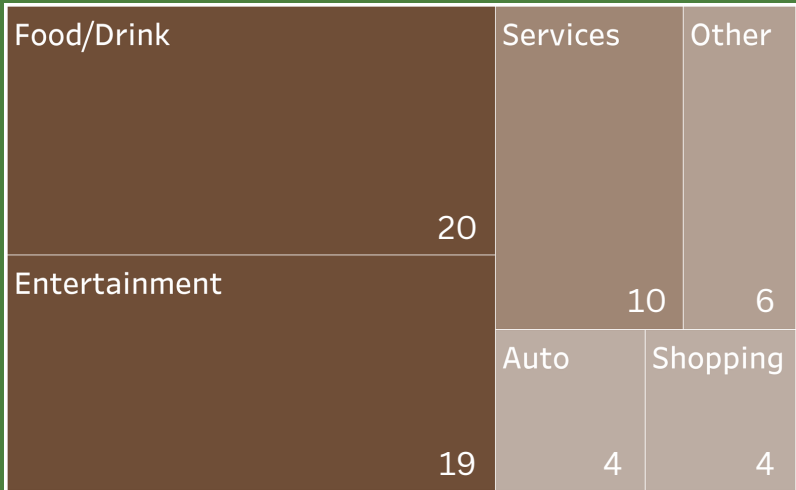




WHO'S PLAYING?

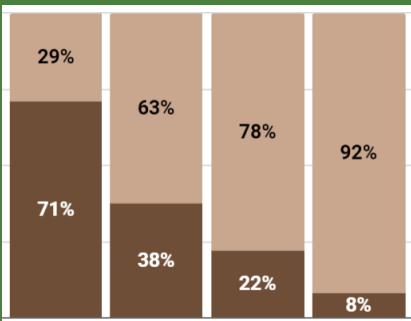


By far, the most present industries in Super Bowl Advertising are food/beverage and entertainment. With numerous alcoholic beverage, snack, and movie ads, we can expect that these will be the most remembered among the consumer. Conversely, can you think of any ads in the shopping space? Maybe you thought of Amazon, but that's an easy one. Did you remember Temu? Or Rakuten?

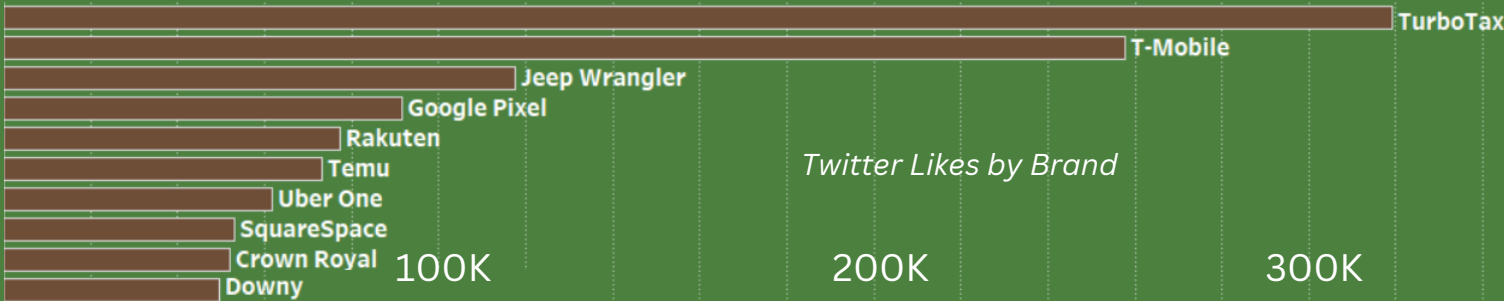
508,602

Additional impressions for every tweet sent out by an advertising brand during the game, on average.

Nearly every ad that went trending did so quickly, often within a few minutes of airing. There is, however, a substantial difference between how many of the total went trending in each quarter.



WAS IT RECEIVED?



The top 10 brands by overall engagement on Twitter, measured in likes. TurboTax, T-Mobile, and Jeep top the list as clearly large-cap companies, with six of this top-ten list having market cap values over \$50 billion.

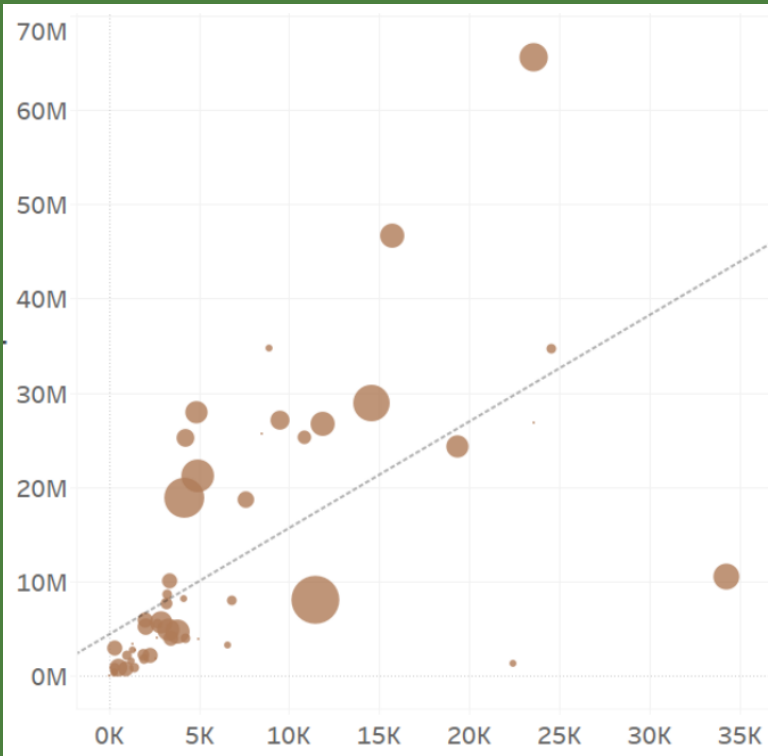
40%

Of companies sustained a 5+ percentage point increase in average Google search interest 1 week after the Super Bowl.

Ads that featured a celebrity were substantially more likely to generate Twitter impressions, resulting in an average increase of about 6 million.

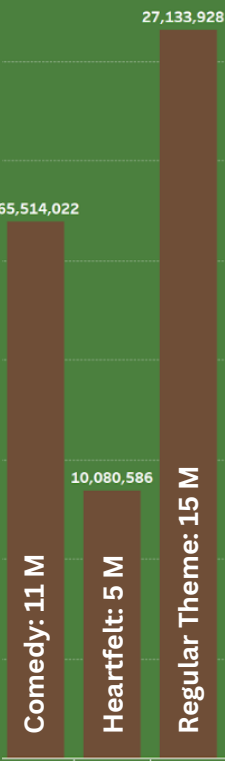


WHAT WAS THE PLAY?



There is a strongly positive relationship between the number of impressions (y-axis) and replies (x-axis). The size of the bubble indicates the number of outgoing tweets by a given brand.

It's clear that, on average, your typical ad is going to have more of an impact on impressions than a comedic or heartfelt ad. However, each bar depicts a maximum and one thing is clear: there is a *much* higher ceiling with how many impressions comedy can achieve (if done right).



WHO WON?

Best Change in Interest Capture - 19.3%



Best Predicted Campaign - 38 mil. Impressions



Attributable Rev. Increase - 1.91%



Ranking involved three steps, awarding points for each category on the left. Aggregates were taken, and these were the results.

