

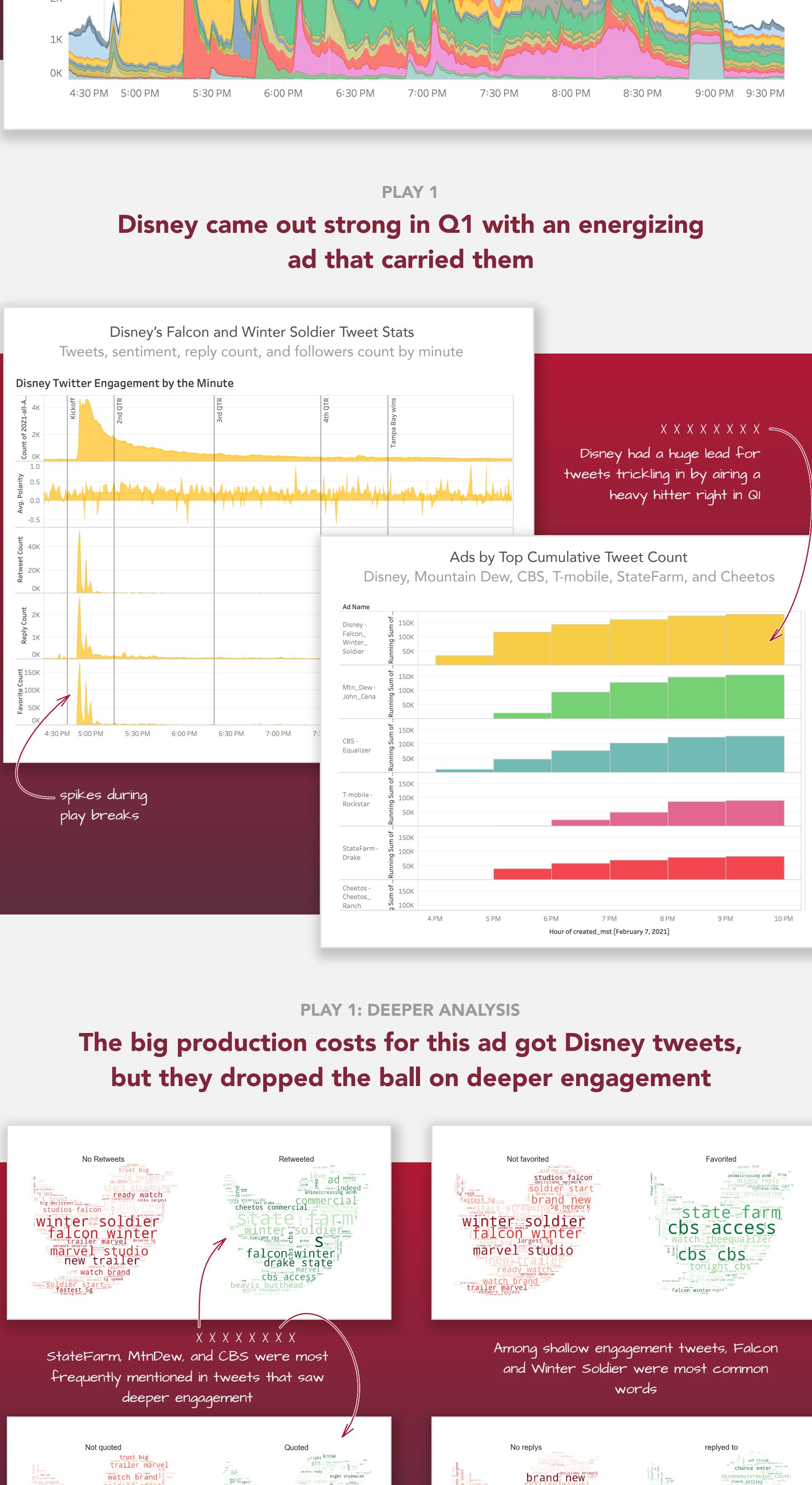
ANALYSIS

The Key Plays from Superbowl 55 Marketing Campaign

winners—let's review the key

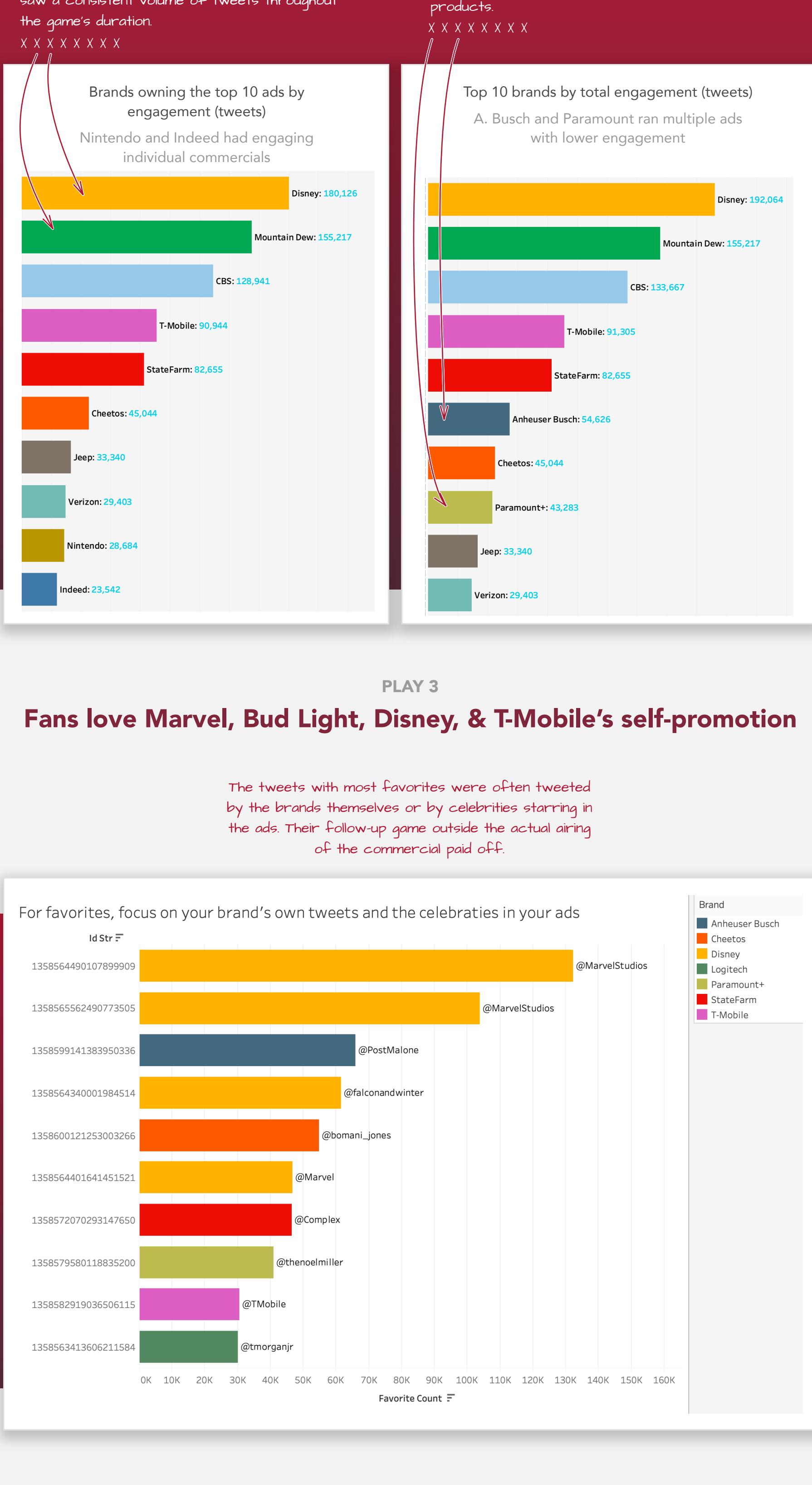
Tampa Bay

This chart illustrates the accuracy of various machine learning models during a training or testing process. The vertical axis represents accuracy (ACC), ranging from 0.0 to 1.0. The horizontal axis represents time in seconds (sec), ranging from 0 to 1000. The data shows several models (represented by different colored lines) fluctuating between 0.5 and 1.0. A major vertical drop occurs between 100 and 150 seconds, where all models' accuracy drops sharply towards zero.



