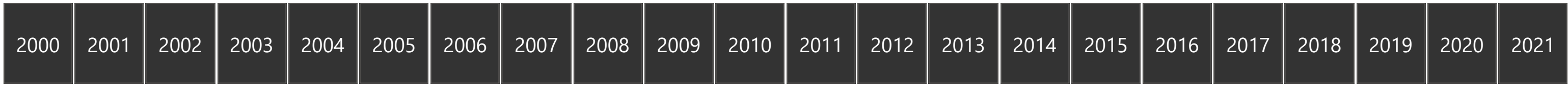


Super Bowl Commercials Analysis

Live sports are the strongest hours of television for generating instantaneous, large advertisement reach. Presented below are the findings from an analysis of **230 adverts** spanning **20+ years** of NFL broadcasts to support Maven Motors' next Super Bowl advertising campaign.

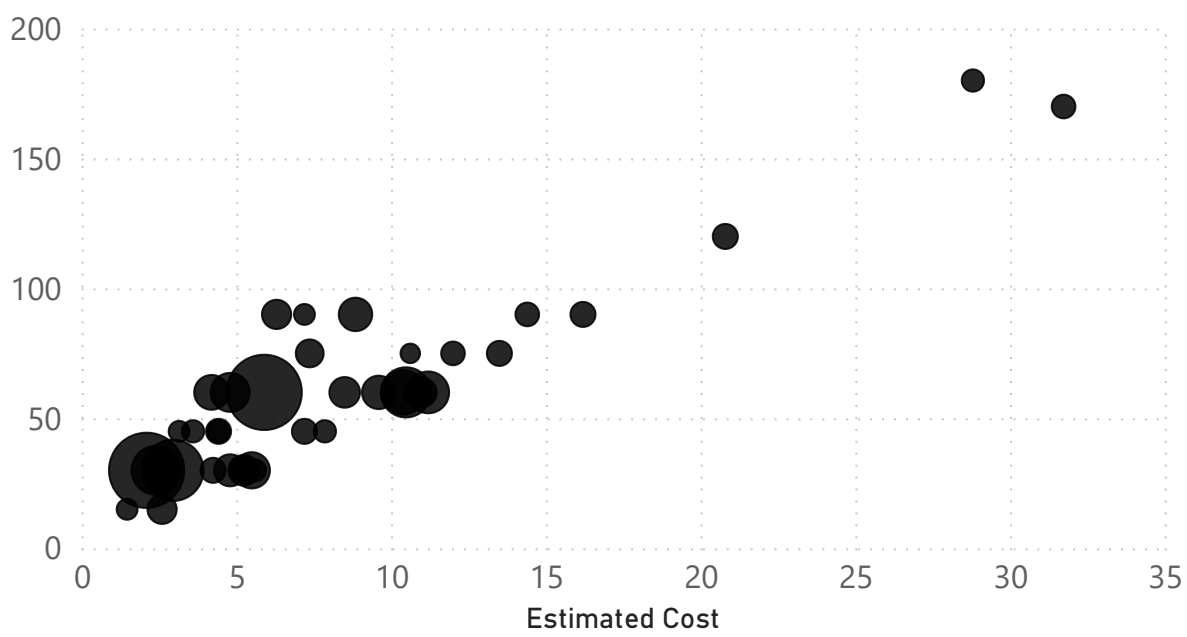
Recommendation: A High Engagement rate commercials ads is usually funny, shows the product quickly and features a celebrity for around 30 seconds.

Choose Year :



TIME IS MONEY

ADVERT LENGTH YEAR



Larger circle = Higher engagement rate

30s & 60s ads have high engagement rate. 30s ads cost around \$2.95M to \$5.6M while 60s cost around \$5.9M to \$11.2M. **30s ads is more cost efficient.**

231

of Ads.

