

## Superbowl Project Proposal - Sofia Scribner

The question I'll be analyzing in my project is **How do Super Bowl ads influence short-term brand interest, as measured by search popularity and changes in sentiment?**

Every year, companies spend millions of dollars to run ads during the Super Bowl. This is a big investment, and it's important for these businesses to know whether it's worth it. Perhaps they are deciding whether to run a Big Game ad again next year, based on how their ad performed. Perhaps a business that hasn't made their Super Bowl debut yet is considering what success other similar organizations have had buying spots. Either way, it's important to be able to use data to gauge the true effectiveness of the ad. There are many different ways to determine this. I have chosen to focus on short-term brand interest. I will use data from last year's game, 2024, so that I can properly put the data in context of a broader time frame.

I will use general viewership and ad spend data from Statista, Google search trend data, Youtube's API, and web scrape data from marketing reports by YouGov, Harris Polls, and The Kellogg School of Business.

Some challenges with this plan include my ability to scrape data from PDFs. Both the YouGov and Harris reports are in PDF format as opposed to HTML. In my preliminary research, I found that there are ways to scrape PDFs with Python, but it will probably be challenging. Additionally, using Youtube data will probably be difficult because ideally I would use the stats for the original videos, posted by the original channel, but not all of the ads can be found in that format. I'd need to find a way to standardize my method there. I had hoped to use social media, and I may potentially use APIs for X or Reddit, but there may be difficulties there and I am still assessing the usefulness of those more restrictive data sources.