PLAY

Anheuser and Paramount+ both gained engagement by running multiple ads



individual minute?

3,736 tweets

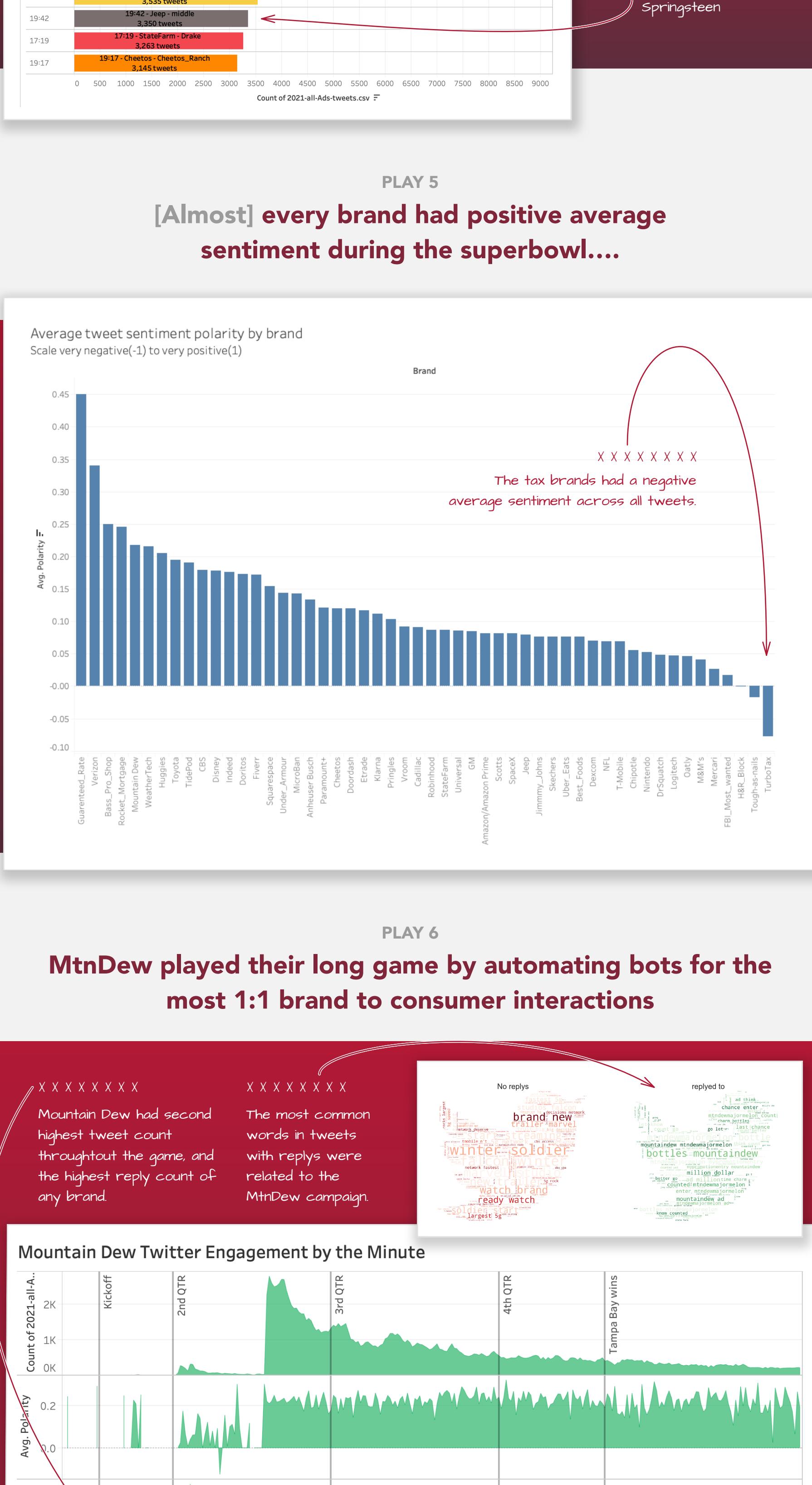
19:16 - Cheetos - Cheetos_Ranch	6,698 tweets
17:20 - StateFarm - Drake	6,497 tweets
16:53 - Disney - Falcon_Winter_Soldier	4,610 tweets
16:57 - Disney - Falcon_Winter_Soldier	4,545 tweets
16:58 - Disney - Falcon_Winter_Soldier	4,540 tweets
16:59 - Disney - Falcon_Winter_Soldier	4,351 tweets
16:55 - Disney - Falcon_Winter_Soldier	4,267 tweets
17:00 - Disney - Falcon_Winter_Soldier	4,014 tweets
16:56 - Disney - Falcon_Winter_Soldier	3,986 tweets

