

Advertising - The Real Game

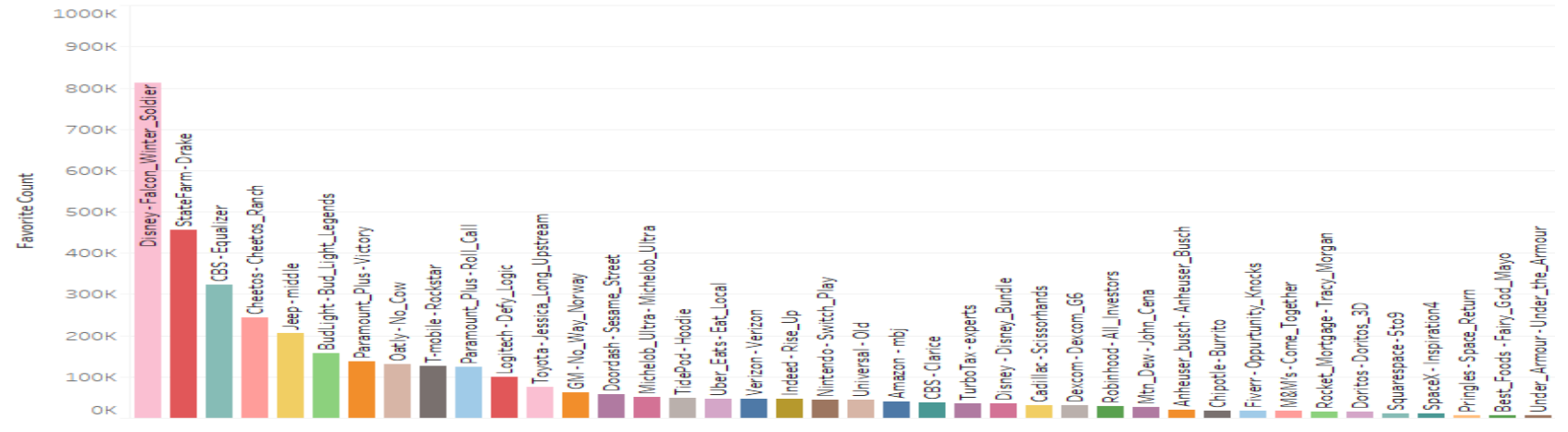
#SuperBowl

The Insighters

Bhavana | Manali | Naga Samyukta | Pramila

Most Popular Brands on Twitter

Favourite advertisement

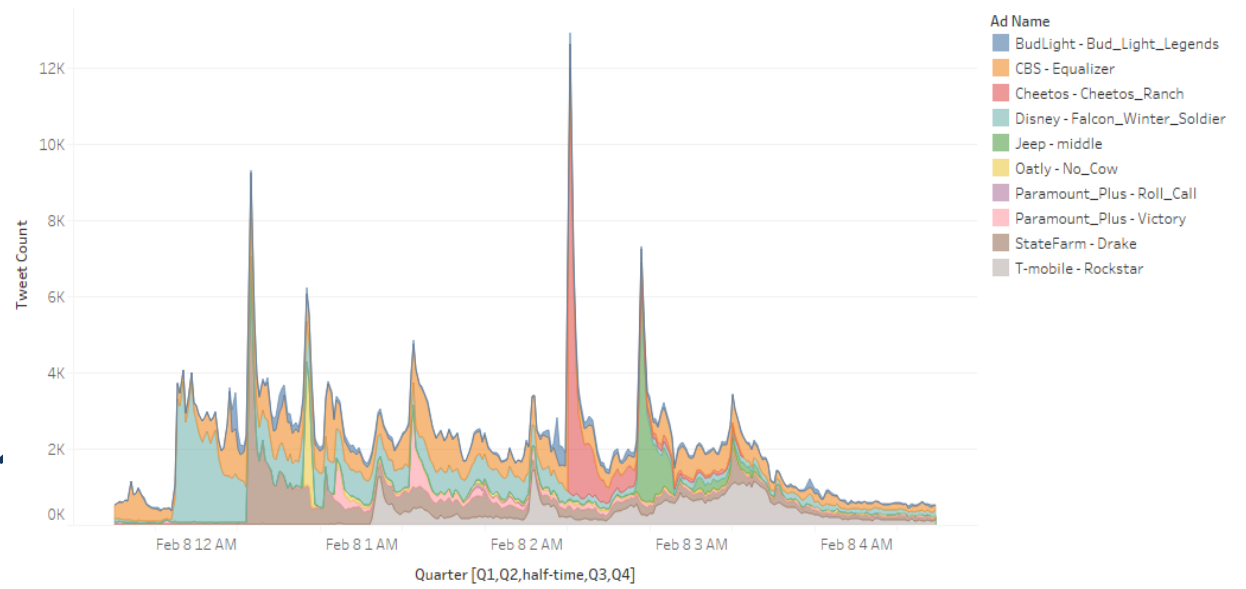


Sum of Favorite Count for each Ad Name. Color shows details about Ad Name. The marks are labeled by Ad Name. The view is filtered on sum of Favorite Count, which ranges from 6,000 to 913,264.

