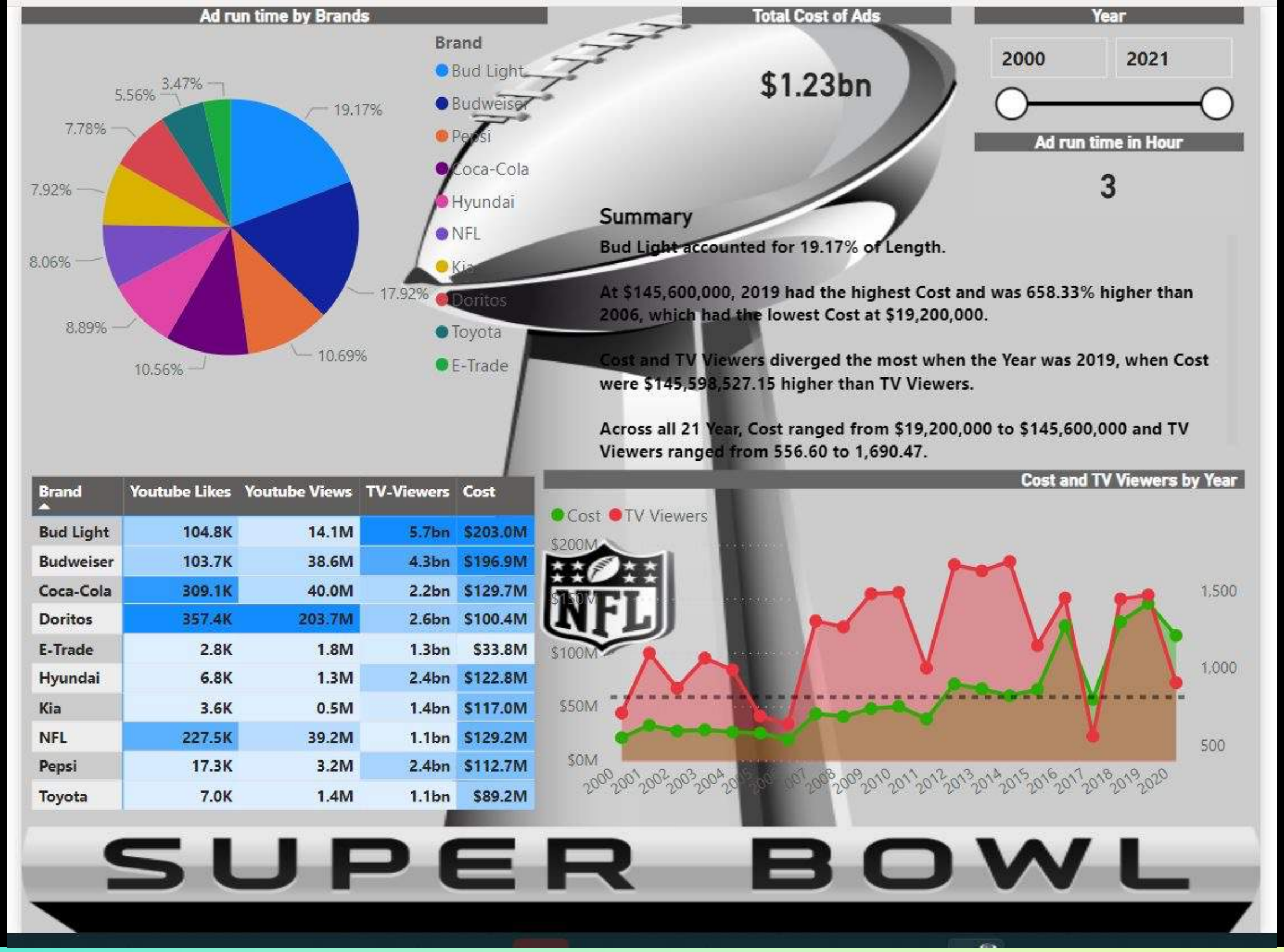

## # Number of Brands Participated by Year




***Brand Level Details***

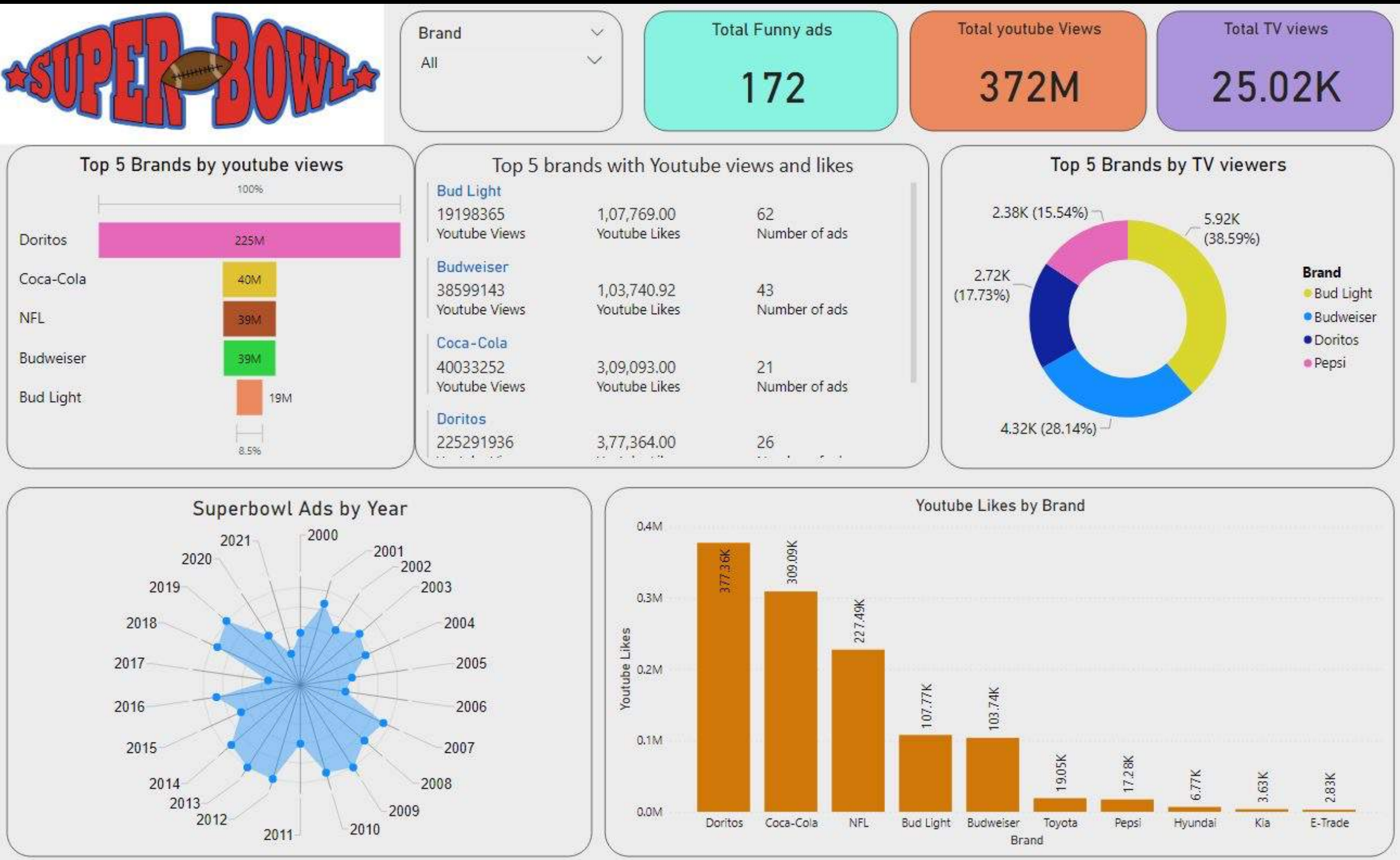
## $ Total Spend by Brand

# ENTRANT: Chandrakanth Chepuri




| Brand | Youtube Likes | Youtube Views | TV-Viewers | Cost |
|---|---|---|---|---|
| Bud Light | 104.8K | 14.1M | 5.7bn | $203.0M |
| Budweiser | 103.7K | 38.6M | 4.3bn | $196.9M |
| Coca-Cola | 309.1K | 40.0M | 2.2bn | $129.7M |
| Doritos | 357.4K | 203.7M | 2.6bn | $100.4M |
| E-Trade | 2.8K | 1.8M | 1.3bn | $33.8M |
| Hyundai | 6.8K | 1.3M | 2.4bn | $122.8M |
| Kia | 3.6K | 0.5M | 1.4bn | $117.0M |
| NFL | 227.5K | 39.2M | 1.1bn | $129.2M |
| Pepsi | 17.3K | 3.2M | 2.4bn | $112.7M |
| Toyota | 7.0K | 1.4M | 1.1bn | $89.2M |