Ads with certain spikes in tweets

X Cheetos had Ashton

X State Farm had Ashton

X Disney had Ashton



1

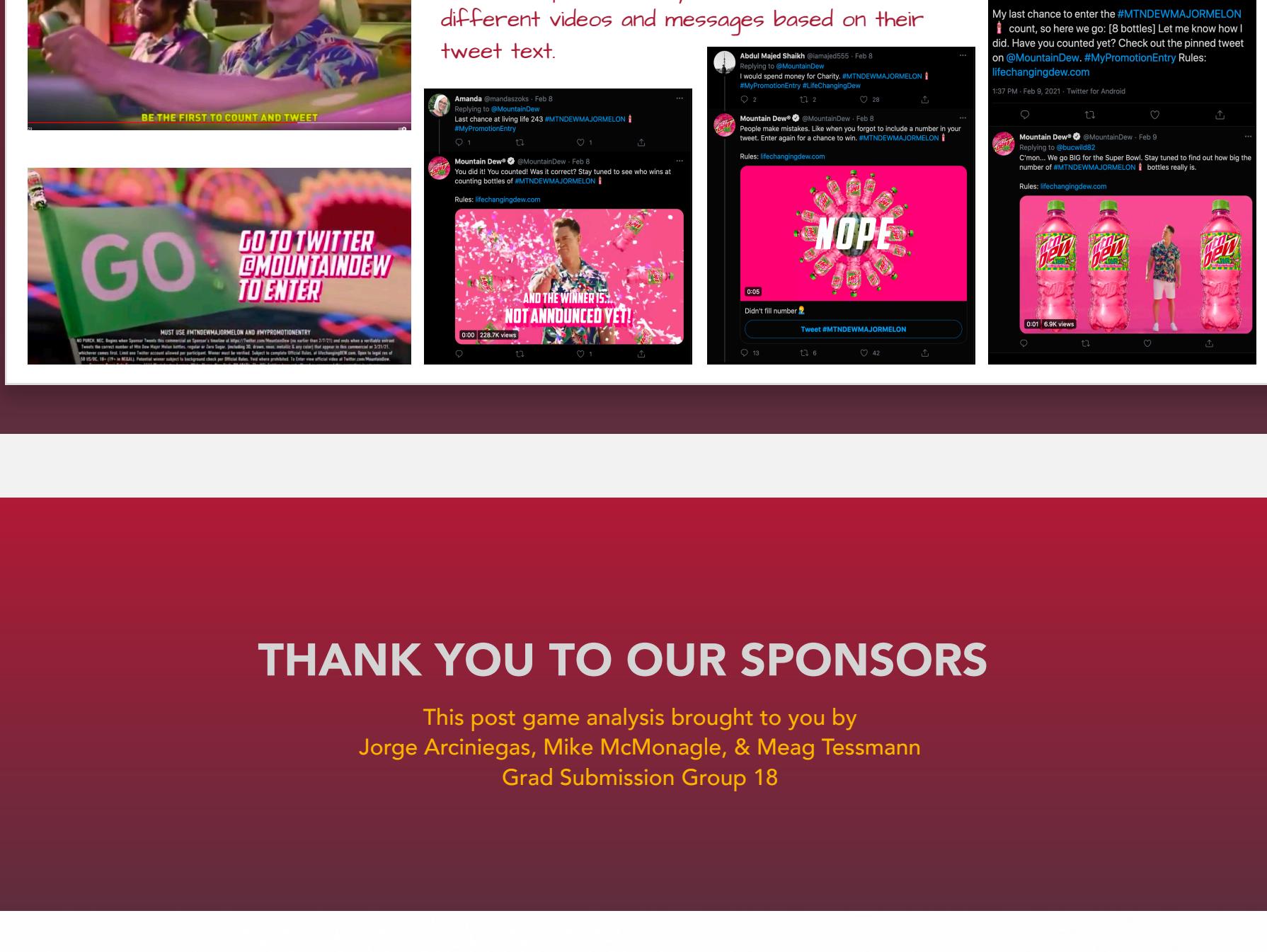
Favorite Count

8K
6K
4K
2K
0K

4:30 PM 5:00 PM 5:30 PM 6:00 PM 6:30 PM 7:00 PM 7:30 PM 8:00 PM 8:30 PM 9:00 PM 9:30 PM

34 nu

Mountain Dew Loko LCTA



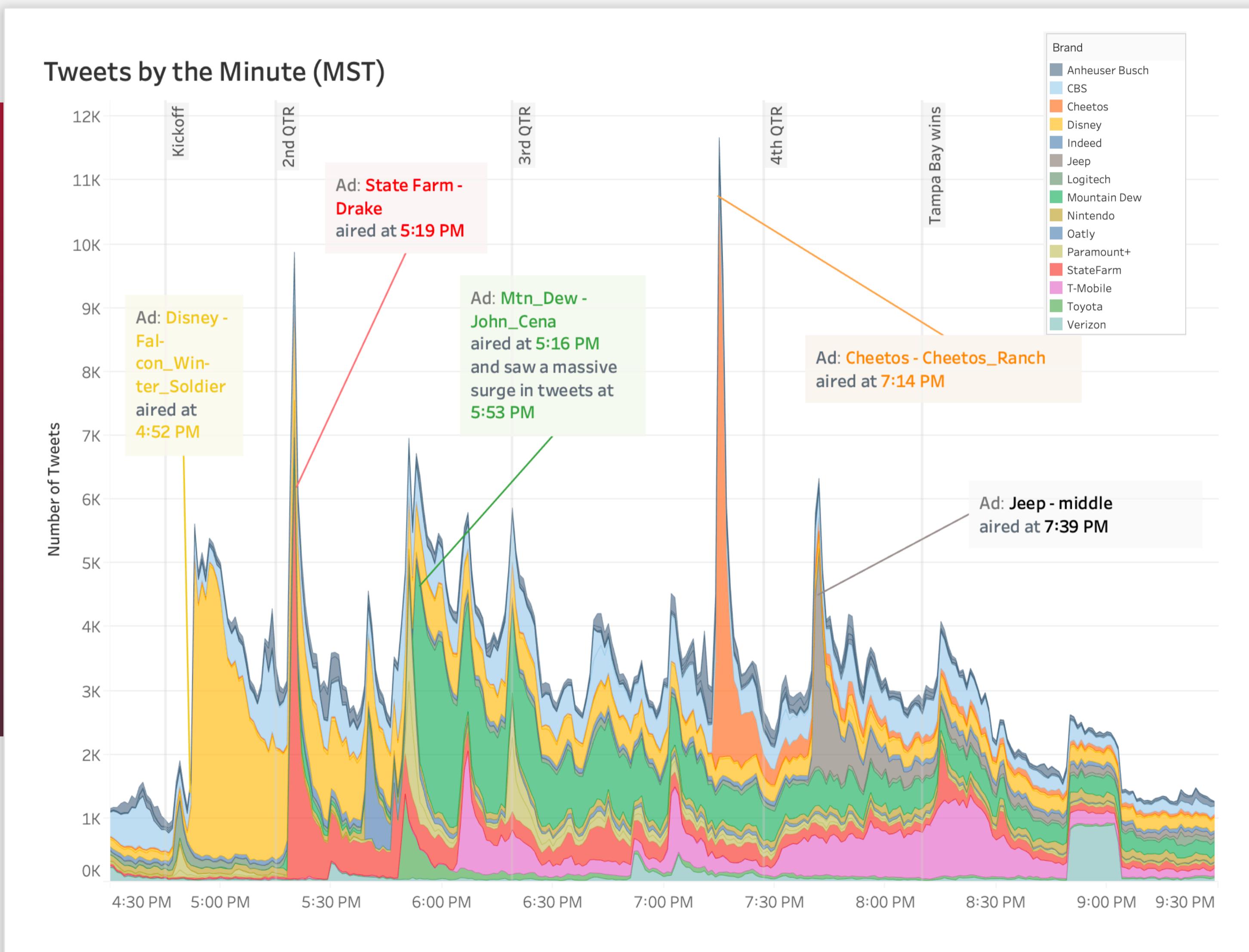


POST GAME ANALYSIS

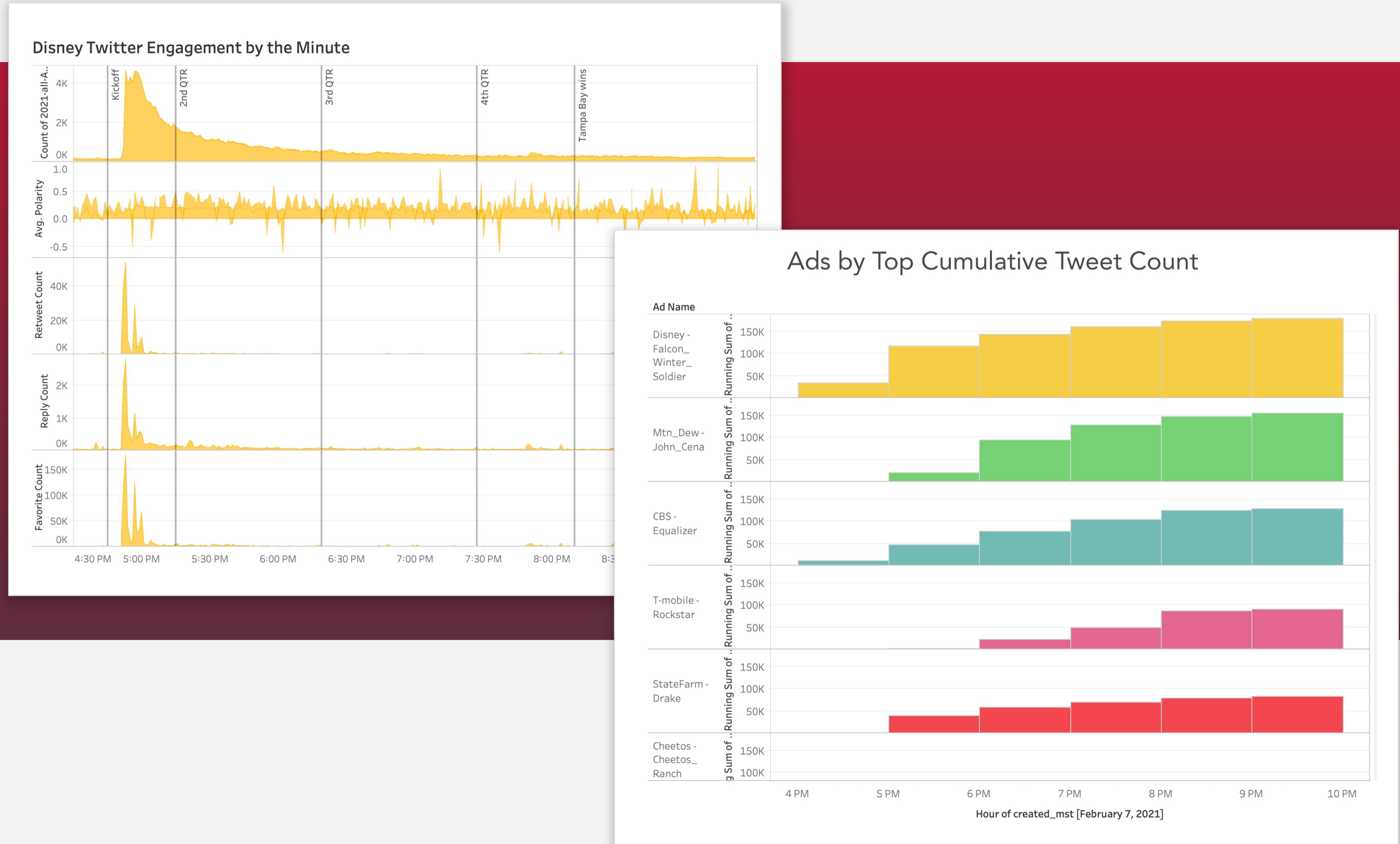
