

2022 Game Day Analytics Challenge

Game Day ADs The Crypto Bowl?



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Introduction



101MM

The Big Game is the most anticipated event in the United States, reporting to be the most viewed, 101.1MM this year. This is not caused only because of the big game, but also it has a great half-time show, and the best ads are designed for this event.

\$6.5MM
30 secs



This year, the game has been influenced by the crypto world at such a level it is referred as the Crypto Bowl—starting with the name of the Stadium called **SOFi**, an app for trading cryptos. We had Ads from **Coinbase**, **FTX**, **crypto.com** and **eToro**.



66 ADs

Let us look at some insights to understand these advertisements' engagement, strategies, and performance. We used tweets to analyze instant reactions, google searches after the ads, youtube views, and apps downloads.

Crypto Bowl



The Most Retweeted Tweet

"RT @FTX_Official: The next big thing is here, even if Larry can't see it."



Is the first year for crypto apps to participate but couldn't beat traditional industries



DOWNLOAD GROWTH DURING SUPERBOWL



coinbase

309%

eToro

132%

FTX

130%

The strategy used by **Coinbase** of placing a QR bouncing as a DVD for one minute engages viewers to download the app and be the **winner** of downloads. But it **crashed** cause a huge number of new users.

Twitter Trends



Which Brand had the most number of reactions?

TOP # tweets By brand



- Disney had **2 ads** during the game
- Teaser 30 seconds **before** kick off
- Engaged to watch the full trailer on Youtube

- FTX_official what the most word used during the game followed by bitcoin
- Kanye was trending this day and participated in McDonalds AD



- New **LOTR** series thats Amazing!!!
- Everyone **loves** to Travel
- **QR** brilliant Idea
- Fast food is **controversial** as there main celebrity

Youtube and Google Search



Search Term	Results
COINBASE	500K+
Dr. Strange 2	200K+
NOPE	200K+
BEL AIR	200K+
Lord of the Rings	200K+

For measuring the effectiveness of the ad we looked for the number of views on youtube. And the top searches in google during the game.

Conclusion

A **\$6.5MM** ad only for getting a place in the most broadcast event is worthy of engaging your audience.

During the "**Crypto Bowl**," we saw interesting strategies for getting this objective.

- Make an AD that directs the viewers to your product (coinbase)
- Invest in the creativity and have ready a tweet to be RT (FTX)
- Have a teaser before the Game starts for your official trailer and realize it during the Game(Disney+)
- Use controversial celebrities to be on what people talks(Mc Donalds)

And yes, it is the Crypto bowl as they were the winners as they were the ones to bring new customers to their services, had invested more in the Game and sport to attract people.

The Game is being watched with a phone in hand; make your audience use it!!