

GameDay Analytics Challenge

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Introduction

In the midst of a global pandemic, Molio, Firetoss, ThomasArts, Layton Construction and the University of Utah sponsored a study designed to analyze Twitter data related to Super Bowl 55 television ads. Our team answered the call from the University's MSIS and Operations department to perform this analysis.

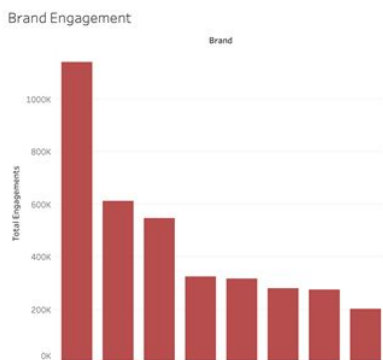
We are 4 MBA students looking to improve our data analytics skills and provide valuable insights for companies looking to pay the average \$5.5 million per ad. We set out to answer these questions: What brands and ads were the most successful? When, in terms of game time, should a company run its ad in order to maximize Twitter engagement? What type of ad should companies run? And which companies received the highest and lowest return on investments?

1.13 million Tweets relating to Super Bowl ads were collected during the ~4 hour run time of the game, which we identified using key words from the ads. During our analysis of these many tweets, we believe we have gleaned the answers to our questions as well as some other valuable insights.

Infographic Metrics

We measured Twitter Engagement by summing unique tweet id's, retweets, replies and favorites.

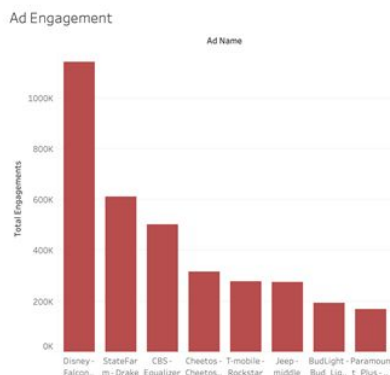
TOP BRANDS BY ENGAGEMENT



- Top Brands by Twitter Engagement: We looked at Twitter engagement by brands who advertised in the SuperBowl. The top 5 Brands by this metric were:

1. Disney - 1.14M
2. StateFarm - 611K
3. CBS - 547K
4. Paramount - 323K
5. Cheetos - 316K

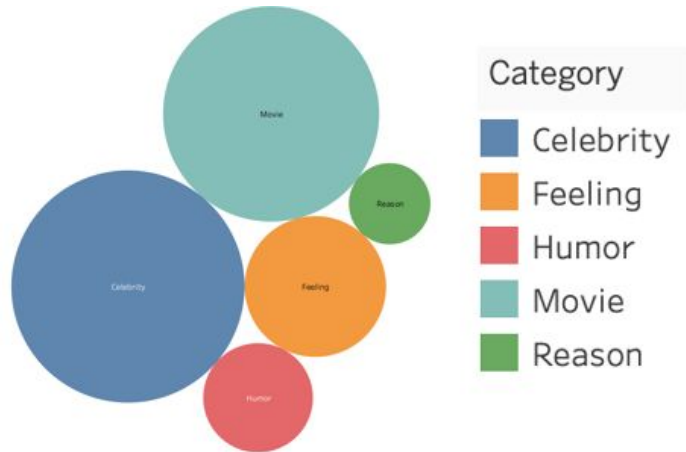
TOP ADS BY ENGAGEMENT



- Top Ads by Twitter Engagement: Several brands ran multiple ads. This is a sum of engagements by specific ads. The top 5 ads by this metric were:

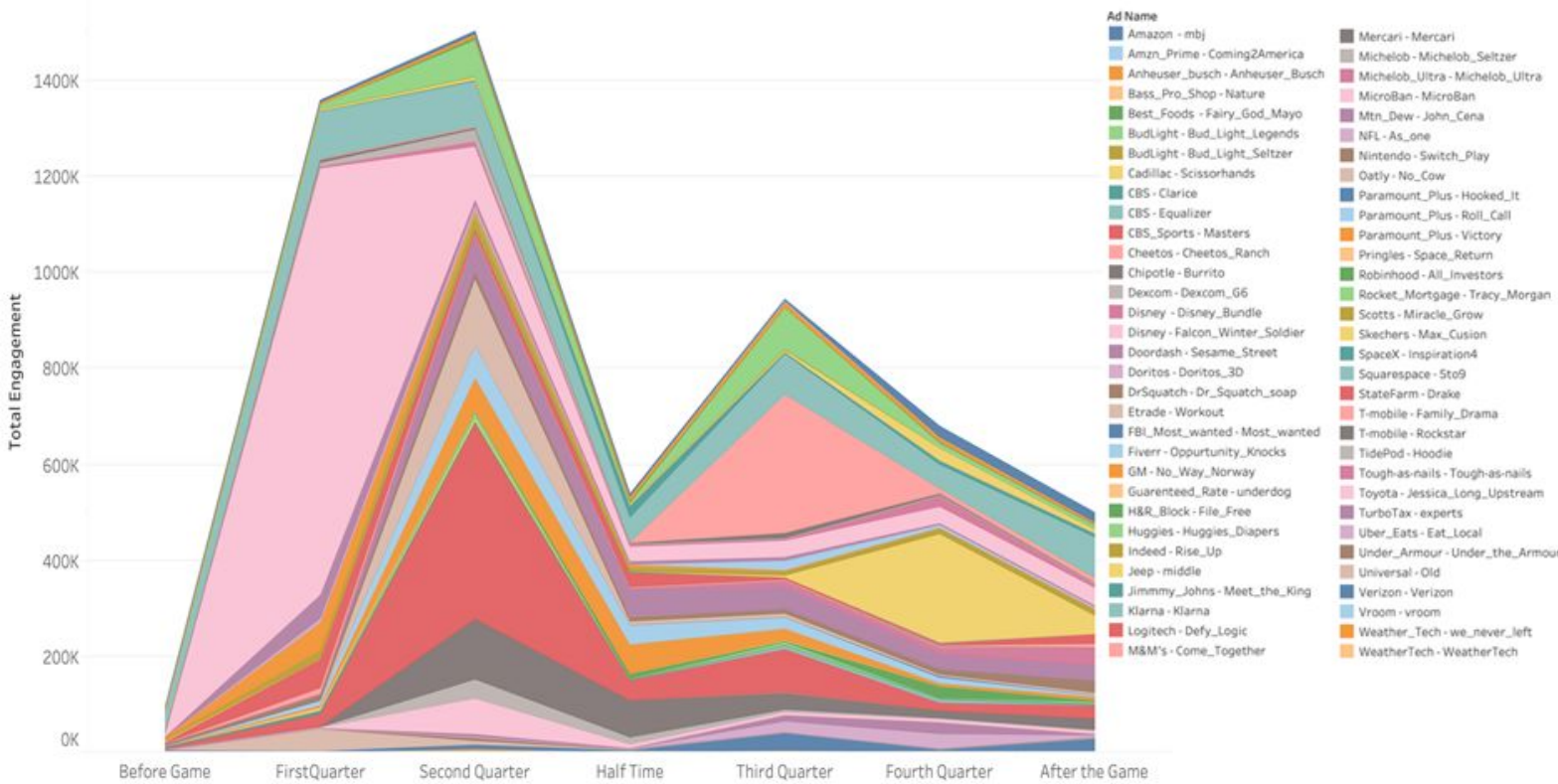
1. Disney's Falcon - 1.14M
2. StateFarm Drake - 611K
3. CBS Equalizer - 502K
4. Cheetos It Wasn't Me - 316K
5. T-Mobile Rockstar - 278K

- Type of ads: We found that ads with prominently featured celebrities generated the most engagement.



When should a brand run their ad?

We found that the best time to run a Superbowl ad to receive maximum Twitter engagement was the first half of the game. 1.3M and 1.5M engagements were generated in the first and second quarters, respectively. Engagements fell to just 550K during halftime.



Return on Investment

This year, there were 65 ads aired during the Superbowl.

The total estimated ad airtime during the Superbowl assuming ads are an average of 30 seconds each is 32.5 minutes.

The average estimated cost for an ad that is 30 seconds long is: \$5.5 Million

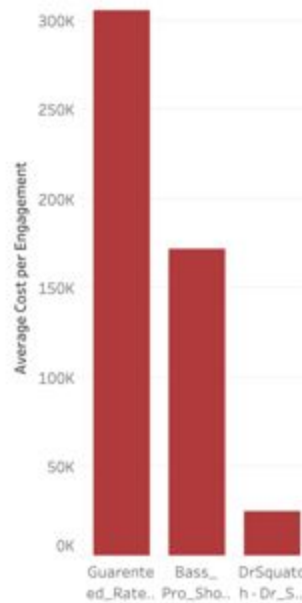
Total estimate of advertising dollars spent by Superbowl advertisers for 2021 is \$357.5 million!!!!

With all of this money being spent on ads by brands, we wanted to analyze what the brands were receiving as a ROI. We determined this by calculating \$5.5M/# of engagements.

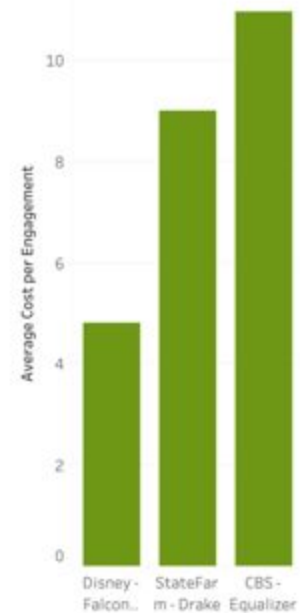
These are the brands that paid the most per engagement and received the worst ROI per our analysis:

1. Guaranteed Rate - \$300K per engagement
2. Bass Pro Shop - \$175K per engagement
3. Dr Squatch - \$20k per engagement

Highest Cost per Engagement



Lowest Cost per Engagement



The brands that paid the least per engagement and received the best ROI:

1. Disney's - \$5 per engagement
2. State Farm - \$9 per engagement
3. CBS - \$11 per engagement

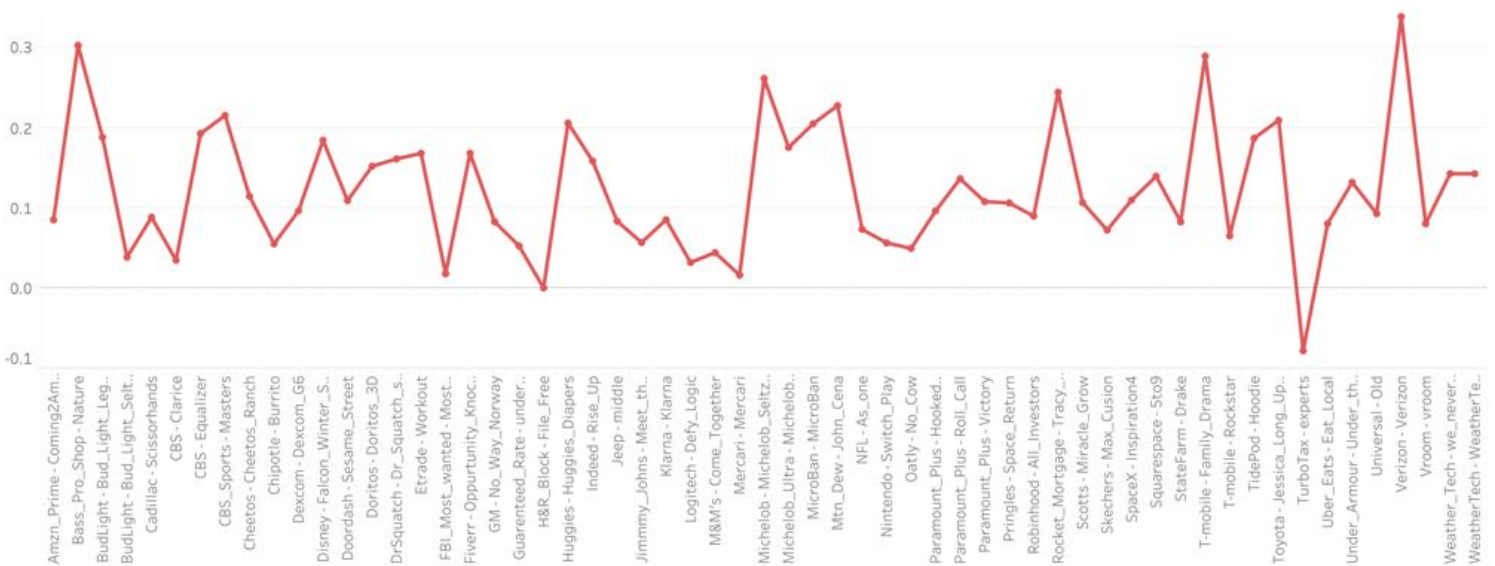
Sentiment Analysis

We analyzed twitter engagement by using sentiment analysis which categorized tweets as negative, neutral, or positive. Most ads were perceived as neutral, with the below outliers.

Most positive sentiment: Verizon

Most negative sentiment: Turbo Tax

Interestingly, we did not find any correlation between sentiment and engagement. Having a better ad perception did not necessarily mean that more people interacted with it.

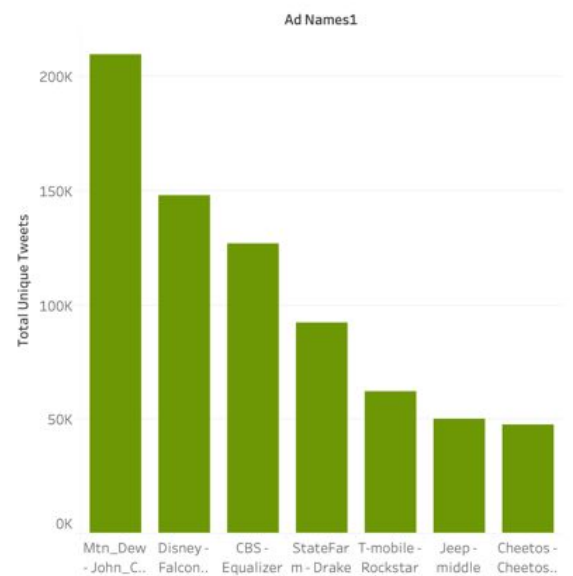


Call To Action

Some brands used a call to action to engage with their consumer. This year, Mountain Dew received the highest number of unique tweets due to their clear yet effective giveaway which asked people to tweet their guess of the amount of bottles in a given ad and win \$1M.

Last year, T-Mobile had the highest engagement and they also did a giveaway. Other companies such as Scotts Miracle Grow and SpaceX also did a call to action ad this year, however they did not have as much engagement as their call to actions were not as simple as Mountain Dews. We would recommend companies who use a call to action keep it simple so it can be most effective.

Call to Action



Recommendations

Our recommendations for brands to receive the best ROI on their ads and the most twitter engagement is to advertise during the first half of the superbowl, use a clear call to action that involves a giveaway, and utilize celebrities in their ads.