GRAD GROUP 18

The Key Plays from Superbowl 55
Marketing Campaigns

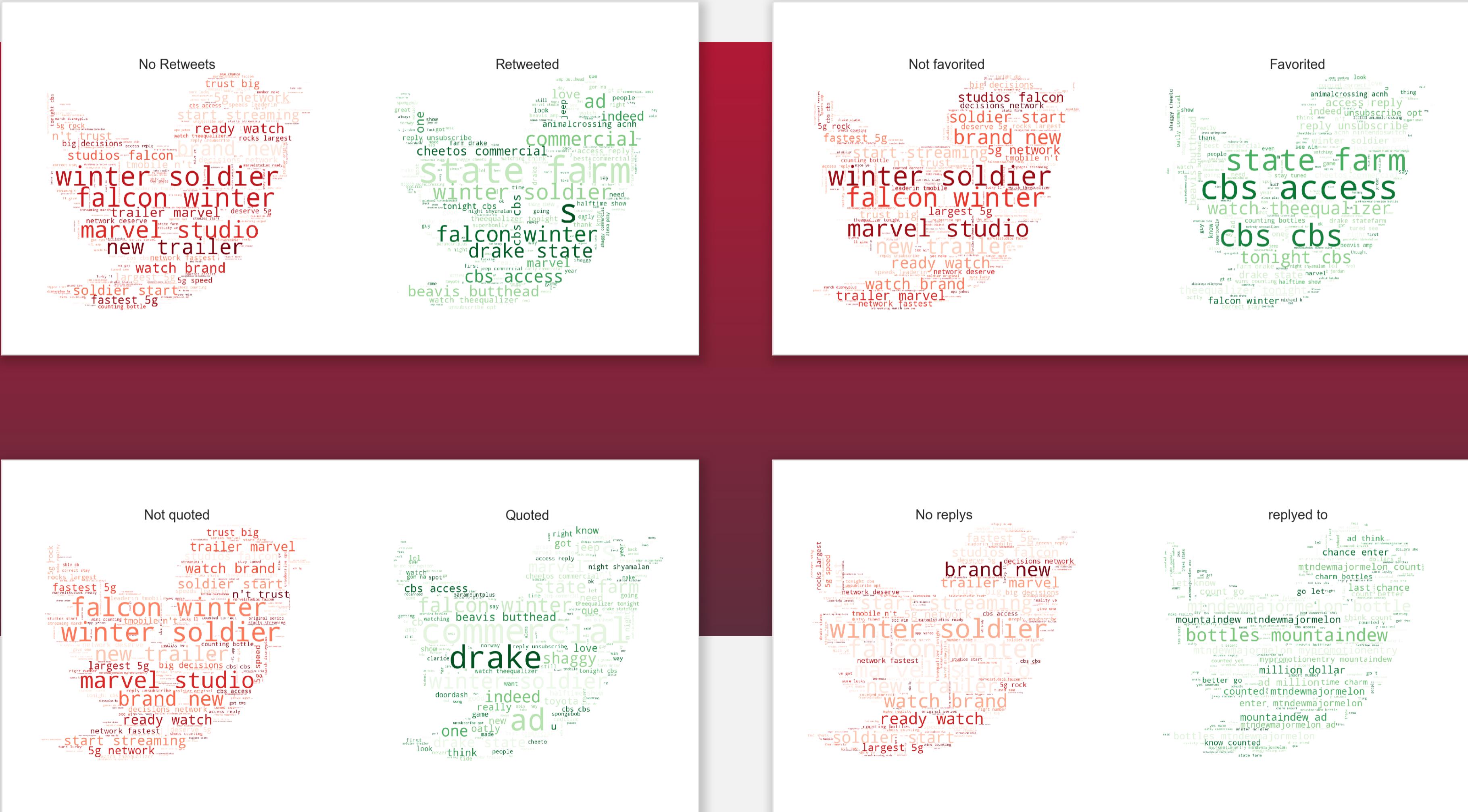
Different strategies for different twitter responses



Disney came out strong in Q1 with an energizing ad that carried them

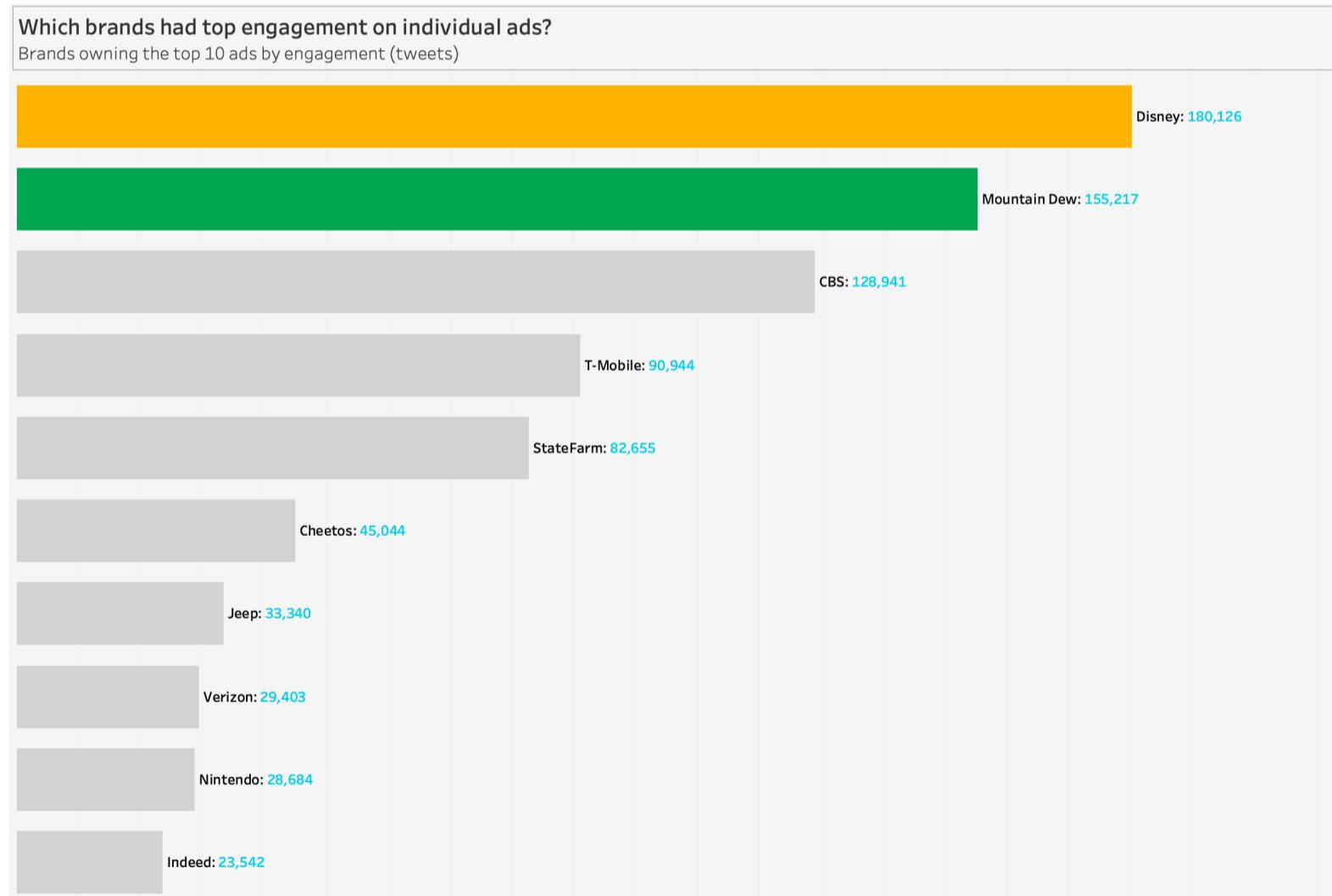


The big production costs for this ad got Disney tweets, but they dropped the ball on deeper engagement

