

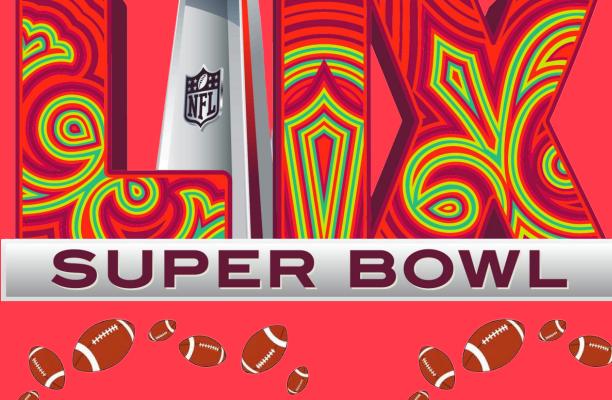


Super Bowl LIX

Ads analysis



Which Super Bowl Ad stole the show?



SUPER BOWL

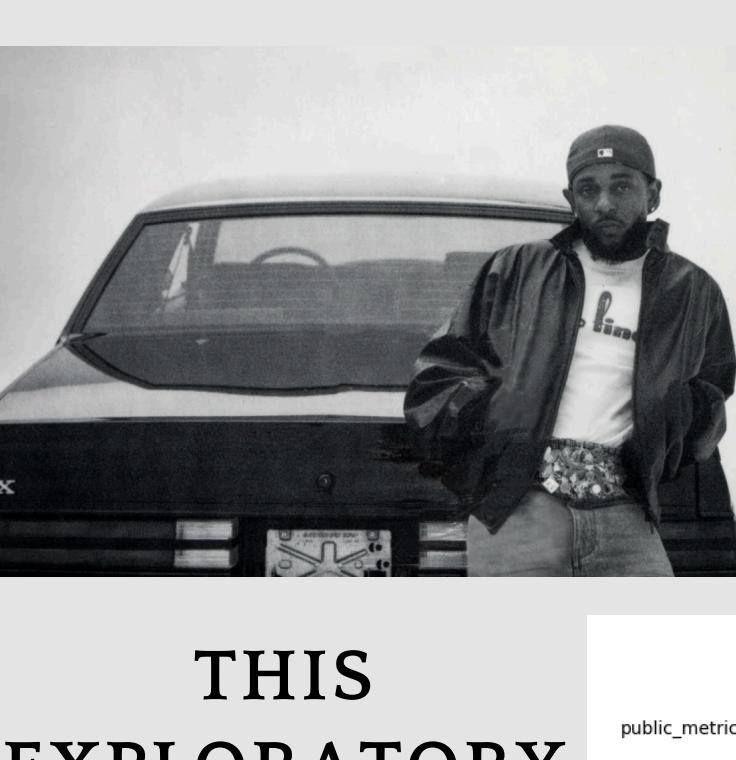
featuring
FourGuys

123147
Total Tweets

50
Total Brands

\$8M
Ad Cost

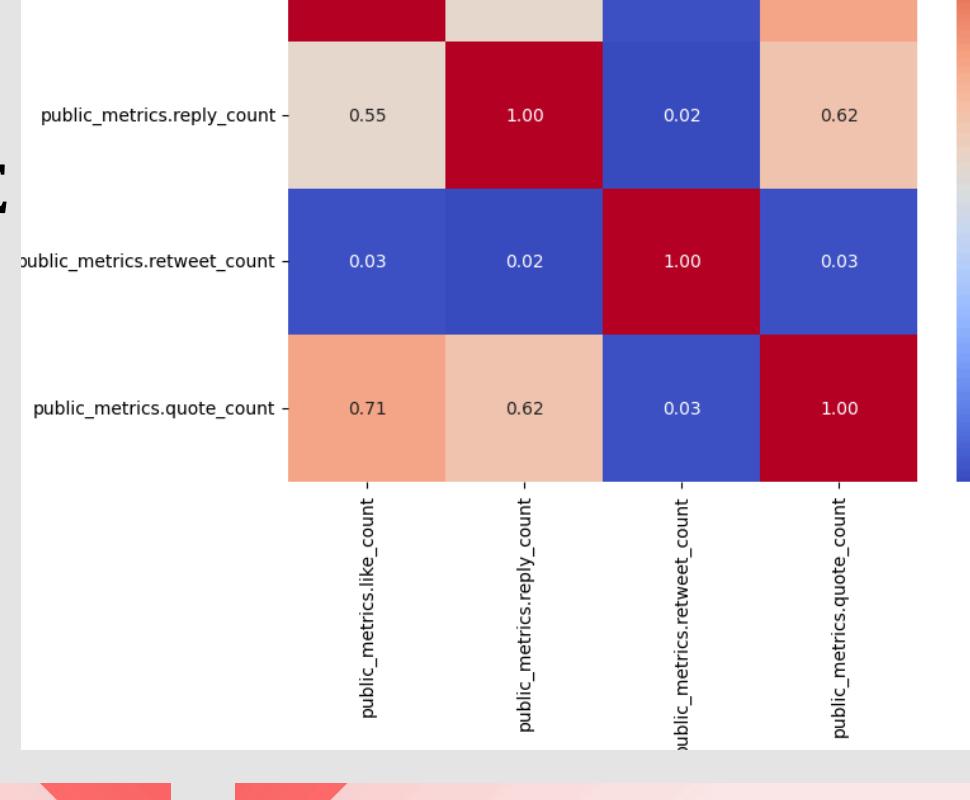
127.7M
Total Views



Half Time Show

MOST WATCHED
SUPER BOWL
HALFTIME
SHOW
OVER 133 MILLION

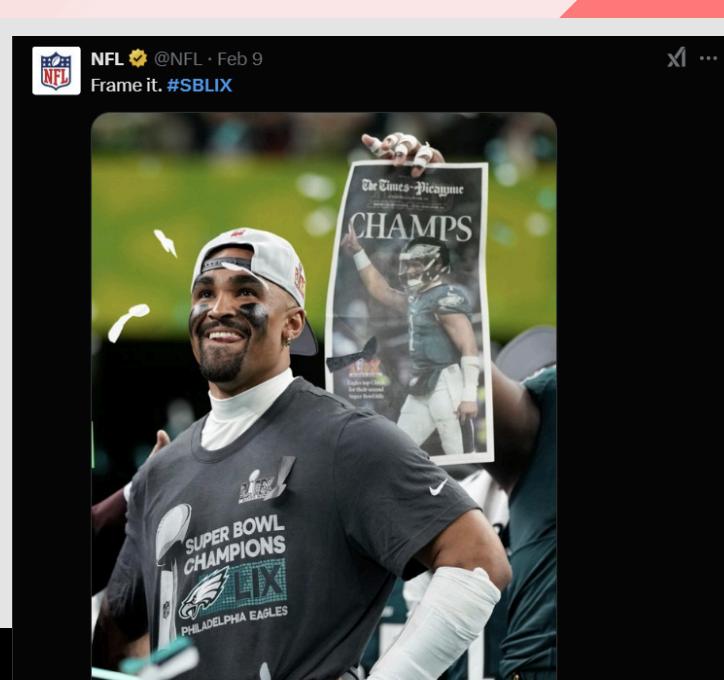
THIS
EXPLORATORY
ANALYSIS
EXAMINES THE
CONNECTIONS
AMONG KEY
METRICS.



The like count has a strong positive correlation with the quote count (0.71), suggesting that posts with more likes tend to receive more quotes.

