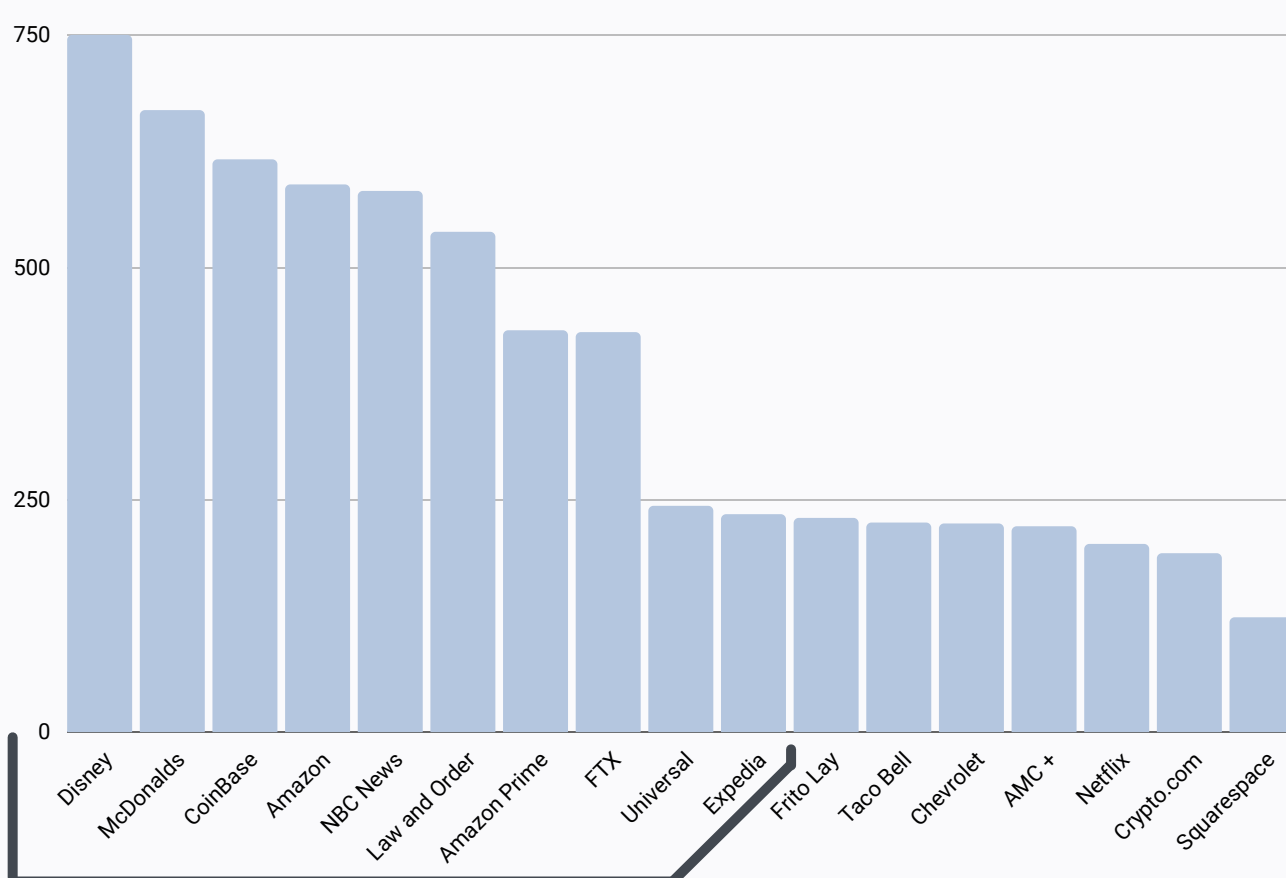


TAKING THE W WHO, WHAT, WHEN, OF A SUCCESSFUL SUPER BOWL AD

ENGAGEMENT PER AD TWEETS + LIKES + RETWEETS



62%

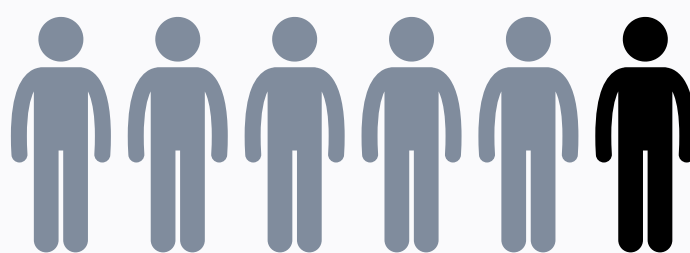
of all engagement
represented by top 10 ads

What made these
ads so successful?

