



# Game Day Analytics

Team 8- Analytic Inc

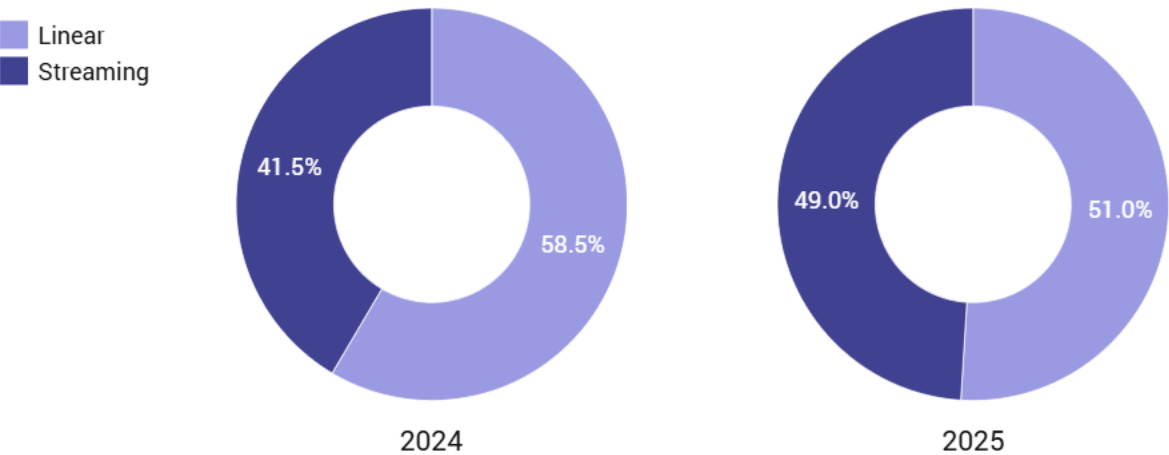
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## Introduction:

Super Bowl LIX, held on February 9, 2025, at Caesars Superdome in New Orleans, saw the Philadelphia Eagles defeat the Kansas City Chiefs 40-22, securing their second championship in seven years. Quarterback Jalen Hurts delivered an outstanding performance, completing 77% of his passes for 221 yards and rushing for a Super Bowl quarterback record of 72 yards, earning him the Super Bowl MVP title. The Eagles' defense was equally formidable, sacking Chiefs' quarterback Patrick Mahomes six times and intercepting him twice in the first half, effectively stifling Kansas City's offense.

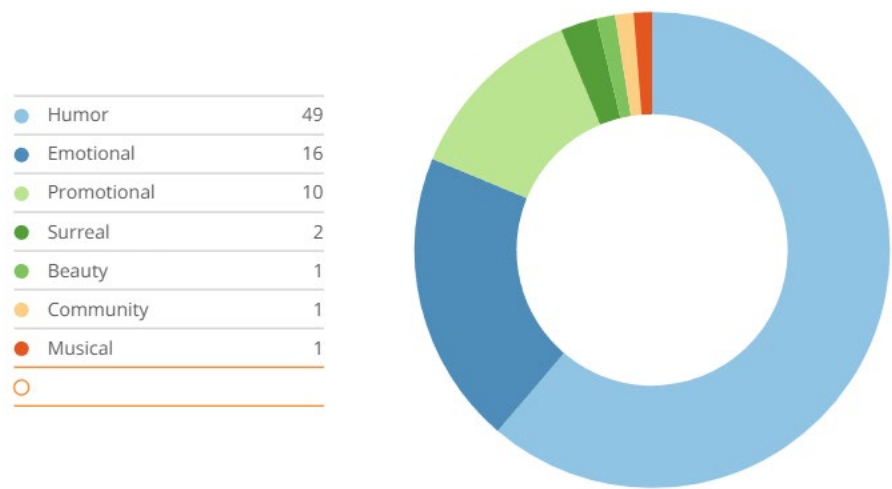
**37.1M** U.S. households tuned into Super Bowl LIX. Viewership was down **5%** compared to 2024. **28.8M** households watched Kendrick Lamar's Super Bowl LIX halftime show performance, down 4% from Usher's 2024 appearance. Viewership peaked at **152.4M** viewers. This occurred just before the halftime show.

