

# Superbowl Commercials

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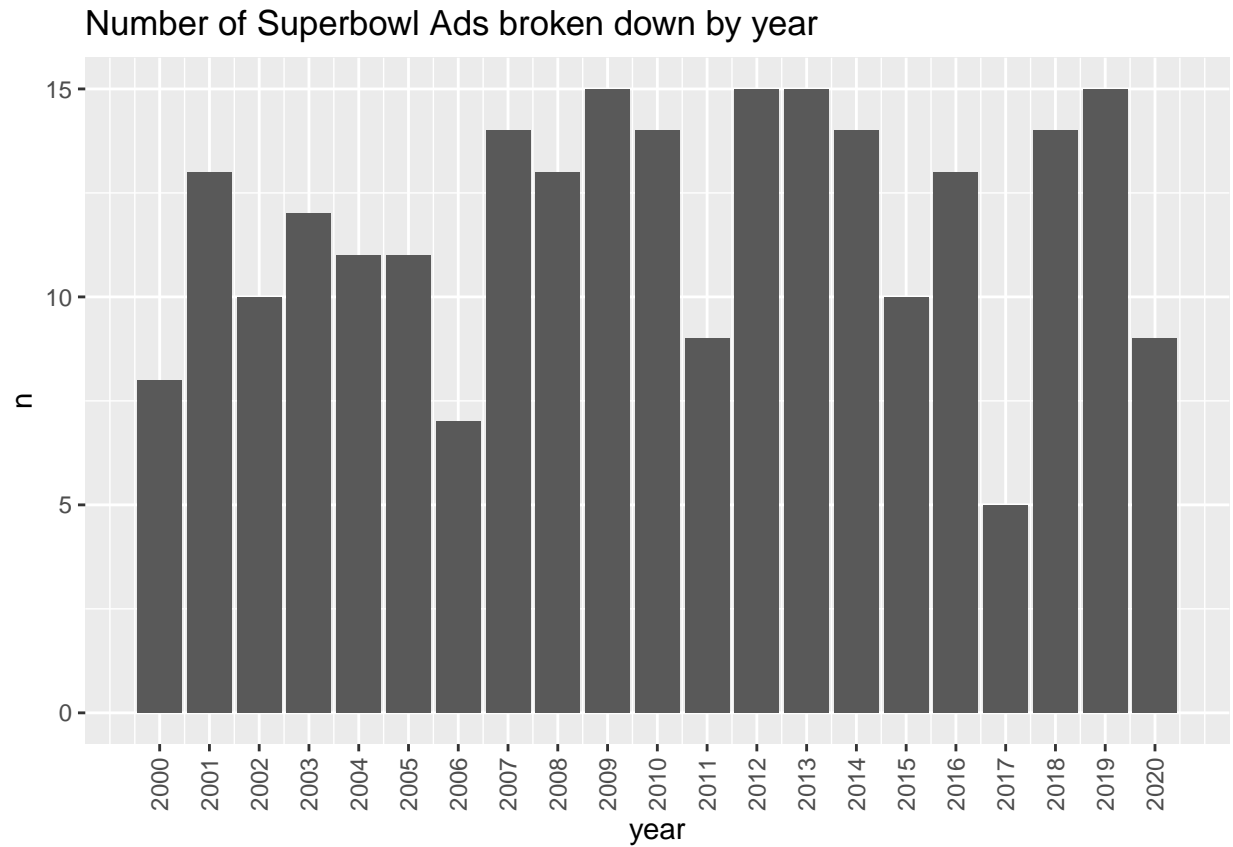
The data this week comes from FiveThirtyEight. They have a corresponding article on the topic. Note that the original source was superbowl-ads.com. You can watch all the ads via the FiveThirtyEight article above.

Like millions of viewers who tune into the big game year after year, we at FiveThirtyEight LOVE Super Bowl commercials. We love them so much, in fact, that we wanted to know everything about them ... by analyzing and categorizing them, of course. We dug into the defining characteristics of a Super Bowl ad, then grouped commercials based on which criteria they shared — and let me tell you, we found some really weird clusters of commercials.