# ENTRANT: Ashish KC Khatri




# ENTRANT: Shilpa Shivaji Shiudkar

# Maven Analytics SuperBowl Challenge 2022

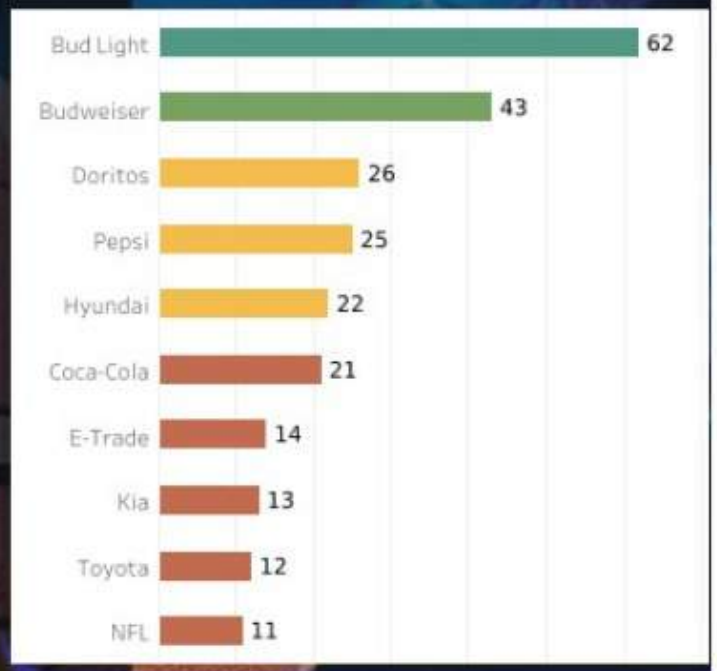
SUMMARY: The task for the challenge is to recommend a data-driven strategy for the Maven Motors Super Bowl sport and present it in the form of a single-page report or dashboard.

| Number of Commercials | TV Viewers | Youtube Views | Youtube Likes |
|---|---|---|---|
| 249 | 25,018 | 372,012,287 | 1,175,003 |

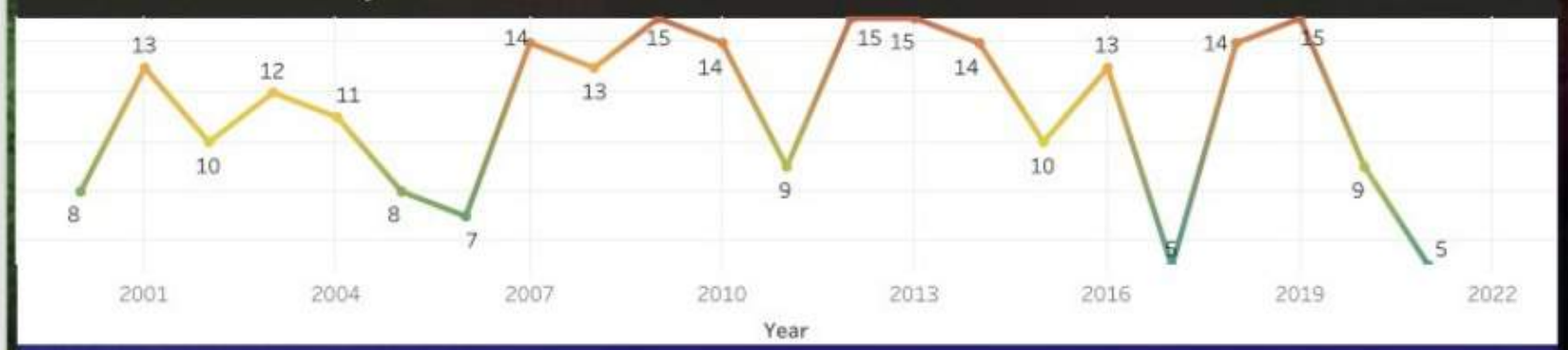
## Percentage of Total Views by Brand

| | Bud Light | Budweiser | Coca-Cola | Doritos | E-Trade | Hyundai | Kia | NFL | Pepsi | Toyota |
|---|---|---|---|---|---|---|---|---|---|---|
| % of Total TV Viewers along Brand | 23.66% | 17.26% | 8.77% | 10.87% | 5.43% | 9.43% | 5.58% | 4.55% | 9.53% | 4.91% |
| % of Total Youtube Likes along Brand | 9.17% | 8.83% | 26.31% | 32.12% | 0.24% | 0.58% | 0.31% | 19.36% | 1.47% | 1.62% |
| % of Total Youtube Views along Brand | 5.16% | 10.38% | 10.76% | 60.56% | 0.48% | 0.35% | 0.14% | 10.54% | 0.87% | 0.76% |

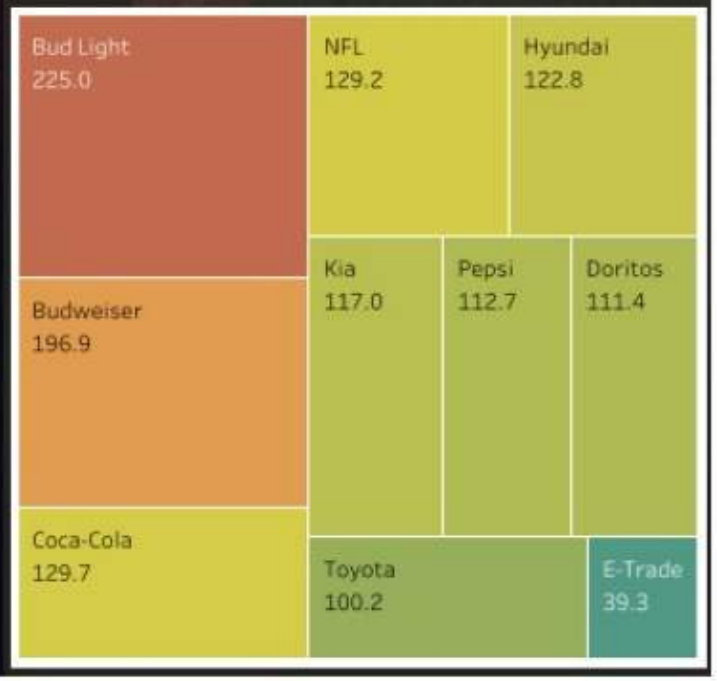
## Number of Commercials By Brand




## Number of Commercials By Year




## Cost of Commercials By Brand(Millions $)




### Insight/Recommendation

The trend shows the cost of advertisement is rising, while the number of yearly adverts by Brands is declining. To generate more views, Brands use celebrities for commercials. However, the cost of having celebrities is part of the reason why advertisement prices increased over time. In other to reach more audience, it is recommended that Maven Motors also create more awareness on social media platforms (youtube)

By: Aminat

# ENTRANT: Aminat Adedigba

# Maven Analytics Super Bowl Challange

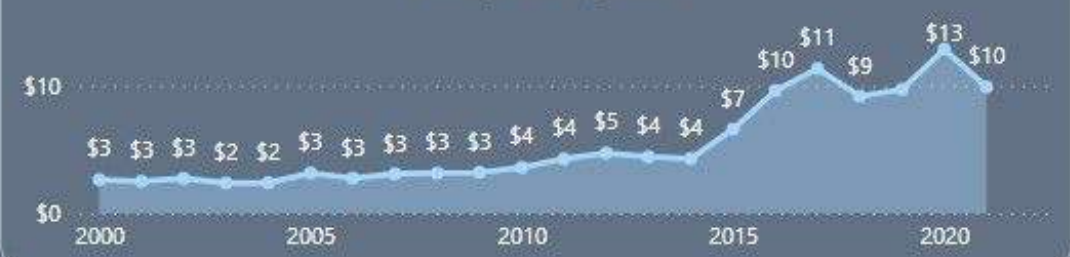
## Commercials Summary 2000 - 2021

| Brand | Count | Amount Spend | Amount by Year | Youtube Views | Cost per View |
|---|---|---|---|---|---|
| Doritos | 26 | $111,430,000 | | 225,291,936 | $0.49 |
| Coca-Cola | 21 | $129,660,000 | | 40,033,252 | $3.24 |
| NFL | 11 | $129,190,000 | | 39,200,955 | $3.30 |
| Budweiser | 43 | $196,900,000 | | 38,599,143 | $5.10 |
| Bud Light | 62 | $224,960,000 | | 19,198,365 | $11.72 |
| Pepsi | 25 | $112,650,000 | | 3,249,064 | $34.67 |
| Toyota | 12 | $100,210,000 | | 2,815,129 | $35.60 |
| E-Trade | 14 | $39,310,000 | | 1,790,945 | $21.95 |
| Hyundai | 22 | $122,805,000 | | 1,301,620 | $94.35 |
| Kia | 13 | $116,950,000 | | 531,878 | $219.88 |
| **Total** | **249** | **$1,284,065,000** | | **372,012,287** | **$3.45** |