Quote count also has a moderate positive correlation with the reply count (0.62), likes may indirectly influence replies through their impact on quotes.

#SBLIX	16872
#OnlyLays	5570
#SuperBowl	4124
#SuperBowlLIX	3783
#TomBrady	2369
#PlayforULTRA	2155
#kendricklamar	1960
#Nfl	1957
#TomCruise	1944

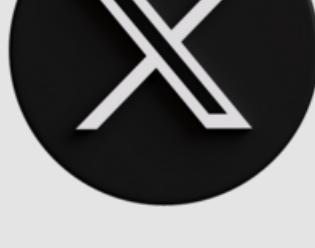


Analysis Begins...

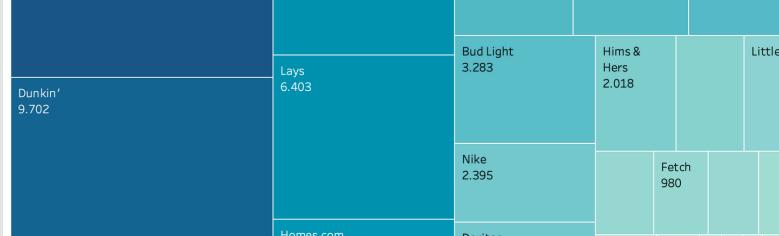
We defined these metrics to determine which ad is the “winner”



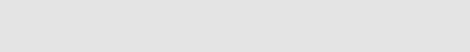
We saw some familiar faces
such as Disney, Dunkin',
Doritos, Homes.com, TurboTax



