

GAME ON

WHAT MAKES A WINNING COMMERCIAL?

OVERALL IMPRESSIONS

WHO DID WELL?

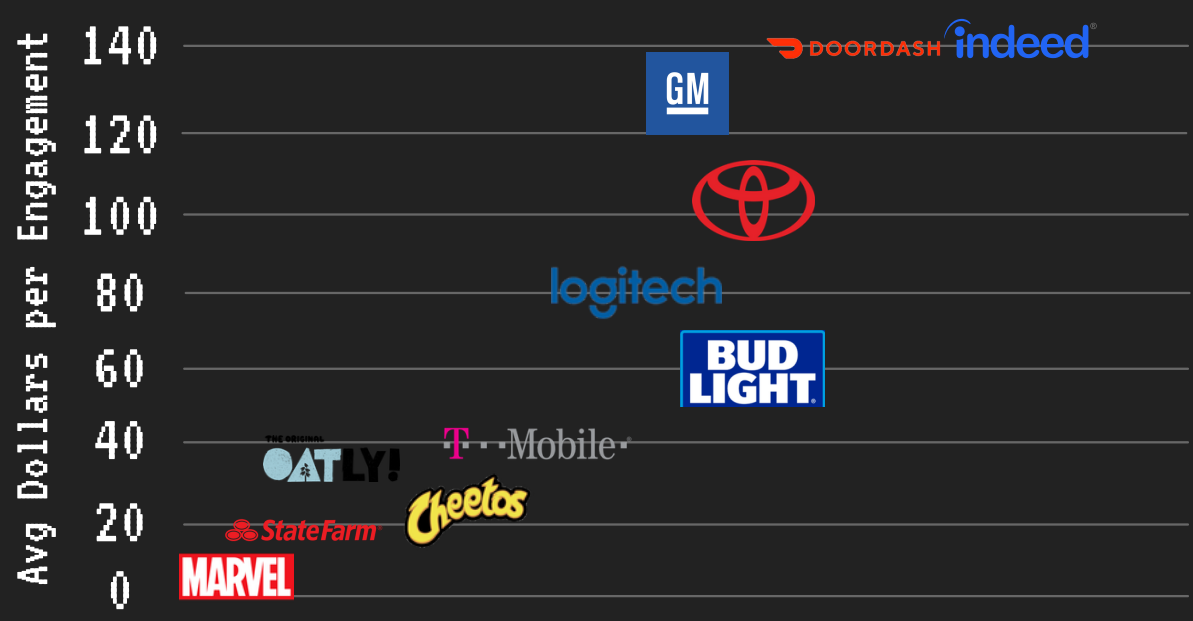
TOP 5 BRANDS BY TWEET VOLUME

- 1. MARVEL
- 2. STATE FARM
- 3. CBS
- 4. CHEETOS
- 5. T-MOBILE

WORST 5 BRANDS BY TWEET VOLUME

- 1. H&R BLOCK
- 2. GUARANTEED RATE
- 3. BASS PRO SHOP
- 4. MICROBAN
- 5. DR. SQUATCH