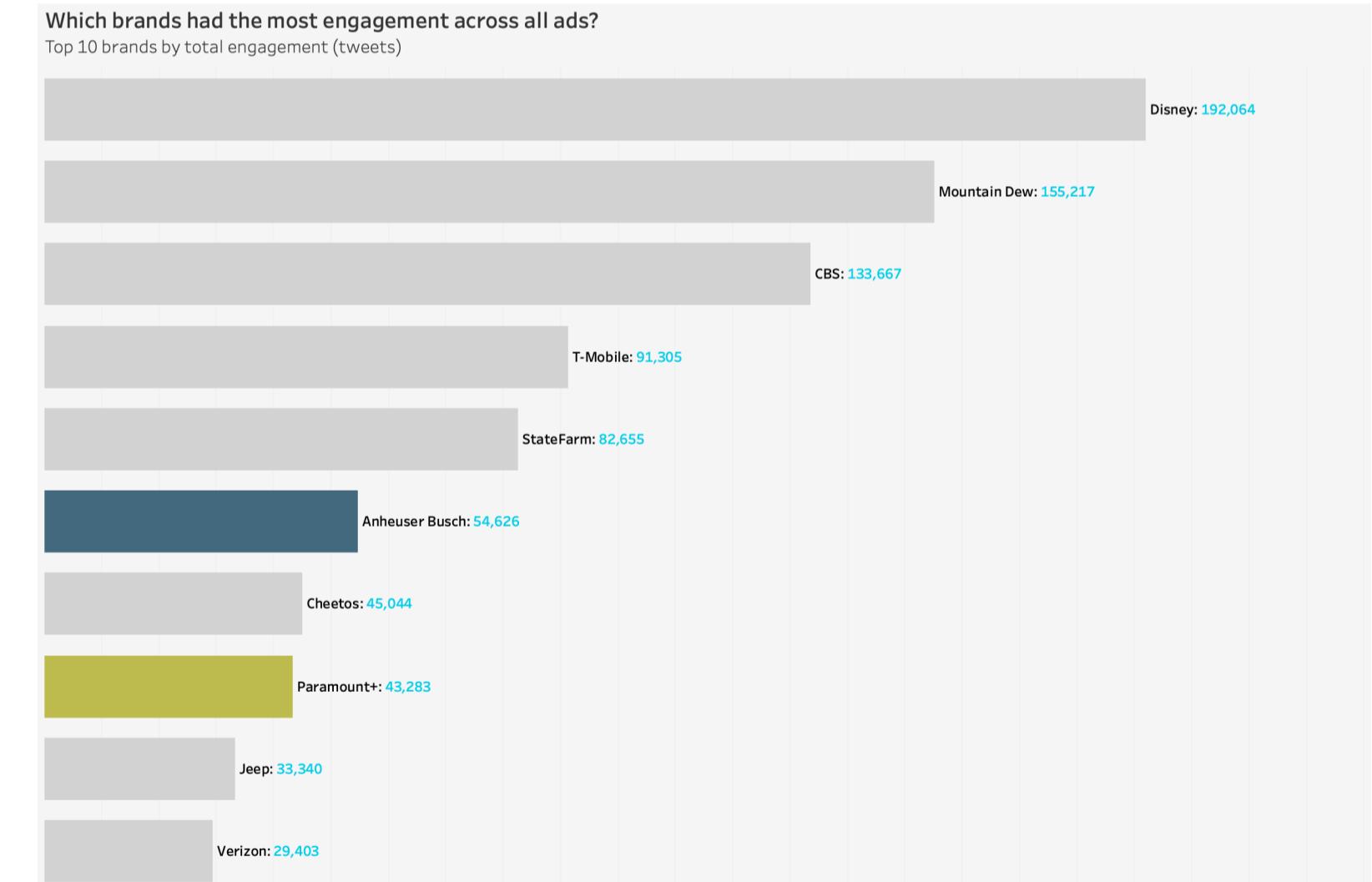


Anheuser and Paramount+ both gained engagement by running multiple ads

Brands owning the top 10 ads by engagement (tweets)

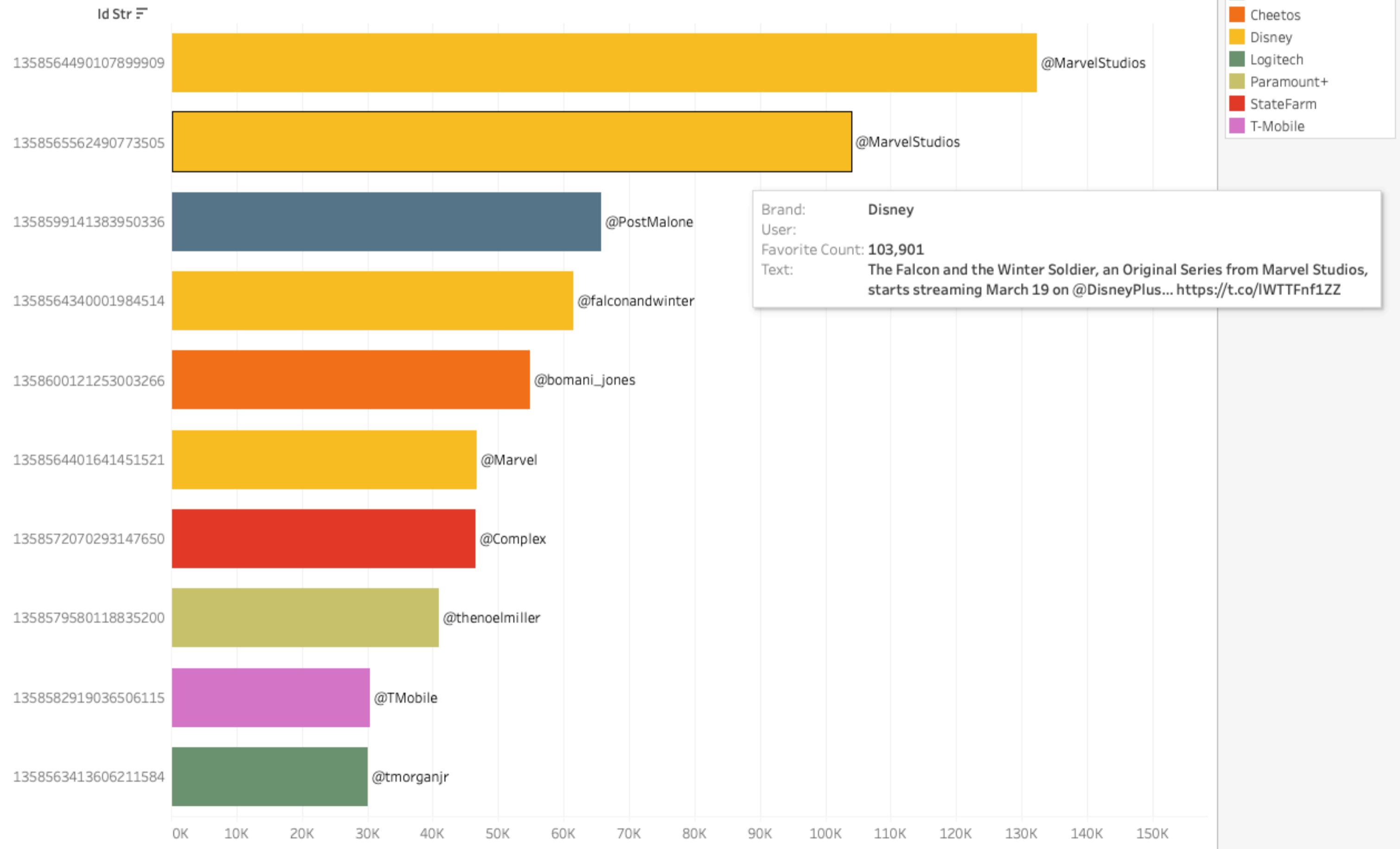


Top 10 brands by total engagement (tweets)



