

249
Commercials

1.28K
Estimate Cost

1.18M
Youtube Like

25.02K
Total Tv Viewers

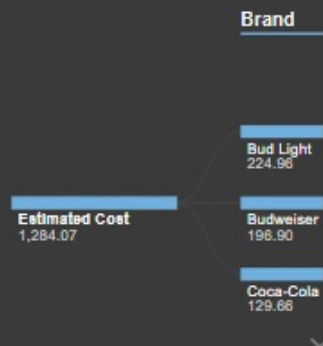
44.46
Average Length (in sec...)

372M
Total Youtube Views

Year
All

OVERVIEW

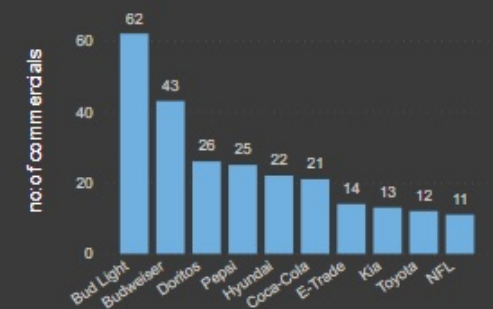
Brandwise Cost Breakdown



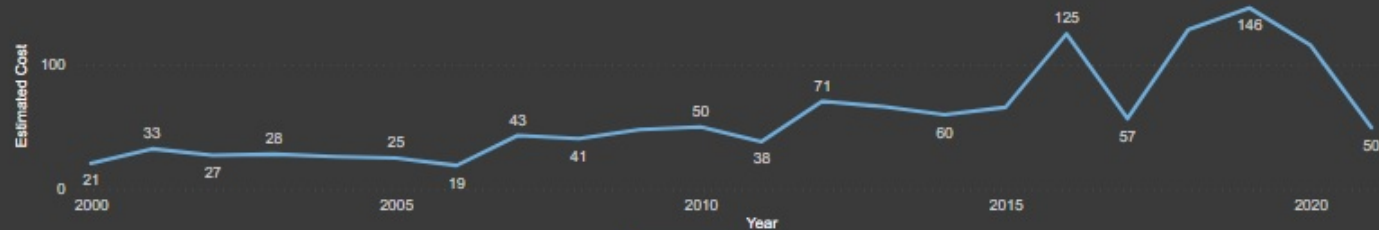
What did Brands feature in their Ads?

| Brand | Short | Fun | Animal | Dangerous | Celebs | Patriot |
|-----------|--------|--------|--------|-----------|--------|---------|
| Doritos | 84.62% | 98.15% | 42.31% | 46.15% | 19.23% | 3.85% |
| Bud Light | 82.26% | 95.16% | 33.87% | 46.77% | 24.10% | 4.84% |
| E-Trade | 50.00% | 92.88% | 28.57% | 21.43% | 7.14% | 14.29% |
| Pepsi | 60.00% | 72.00% | 12.00% | 24.00% | 64.00% | 12.00% |
| Kia | 30.77% | 61.54% | 38.46% | 38.46% | 53.85% | 15.38% |
| Hyundai | 54.55% | 54.55% | 31.82% | 27.27% | 27.27% | 13.64% |
| Toyota | 75.00% | 50.00% | 25.00% | 33.33% | 16.67% | 25.00% |
| Budweiser | 62.79% | 48.84% | 55.81% | 16.28% | 11.63% | 37.21% |
| Coca-Cola | 71.43% | 38.10% | 57.14% | 28.57% | 28.57% | 23.81% |
| NFL | 54.55% | 18.18% | | | 72.73% | 38.36% |