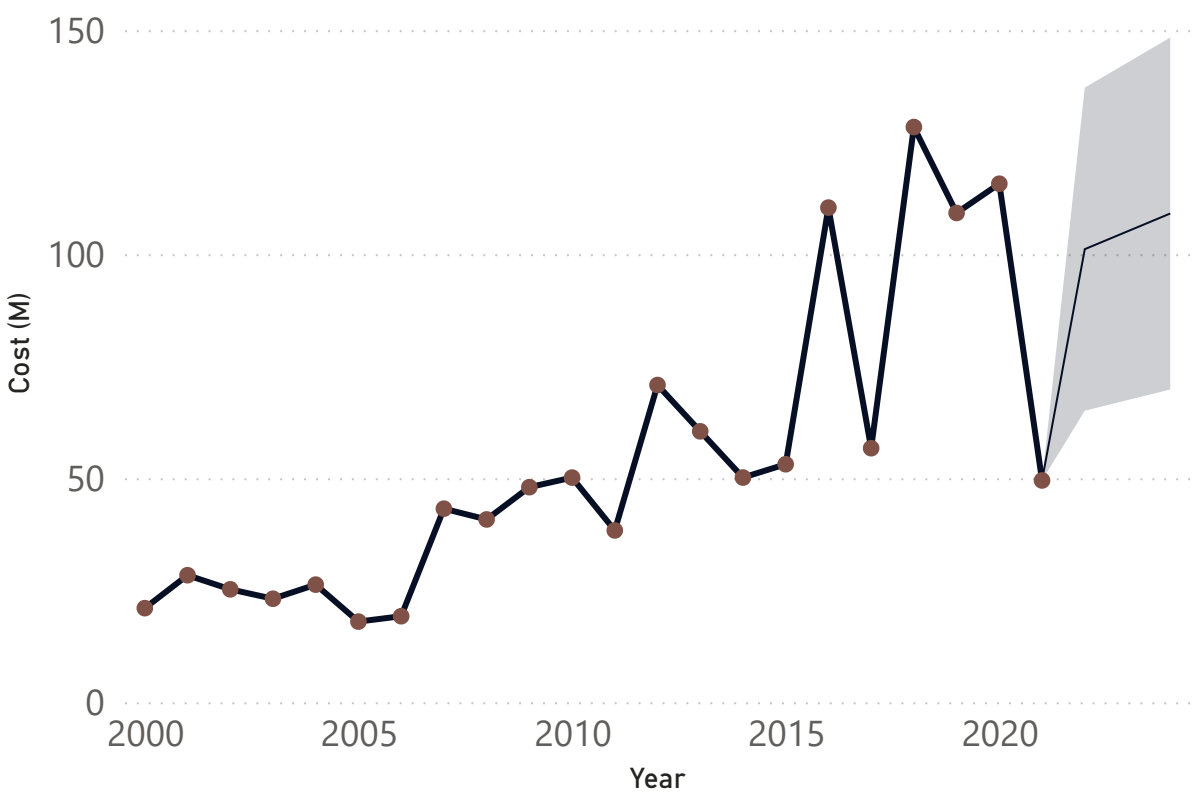
5.13

Average of Cost (M)