We watched 233 ads from the 10 brands that aired the most spots in all 21 Super Bowls this century, according to superbowl-ads.com.<sup>1</sup> While we watched, we evaluated ads using seven specific criteria, marking every spot as a “yes” or “no” for each:

## Sample Questions

- Is there any year that show less than the average number of ads?
- Which brands are most popular?
- Which type of commercial is most popular?
  - split by YouTube likes, dislikes, comments, favorites

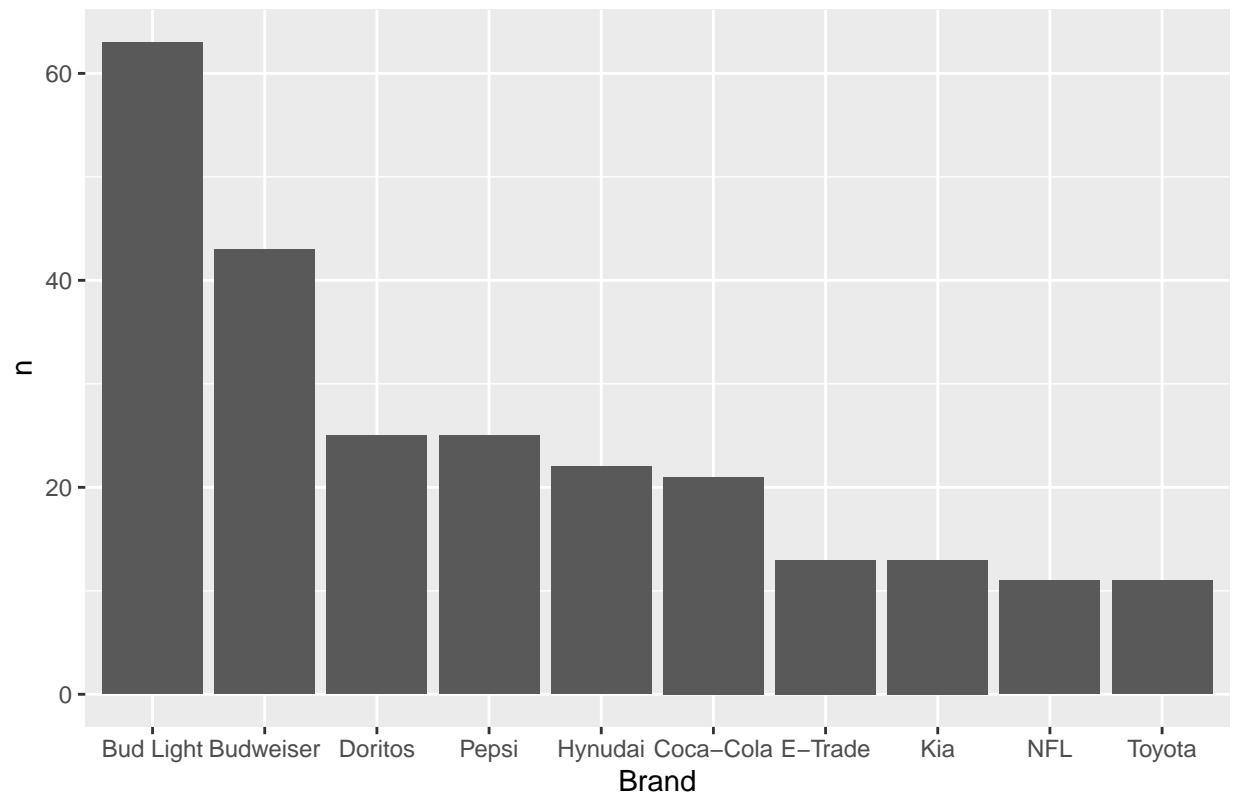


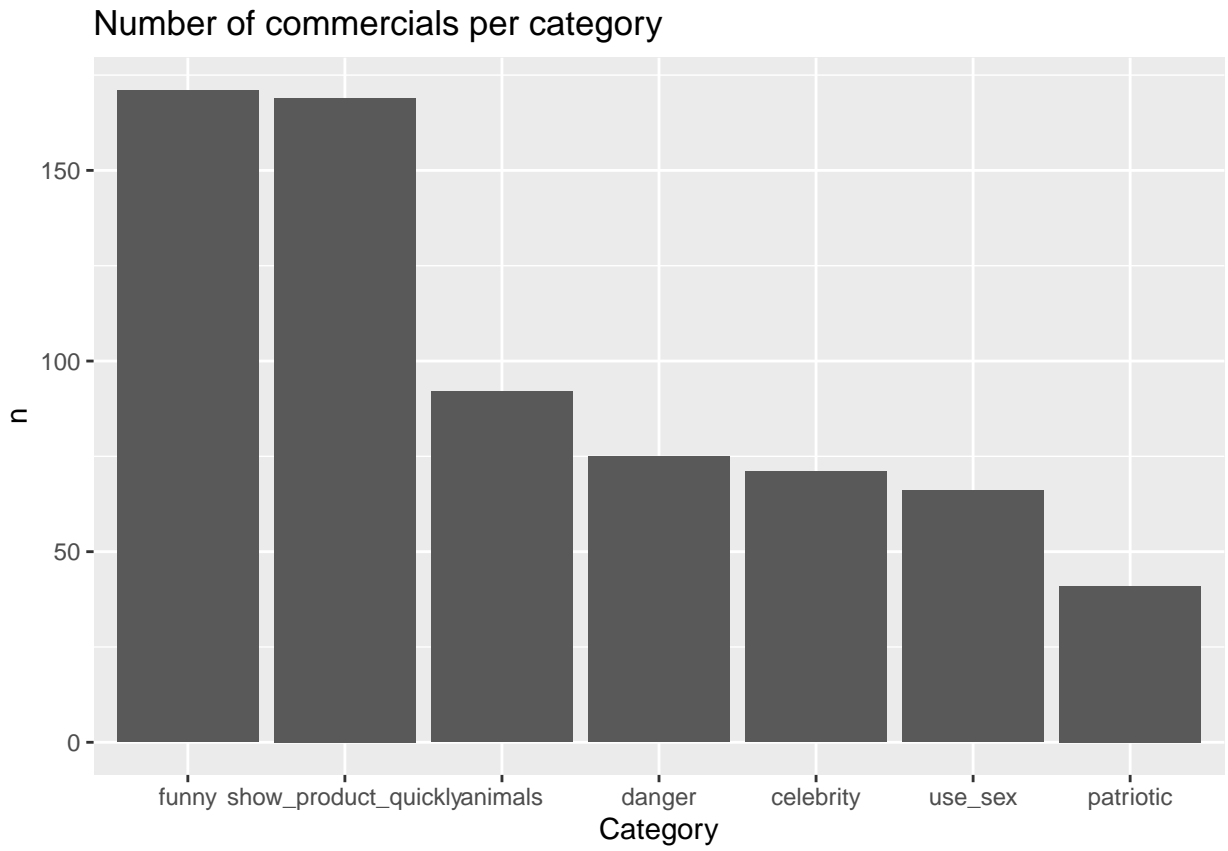
2000, 2006, 2015, 2017 and 2020 had a considerable number of ads compared to the rest of the years.

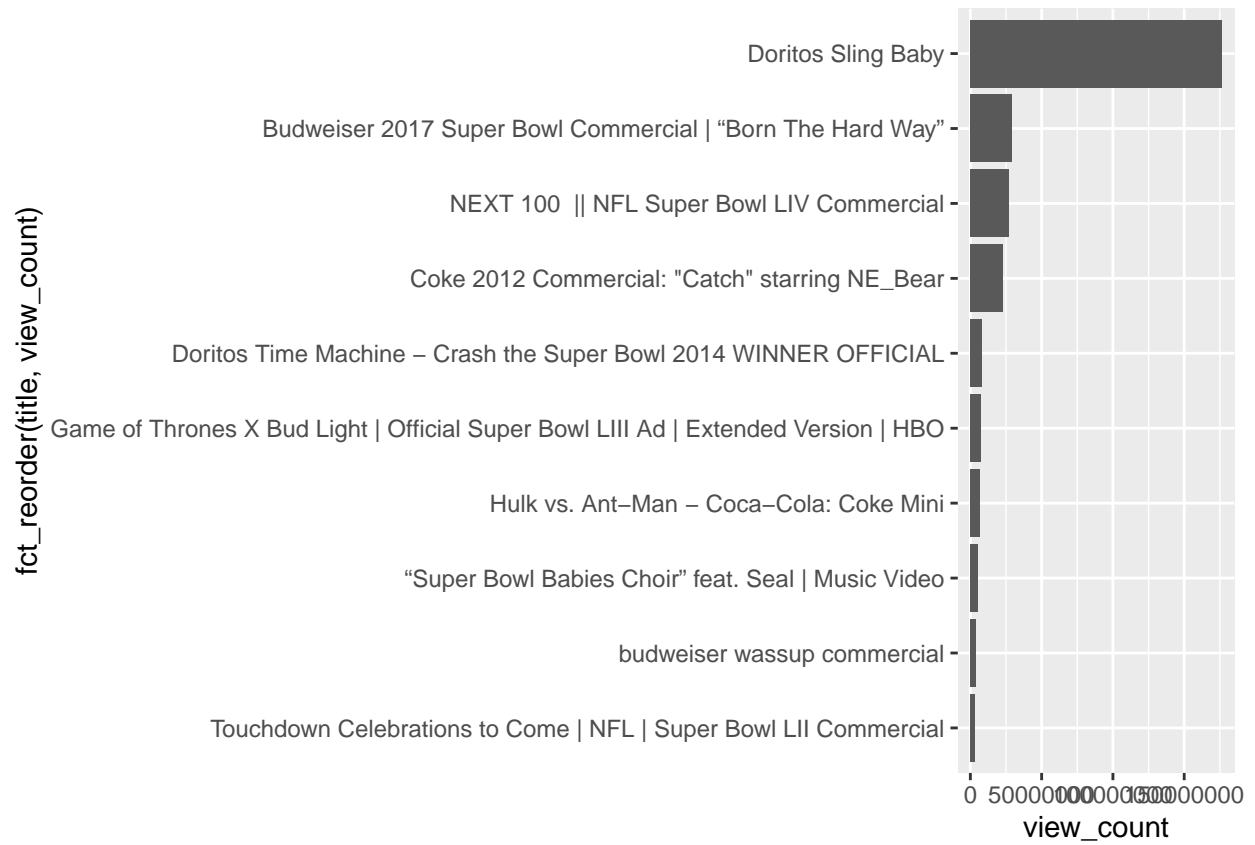
Matchup reference:

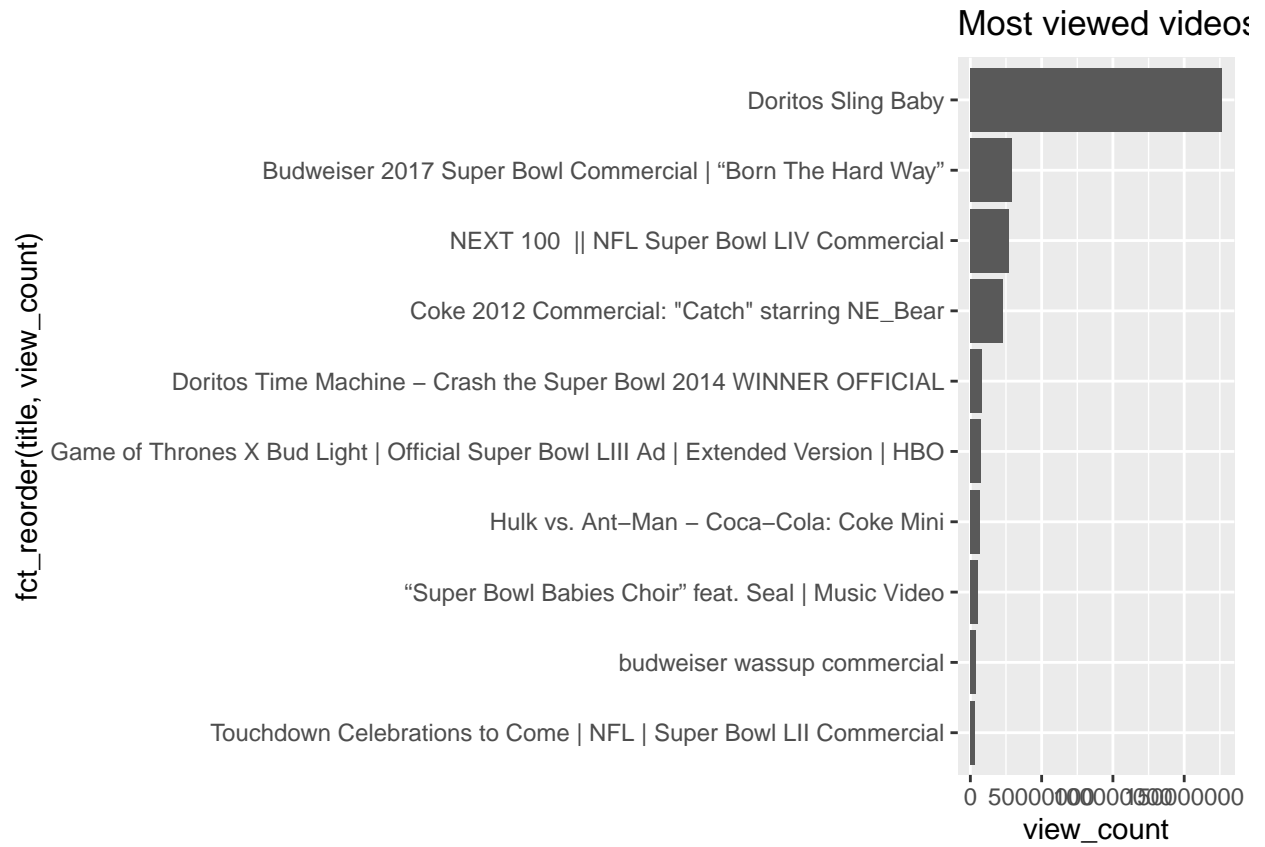
2000: Rams Vs Titans 2006: Seahawks vs Steelers 2015: Patriots vs Seahawks 2017: Patriots vs Falcons  
2020: Chiefs vs 49ers

