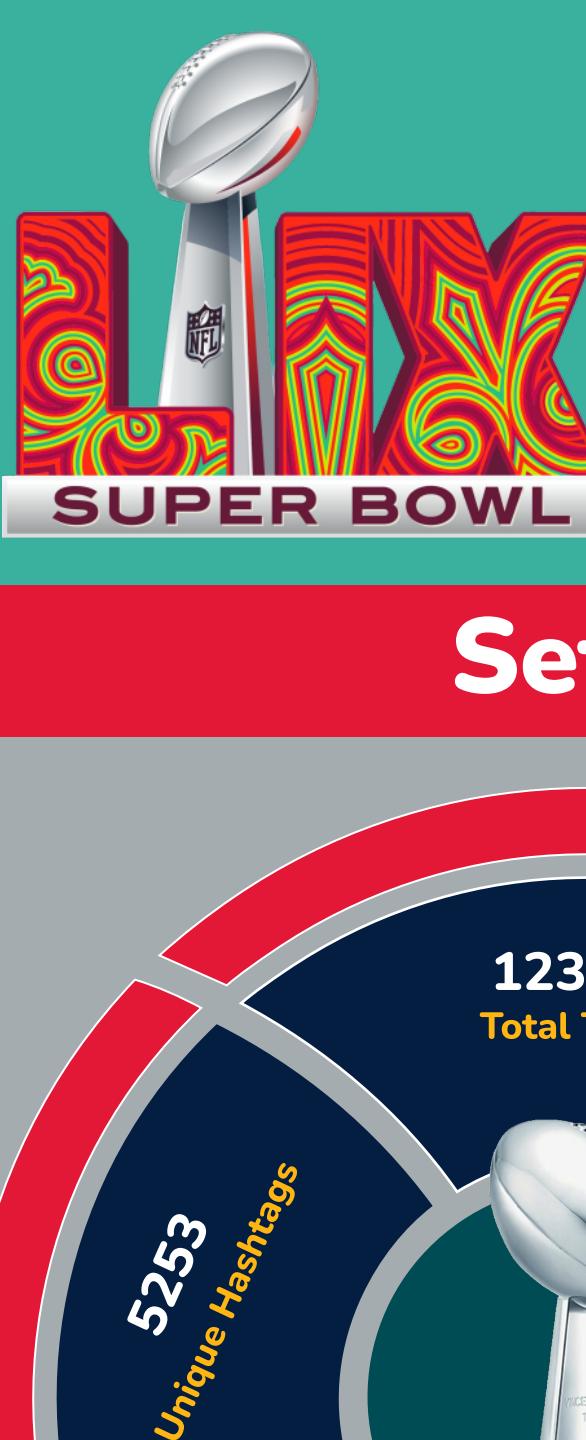


Brand Breakdown

Measuring ad momentum on X



VS.



