

Nick, Adam, Mitch, Eli

SUPER BOWL ADS

TEAM: NAME

SUPER BOWL STATS AT A GLANCE

\$5.5m
for 30 Seconds

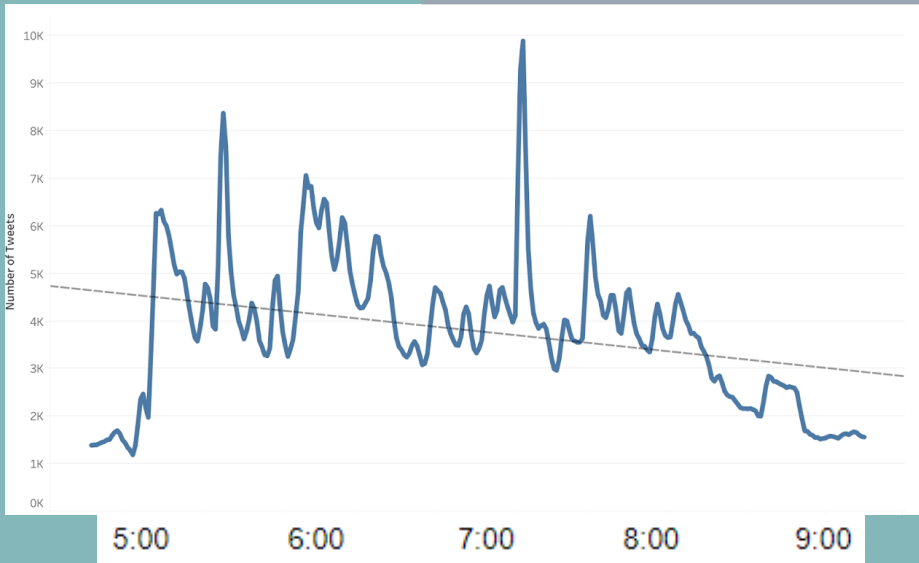
\$482m
Ad Spend

62 Ads

96.4m
Total Viewers

Lowest since 2006

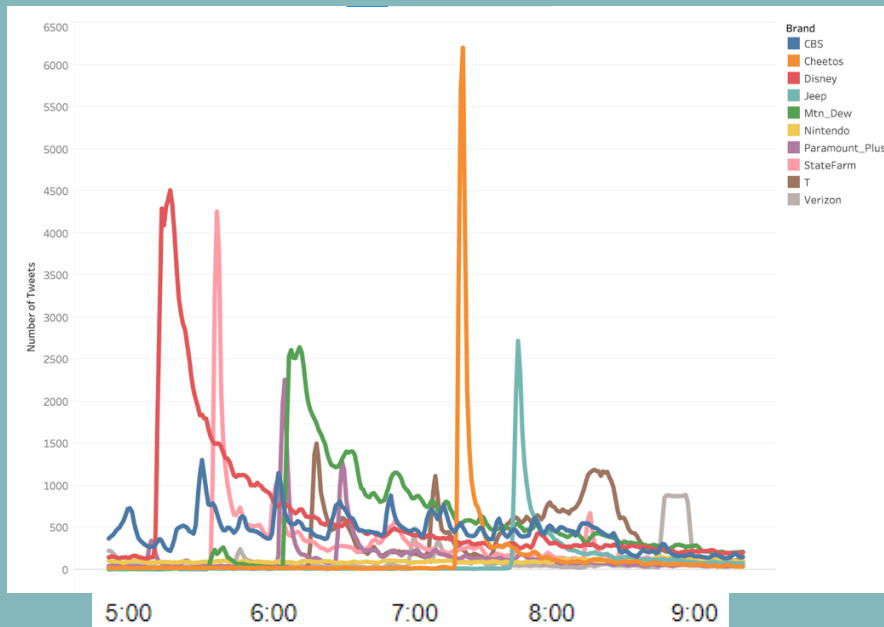
1 Boring Game



Engagement **Dropped** as the Game Dragged On

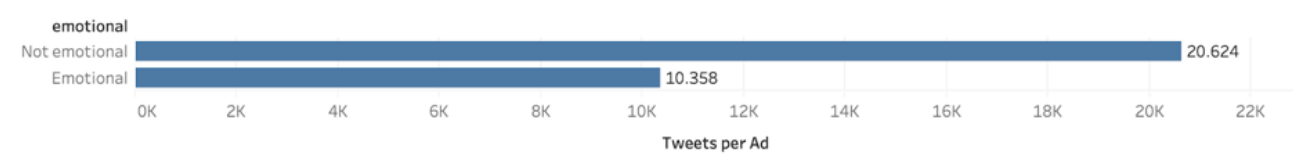