Super Bowl viewership by platform in 2024 and 2025

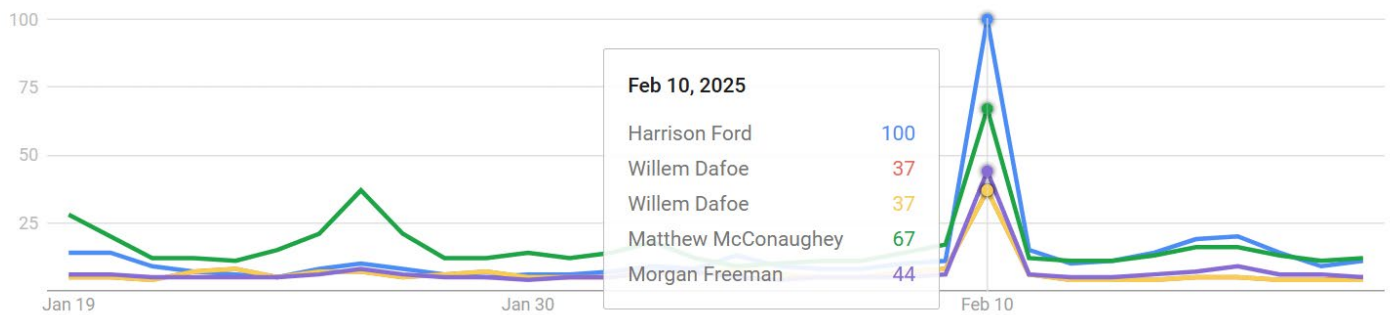


Which Brand took home the trophy?

In terms of advertising and brand engagement, Super Bowl LIX marked a shift towards storytelling and humor. Approximately 85% of ads incorporated humor, up from 71% in 2023, while celebrity appearances decreased to 54% as brands prioritized authentic narratives. Notably, T-Mobile's "A New Era in Connectivity" advertisement generated 12.6 times more online engagement than the average Super Bowl ad, and Ram's "Drive Your Own Story achieved 8.5 times more engagement "



Even though the Celebrity engagement during the superbowl has gone down from 2024 to 2025, Harrison Ford came out to be the top celebrity trending with his mean show in the ford ad. Other celebrities that topped the chart included matthew McConnaughey, Morgan Freeman.



On social media, Disney emerged as the most popular brand, generating massive engagement across platforms with teasers for upcoming blockbuster releases and nostalgic messaging. Additionally, Carl's Jr.'s collaboration with early-2000s pop culture icons resulted in a 47% engagement rate, the highest of any brand-influencer partnership during the Super Bowl season.

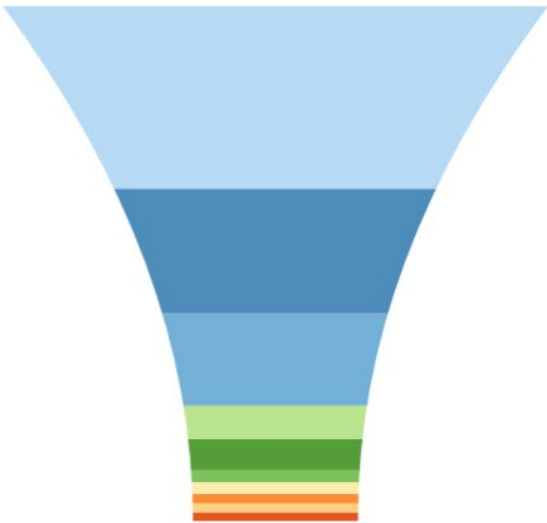
Regarding advertising costs, while specific figures for Super Bowl LIX have not been disclosed, it's well-known that Super Bowl ad slots command premium prices, reaching an average of seven million dollars for a 30-second spot in 2024. That value increased to eight million in 2025. The price for a 30-second slot has increased doubled since it was \$4 million in 2014. Brands invest heavily in these advertisements, aiming to maximize return on investment through increased brand awareness and consumer engagement. Brands such as Lay's, Doritos, Budweiser, and Tubi were effective in their spending. None of these companies opted to use celebrities in their 2025 ads. They instead opted for traditional "Budweiser Clydesdales", fan-created "Doritos Abduction, and .

avg\_cost\_per\_brand\_tweet.csv

Feb 19, 2025 - Feb 19, 2025

91K Sum of avg\_ad\_cost\_per\_tweet

Meta	32.4K	100%
Nike	22.2K	68.4%
Ram	16.3K	73.5%
Google	5.93K	36.4%
Fetch	5.48K	92.4%
Disney	2.21K	40.3%
Tubi	2.05K	92.9%
Budweiser	1.64K	80.1%
Doritos	1.62K	98.8%
Lays	1.49K	92.0%