Fans love Marvel, Bud Light, Disney, & T-Mobile's self-promotion

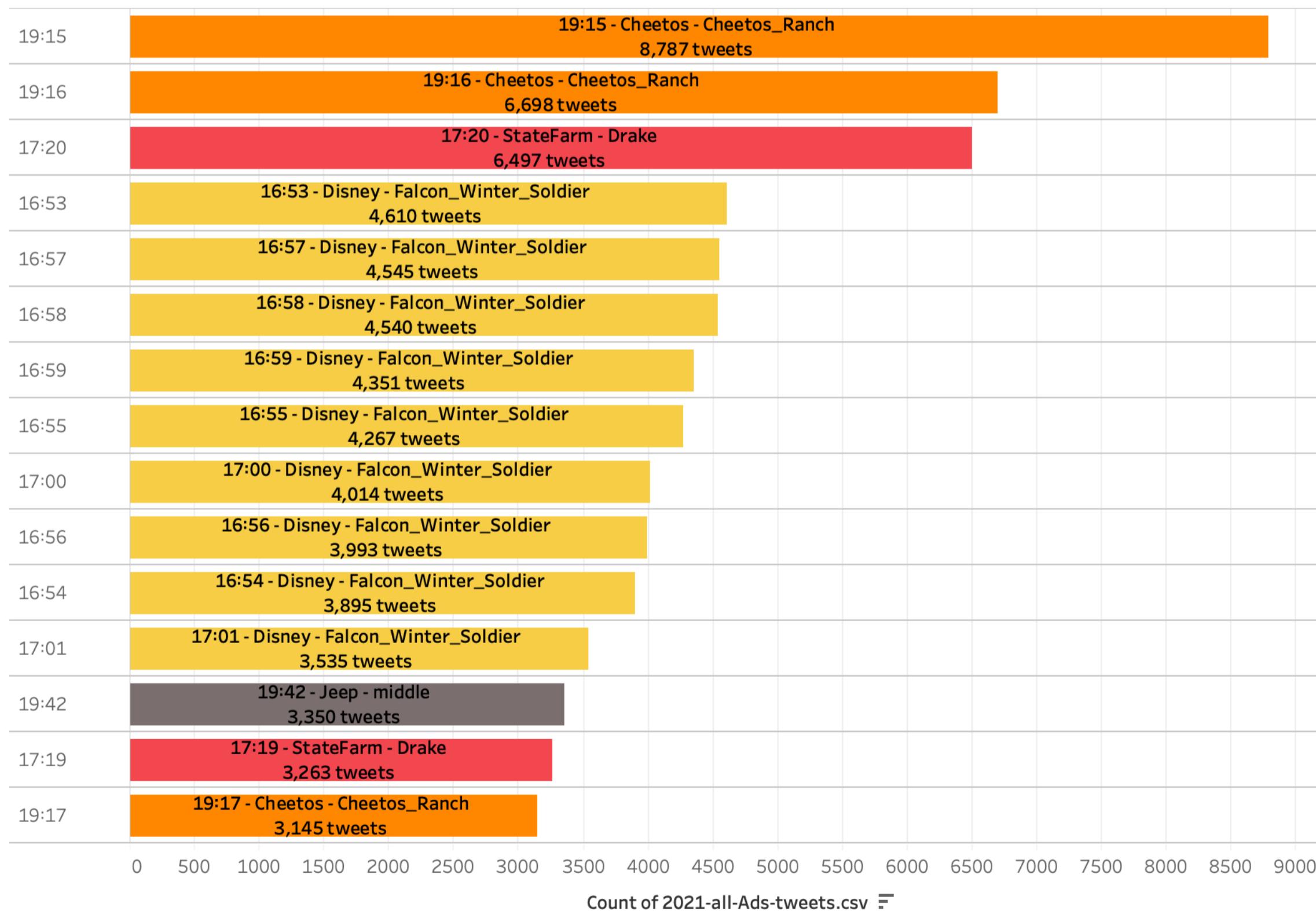
For favorites, focus on your brand's own tweets and the celebrities in your ads



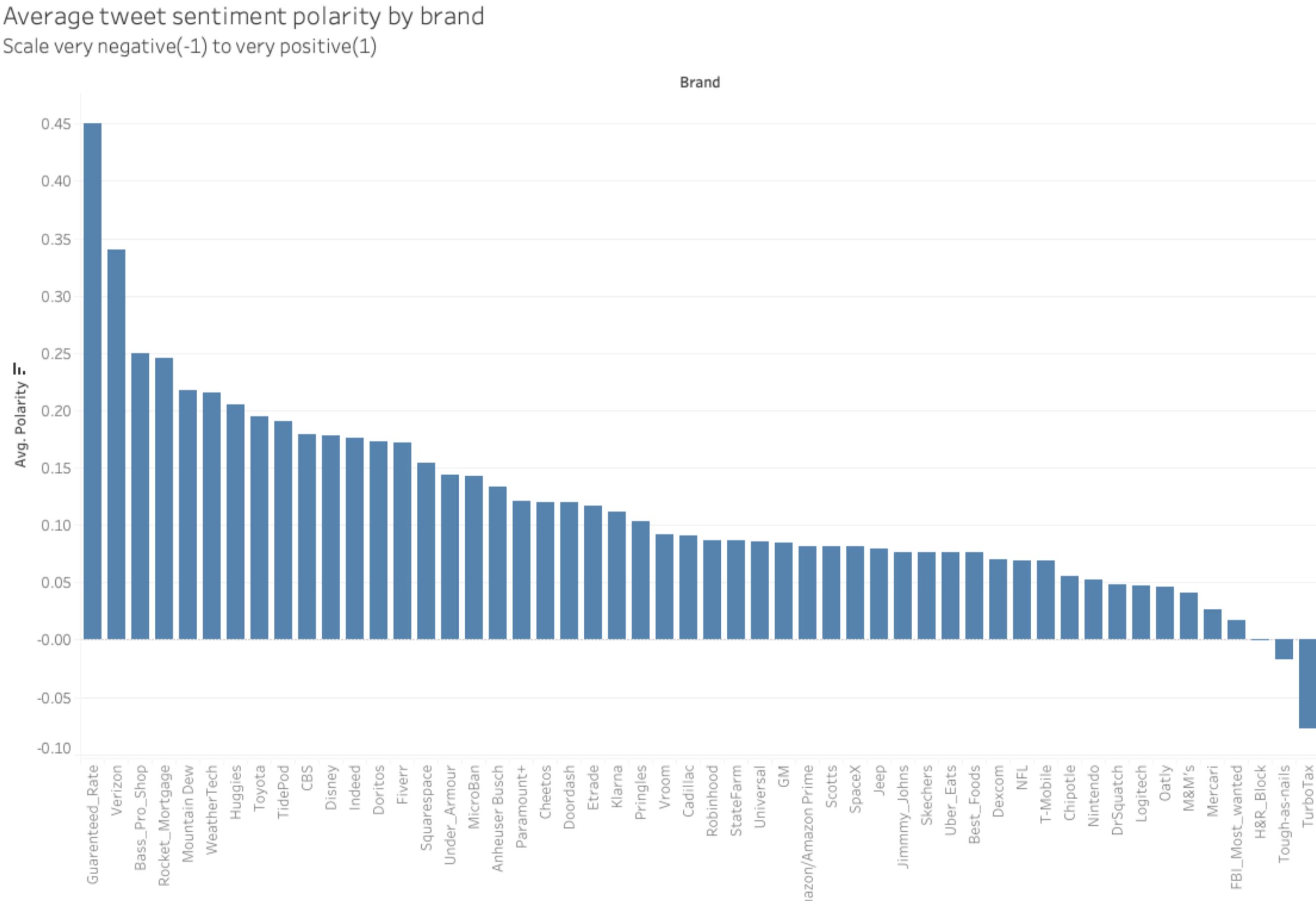
Ads with highest spike rate from Cheetos, State Farm, Jeep, and Disney starred celebrities

Which ads saw the highest tweet count in an individual minute?