Cost per engagement on Twitter

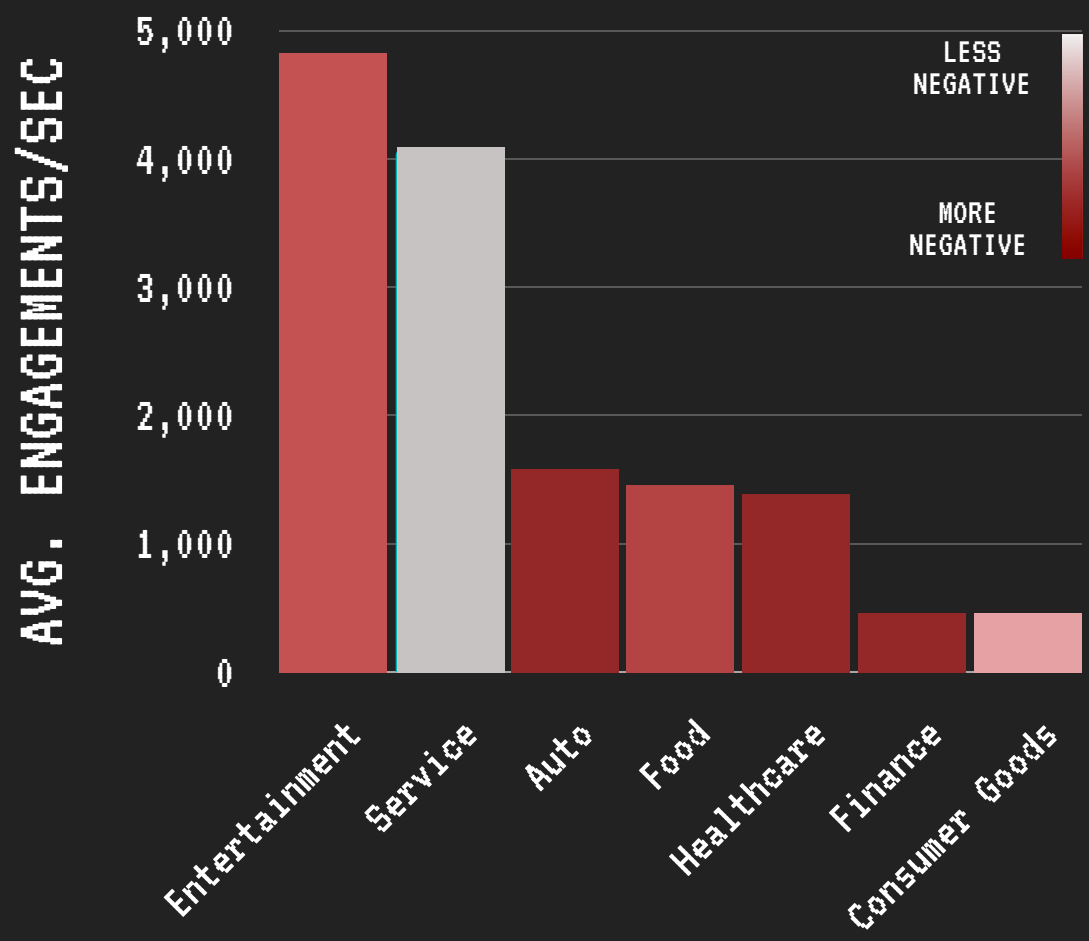


MARVEL SPENT THE SMALLEST AMOUNT PER ENGAGEMENT AT \$4.70

INDUSTRY

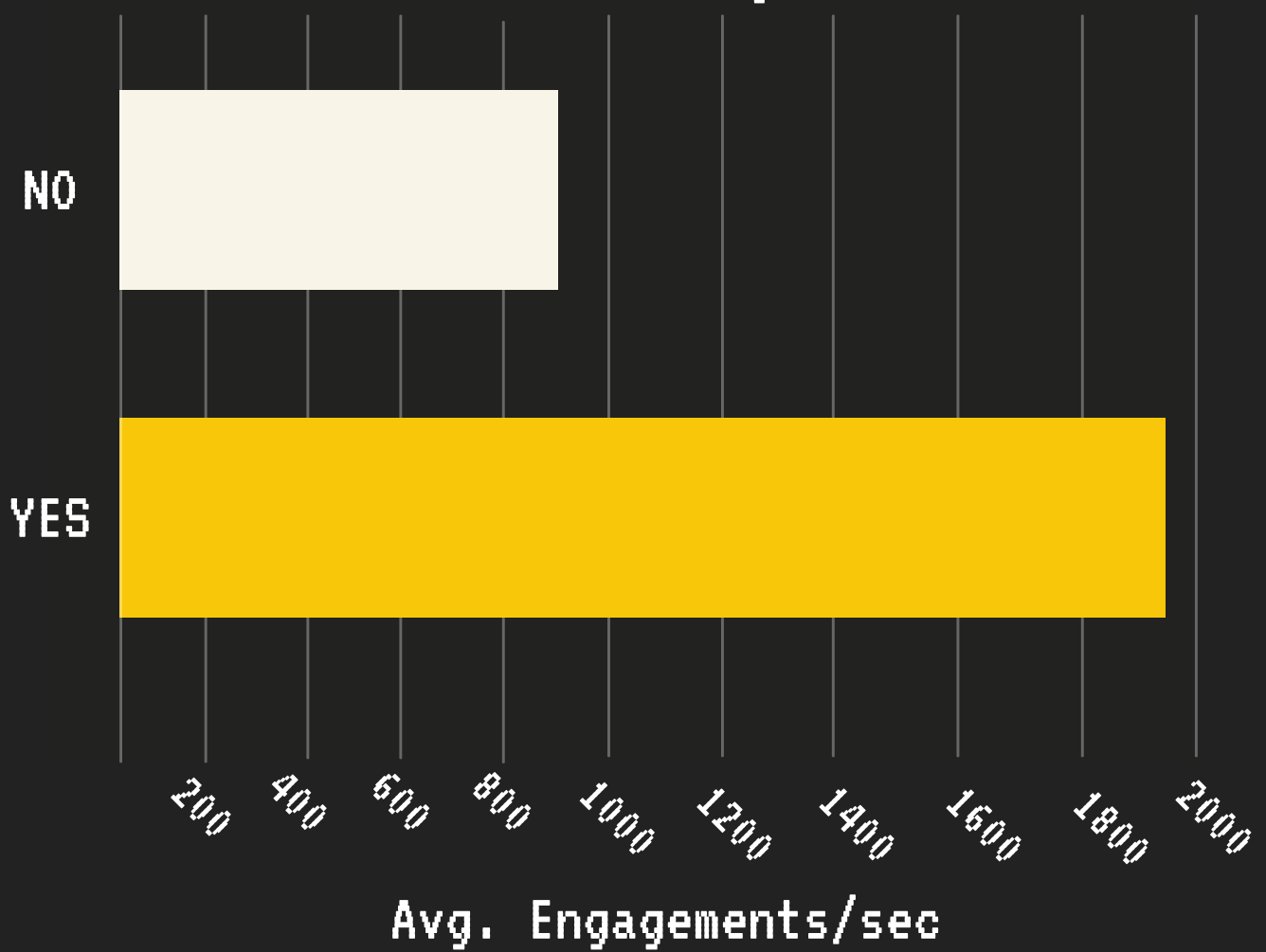
THE ENTERTAINMENT AND SERVICE INDUSTRIES DOMINATED THE CONVERSATION ON TWITTER. SENTIMENT IS NOT ONE OF THE MAIN DRIVERS OF ENGAGEMENT

