Rebel Scrum - Superbowl Ads
ITSC 3155 Final Project Proposal

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Date: 4/1/2021

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1   Introduction

Describe in one or two paragraph the idea of and motivation for the project.

For this project, the idea is that we want to help companies help consumers. In order for us to do this, we decided that we wanted to help companies see ways to make better advertisements. As our group loves superbowl ads, we decided to use an open data set that analyzes the indicators and effectiveness of superbowl ads. We hope that companies will be able to use this information to use these indicators in their own advertisements, appealing to more consumers.

The motivation for this project is that companies will easily benefit from the indicators in the charts that will be made. When we watch advertisements, the worst thing is to be bored and annoyed by the commercials. That is the complete opposite of the purpose of advertising. Advertisements should catch the attention of viewers and make them want to have a certain product of service. We are motivated to help companies fix their commercials and make better advertisements for audiences to view and enjoy, and then utilize such products or services.

1.1 Product Vision

1.2 Customer Description

Our primary customer base would be anyone looking to produce effective ads during the super bowl. This can be anyone from the actual business owner, or someone who is in charge of advertising for a large scale company. They are someone who is looking for assistance in what people are looking for when watching an advertisement, while seeing the most-viewed categories for each ad. They will use this application to create the best advertisement to grab the attention of the most customers possible.

1.3 Project Scope and Objectives

Define the scope of the project and the objectives (features) to be satisfied by this project.

2   Project Resources

2.1   Group Members

1. Jnana Krishnamsetty
2. Brandon Parker
3. Bryson White
4. Cameron Ownbey

2.2 Data

The data source is an open data set available here: https://projects.fivethirtyeight.com/super-bowl-ads/.

The data is a list of ads from across 10 different brands that created superbowl ads in the years 2000 to 2020. Each of these ads has defining characteristics that were analyzed by a group. The data set includes the year, brand, link, and then usage of certain characteristics and indicators within the ads. For example, an advertisement might use animals within their commercial to help get the audience's attention. If the advertisement did, then the data set reflects it and indicates that a certain ad used animals.