## Commercial strategy 2000 - 2021

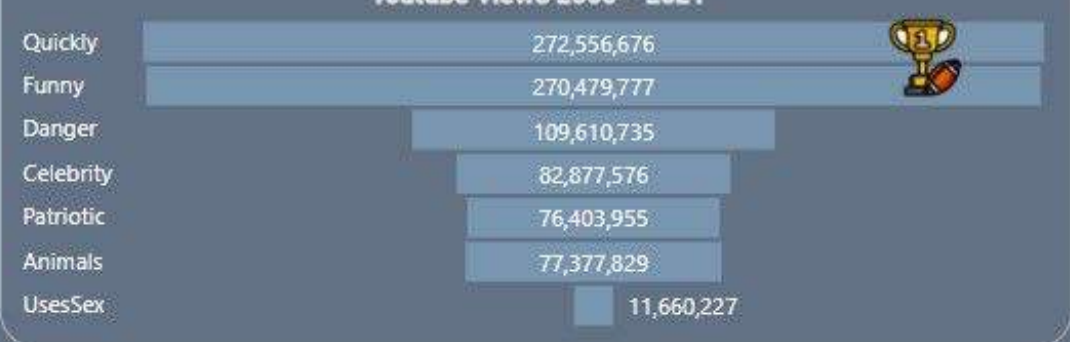
| Brand | Animals | Celebrity | Danger | Funny | Patriotic | Quickly | Uses Sex |
|---|---|---|---|---|---|---|---|
| Bud Light | 10.40% | 7.43% | 14.36% | 29.21% | 1.49% | 25.25% | 11.88% |
| Budweiser | 22.22% | 4.63% | 6.48% | 19.44% | 14.81% | 25.00% | 7.41% |
| Coca-Cola | 22.64% | 11.32% | 11.32% | 15.09% | 9.43% | 28.30% | 1.89% |
| Doritos | 13.41% | 6.10% | 14.63% | 30.49% | 1.22% | 26.83% | 7.32% |
| E-Trade | 12.12% | 3.03% | 9.09% | 39.39% | 6.06% | 21.21% | 9.09% |
| Hyundai | 14.29% | 12.24% | 12.24% | 24.49% | 6.12% | 24.49% | 6.12% |
| Kia | 13.51% | 18.92% | 13.51% | 21.62% | 5.41% | 10.81% | 16.22% |
| NFL | | 40.00% | | 10.00% | 20.00% | 30.00% | |
| Pepsi | 4.17% | 22.22% | 8.33% | 25.00% | 4.17% | 20.83% | 15.28% |
| Toyota | 10.71% | 7.14% | 14.29% | 21.43% | 10.71% | 32.14% | 3.57% |
| **Total** | **13.16%** | **10.38%** | **11.40%** | **25.15%** | **6.14%** | **24.56%** | **9.21%** |

## Average Cost by Year




## TV Viewers by Year

## Youtube Views 2000 - 2021



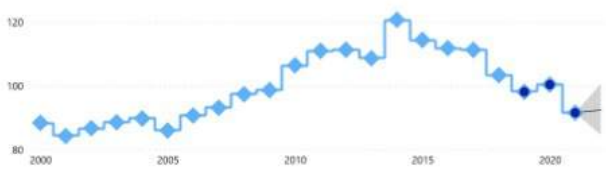

## Count of attributes in commercials 2000 - 2021

The number of viewers on TV has decreased in recent years. The number of views on Youtube has been high from the beginning, but has been growing in recent years. The average cost of advertising has increased threefold in recent years. Quick and funny ads have the most views and likes.
Most brands have a strategy of funny and short commercials.

# ENTRANT: Grzegorz Gorski

## COMMON INSIGHTS

**Average TV Viewers by Year**




Since 2018 average TV viewers have reduced to pre-2010 levels - this means that producing an advert during the Super Bowl needs to be more impactful to influence a greater level of viewers.

Average TV Viewers in the Last 3 Years

94.5

Average YouTube Views in the Last 3 Years

2.42M

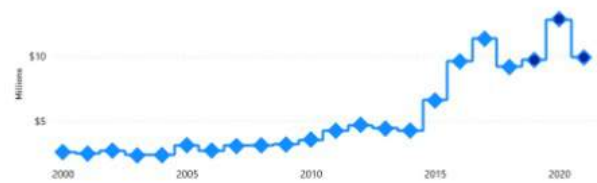
Average Estimated Cost (Millions) in the Last 3 Years

$10.36

Average TV Viewers in the Last 3 Years

11.73K

**Average Estimated Ad Cost (Millions) by Year**




Even though the number of TV viewers has decreased over the past 7 years the estimated cost of adverts has risen steeply.

MAVEN MOTORS

## ADVERT COSTING INSIGHTS

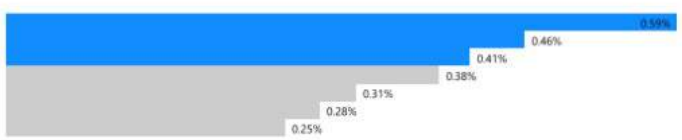
$3.45

Average Cost Per YouTube View

$5.88

Based on the recommended strategy (left) this is the average cost per YouTube view

For an EFFECTIVE ad campaign during the Super Bowl create using a mixture of CELEBRITY endorsements, elements of DANGER alongside PATRIOTIC concepts




Celebrity, Danger and Patriotic ads return a 0.49%, 0.11% above that of the Median, conversion rate from YouTube view to Likes creating customer engagement.

**Created by: David Taylor**

Data source: Maven Analytics Data Playground

Challenge: Super Bowl Commercials

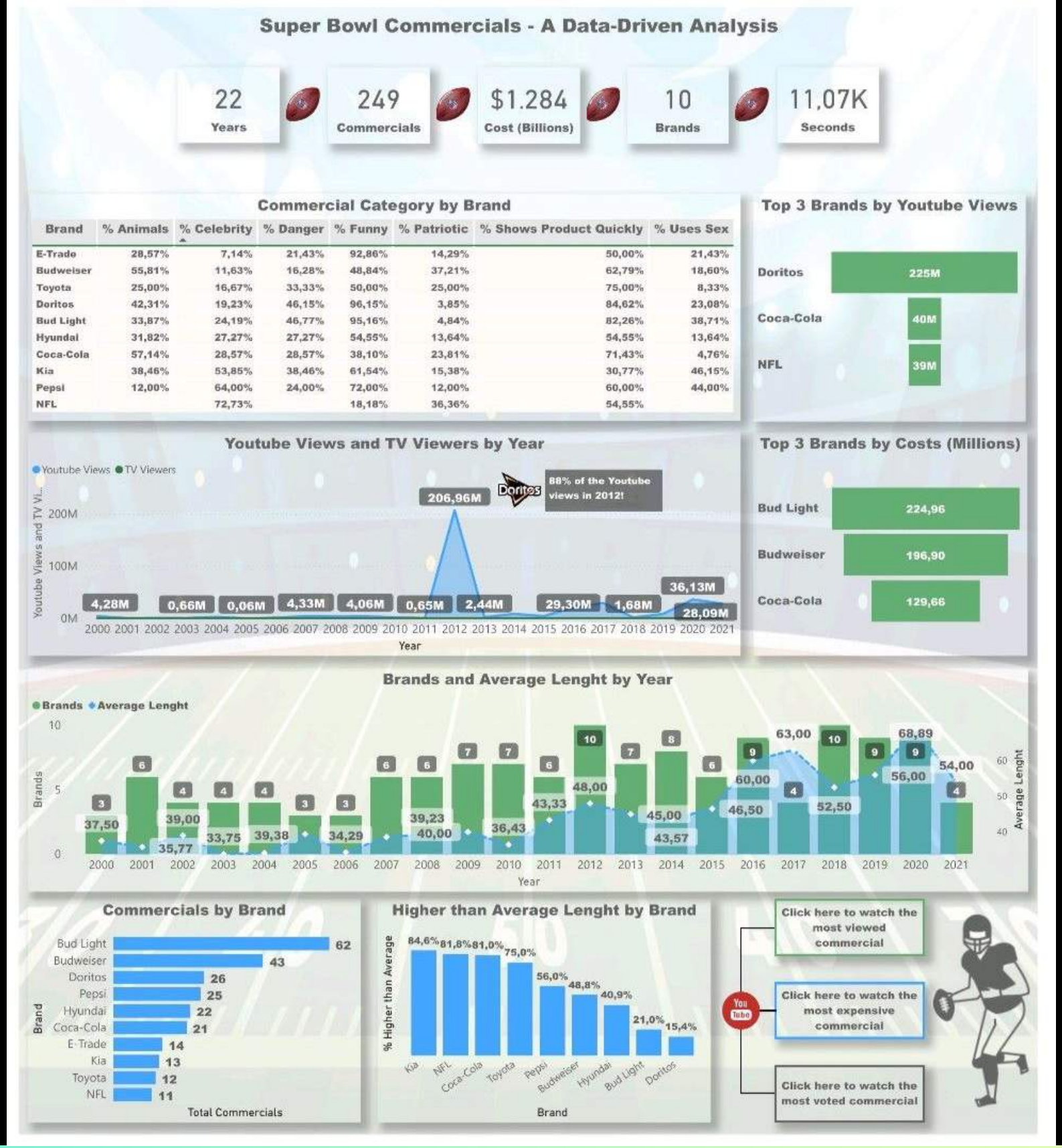
Summary of ask:

Recommend a data-driven strategy for the Maven Motors Super Bowl spot, and present it in the form of a single page report or dashboard

**Data-driven strategy Recommendation:**

Although the average number of TV viewers has been decreasing over the past 8 years there is still an opportunity to reach a forecasted average of 93 million people through an ad campaign during the Super Bowl.
Recommendation is to create an ad that will drive views, and subsequent likes / customer engagement, on YouTube through using a mixture of Celebrity endorsements, elements of danger and a patriotic concept.
Also, aviod using sex or comedy to try and sell the Maven Motors branding.

# ENTRANT: David Taylor



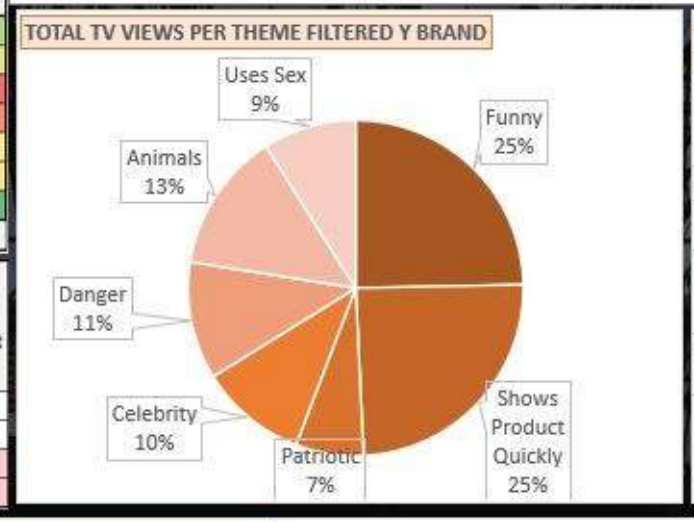

# ENTRANT: Amanda Helena Resende de Souza

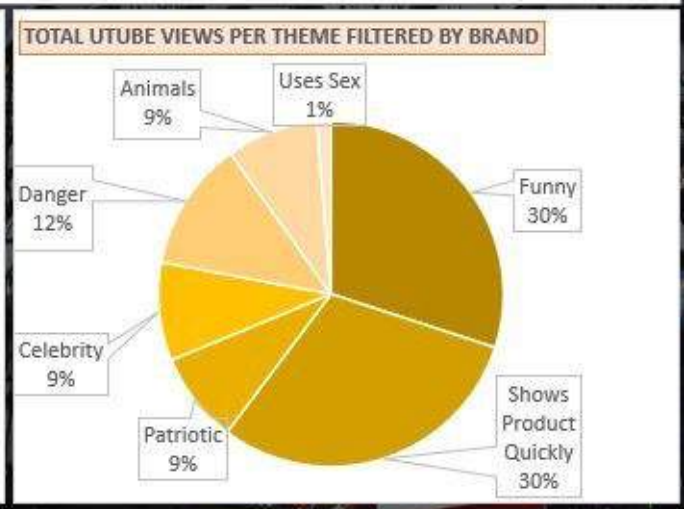
| Theme | Sum of Youtube Views | Sum of Youtube Likes | Average of Engagement: Likes to Utube Views | Sum of TV Viewers | Average of Length | Average of Estimated Cost |
|---|---|---|---|---|---|---|
| Funny | 270479777 | 746241 | 0,44% | 16893 | 39,51 | 4,29 |
| Shows Product Quickly | 272556676 | 839058 | 0,44% | 16827 | 41,49 | 4,69 |
| Patriotic | 76403955 | 311892 | 0,61% | 4473 | 60,83 | 8,25 |
| Celebrity | 82877576 | 489611 | 0,58% | 7091 | 56,48 | 7,45 |
| Danger | 109610735 | 500073 | 0,47% | 7761 | 43,08 | 4,91 |
| Animals | 77377829 | 294911 | 0,55% | 9243 | 46,33 | 5,13 |
| Uses Sex | 11660227 | 28625 | 0,45% | 6156 | 39,52 | 3,68 |
| AVERAGE | 128709539 | 458630 | 0,50% | 9778 | 46,75 | 5,48 |

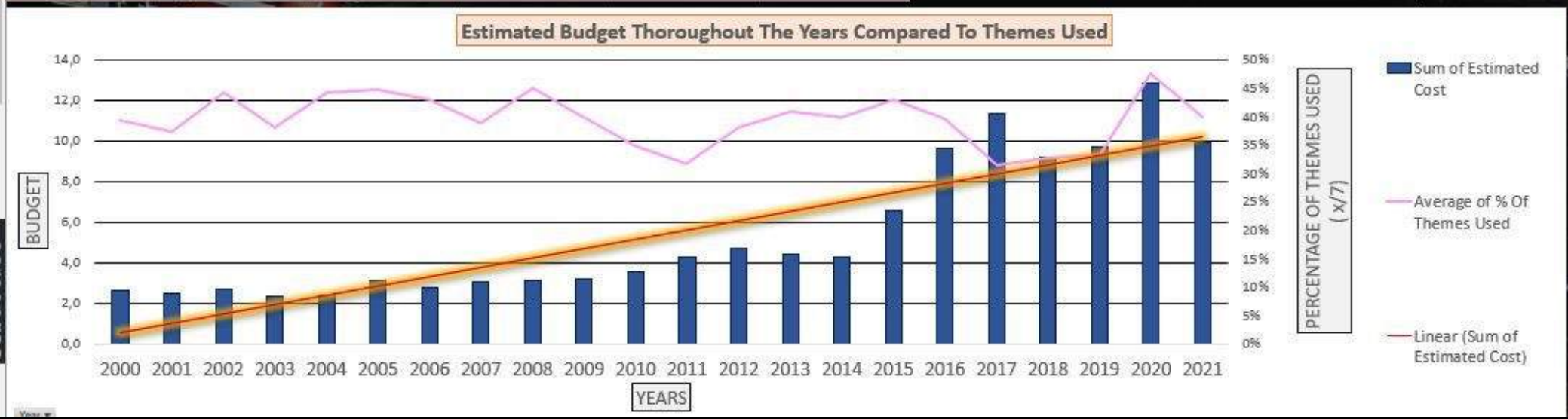
| Themes That Bring Above Average Youtube Views | Themes That Bring Above Average Youtube Likes | Themes That Bring Above Average Engagement: Likes to Utube Views | Themes That Bring Above Average TV Viewers | Themes That Bring Above Average Length | Themes That Bring Above Average Cost |
|---|---|---|---|---|---|
| Funny | Funny | Patriotic | Funny | Patriotic | Patriotic |
| Shows Product Quickly | Shows Product Quickly | Celebrity | Shows Product Quickly | Celebrity | Celebrity |
| | Celebrity | Animals | | | |
| | Danger | | | | |