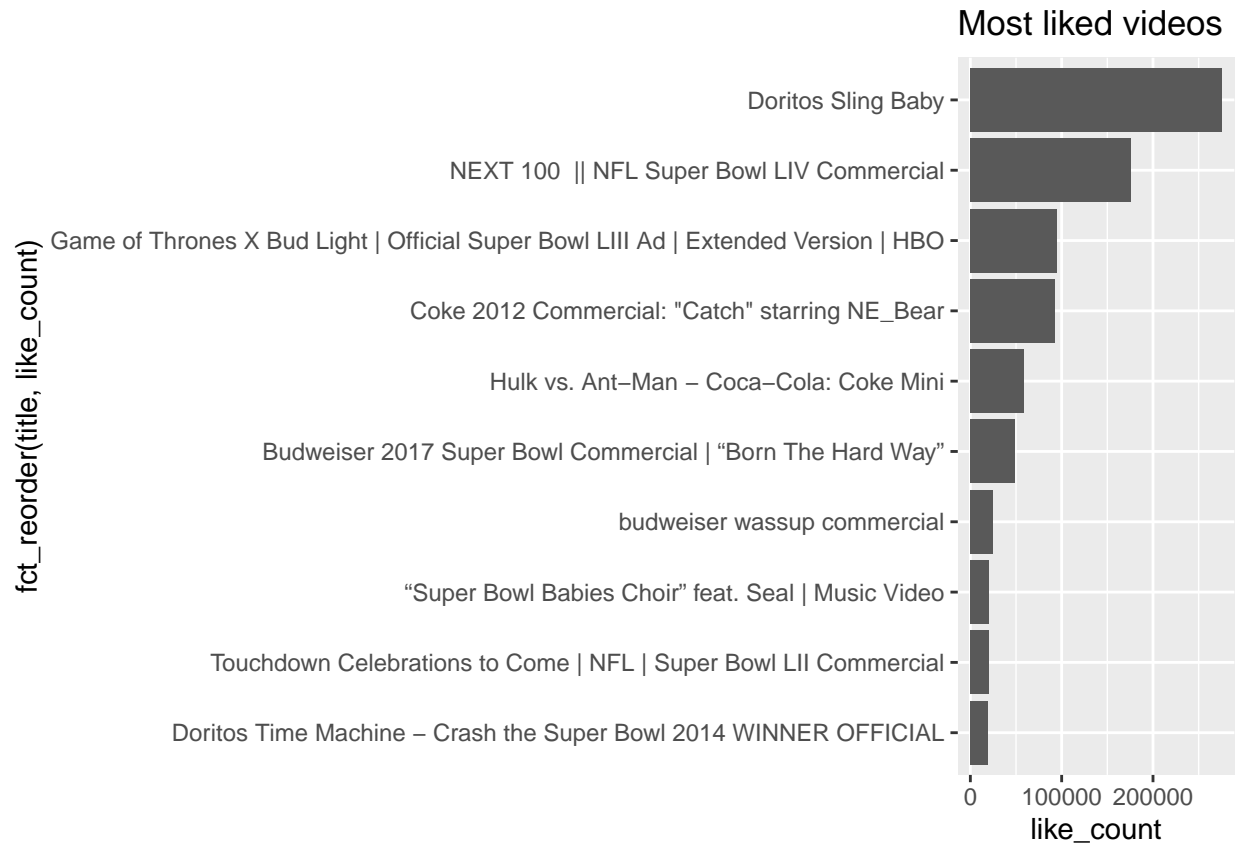
Brand representation of the last 20 Superbowls