44.44

Average of Length

AVG COST PER SECOND

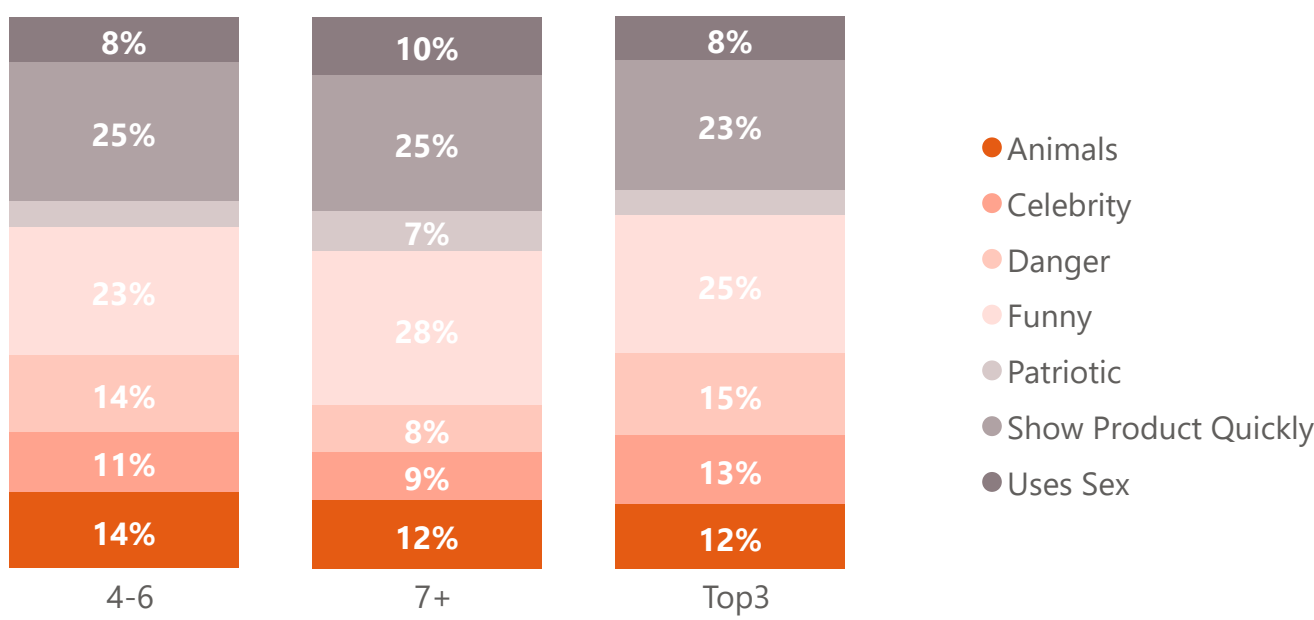


The ads have **gotten longer** and the brands **increase** their budget on Super Bowl YouTube ads. The forecasted cost for a Super Bowl advert in 2022 is **\$101M**

KEY ATTRIBUTES

Each ads is ranked by an engagement rate which is defined by **YouTube like divided by view**

ATTRIBUTES BY RANK



Top 3, higher-performing ads are most likely to **show the product quickly**, be **funny** and feature a **celebrity**.

TOP 10 ADVERTS

Rank	title	Sum of Year	Title	Youtube Views	Engagement rate
1	2014	Budweiser	Puppy Love	0.08M	9.83%
2	2021	:Www.Superbowl Ads.Com2021	Etrade Workout	0.0M	3.39%
3	2004	Bud Light	Frank	0.0M	3.12%
4	2000	Bud Light	She Has A Cat	0.0M	2.05%
5	2010	Clusive Budweiser	Body Bridge 2010 Super Bowl 44 Xliv Commercial Ad	0.0M	1.96%
6	2014	Kia	The Truth	0.03M	1.65%
7	2016	Cola Mini 2016 Super Bowl 50 Ad	Hulk Vs Ant Man	12.68M	1.57%
8	2018	Doritos Blaze Vs Mtn Dew	Ice	0.03M	1.56%
9	2019	Doritos Now Its Hot With Chance	The Rapper And Backstreet Boys	0.06M	1.54%
10	2002	Pepsi Generations With Britney Spears		0.48M	1.54%

The ads with the most TV views(**Budweiser, Puppy Love, 2014**) had **9.83%** engagement ratio. It is **animals** and **patriotic ads**.