TIMING – 3rd Quarter is the time when people tweet the most, likely due to viewership

1.13 Million Tweets
64 Brands!

Top 10 Ad's Tweets Per Quarter



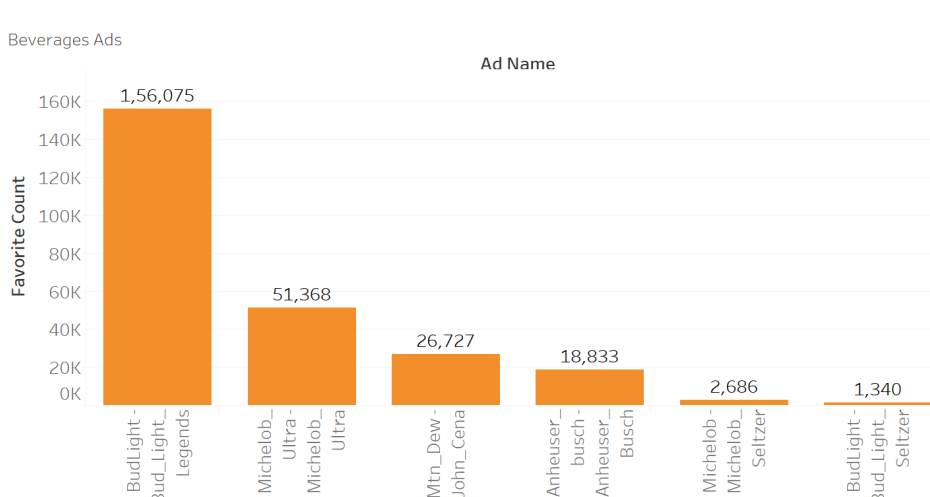
The plot of count of Ad Name for Created At Minute. Color shows details about Ad Name. The view is filtered on Ad Name, which keeps 10 of 50 members.