No. of Ads by Brand



Estimated Cost by Year



Overview

Ads Analysis

Online Viewership

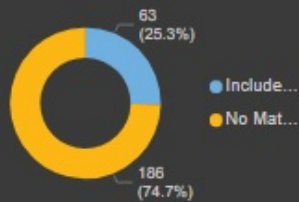
Tv Viewership

Key Insights

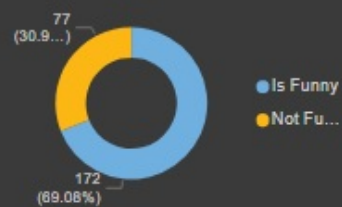


ADVERTISEMENT ANALYSIS

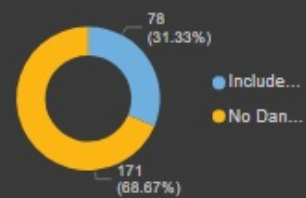
Commercials with Matured Content



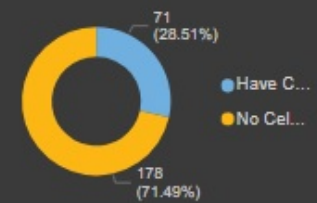
Commercials with Funny Content



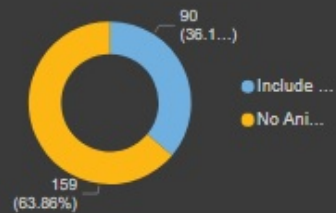
Commercials with Dangerous Content



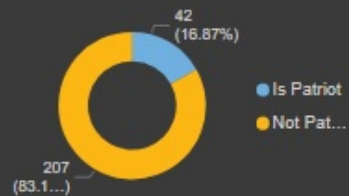
Commercials involving Celebrities



Commercials including Animals



Commercials with Patriotic Content



Product Display



Overview

Ads Analysis ^x

Online Viewership

Tv Viewership

Key Insights



DORITOS

295.00K

Commercial with Maximum Likes

ONLINE VIEWERSHIP ANALYSIS

NFL

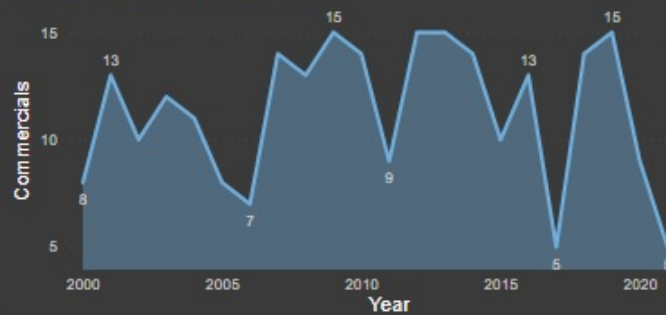
31.73

Most Expensive Ad (in millions)

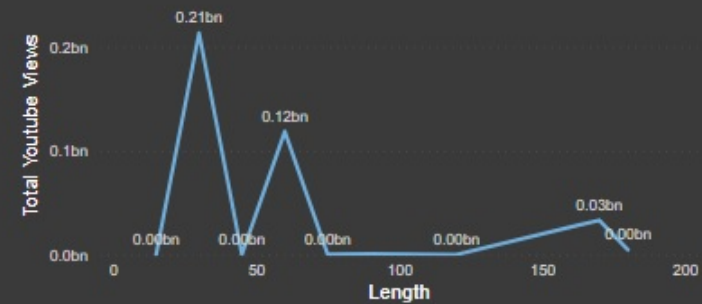
Brandwise Commercials Performance

| Brand | Commercials | Youtube Views | Youtube Likes | TV Viewers | Average Length (in second) |
|-----------|-------------|---------------|---------------|------------|----------------------------|
| Bud Light | 62 | 19,198,365 | 107,769.00 | 5,920.14 | 35.1 |
| Budweiser | 43 | 38,599,143 | 103,740.92 | 4,317.68 | 45.0 |
| Coca-Cola | 21 | 40,033,252 | 309,093.00 | 2,193.01 | 54.1 |
| Doritos | 26 | 225,291,936 | 377,364.00 | 2,719.95 | 34.6 |
| E-Trade | 14 | 1,790,945 | 2,826.00 | 1,358.83 | 28.1 |
| Hyundai | 22 | 1,301,620 | 6,767.00 | 2,360.32 | 43.6 |
| Kia | 13 | 531,878 | 3,632.00 | 1,396.25 | 65.7 |
| NFL | 11 | 39,200,955 | 227,488.00 | 1,139.53 | 79.0 |
| Pepsi | 25 | 3,249,064 | 17,275.00 | 2,384.59 | 46.1 |
| Toyota | 12 | 2,815,129 | 19,048.00 | 1,228.06 | 55.0 |
| Total | 249 | 372,012,287 | 1,175,002.92 | 25,018.36 | 44.1 |