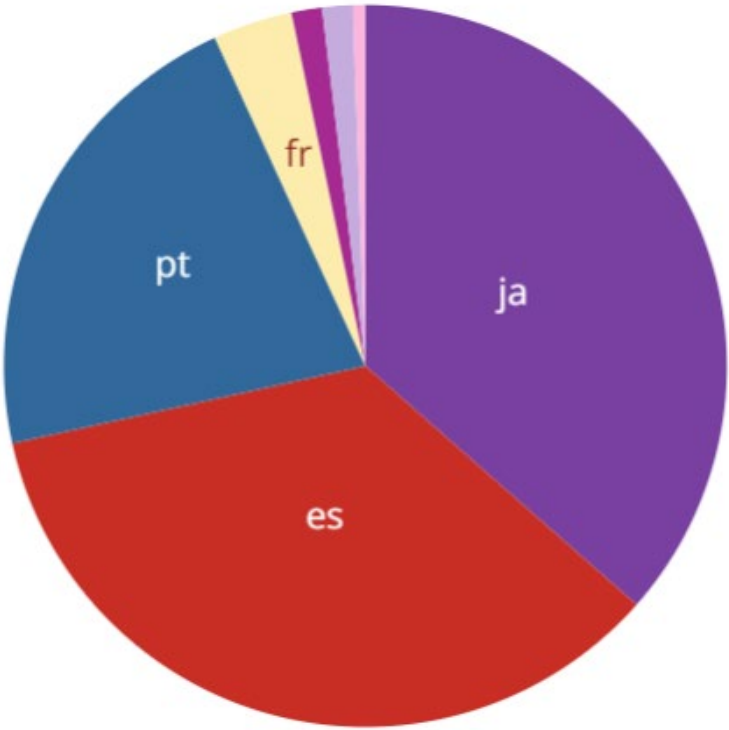


Twitter saw a diverse range of languages in fan interactions, reflecting the event's global appeal. While English remained the primary language, significant activity was observed in Spanish, especially in response to performances like Kendrick Lamar's halftime show. Spanish-language media outlets provided extensive coverage, engaging a broad audience. Brands also tailored their social media strategies to resonate with multilingual audiences, enhancing engagement across different linguistic communities. This multilingual approach underscores the importance of inclusivity in global events, fostering a more connected and diverse fan base.

## tweets by language

10K Count of lang ▼

ja	3,695
es	3,549
pt	2,187
fr	360
ar	138
de	138
ca	56

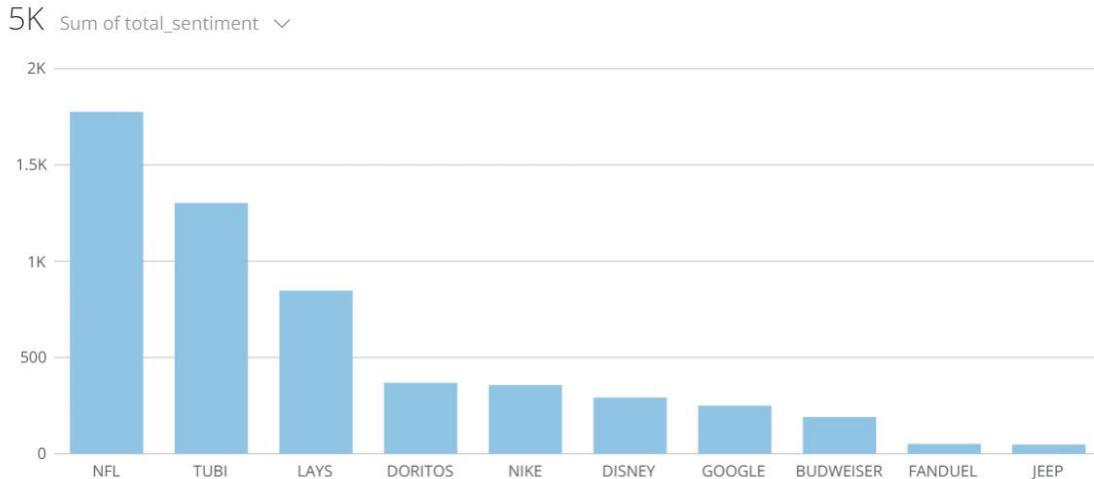


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The diversity in industry representation highlighted how the Super Bowl is not just a sporting event but a strategic platform for cross-industry brand storytelling and consumer engagement.

## Positive sentiment by top brands

Feb 19, 2025 - Feb 19, 2025



This graph above shows the sentiment scores on the y-axis, while the x-axis represents the brands. If a brand has a very high sentiment score on the y-axis, then it received very positive reviews. In this case the NFL received the highest positive sentiment followed by Tubi and then Lays.

The sentiment scores were calculated via the sentimentR package which is a sentiment analysis library in R. We first used this package to calculate the sentiment scores for every tweet in our dataset. Afterwards, we grouped the sentiment scores by their associated brand. Finally, we calculated the total sentiment scores for each brand. The total sentiment scores show the overall impact or volume of sentiment for each brand. This ultimately shows how much positive sentiment was generated for each brand. Afterwards, we filtered the brands to only display the brands with the top 10 highest total positive sentiment scores.

In summary, Super Bowl LIX not only highlighted the Philadelphia Eagles' dominance on the field but also showcased evolving trends in advertising, with brands focusing on humor and storytelling to enhance engagement, particularly on platforms like Twitter.

We learned about what is important when it comes to marketing for a brand and how the audience should be targeted during such events. We would like to thank our sponsors for the opportunity to collaborate.