Brand

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

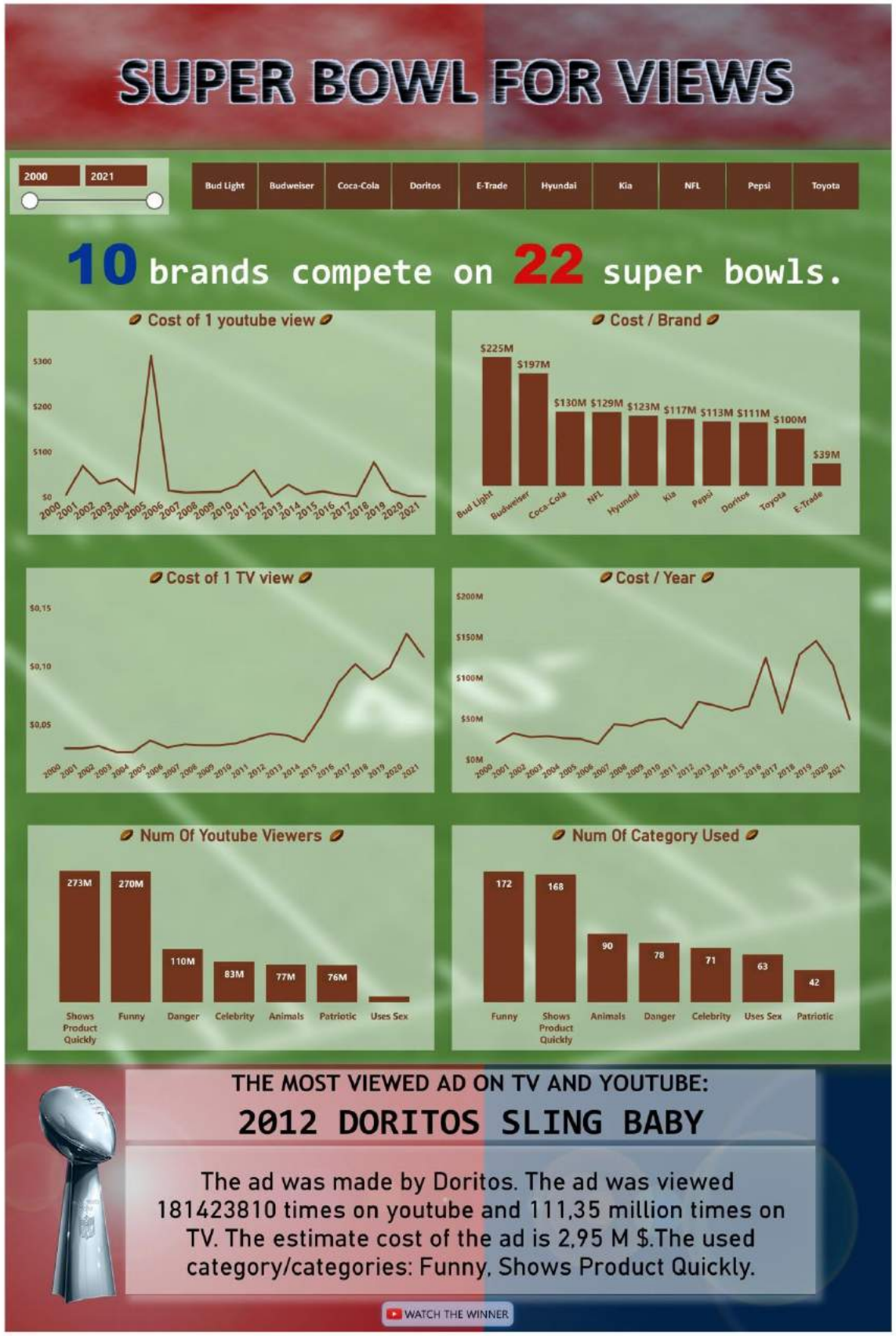



- The Budget Increases On Average at 8% Per Year.
- Out Of 7 [100%] Themes/ Apporoaches Avaliable only 3 [39%] Themes are being used on Average.
- Estimated Budget Continously Increases However The Use Of Avaliabe Themes Stays The Same. We Could See a Decrease In Themes used As The Years Progress Due To Budget Increases.

# ENTRANT: Bruklyn K.E. Januk




# ENTRANT: Attila Gulyas

# Maven Superbowl Challenge

| Years | Brands | Cost | TV Viewers | Youtube Views | Seconds |
|---|---|---|---|---|---|
| 22 | 10 | 1.28K | 25.02K | 372.01M | 11.07K |

## Summary

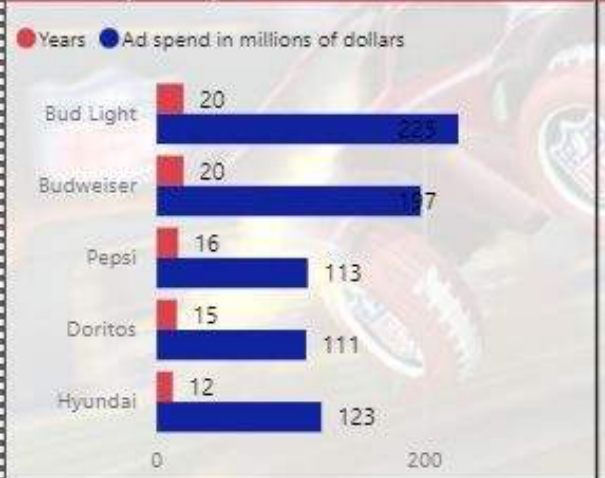
| Brand | Years | TV Viewers | Youtube Views | Youtube Likes | Length | Estimated Cost |
|---|---|---|---|---|---|---|
| Bud Light | 20 | 5,920.14 | 19198365 | 1,07,769.00 | 2190 | 224.96 |
| Budweiser | 20 | 4,317.68 | 38599143 | 1,03,740.92 | 1935 | 196.90 |
| Doritos | 15 | 2,719.95 | 225291936 | 3,77,364.00 | 900 | 111.43 |
| Pepsi | 16 | 2,384.59 | 3249064 | 17,275.00 | 1155 | 112.65 |
| Hyundai | 12 | 2,360.32 | 1301620 | 6,767.00 | 960 | 122.81 |
| Coca-Cola | 11 | 2,193.01 | 40033252 | 3,09,093.00 | 1140 | 129.66 |
| Kia | 11 | 1,396.25 | 531878 | 3,632.00 | 855 | 116.95 |
| E-Trade | 10 | 1,358.83 | 1790945 | 2,826.00 | 405 | 39.31 |
| Toyota | 10 | 1,228.06 | 2815129 | 19,048.00 | 660 | 100.21 |
| NFL | 10 | 1,139.53 | 39200955 | 2,27,488.00 | 870 | 129.19 |
| **Total** | **22** | **25,018.36** | **372012287** | **11,75,002.92** | **11070** | **1,284.07** |

## Commercials by brand

| Brand | Animals | Celebrity | Danger | Funny | Patriotic | Shows Product Quickly | Uses Sex |
|---|---|---|---|---|---|---|---|
| Bud Light | 23.33% | 21.13% | 37.18% | 34.30% | 7.14% | 30.36% | 38.10% |
| Pepsi | 3.33% | 22.54% | 7.69% | 10.47% | 7.14% | 8.93% | 17.46% |
| Budweiser | 26.67% | 7.04% | 8.97% | 12.21% | 38.10% | 16.07% | 12.70% |
| Doritos | 12.22% | 7.04% | 15.38% | 14.53% | 2.38% | 13.10% | 9.52% |
| Kia | 5.56% | 9.86% | 6.41% | 4.65% | 4.76% | 2.38% | 9.52% |
| E-Trade | 4.44% | 1.41% | 3.85% | 7.56% | 4.76% | 4.17% | 4.76% |
| Hyundai | 7.78% | 8.45% | 7.69% | 6.98% | 7.14% | 7.14% | 4.76% |