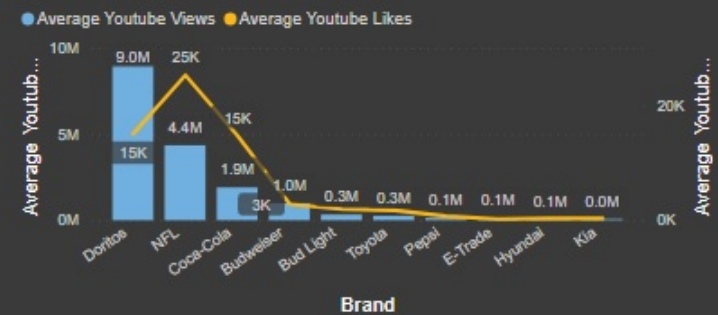
No: of Commercials by Year



Total Youtube Views by Length



Average Youtube Views and Average Youtube Likes by Brand



Overview

Ads Analysis

Online Viewership ^x

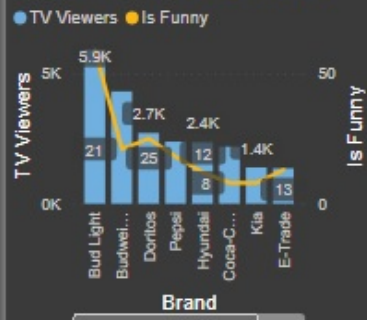
Tv Viewership

Key Insights

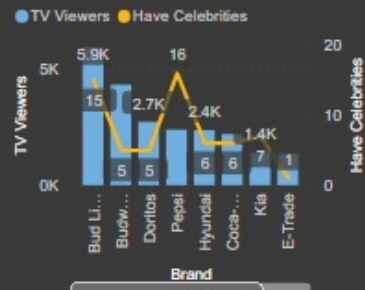


TV VIEWERSHIP ANALYSIS

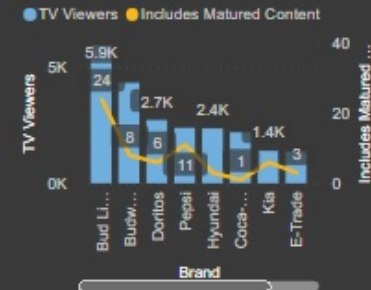
TV Viewers During Funny Ads



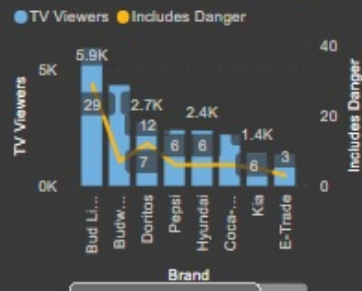
TV Viewers During Ads with Celebrities



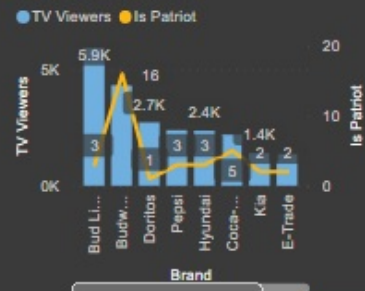
TV Viewers During Ads with Mature Content



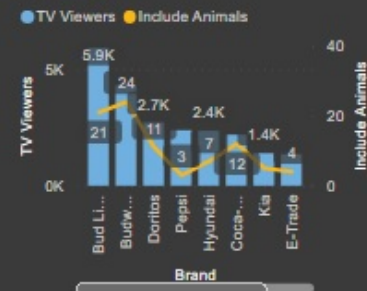
TV Viewers during Ads with Dangerous/Violent Content



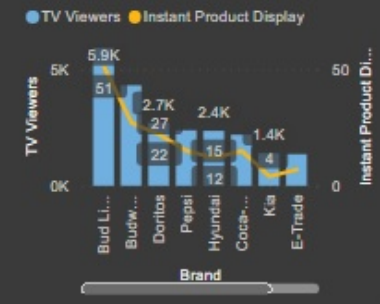
TV Viewers During Ads with Patriotic Content



TV Viewers During Ads with Animals



TV Viewers when Ads Show Product Quickly



KEY INSIGHTS

- Doritos, Coca Cola are the top brands with regards to ad viewership on the popular online platform Youtube.
- This trend indicates that brands belonging to the Foods and Beverages category are most likely to gain maximum attention on online advertising platforms.
- With regards to TV viewership, brands such as Budweiser and Budlight have gained the maximum audience views.
- It is recommended that ads are in the time range of 30-60 seconds in order to gain more viewers on online as well as TV platforms.
- Comparing TV and Online viewership, it is observed that the audience are leaning more towards Youtube and TV viewership has been steadily declining. TV channels have to put in extra efforts to compete with online advertising platforms.
- The audience prefers to watch ads which are funny and displays the product quickly. The possible reasons for this trend could be:
 - a) The SuperBowl is a family event and thus viewers prefer to not watch ads with matured or having celebrity endorsement.
 - b) The event is itself likely to be thrilling and stressful for fans and thus they prefer to watch funny ads to get a relief during commercial breaks.
 - c) The audience naturally prefer that ads are shown as quickly as possible with instant product display so as to not waste time watching products they might not buy .

To conclude, the best strategy to gain maximum audience for brands is to produce commercials between 30-60 seconds depending on budget and objectives. The content of commercials should be funny and products should be displayed quickly to retain the attention of viewer. The cost of such ads is likely to be expensive but if they get maximum views on Youtube, the cost per viewer will be less.