

Super Bowl's REAL GAME

2023 Game Day Ad Analytics Challenge
University of Utah - Team Busy Minions

\$7

Million per
30 sec Ad

1.9M

Tweets

51

Number of
Ads

Top Brands of this year's are...

Disney

Disney 100
Special Look

115.3k

The Flash

144k

MARVEL

Gardians of
the Galaxy 3

115.1k

parody
TimeoutForBuds
SuperBowlAds
GuardiansOfTheGalaxyVol3
DoritoTriangleScheme
TheFlashMovie
SuperBowlLVII
HalftimeShow
ZeroDebate
RealOrActing
GreatActing
Sweepstakes
SuperBowlCommercials
GreatTaste
NextLevelChef
eBay
at
DisneylandArtificialIntelligence
SuperBowl2023
ChiefsKingdom
SBLVII
Rihanna
nationalsecurityagency

Twitter
Couldn't
Stop
Talking About

Celebrity is a MUST

69.8%

Tweets

1500K

1200K

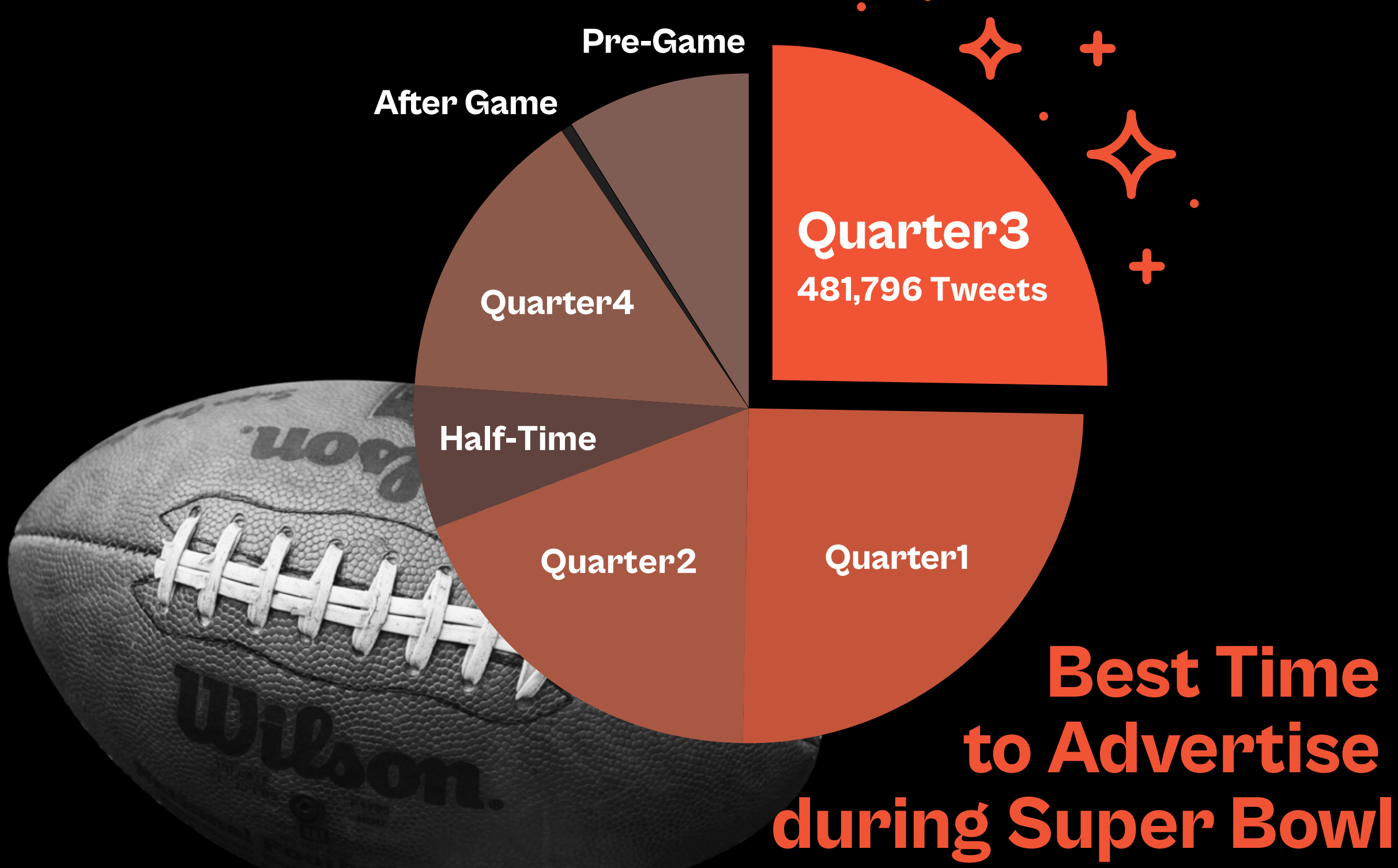
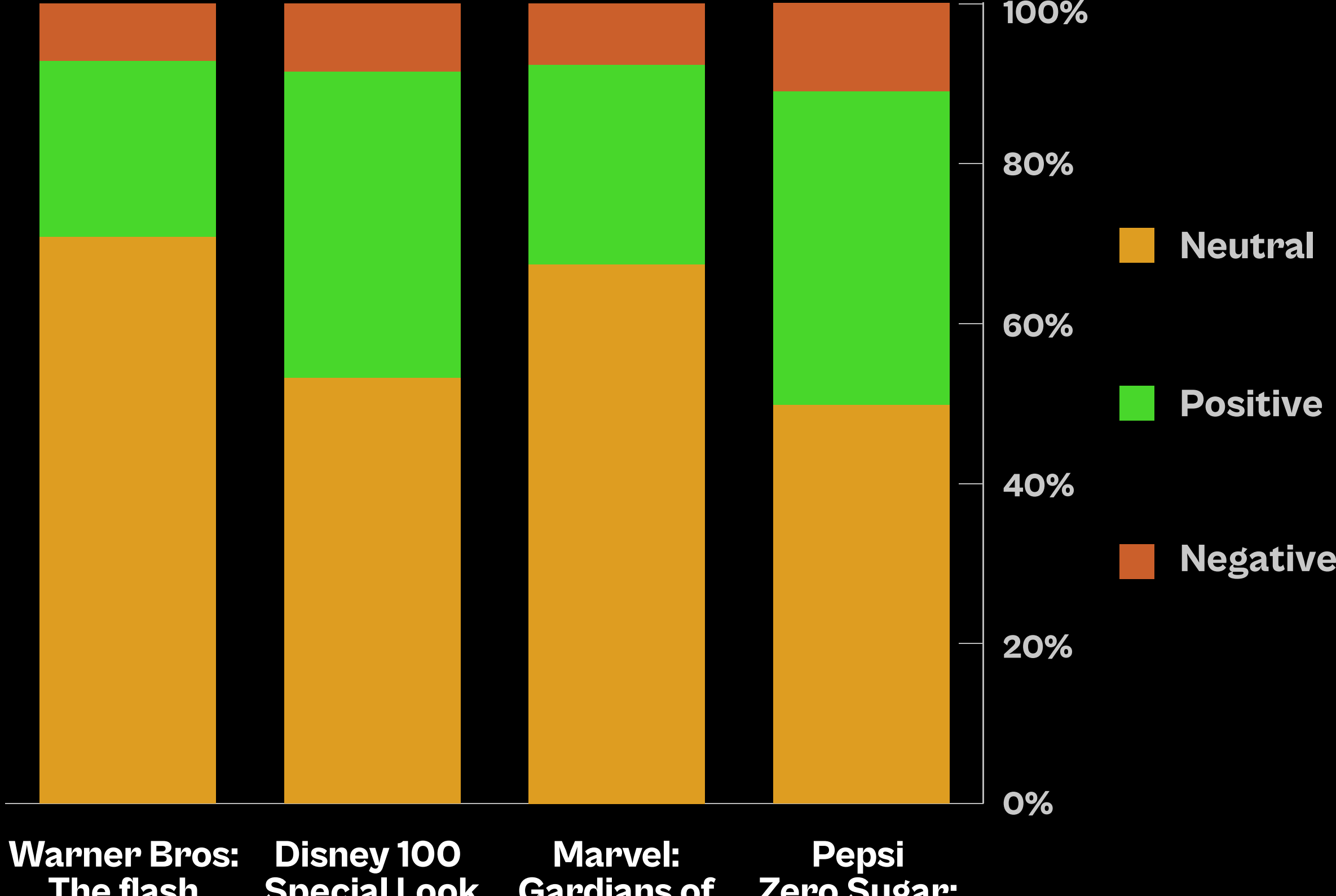
900K

600K

300K

Celebrity No Celebrity

Top Brand Sentiments



Total Engagements per Ad



ROI cost per tweet