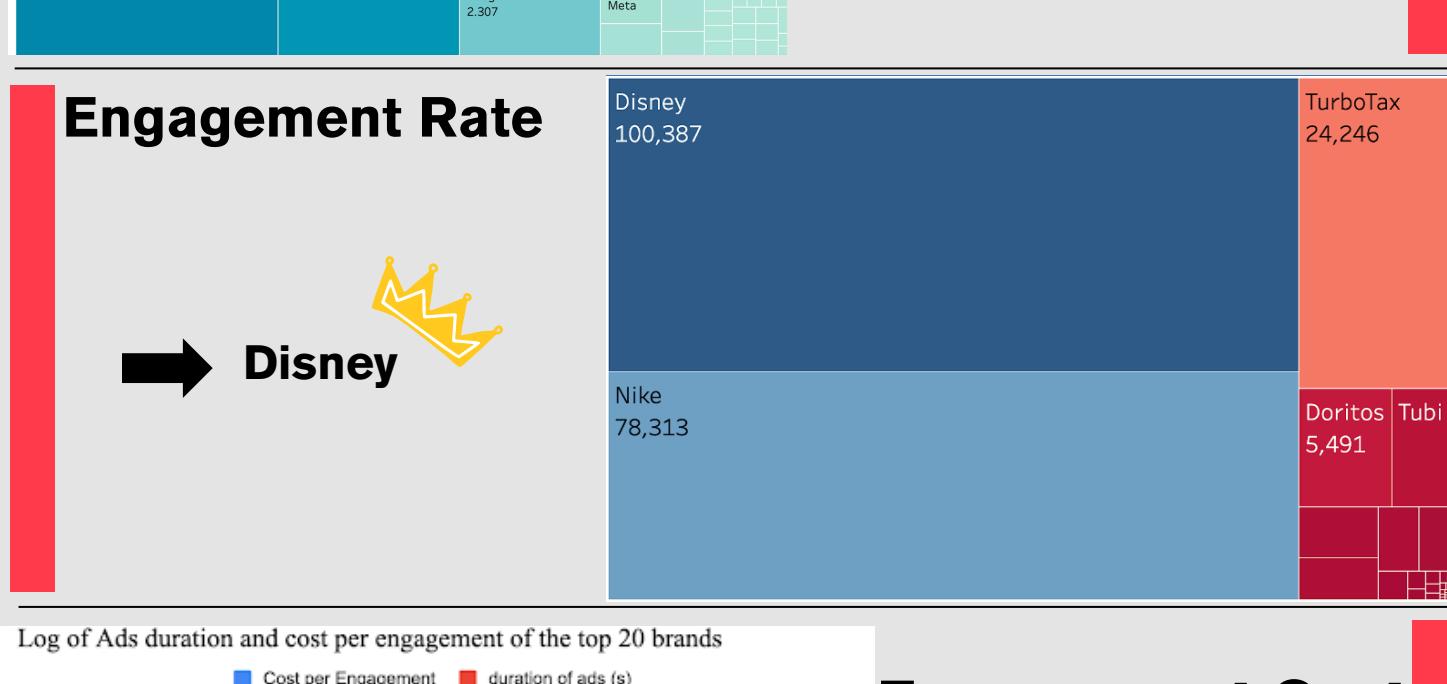
Most Tweets



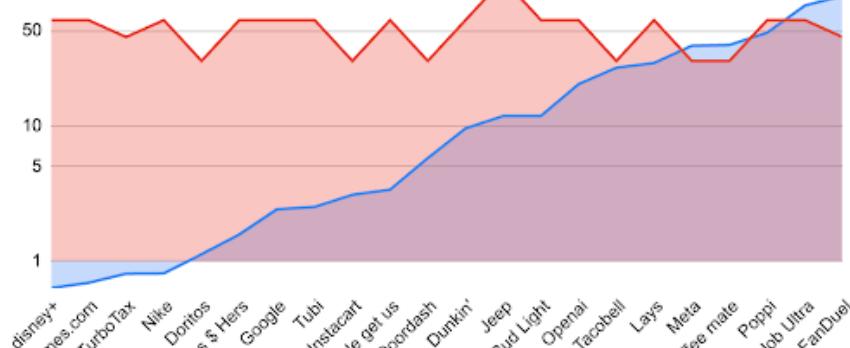
Most tweeted Brand



Engagement Rate



Log of Ads duration and cost per engagement of the top 20 brands



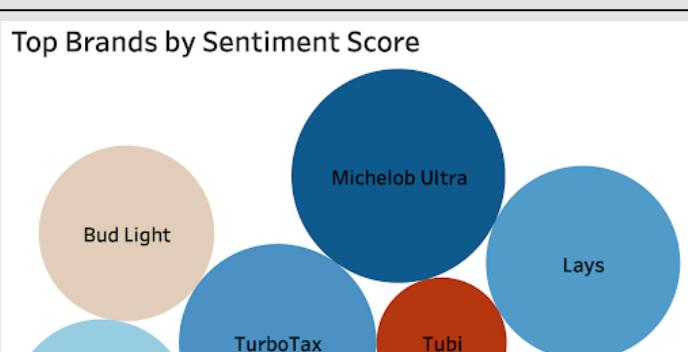
Engagement Cost



Tweet Sentiment

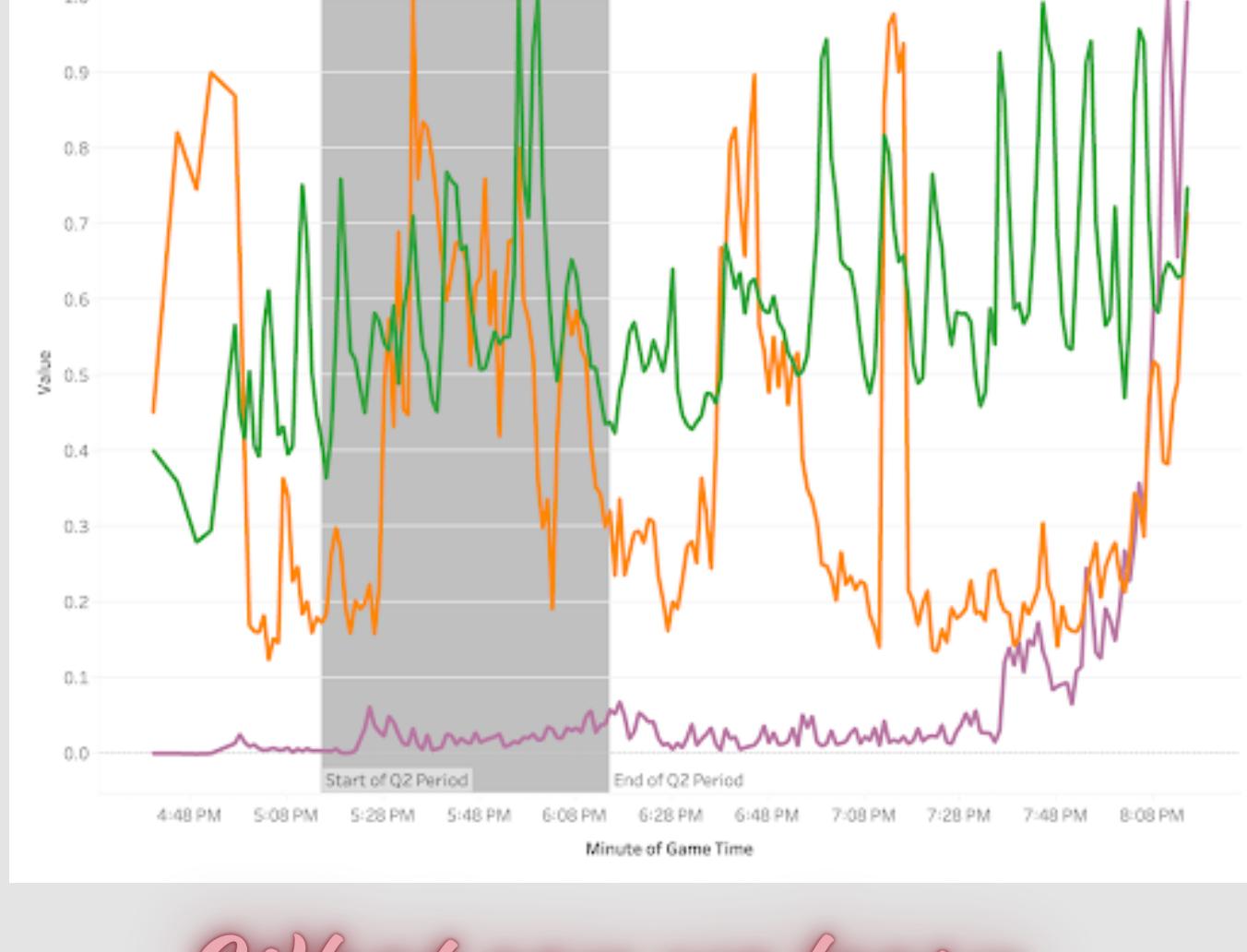


Top Brands by Sentiment Score





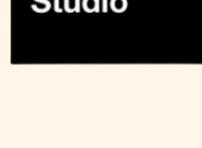
Tweet Volume From The Past & This Year



What can we learn From Top Brands?

- Investing in quarter 2 often yield best engagement rate.
- The duration of ad should be at least 45s for better return on engagement.
- Extensive online presence prior to the Super Bowl positively influence engagement.
- Actively engaging, using trending hashtag and mentioning celebrities also induce engagement.

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