AVG ENGAGEMENT/SEC AND SENTIMENT BY INDUSTRY



CELEBRITIES

Did the commercial feature a celebrity?

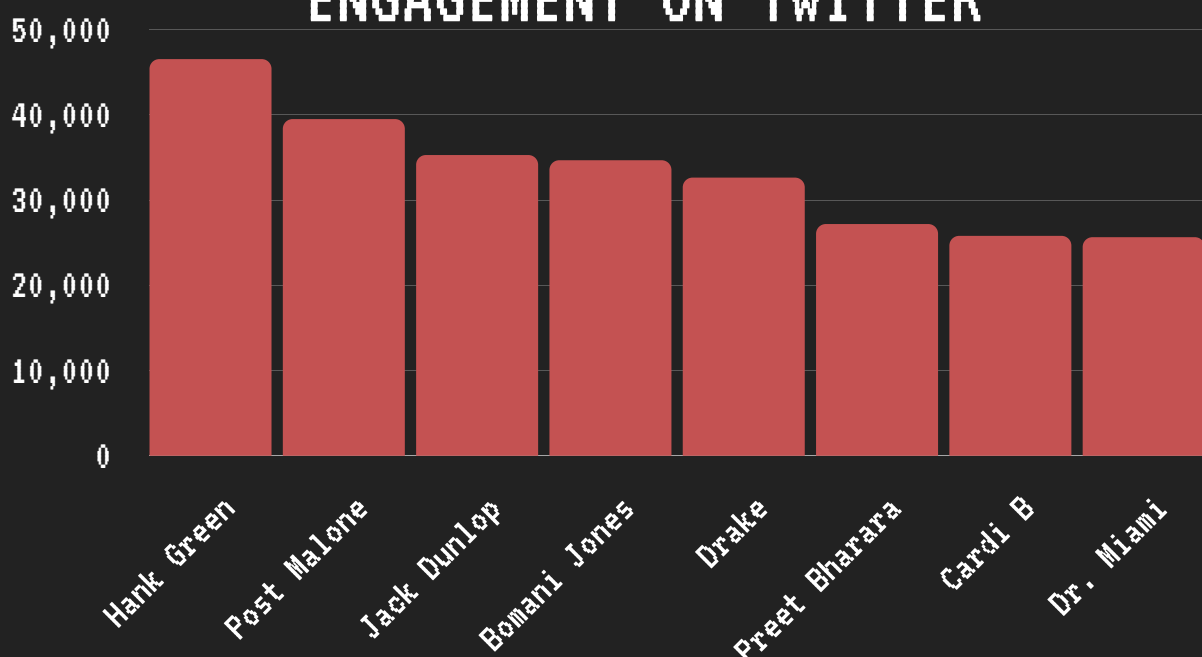


HAVING A CELEBRITY IN YOUR COMMERCIAL INCREASES TWITTER ENGAGEMENT PER SECOND BY 108%



FUN FACT:
THE CELEBRITY WITH THE MOST RETWEETS DURING THE SUPER BOWL WAS POST MALONE

OF 1.2 MILLION USERS, THESE 8 CELEBRITIES DROVE 5% OF ALL ENGAGEMENT ON TWITTER