Entertainment Brands saw **increased engagement** over time

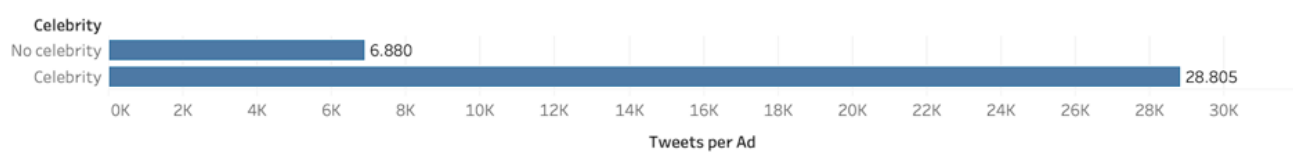


What Traits Matter?

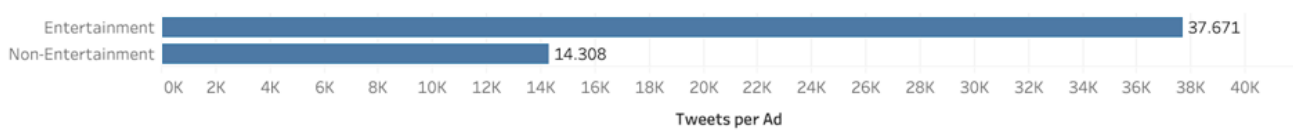
Emotional ads generate half the number of tweets as non-emotional ads



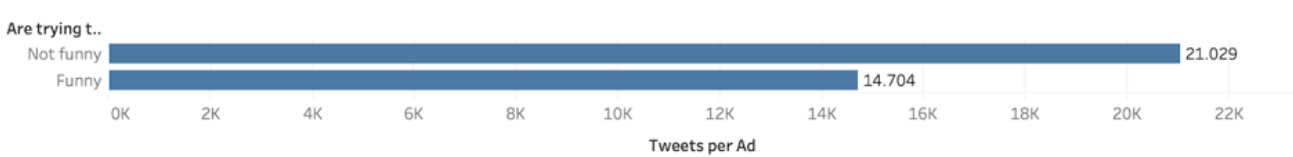
Ads with a celebrity generated more than 4X more tweets