DISNEY RECEIVED THE HIGHEST AMOUNT OF ENGAGEMENT

Market Analysis

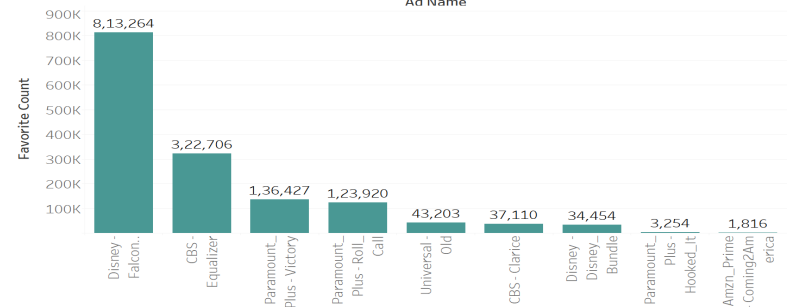


Beverages Ads



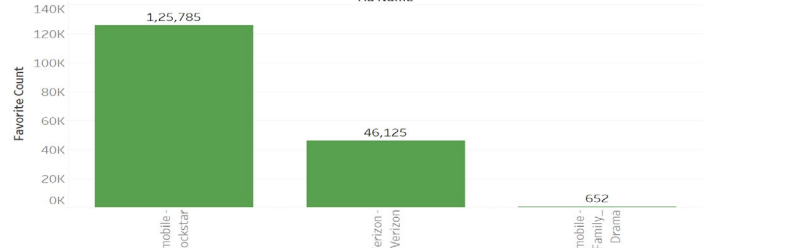
Sum of Favorite Count for each Ad Name. The data is filtered on Category, which keeps Beverage. The view is filtered on Ad Name, which excludes CBS_Sports - Masters, FBI_Most_wanted - Most_wanted and Tough-as-nails - Tough-as-nails.

Entertainment Ads



Sum of Favorite Count for each Ad Name. The data is filtered on Category, which keeps Entertainment. The view is filtered on Ad Name, which excludes CBS_Sports - Masters, FBI_Most_wanted - Most_wanted and Tough-as-nails - Tough-as-nails.

Telecommunication Ads

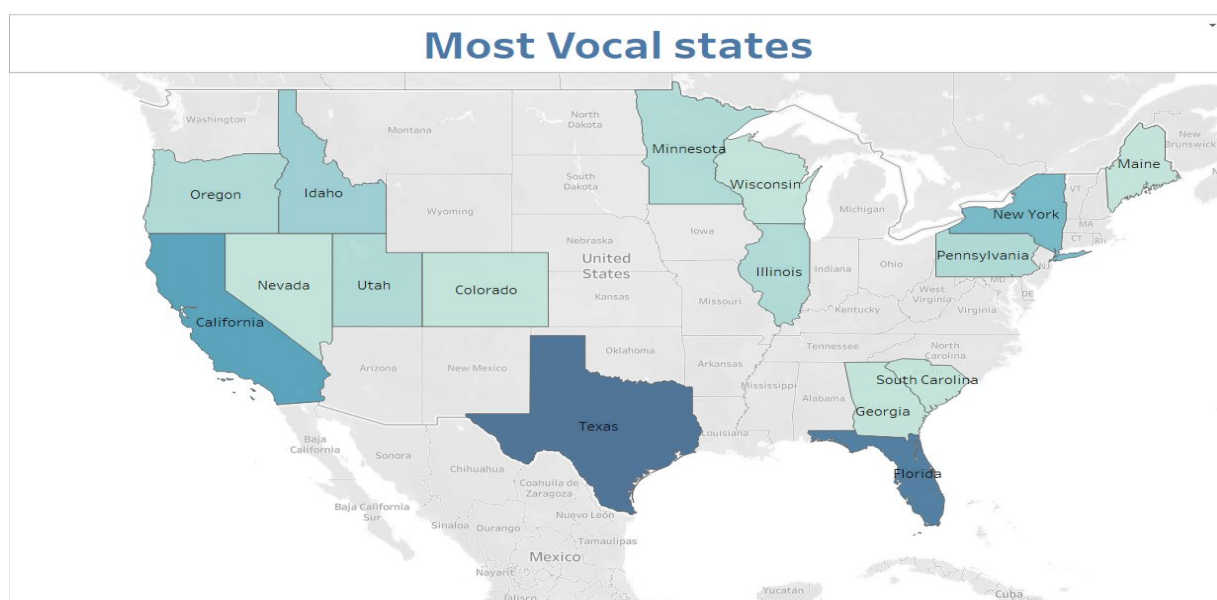


Sum of Favorite Count for each Ad Name. The data is filtered on Category, which keeps Telecommunication. The view is filtered on Ad Name, which excludes CBS_Sports - Masters, FBI_Most_wanted - Most_wanted and Tough-as-nails - Tough-as-nails.

Market Analysis - Entertainment and Telecommunication were the industries that gained about 20% of the total retweets out of all the other industry ads that were shown.

