



Super Bowl Ads Analysis



Top 10 Super Bowl Advertiser from 2000 to 2021



Business Problem Statement:

Maven Motors has approved the budget to run a TV spot during the 2022 Super Bowl. This report is to analyze historical data from the commercials and advertisements from the top 10 brands from 2000-2021. From this analysis, the company will get a better picture on how to guide the creative direction of our commercial.

A few key indicators this report will analyze and answer, include:

- 1. Which brand has had the most Super Bowl Commercials? Do they have a distinct style?
- 2. Can we identify any patterns for the most successful commercials on YouTube?
- 3. Which characteristics are paired most often?

Year

All

5.2

Avg. Ad Cost (Millions)

7.2

Avg. Auto Ad Cost (Millions)

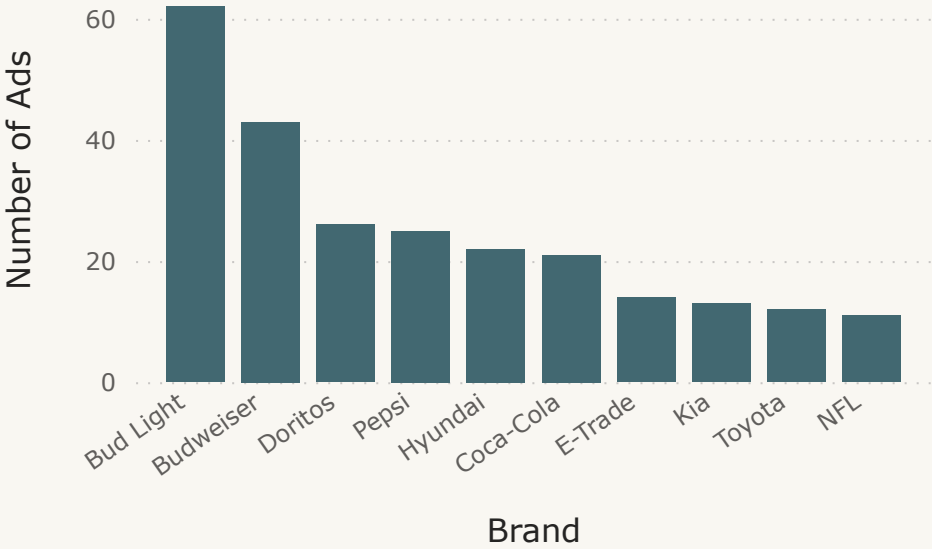
44

Avg. Ad (Secs)

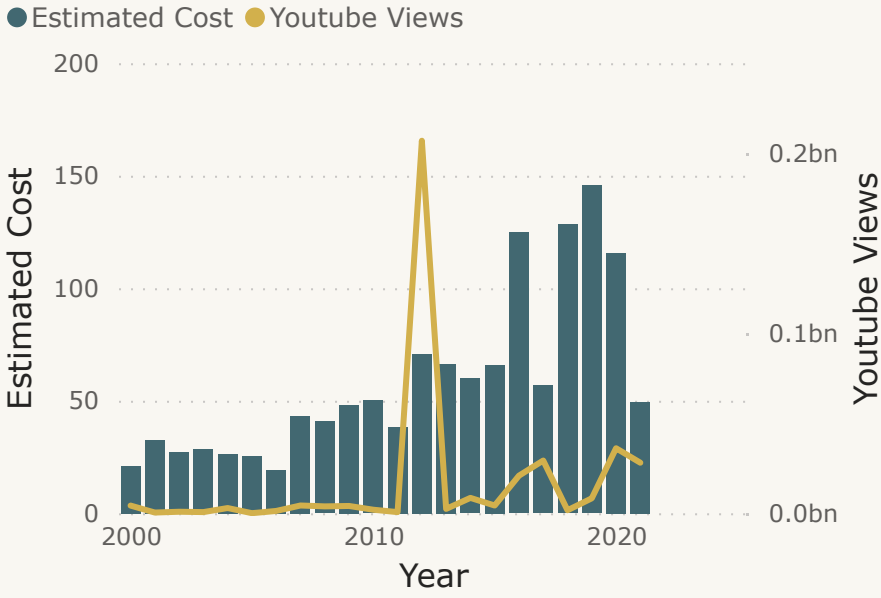
53

Avg. Auto Ad (Secs)