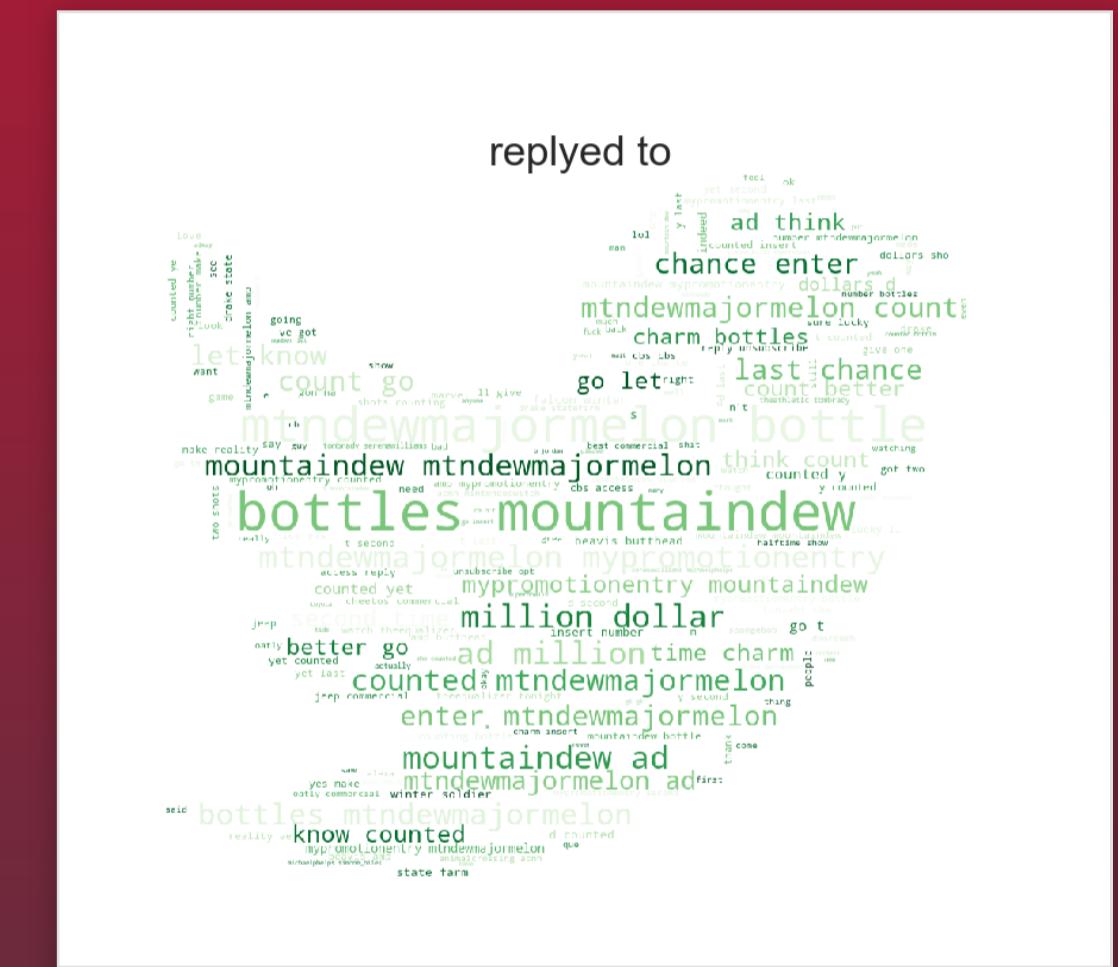
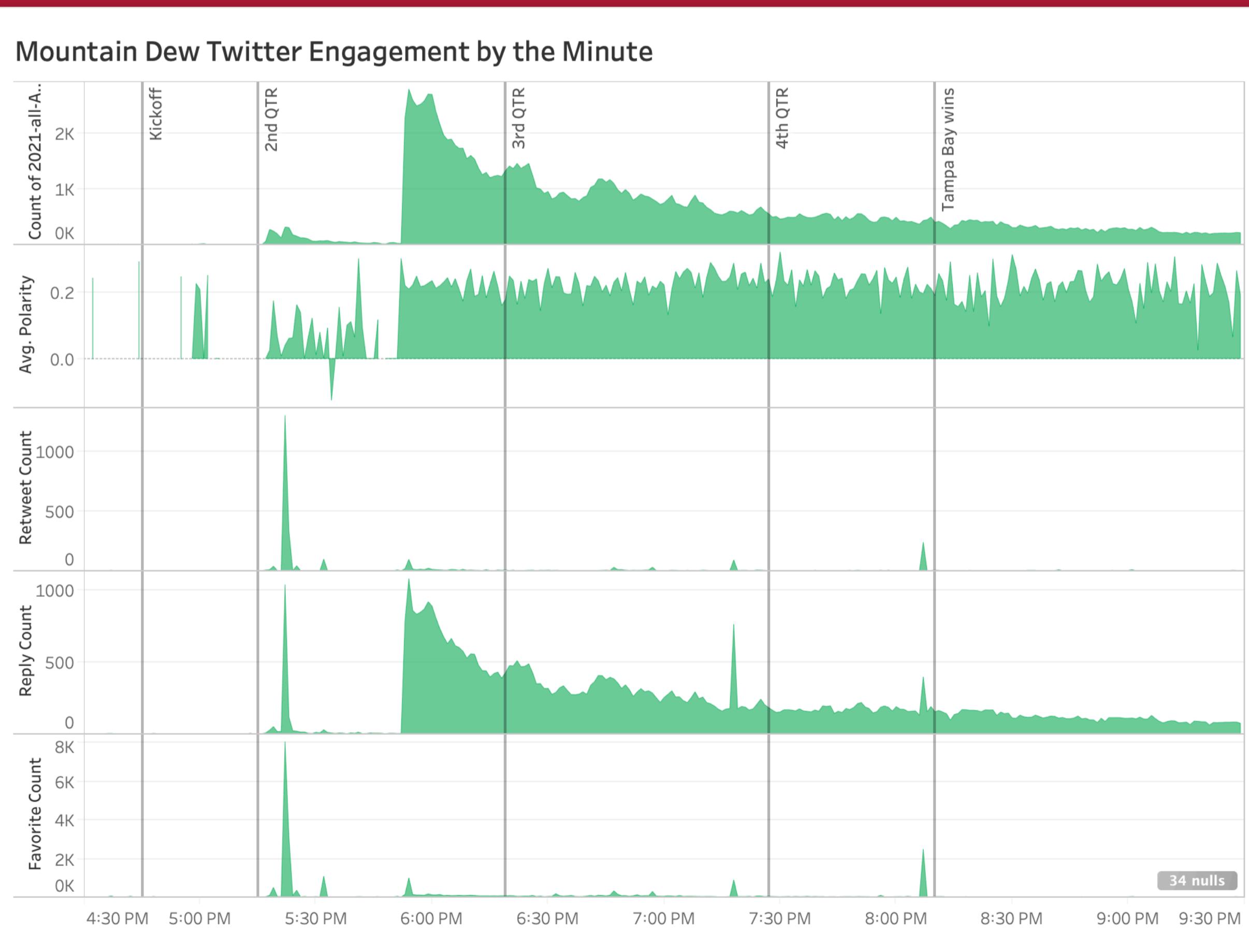
Top 15



Almost every brand had positive average sentiment during the superbowl....