Setting the Field



51 Minutes of Ads

59 Total Brands

\$8M Per 30 sec Ad

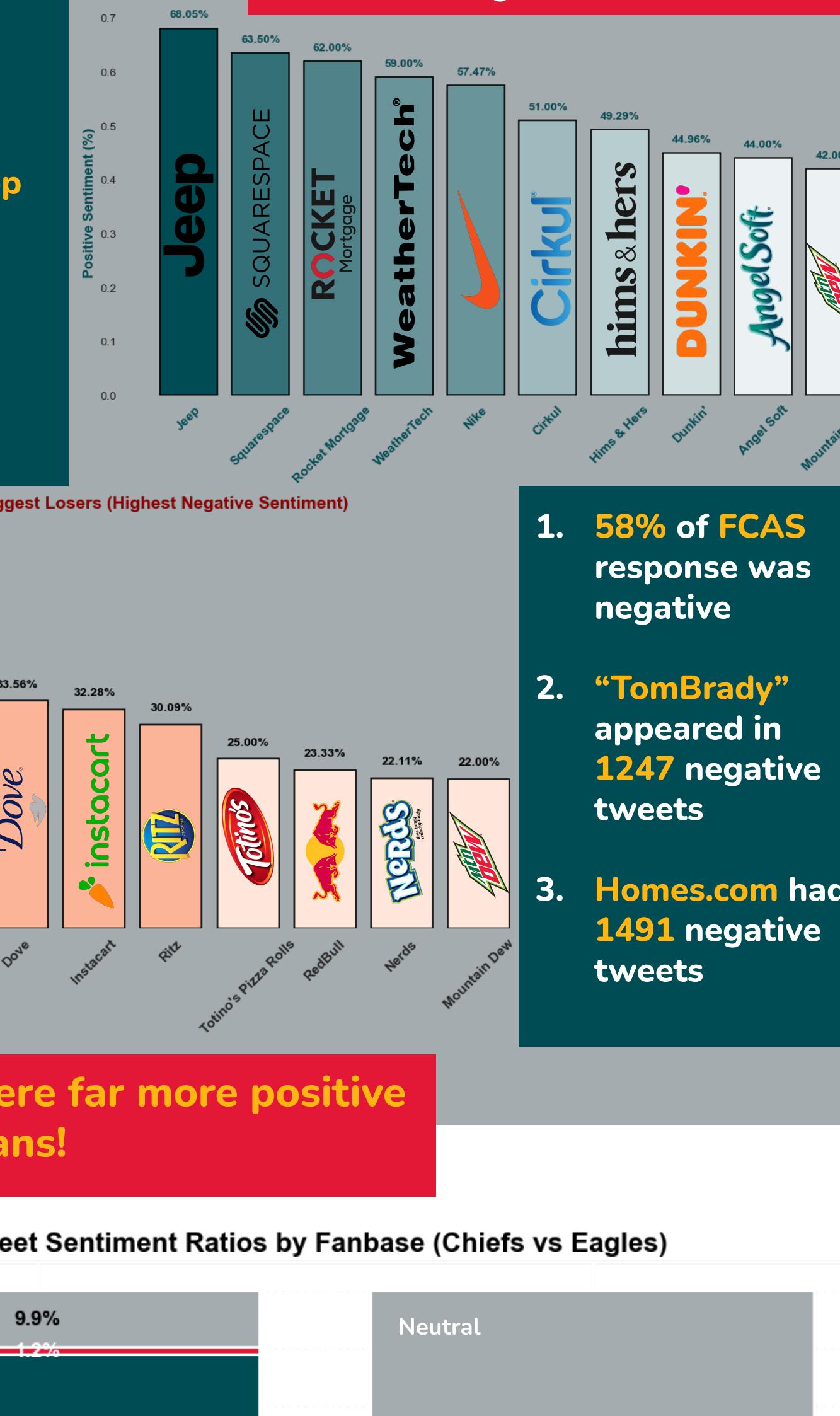
127M Total Viewers

Fun Fact: 20% of brands admitted to using AI-generated commercials during Super Bowl 2025!