Entertainment brands generated 2.5X more tweets than other brands

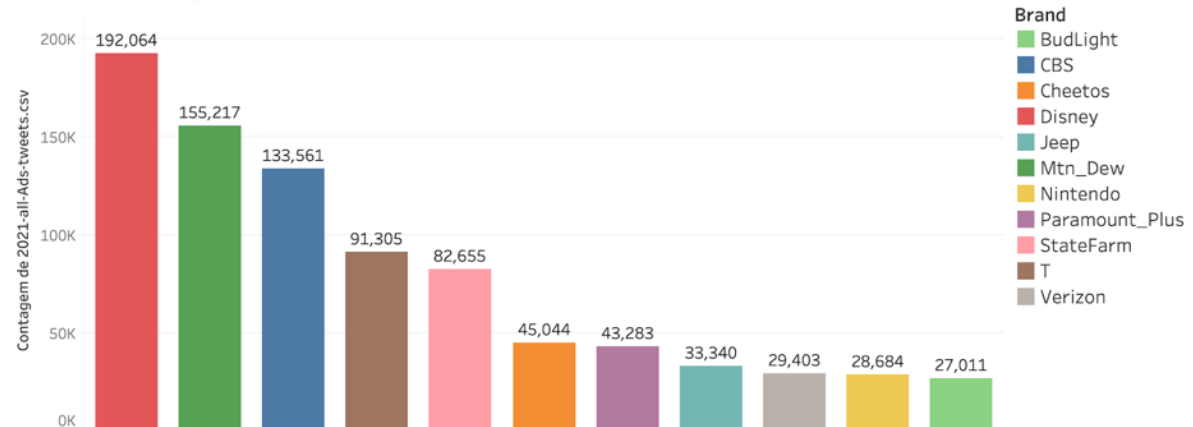


Funny ads generated less tweets on average



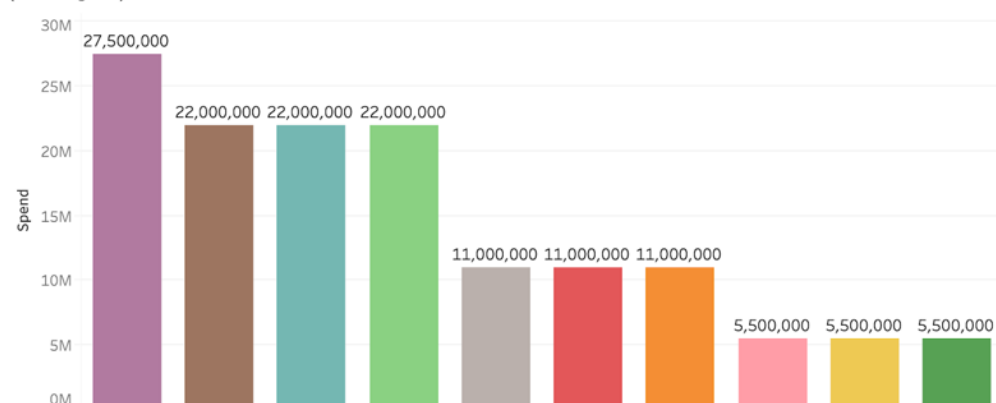
More Ad Spots ≠ More Ad Tweets

Top 11 Brands by # Tweets Generated

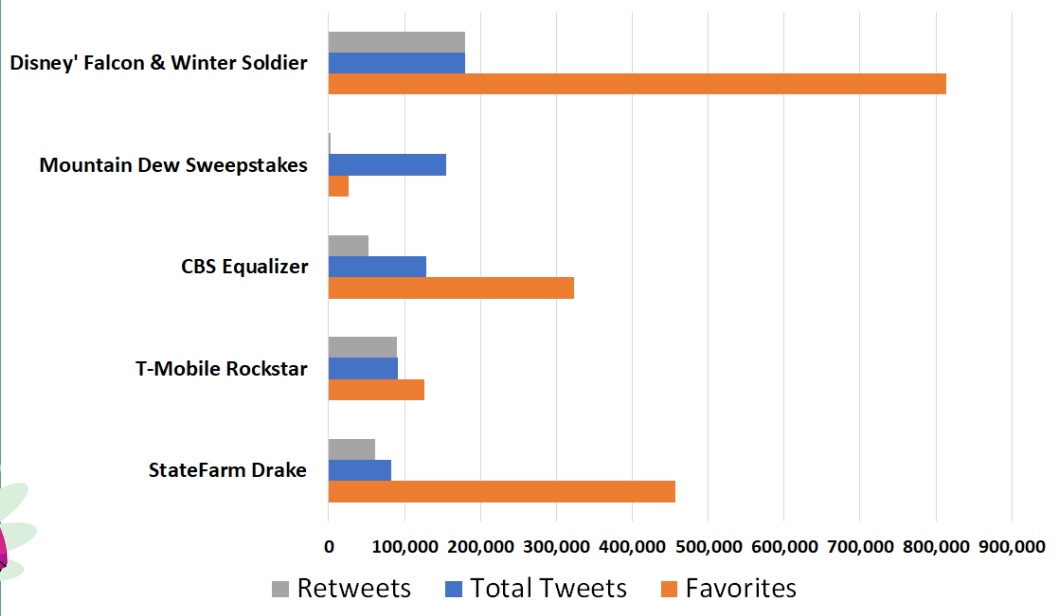


Ad Spend for Top 11 Brands by # Tweets Generated

(Excluding CBS)



Top 5 Tweeted Ads (+ favorites & retweets)



**A sweepstakes will get you tweets.
But you won't get you engagement or brand love.**

we had fun making
this. love all my
#budlightlegends
@budlight :)

-Post Malone

65,804 favorites

who at cheetos was
like "i think i can get
shaggy"?

54,880 favorites

DRAKE FROM
STATE FARM ☐

46,477 favorites

Advertise early, have your celebrity engage
with social media, don't get sappy,
and don't touch politics

SPONSORS



Layton