BRANDS

10

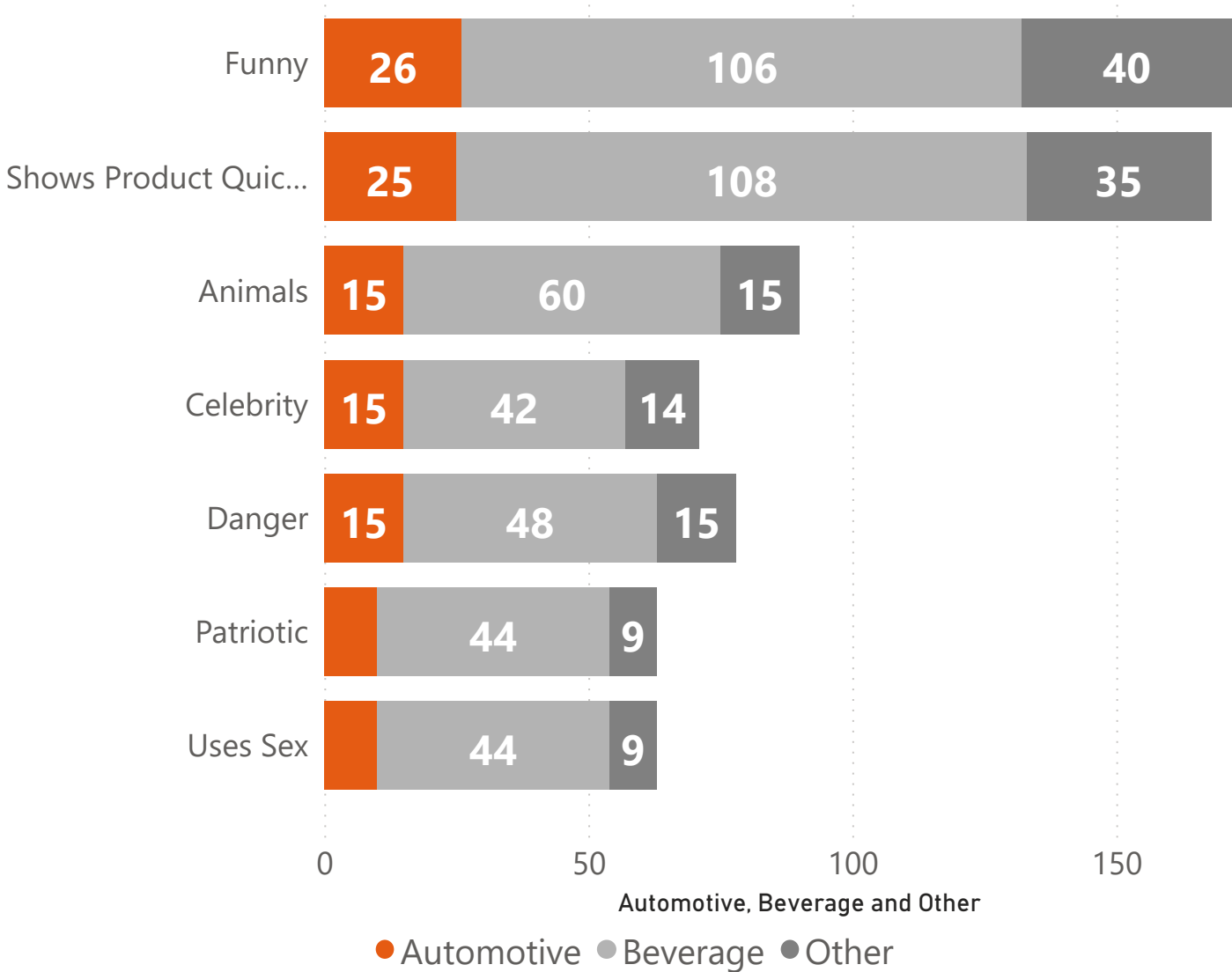
of Brand

PROPORTION OF ADVERTS COST

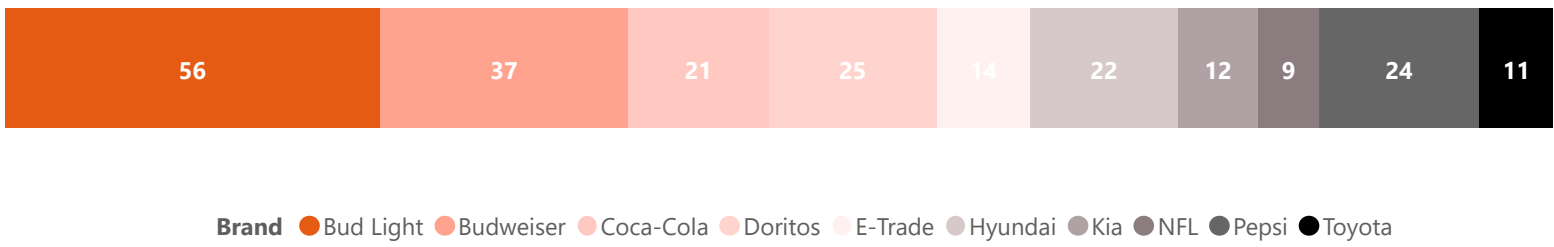
Beverage	Automotive	Other
50.72%	26.47%	22.81%
601.57	313.97	270.50

Around **50%** of the ads. cost come from Beverage industry. They spend total **600 M** on Super Bowl advertising