Highest number of tweets came from Texas, followed by Florida, California and New York

16% tweets are from **Texas**

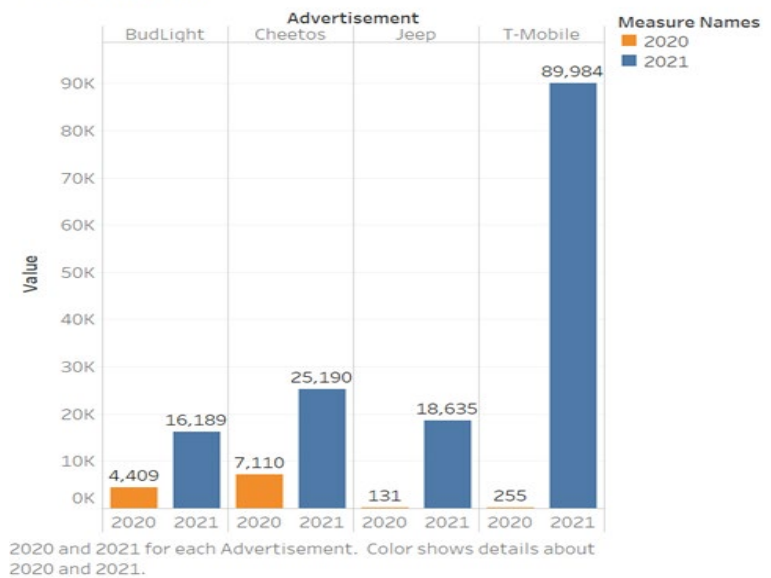


2020 vs 2021

BudLight, Cheetos, Jeep and T-Mobile are the top common brands that have participated in both the years

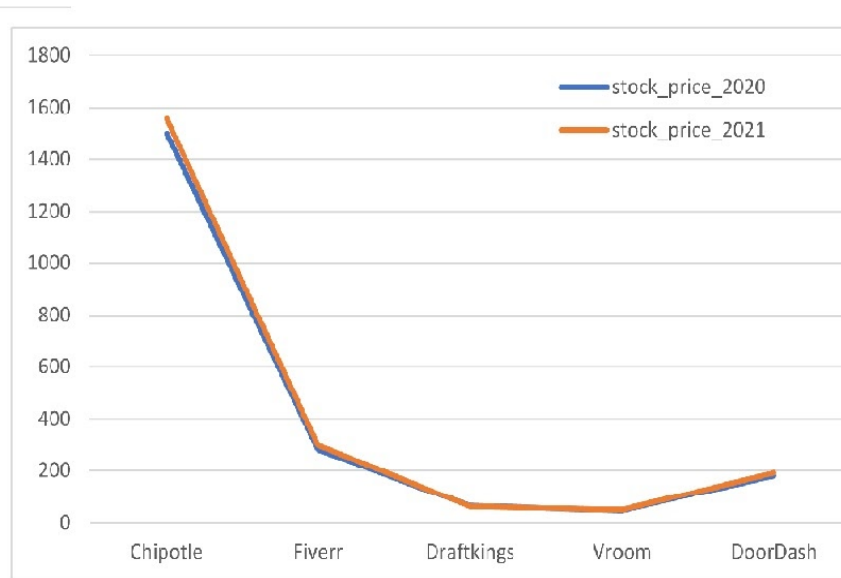
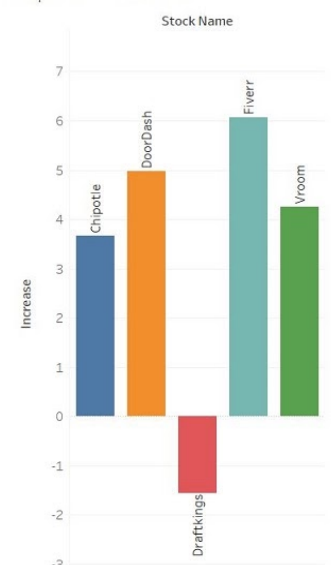


Comparison Between Common Ads of 2020 and 2021



2020 and 2021 for each Advertisement. Color shows details about 2020 and 2021.

Impact of Stock Price



Impact on Stock Performance

DEBUT BRANDS IN THE SUPERBOWL COMMERCIALS - 2021