## Cost by Year

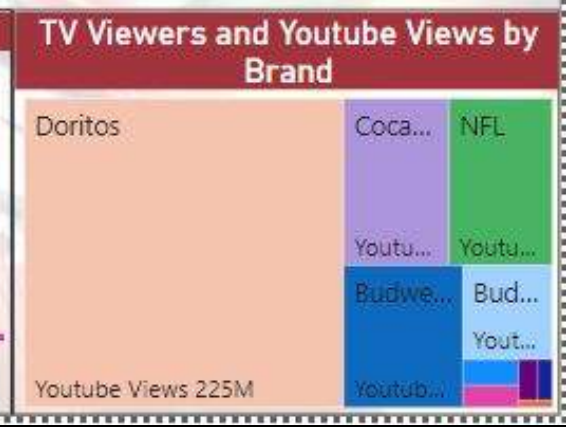
## Top5 Superbowl Advertisers




## TV Viewers and Youtube Views by Year

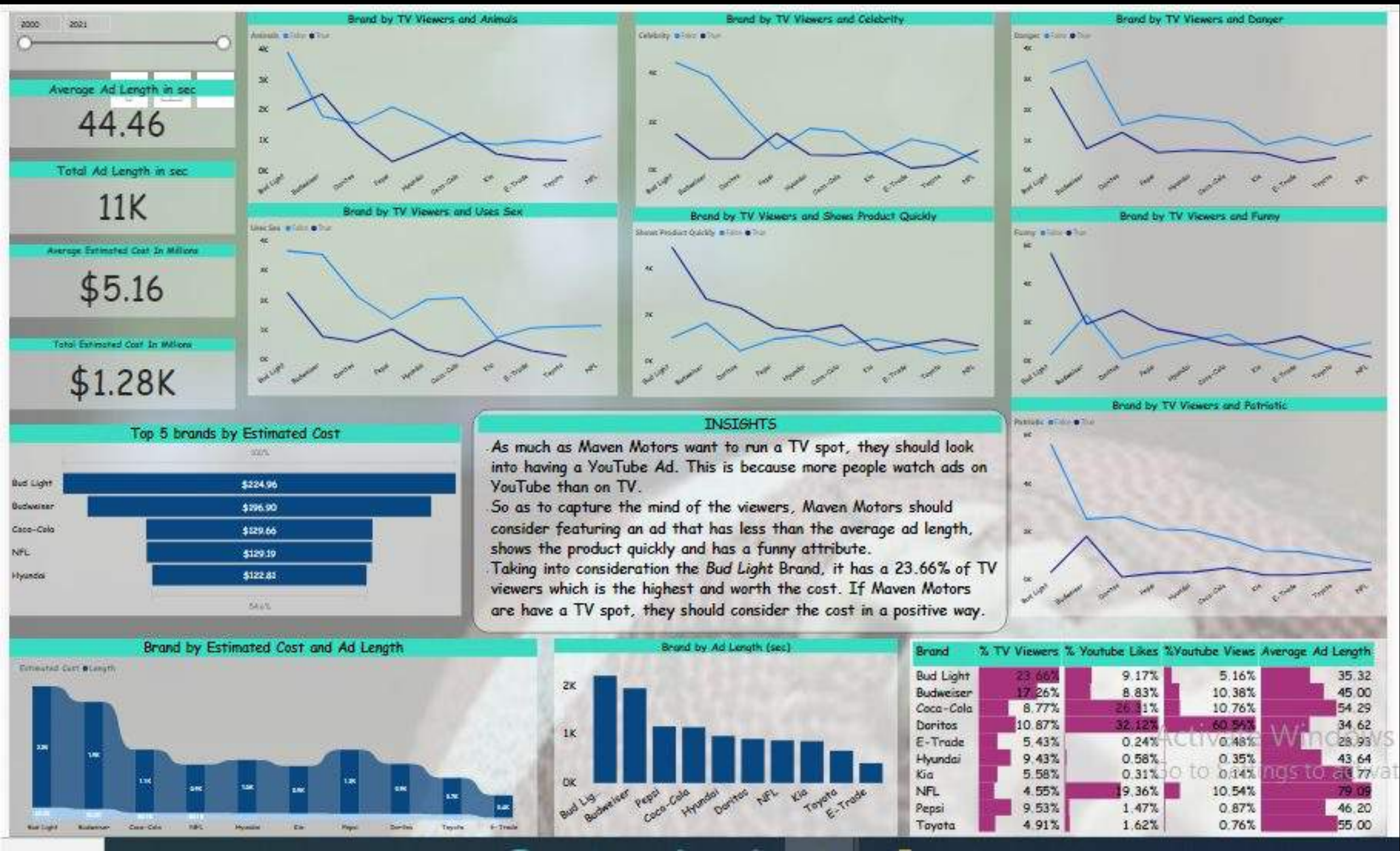
## Commercial Type by Length

## TV Viewers and Youtube Views by Brand




# ENTRANT: Chandra

# ENTRANT: Balamurugan S




# ENTRANT: Precious Bassey

# Maven Super Bowl Challenge

# : Solution Dashboard

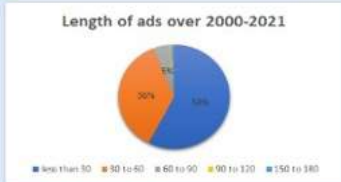
A dataset compiled by **FiveThirtyEight** was analysed, which contained Super Bowl commercials for 10 popular brands this century. We had to **recommend advertisement strategy** for **Maven Motors**, an automobile company, based on the data provided.

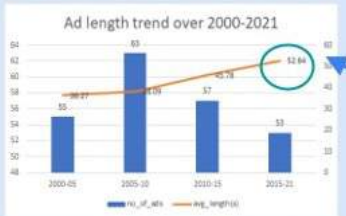
**Two major aspects**

- **Length of ad**
- **Content of ad**

## Length Of Advertisement

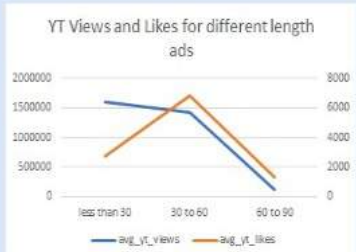
From the data it is observed that about **99% of the ads were of length 90s** or less. The longer ads were too few in number to be considered significant in our observation.

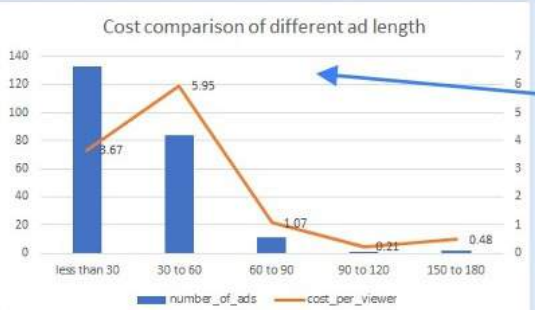



Although it was observed that the number of ads when analysing **5 year epochs**, the average time of each ad (in seconds) increased

Considering the fact that the viewer count for an ad **from tv doesn't necessarily mean** that the **viewer was interested** in the advertisement, especially for popular sporting events like The Super Bowl as also shown by the fact that the view count in million has a **standard deviation of about 12.83% and mean of about 100.51 mil viewers**. Hence, we will focus more on voluntary viewer actions like Youtube View count as a better metric for judgement of a content's popularity.




However, when we observe the cost ($USD) per user trend for ads of various lengths, we observe that **the 30-60 seconds segment seem the costliest** among others, over the years.

We observe from the three graphs that it is more advisable for ads to be of range appx **40-50 seconds** long as it also translates into better **Youtube Performance** despite the fact that the ratio of likes per view was higher for ads longer than 60s.

| length_segment | like/view ratio % |
|---|---|
| less than 30 | 0.17 |
| 30 to 60 | 0.48 |
| 60 to 90 | 1.08 |

However, if the goal of the marketing campaign is to be **more economical** in spending, then the **length segment of 30s and below** also seems a good option albeit at the cost of reduced likes and likes per view on YouTube

## Content Of Advertisement

For the content of the advertisement, we had to observe how the viewers responded to the emotions expressed in the advertisement. The data pulled on the right, gives the average millions of views that ads of different emotion segments get, and some observations that can be drawn are, viewers:

- **Like funny** ads
- **Like** to see **products quickly**
- Do **not like** usage of **sex**
- Do **not like** usage of **celebrity**
- Are **indifferent to danger** shown in ad
- Do **not like animals** in the ad
- Do **not like to see patriotic** emotions

There could be a plethora of reasons for such a reaction from the viewers like:

- They consider SuperBowl as ads that should be watched with families and hence aversion towards **sensationalisation** via celebrity or sex
- They might feel that SuperBowl is **not the moment to instill patriotism**, and the chief purpose should be entertainment
- They like to see funny ads as it provide a **break** from possibly **stressful game** at the SuperBowl
- They like to know what the ad is all **about as soon as possible** so that they know they aren't wasting their time giving attention to products they won't buy

| was_funny | avg_yt_views |
|---|---|
| 1 | 1.68 |
| 0 | 0.94 |

| shows_product_quickly | avg_yt_views |
|---|---|
| 1 | 1.75 |
| 0 | 0.85 |

| uses_sex | avg_yt_views |
|---|---|
| 0 | 1.88 |
| 1 | 0.20 |

| celebrity | avg_yt_views |
|---|---|
| 0 | 1.75 |
| 1 | 0.71 |

| danger | avg_yt_views |
|---|---|
| 0 | 1.47 |
| 1 | 1.44 |

| animals | avg_yt_views |
|---|---|
| 1 | 0.94 |
| 0 | 1.76 |

| patriotic | avg_yt_views |
|---|---|
| 0 | 1.52 |
| 1 | 1.12 |

For comparison with **the brands that solely sell automobile**, i.e 'Toyota' , ' Hyundai' and 'Kia , we find that some of the above emotions reflect in their viewership numbers as well e.g. in **Animal usage, Celebrity usage and Usage of sex** in the commercial **followed similar trends** as the aggregate numbers show, however **other features are opposite** to the aggregate trend.

