



# SuperBowl Commercials - Maven Challenge (Feb 22)

## Summary

**Bud Light**

Number of Adds  
62

Sum of Youtube Views  
19198365

Youtube Likes  
107769

TV viewer  
5920140000

**Budweiser**

Number of Adds  
43

Sum of Youtube Views  
38599143

Youtube Likes  
103740.916667

TV viewer  
4317680000

**Doritos**

Number of Adds  
26

Sum of Youtube Views  
225291936

Youtube Likes  
377364

TV viewer  
2719950000

**Pepsi**

Number of Adds  
25

Sum of Youtube Views  
3249064

Youtube Likes  
17275

TV viewer  
2384590000

**Hyundai**

Number of Adds  
22

Sum of Youtube Views  
1301620

Youtube Likes  
6767

TV viewer  
2360320000

**Coca-Cola**

Number of Adds  
21

Sum of Youtube Views  
40033252

Youtube Likes  
309093

TV viewer  
2193010000

**E-Trade**

Number of Adds  
14

Sum of Youtube Views  
1790945

Youtube Likes  
2826

TV viewer  
1358830000

**Kia**

Number of Adds  
13

Sum of Youtube Views  
531878

Youtube Likes  
3632

TV viewer  
1396250000

**Toyota**

Number of Adds  
12

Sum of Youtube Views  
2815129

Youtube Likes  
19048

TV viewer  
1228060000

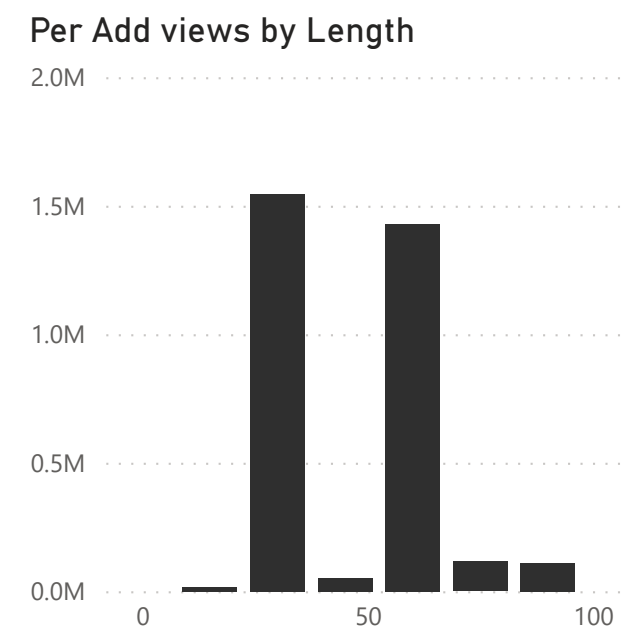
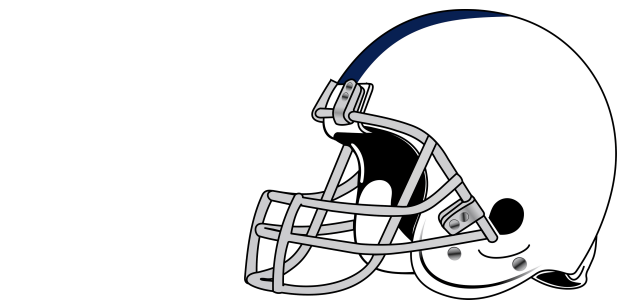
**NFL**

Number of Adds  
11

Sum of Youtube Views  
39200955

Youtube Likes  
227488

TV viewer  
1139530000



Brand	Youtube Views over years	Youtube Views per dollar	TV Viewers over years	TV Viewers per dollar	Likes/ Add
Toyota		.		●	18K
Pepsi		.		●●	15K
NFL		●		●●	226K
Kia		.		●	4K
Hyundai		.		●●	4K
E-Trade		.		●●●	2K
Doritos		●●●		●●●	204K
Coca-Cola		●		●●	237K
Budweiser		●		●●	66K
Bud Light		.		●●●	28K

Youtube Link	Add Name	Youtube Views	Celebrity	Uses Sex	Animals	Danger	Funny	Patriotic	Shows Product Quickly
<a href="#">🔗</a>	doritos sling baby	181423810	0	0	0	0	0	1	0
<a href="#">🔗</a>	nfl next 100	33318675	1	0	0	0	0	0	1
<a href="#">🔗</a>	budweiser super bowl 51 li tv commercial born hard way	28795017	0	0	0	1	1	0	0
<a href="#">🔗</a>	coca cola catch ne bear	23976557	0	0	1	1	0	0	1
<a href="#">🔗</a>	021 doritos 3d flat matthew	21546933	1	0	1	1	1	0	0
<a href="#">🔗</a>	cola mini 2016 super bowl 50 ad hulk vs ant man	12683366	1	0	0	1	1	0	1
<a href="#">🔗</a>	doritos time machine	8087637	0	0	1	0	1	0	1
<a href="#">🔗</a>	bud light game of thrones joust	7678655	0	0	1	1	1	0	1
<a href="#">🔗</a>	021 bud light last years lemons	5140823	0	0	0	1	1	0	1
<a href="#">🔗</a>	016 super bowl 50 ad super bowl babies choir	4936065	1	0	0	0	0	1	0
<a href="#">🔗</a>	budweiser whaasup	4047977	0	0	0	0	1	0	1
<a href="#">🔗</a>	doritos middle seat	2335970	0	1	0	0	1	0	0
<a href="#">🔗</a>	doritos the cool ranch with lil nas x and sam elliott	2137823	1	0	1	1	1	0	1
Total	016 super bowl 50 ad super bowl babies choir	336109308	5	1	5	7	9	3	8

## Our Next Add:

- . **Brand:** *Doritos* (most YT views per dollar invested & good YT likes per Add ratio)
- . **Length:** *30 or 60 sec*
- . **Characteristics:** *Funny and Show Product Quickly* and avoid using element of sex (Top 15 Adds data)