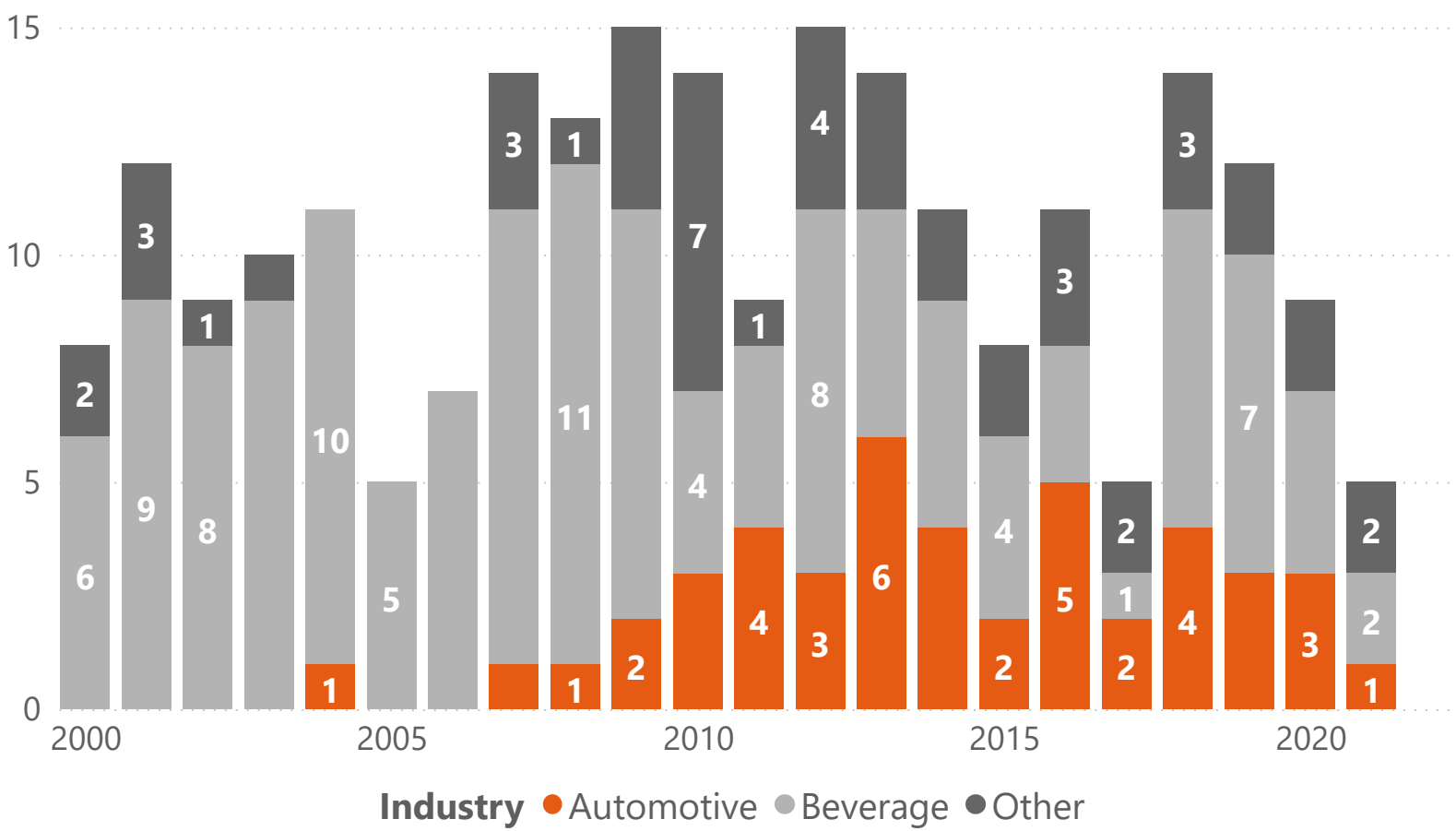
INDUSTRIES BY ATTRIBUES



ADERTS BY BRAND



BRANDS ADVERTS BY YEAR



Year	Industry	Brand	Youtube Likes	Youtube Views	Engagement rate
2014	Beverage	Budweiser	8,029	0.08M	9.83%
2004	Beverage	Bud Light	337	0.14M	5.20%
2021	Other	E-Trade	6	0.0M	3.39%
2019	Beverage	Bud Light	94,159	7.75M	2.99%
2016	Automotive	Hyundai	2,054	0.23M	2.56%
2000	Beverage	Bud Light	11	0.01M	2.17%