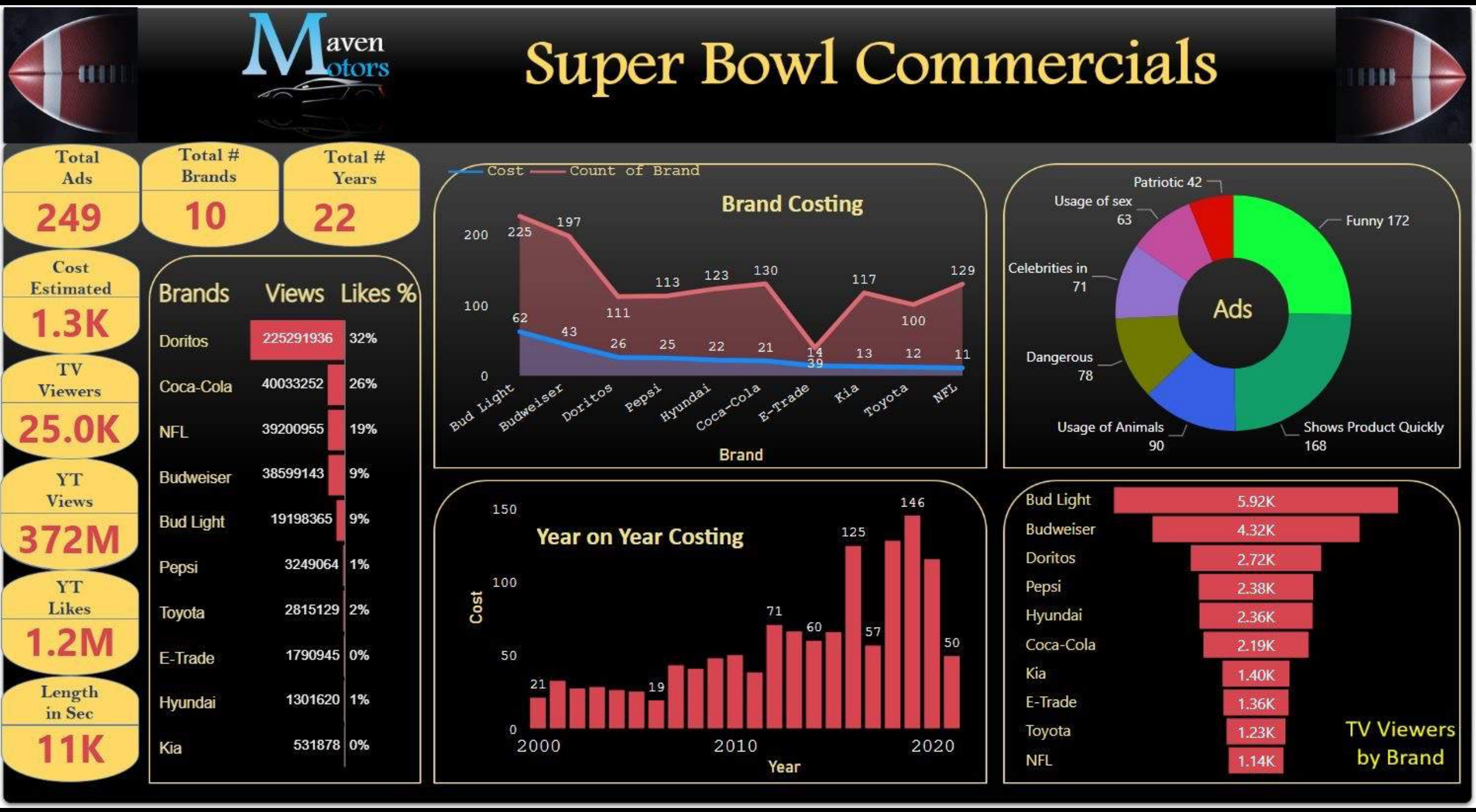
| type_of_brand | uses_sex | avg_yt_views |
|---|---|---|
| non-motor | 0 | 2.34 |
| non-motor | 1 | 0.24 |
| motor_brands | 0 | 0.12 |
| motor_brands | 1 | 0.04 |

| type_of_brand | celebrity | avg_yt_views |
|---|---|---|
| non-motor | 0 | 2.12 |
| non-motor | 1 | 0.90 |
| motor_brands | 0 | 0.12 |
| motor_brands | 1 | 0.07 |

| type_of_brand | animals | avg_yt_views |
|---|---|---|
| non-motor | 1 | 1.13 |
| non-motor | 0 | 2.19 |
| motor_brands | 0 | 0.12 |
| motor_brands | 1 | 0.06 |

In conclusion, we can estimate that the best conceptualization of a commercial for Maven Motors, would be of a length between 30 seconds and 50 seconds depending upon the budget and goals for YouTube reach, and would incorporate emotions which refrain from celebrities, animals and sex. Probably for a wider reach, things like incorporating funny emotions could also be incorporated.

# ENTRANT: Saurabh Raj

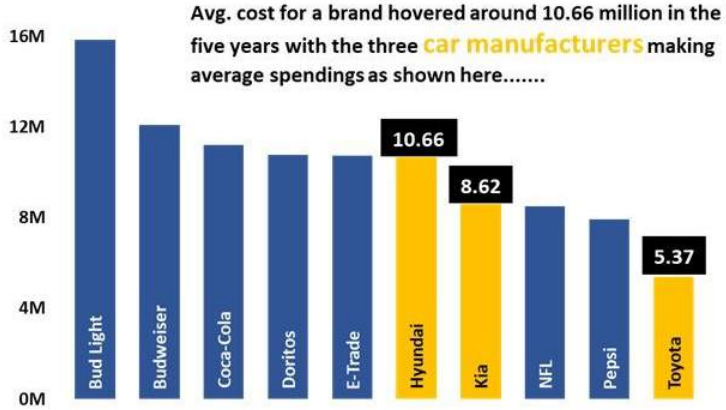



# ENTRANT: Amit Bhandagi

## Maven Motors needs to spend more on the TV advertisement instead of YouTube and needs to include appropriate content based on the analysis given below.....

**There are some opportunities as well as drawbacks for car manufacturers in Super Bowl commercials**

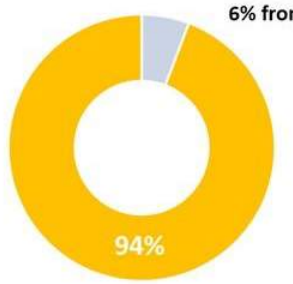
Avg. cost for a brand hovered around 10.66 million in the last five years with the three car manufacturers making average spendings as shown here.....




Car Manufacturers have 1,661.54M TV Viewers as compared to the total avg. across all brands of 2,501.84M but appear to have significantly low Youtube viewership....

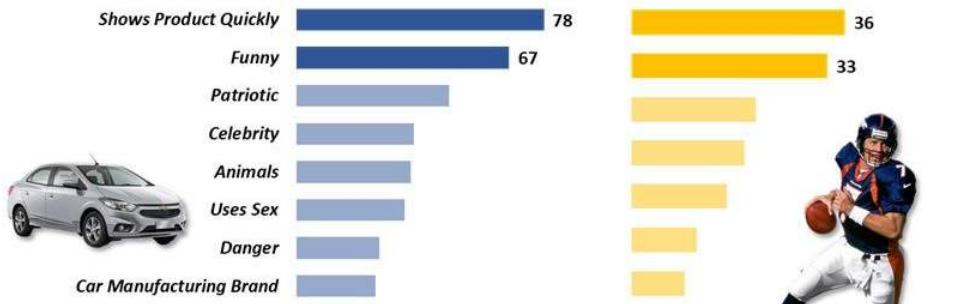
A commercial on average by any brand gets 100.48 million TV viewers as compared to car manufacturer's average of 106.06 million.....

