

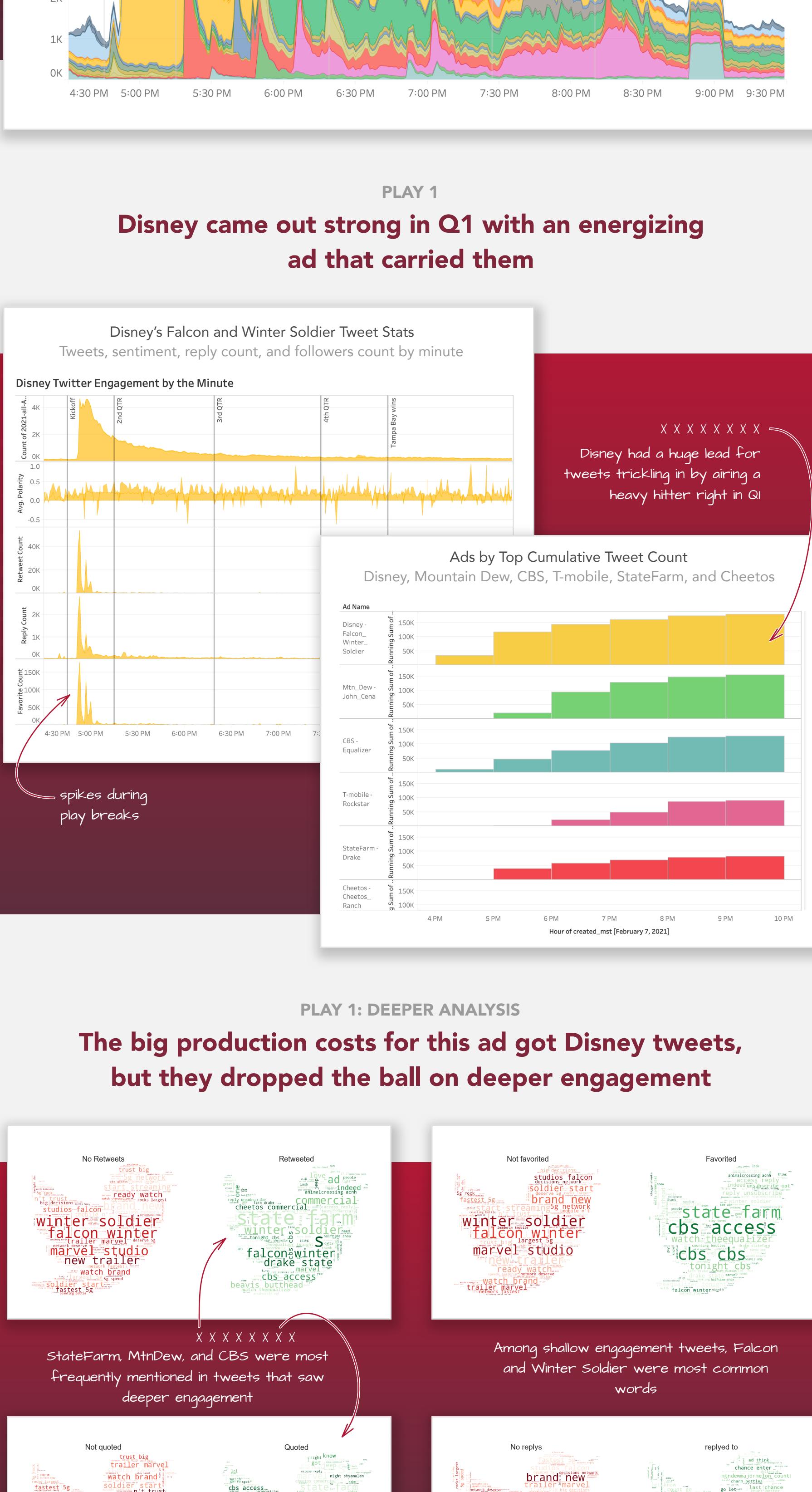
ANALYSIS

The Key Plays from Superbowl 55 Marketing Campaign

winners—let's review the key

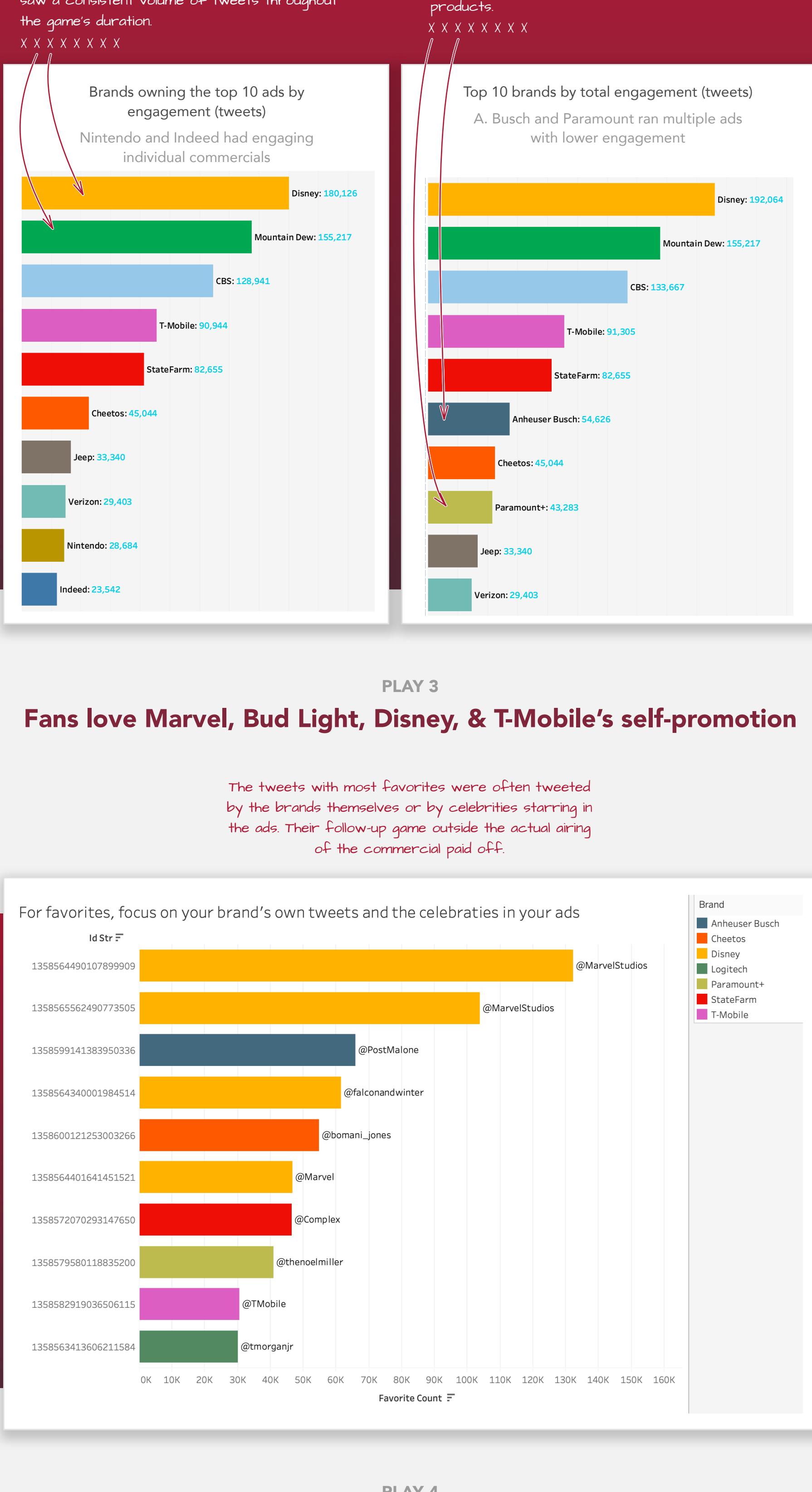
Tampa Bay

This chart illustrates the accuracy (ACC) of different models over time. The vertical axis represents accuracy from 0.0 to 1.0, and the horizontal axis represents time steps from 0 to 1000. The data shows several models fluctuating between 0.5 and 1.0, with a significant peak occurring around step 500.



PLAY

Anheuser and Paramount+ both gained engagement by running multiple ads



individual minute?