WHO

Racial and gender
DIVERSITY
increases engagement by

28%

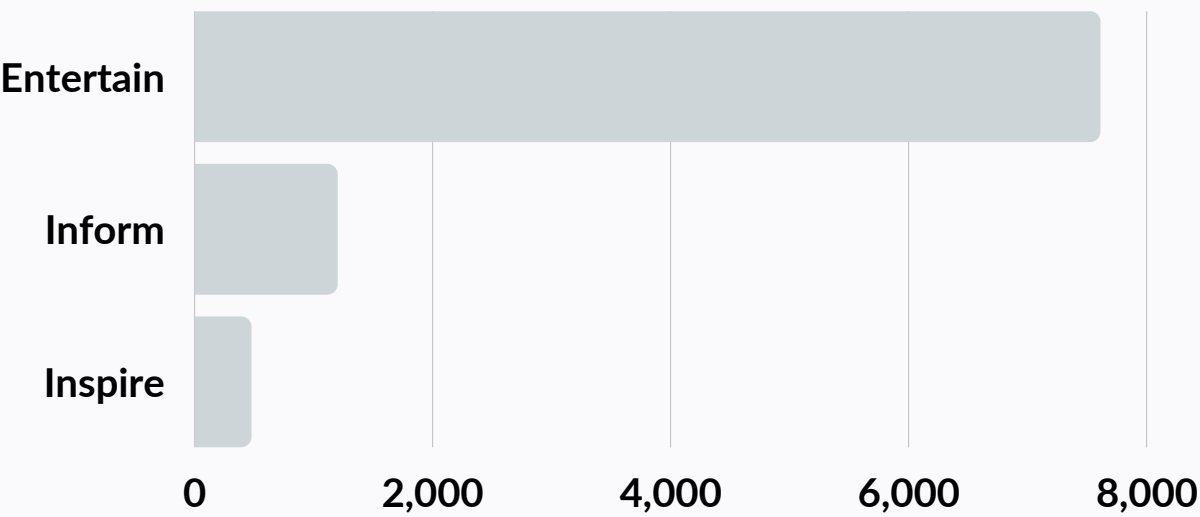


5/6

tweets were about
commercials that
starred celebrities

WHAT

ENGAGEMENTS BY MOTIVE



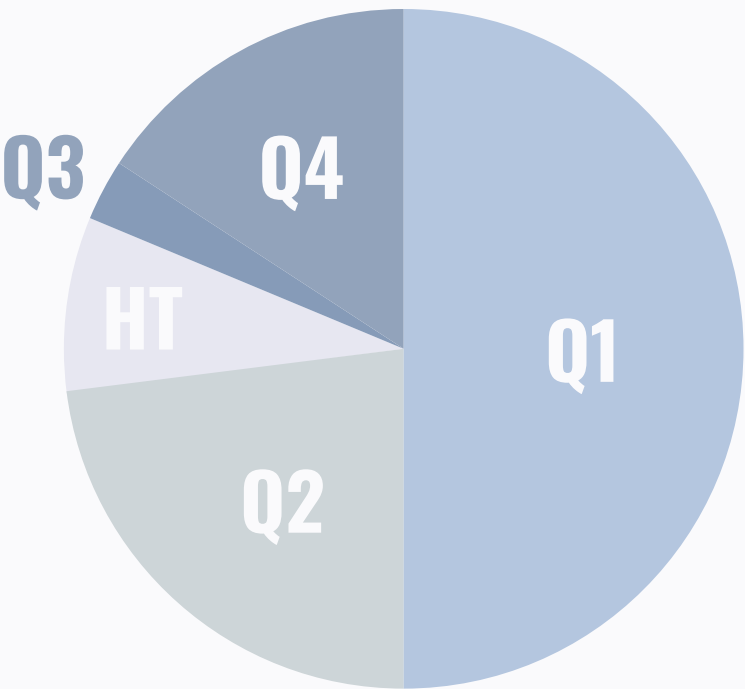
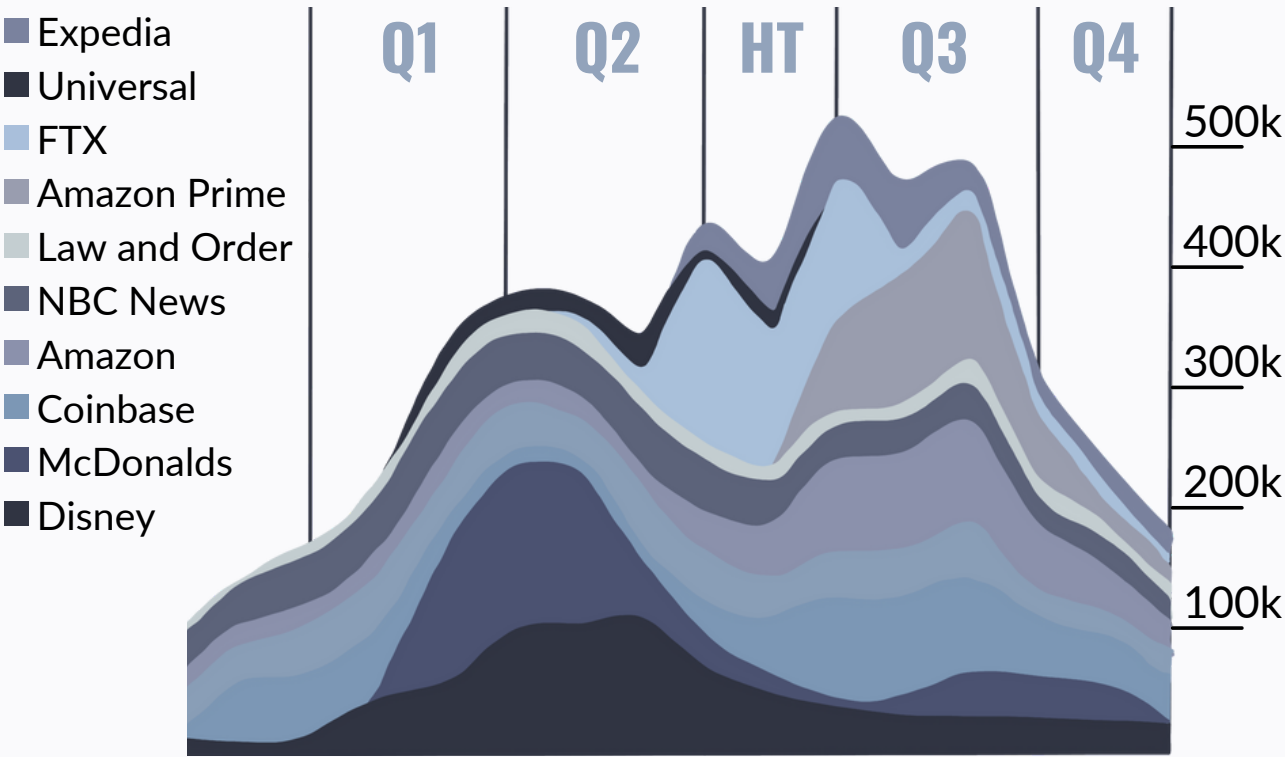
Entertaining ads have