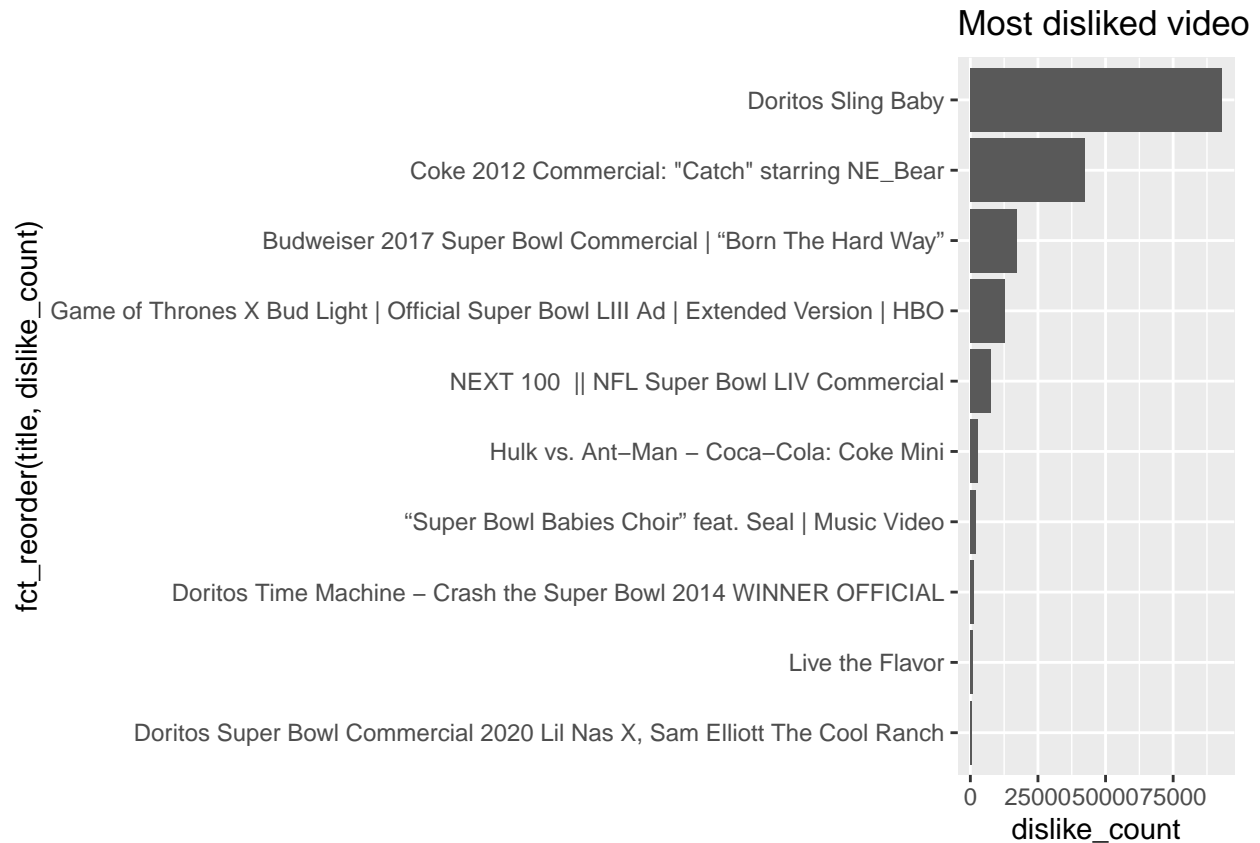








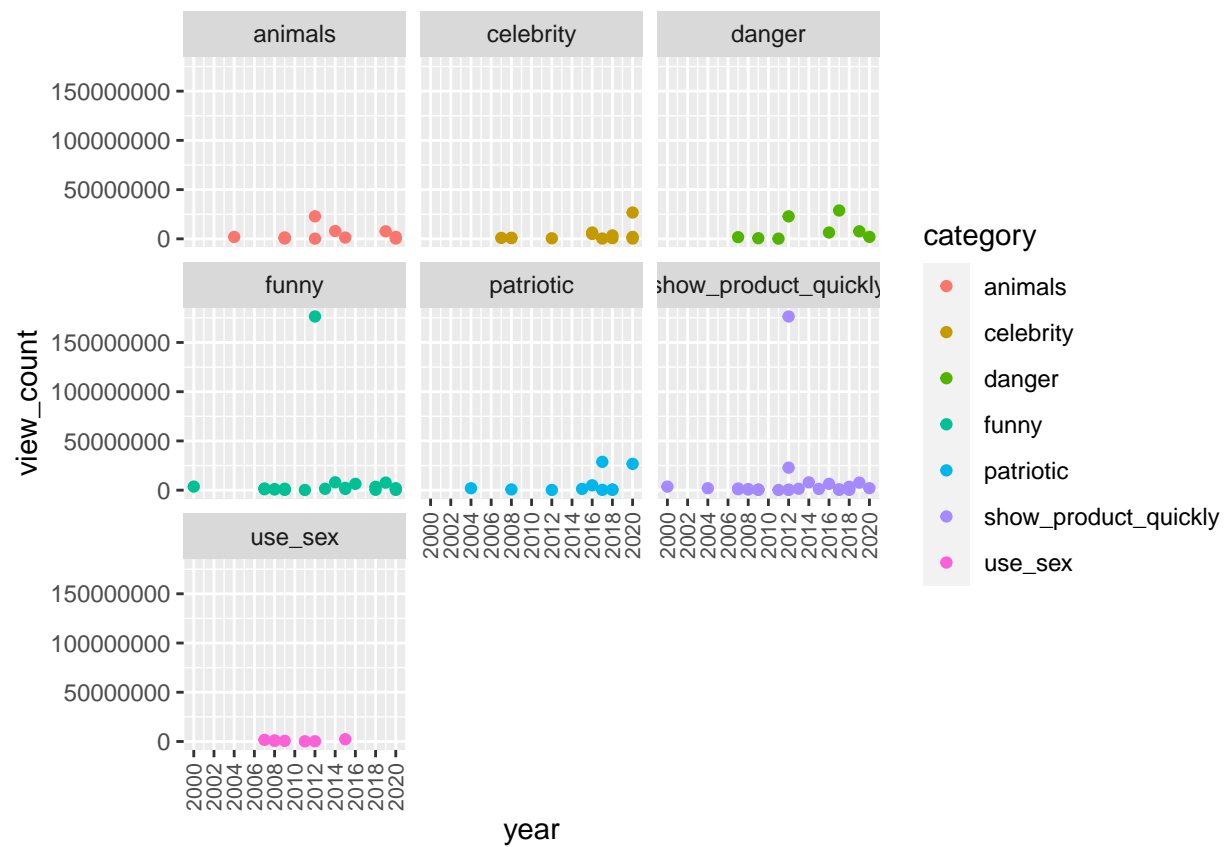


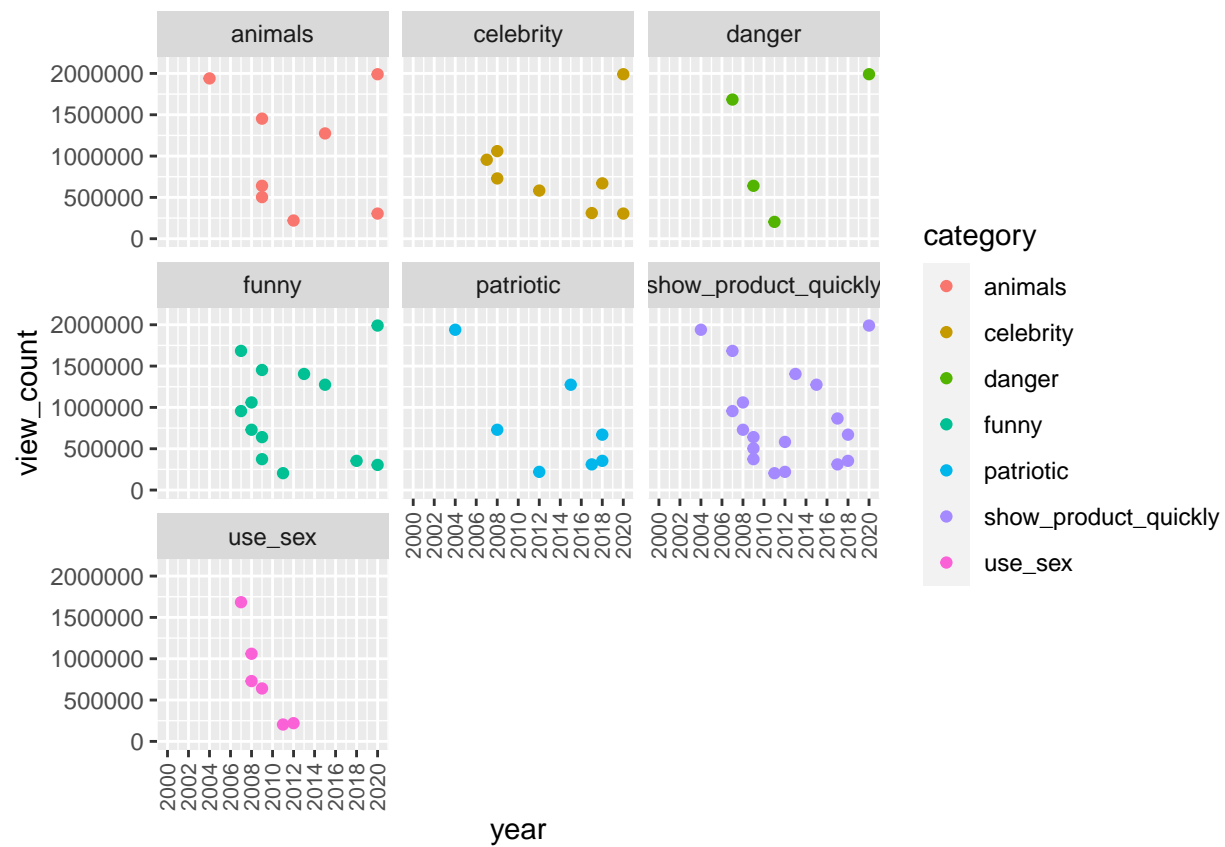


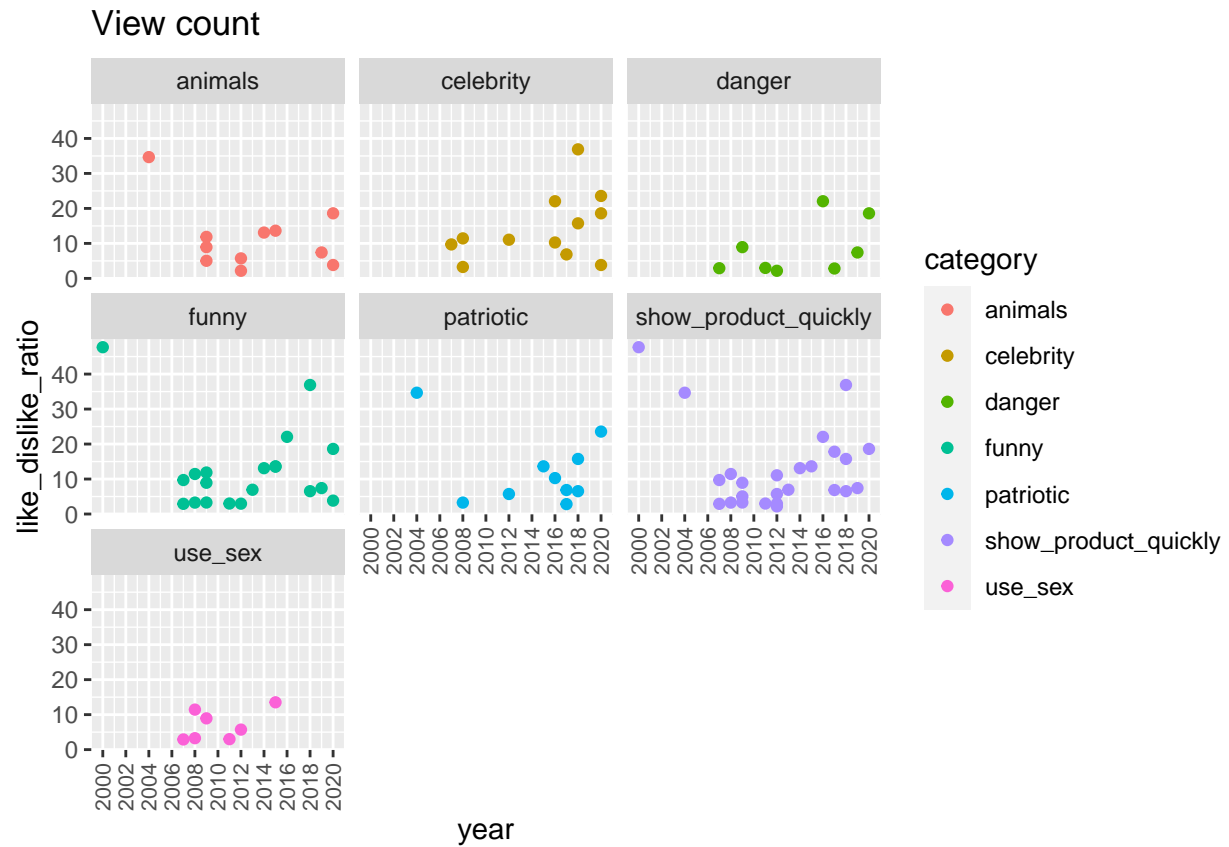
Not too surprising to see that the most viewed videos also have the most likes and dislikes

```
## # A tibble: 31 x 5
##   title                view_count like_count dislike_count like_dislike_ra-
##   <chr>                <dbl>      <dbl>      <dbl>      <dbl>
## 1 "Doritos Sling Baby"  176373378  275362      92990      2.96
## 2 "Budweiser 2017 Super B~  28785122   48423      17113      2.83
## 3 "NEXT 100 || NFL Super~  26727063  175429       7445     23.6
## 4 "Coke 2012 Commercial: ~  22849816   92333     42386      2.18
## 5 "Doritos Time Machine ~~  7952240   18729      1430     13.1
## 6 "Game of Thrones X Bud ~  7658201   94799     12789      7.41
## 7 "Hulk vs. Ant-Man - Coc~  6428474   58957      2673     22.1
## 8 ""Super Bowl Babies Cho~  4921309   20690      2015     10.3
## 9 "budweiser wassup comme~  3624622   24840       521     47.7
## 10 "Touchdown Celebrations~  3464175   20508       556     36.9
## # ... with 21 more rows
```









Notes: The most successful commercials are ones that Show product quickly, and fall under funny category  
Commercials are trending upwards as time goes on (Probably due to more accessibiltiy to YouTube)