TV Viewership remains significantly strong as last years figures recorded 94% of all viewers from TV and only the other 6% from YouTube.....



Out of 118 Super Bowl commercials with equal to or more than 100 million TV Viewers the composition of content is depicted below.....

Out of 37 Super Bowl commercials with more than 1,000 YouTube likes the composition of content is shown here.....



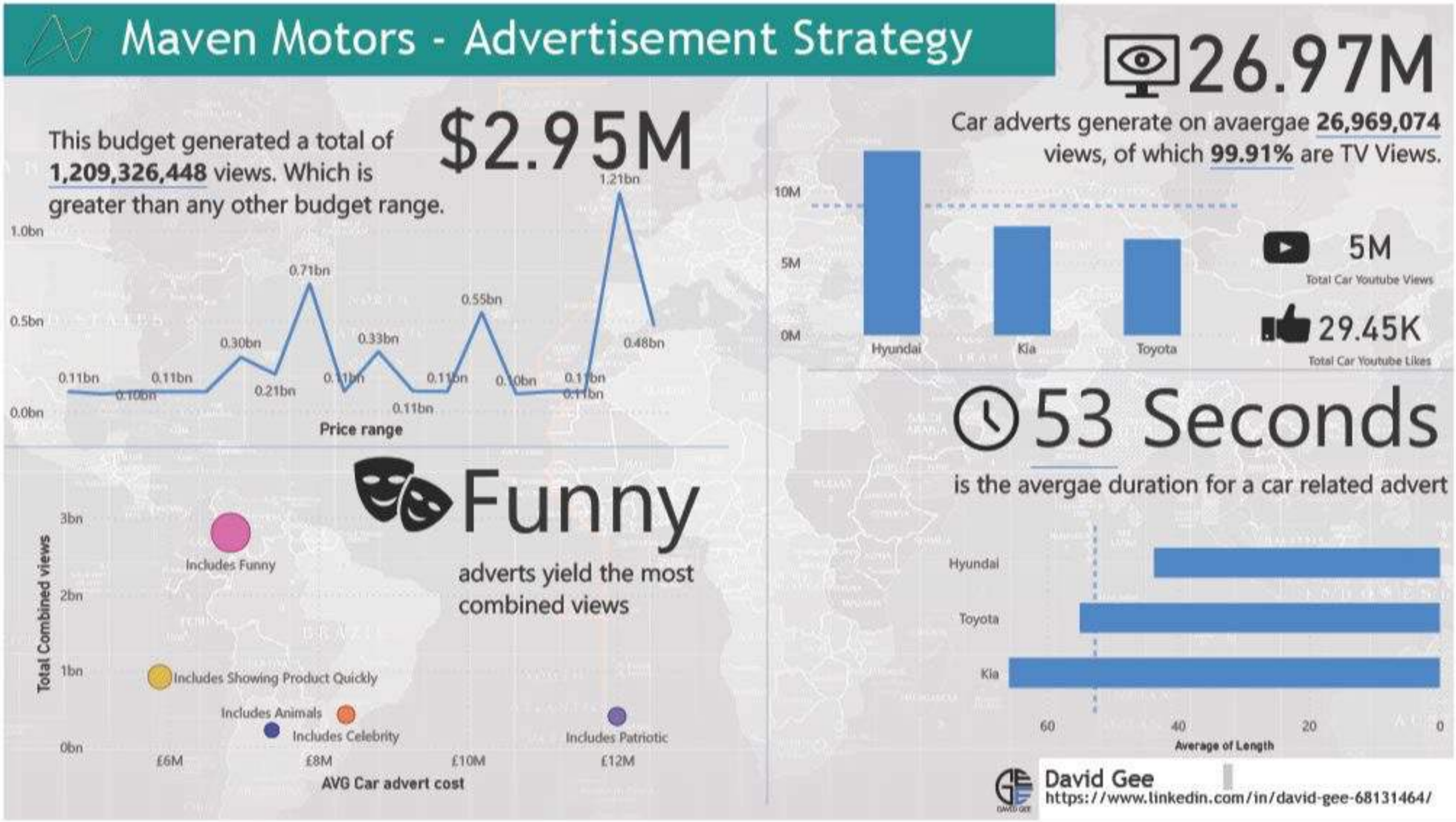
## POINT TO NOTE....

Maven Motors needs to focus on TV based advertisement as
- TV Viewership for car manufacturers appears to be higher than the average viewership

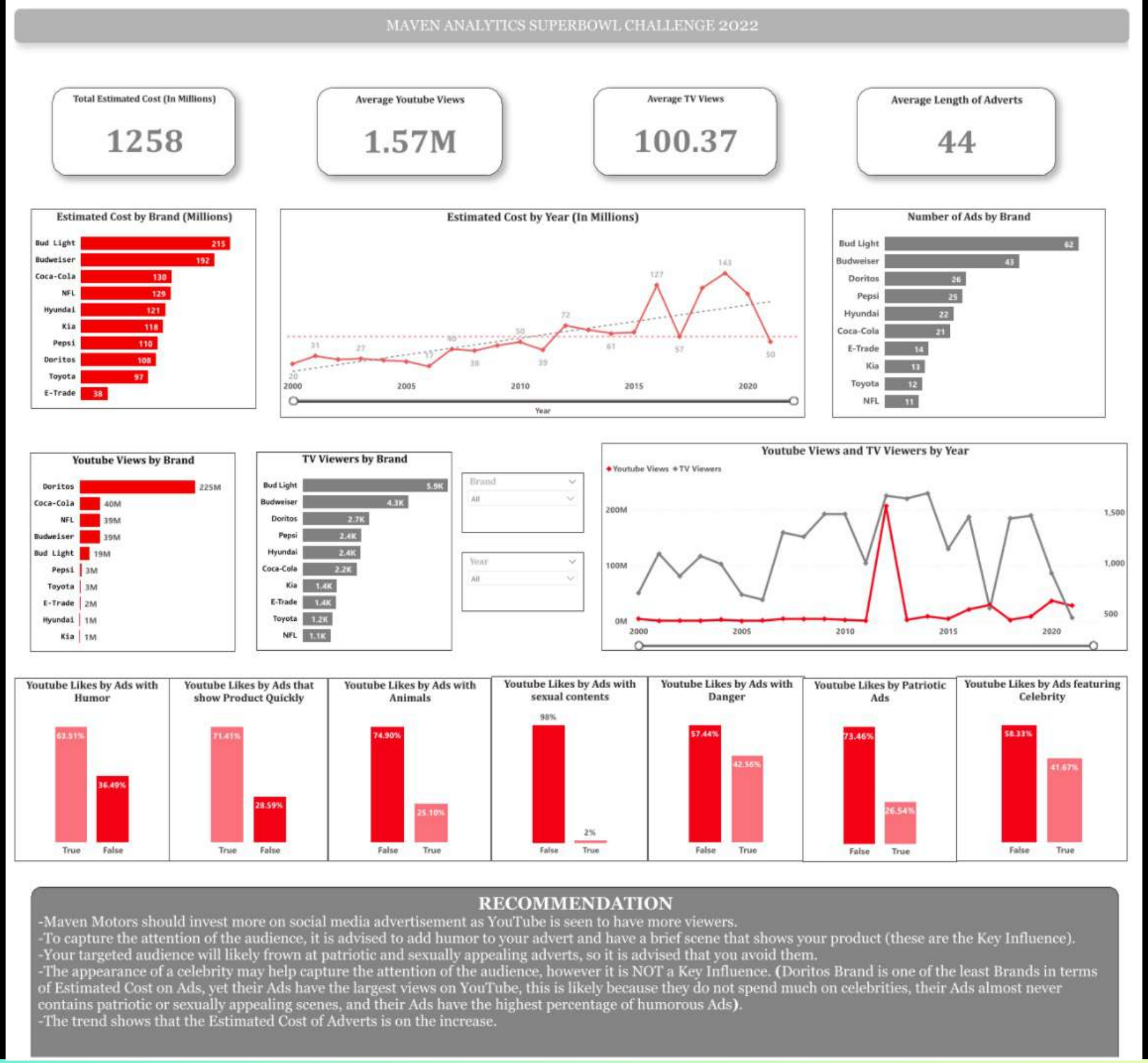
Maven Motors needs to include appropriate content to bring higher viewership in its commercials

A commerical that shows product quickly and contains humor may be more successful and be able to receive more viewership as revealed by the analysis above

# ENTRANT: Moid Ahmed Siddiqui




# ENTRANT: David Gee




# ENTRANT: Nita Enwereji

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