4.5x

more engagement than
ads with other motives

WHEN

TOP 10 AD ENGAGEMENT



50%

of engagement came
from ads during the

1ST
QUARTER

THE UNDERDOG

WHO?

No people.
No celebrities.

WHAT?

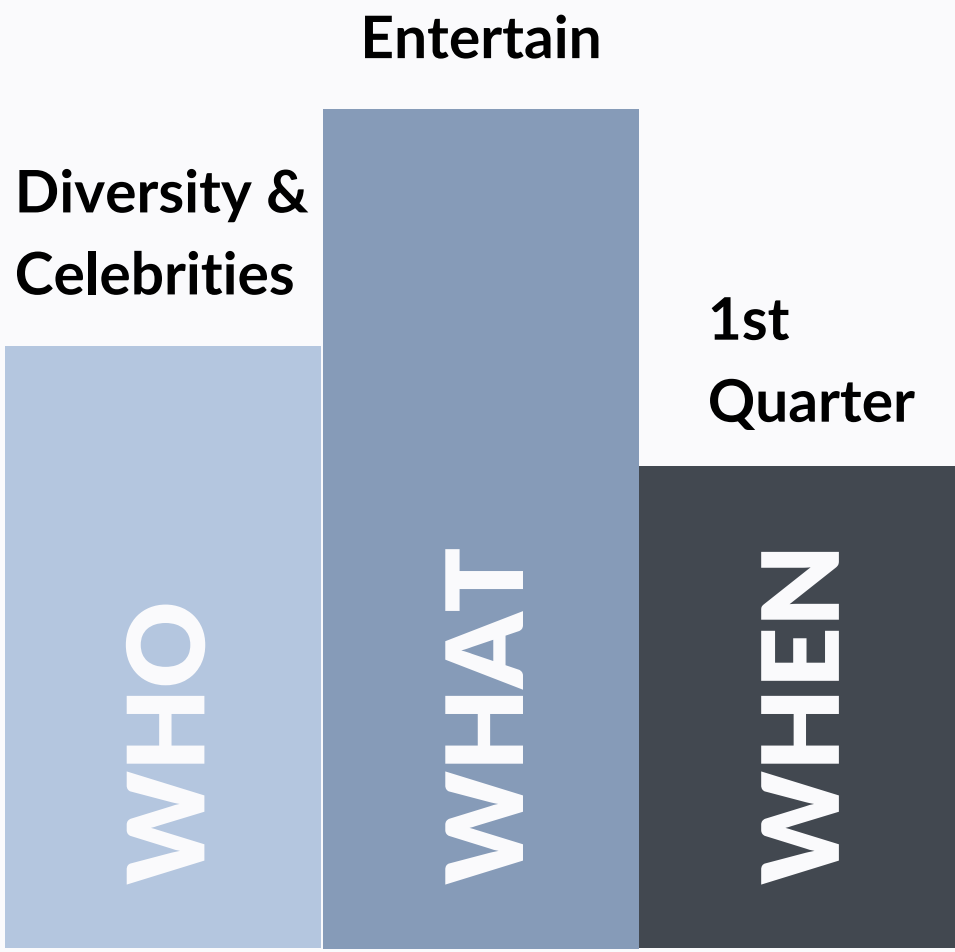
Not entertainment.

coinbase



Coinbase defies the status quo with a unique ad

CONCLUSION



THE W'S

COUGAR RIFF RAFF TEAM MEMBERS

Jefferson Lambert, Tanner Atkin, Lauren Sam, Rachel Daniel