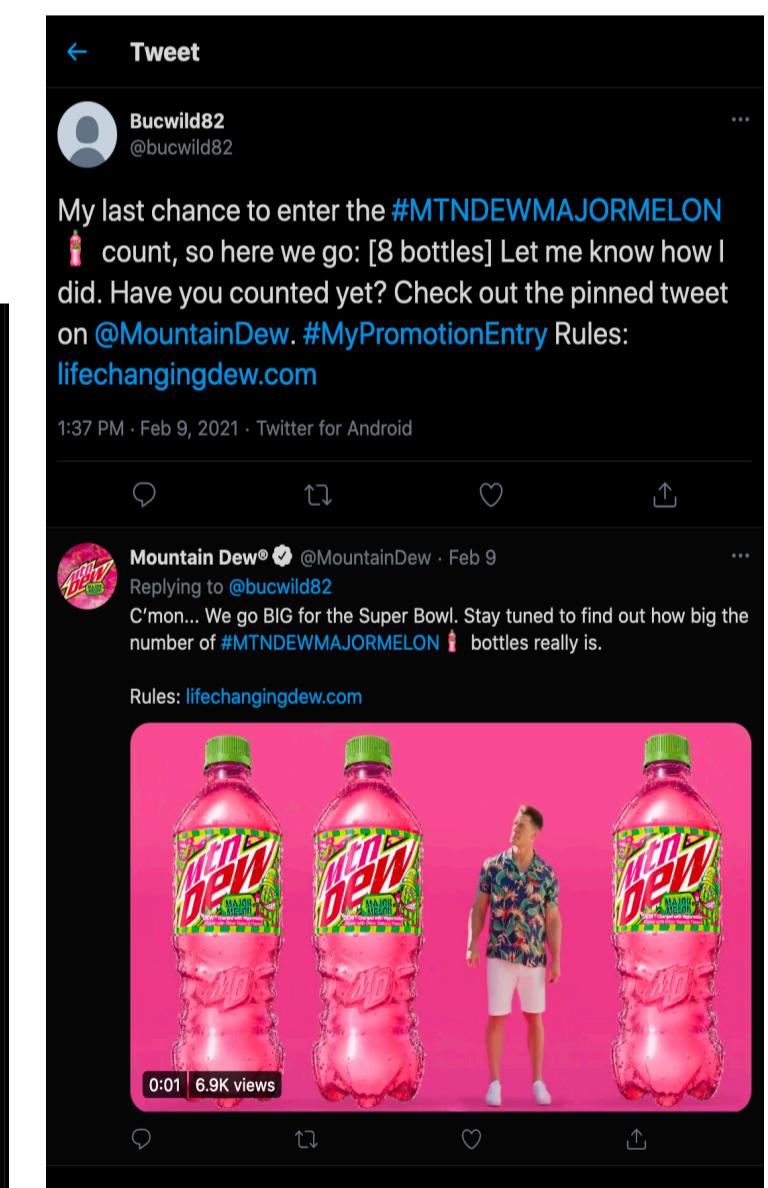
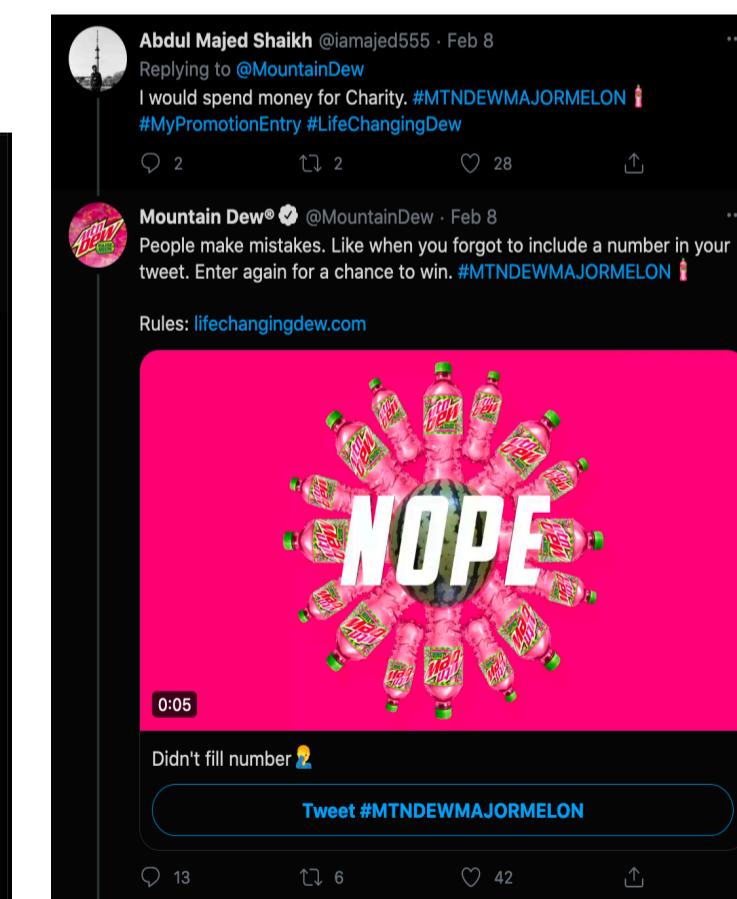
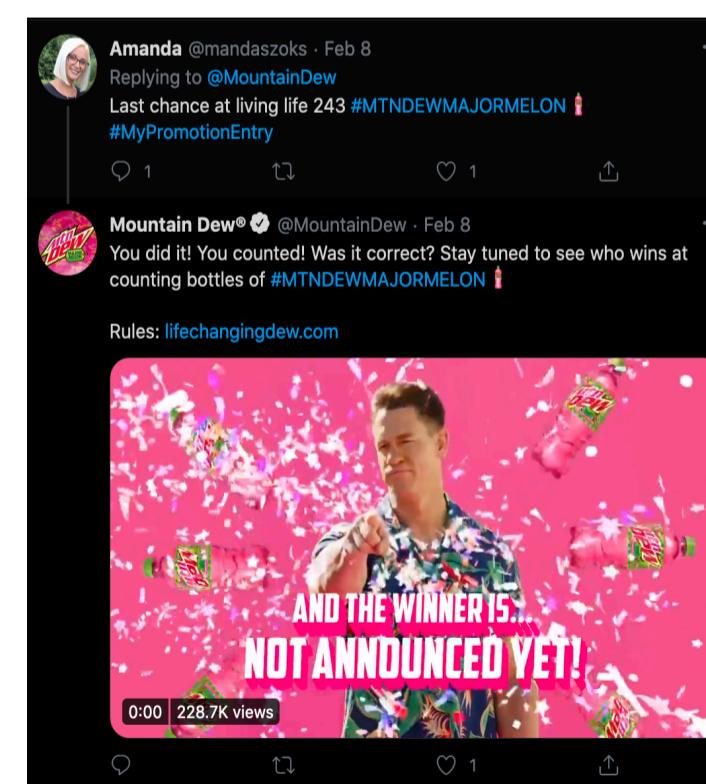
MtnDew played their long game with an interactive CTA, skyrocketting direct brand to consumer interactions



Fans re-watched their ad after airing—they maximized direct consumer connections using a ‘smart’ bot



Mountain Dew had a direct CTA to tweet at them - and people did! They capitalized on this by using a bot to respond directly to user with at least 10 different videos and messages based on their tweet text.



THANK YOU TO OUR SPONSORS