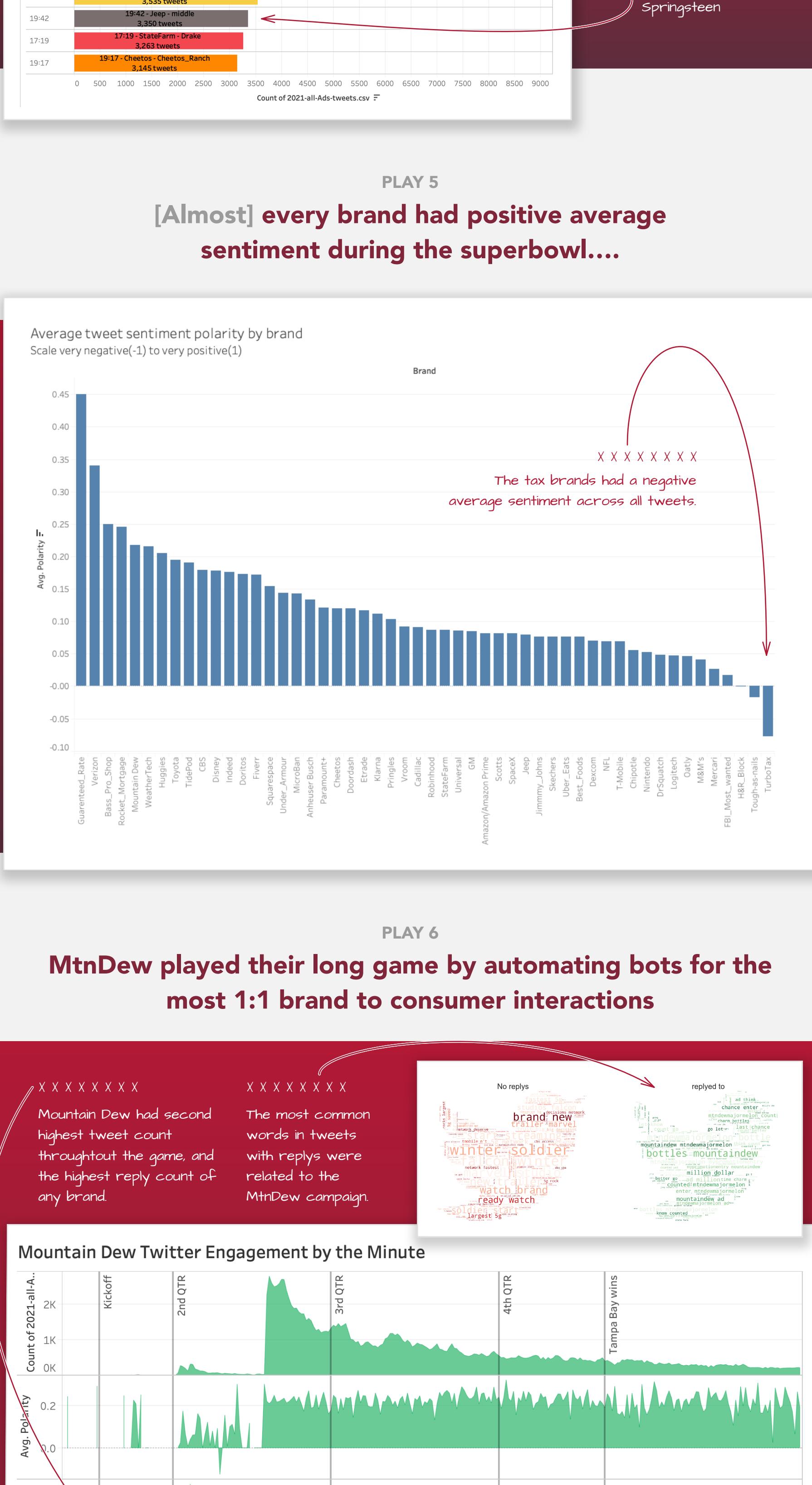
Ads with certain spikes in tweets

Time	Hashtag	Tweets
19:16	Cheetos - Cheetos_Ranch	6,698 tweets
17:20	StateFarm - Drake	6,497 tweets
16:53	Disney - Falcon_Winter_Soldier	4,610 tweets
16:57	Disney - Falcon_Winter_Soldier	4,545 tweets
16:58	Disney - Falcon_Winter_Soldier	4,540 tweets
16:59	Disney - Falcon_Winter_Soldier	4,351 tweets
16:55	Disney - Falcon_Winter_Soldier	4,267 tweets
17:00	Disney - Falcon_Winter_Soldier	4,014 tweets
16:56	Disney - Falcon_Winter_Soldier	3,978 tweets

X Cheetos had Ashton

X State Farm had Ashton

X Disney had Ashton



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A line chart showing favorite counts over time. The y-axis is labeled "Favorite Count" and ranges from 0K to 8K. The x-axis shows time intervals every 30 minutes, from 4:30 PM to 9:00 PM. There are several sharp peaks: one at approximately 5:15 PM reaching about 8K, another at 5:30 PM reaching about 1K, a small peak at 6:00 PM, and a few smaller peaks between 7:00 PM and 8:00 PM.