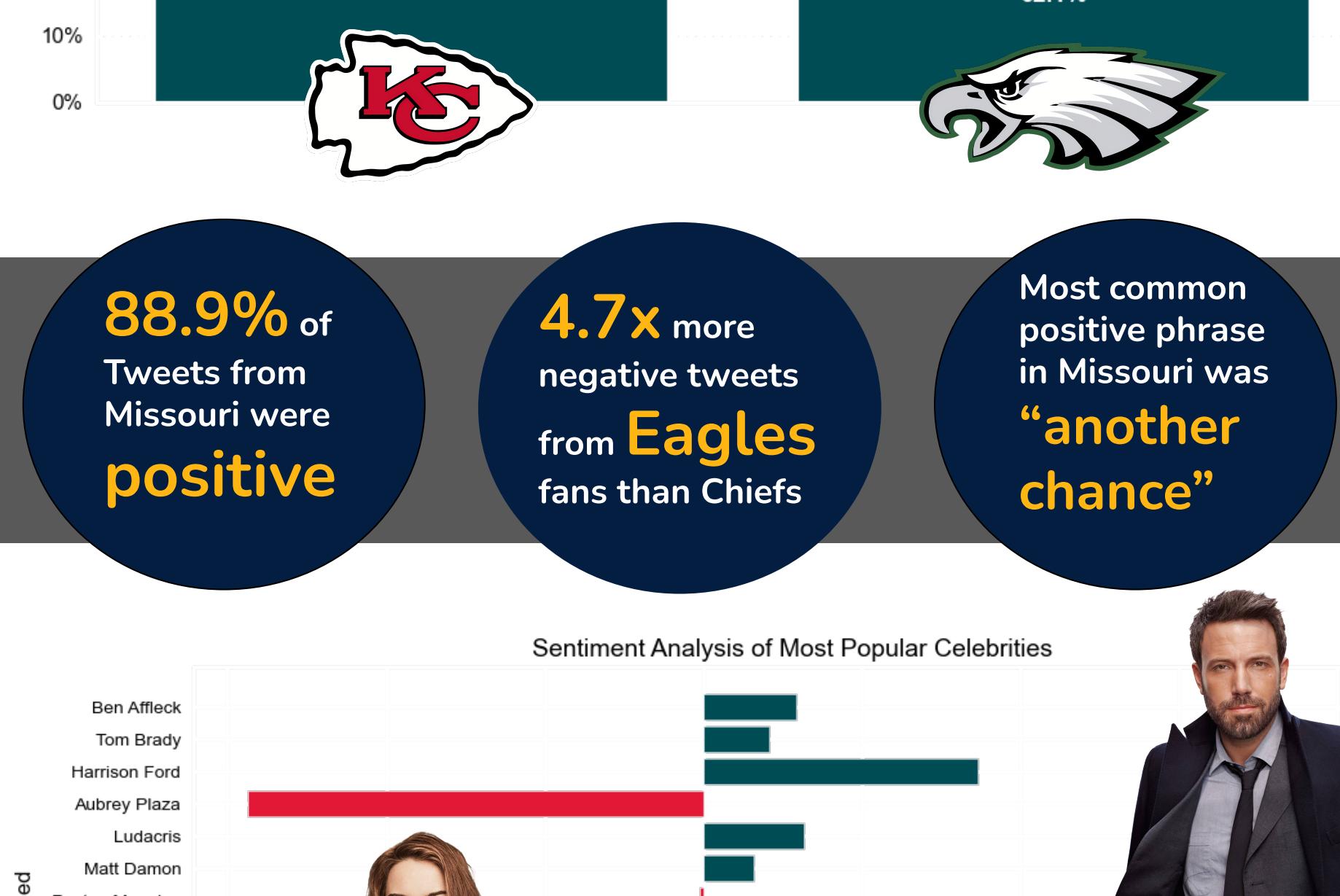
Demographics

Highest # of Tweets per Capita

1. Alaska - 0.00125
2. Delaware - 0.00091
3. Missouri - 0.00039
4. Indiana - 0.000246
5. Pennsylvania - 0.000145



Top Languages

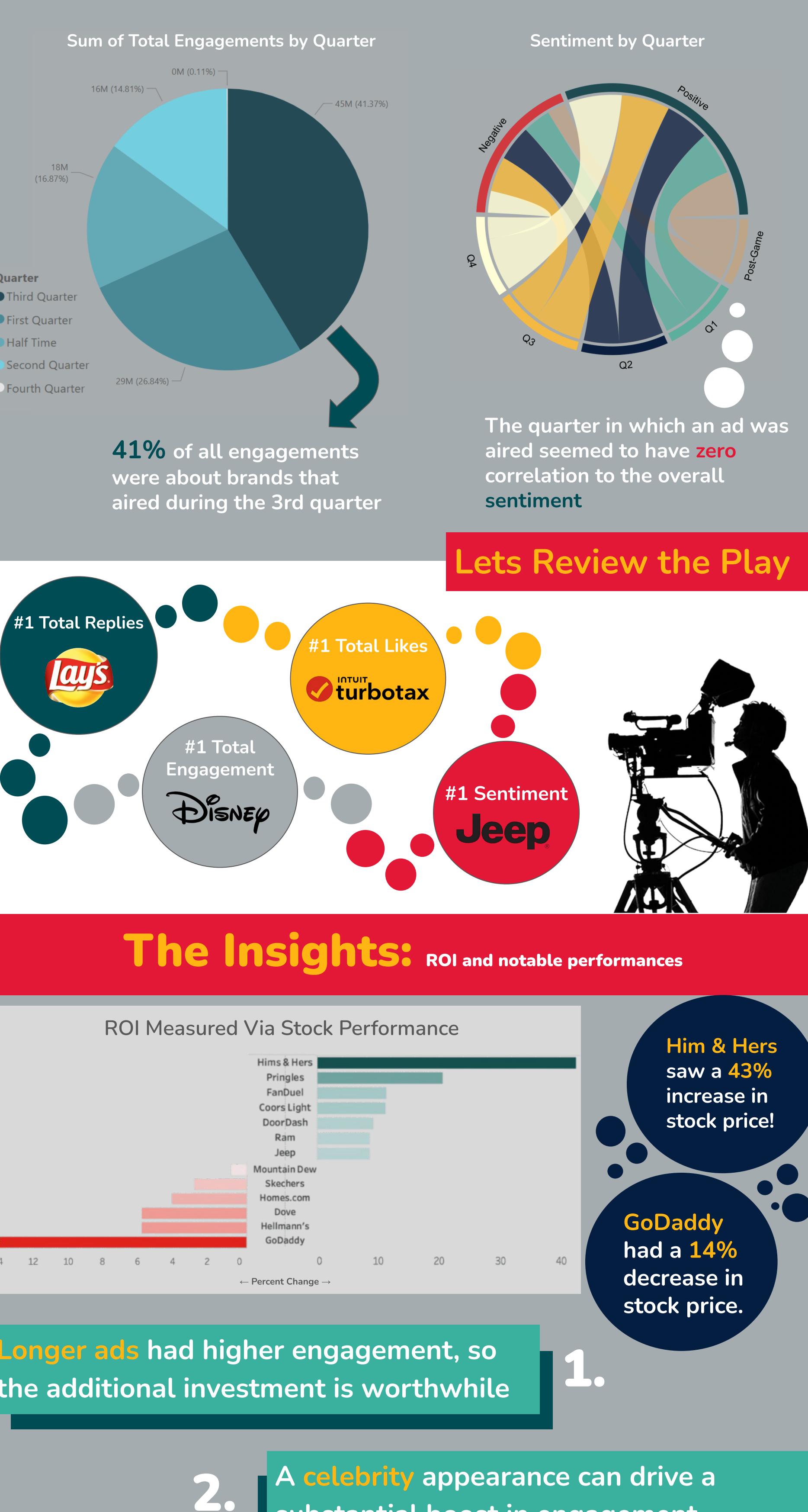


Most Common: English

Most Unique: Icelandic

There are 51 languages represented!

Now, Let's Meet the Competitors



Ad Length as A Factor?



Sentiment Analysis: A look at negative, neutral, and positive sentiment among the ads



1. 68% of Jeep response was positive

2. Mtn Dew was top 10 in positive and negative response

3. Dunkin had the most Positive tweets (4852)!

4. Ad performance is driven more by the target audience than timing. Brands should carefully tailor their message to the right demographic.

OVERALL WINNERS

In total engagement, sentiment, and ROI

1. Him & Hers saw a 43% increase in stock price!

2. GoDaddy had a 14% decrease in stock price.

3. Brands should target Super Bowl ads to the teams' home states, as they had high tweet engagement per capita

4. Ad performance is driven more by the target audience than timing. Brands should carefully tailor their message to the right demographic.

By Prachi Aswani, Jack Doughty, Tobias Lux, & Nicolaus Bayard

Logos of sponsors: Layton, Doman Innovation Studio, PEPSI, David Eccles School of Business, SLCC, alteryx, Shoreline