Count of Super Bowl Ads by Brand



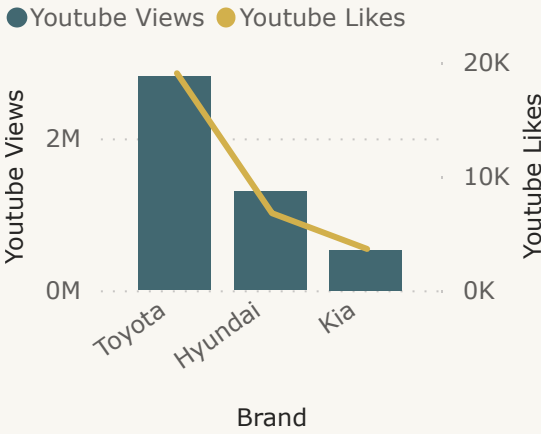
Estimated Cost and Youtube Views by Year



YouTube Analysis - Top 10

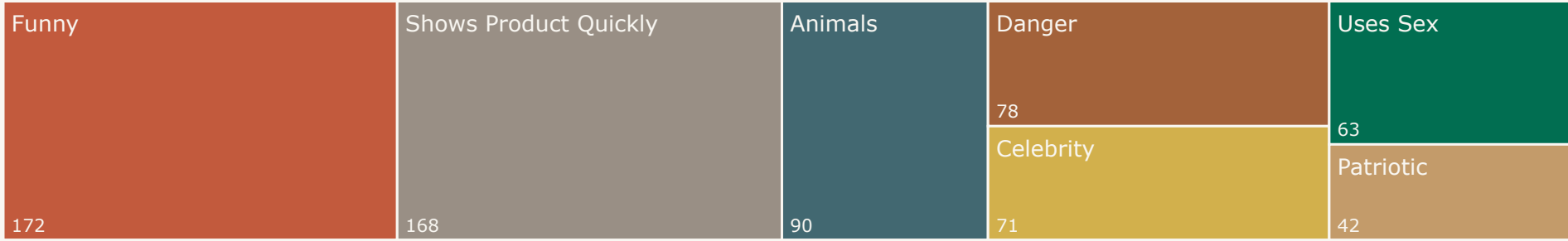
Ad Name	Youtube Views	Youtube Likes
2012-Doritos-Sling-Baby	181423810	295,000.00
2020-Nfl-Next-100	33318675	202,000.00
2017-Budweiser-Super-Bowl-51-Li-Tv-Commercial-Born-Hard-	28795017	48,000.00
2012-Coca-Cola-Catch-Ne-Bear	23976557	100,000.00
2021-Doritos-3D-Flat-Matthew	21546933	20,000.00
Coca-Cola-Mini-2016-Super-Bowl-50-Ad-Hulk-Vs-Ant-Man	12683366	199,000.00
2014-Doritos-Time-Machine	8087637	19,000.00
2019-Bud-Light-Game-Of-Thrones-Joust	7678655	94,000.00
2021-Bud-Light-Last-Years-Lemons	5140823	2,900.00
Nfl-2016-Super-Bowl-50-Ad-Super-Bowl-Babies-Choir	4936065	20,000.00

Automobile YouTube



Toyota has dominated YouTube Viewers and Likes among top Automobile companies

Characteristics Comparison - Emphasize Funny & Show Product Quickly



Analysis & Recommendations:

- 1. The top brands in Super Bowl Commercials are alcohol and consumer packaged goods companies.
 - Toyota has dominated the space for the Automobile industry, which covers a small portion of the market relatively
- 2. Doritos has had far more success in YouTube engagement. This finding presents trends for Maven Motors to replicate.
- 3. By far the top characteristics that are most often paired are "humor" and "showing the product quickly"
 - Seeing that all other big players in the commercial space that sell vehicles are foreign companies, Maven Motors can promote "patriotic" themes

➡ Automobile companies average spending 7.2M with average commercial lengths of 53 seconds, both of these are above the average across all industries.