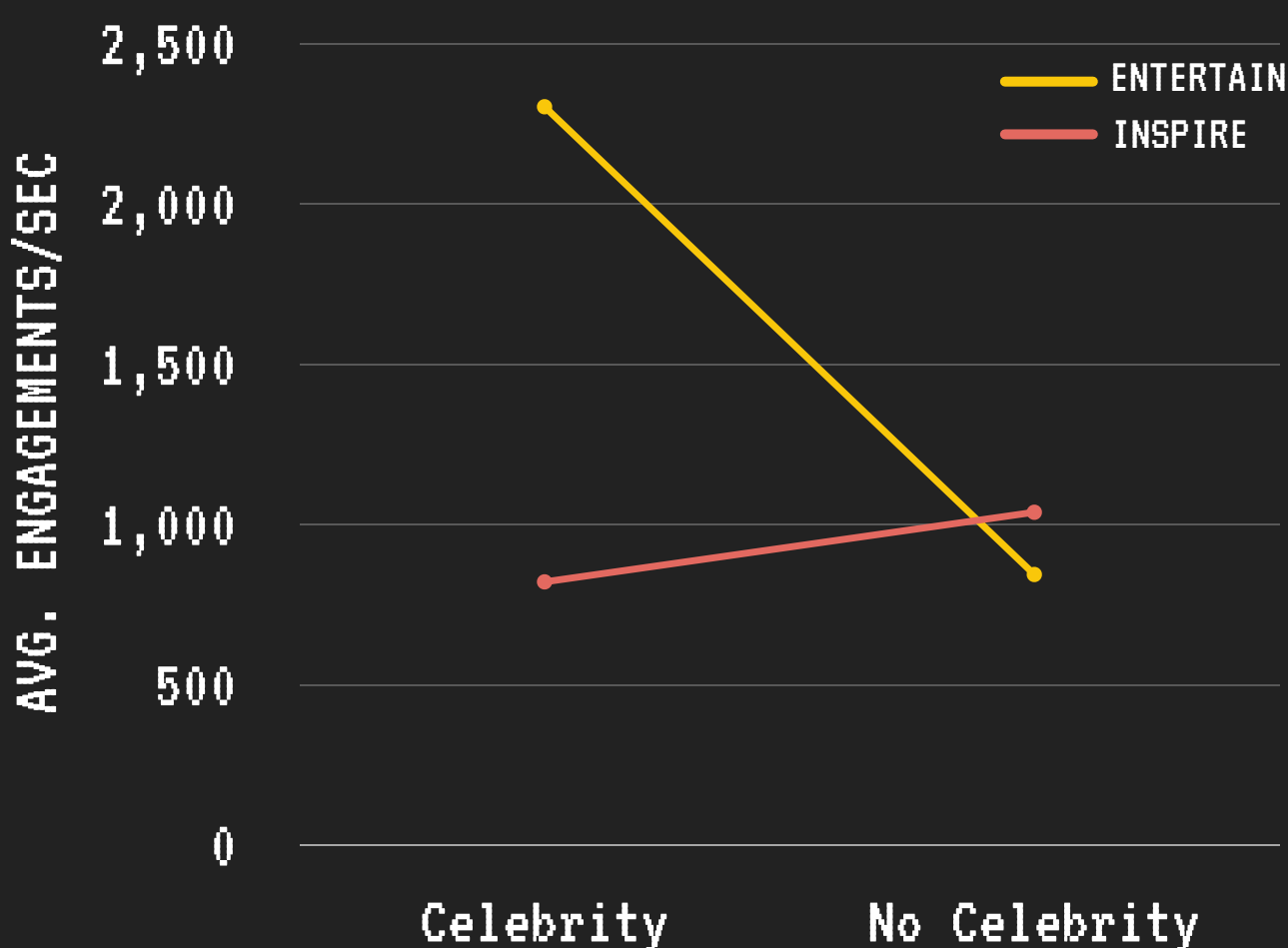


7 OUT OF 10 OF THE TOP 10 COMMERCIALS HAD 2 OR MORE CELEBRITIES

THE CATCH!

COMMERCIALS THAT HAD THE INTENT TO INSPIRE RATHER THAN ENTERTAIN WERE HURT BY HAVING A WELL KNOWN CELEBRITY IN THEIR COMMERCIAL

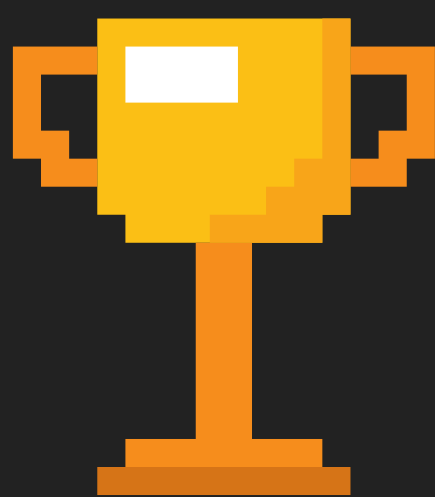
INTERACTION PLOT FOR AD STRATEGY



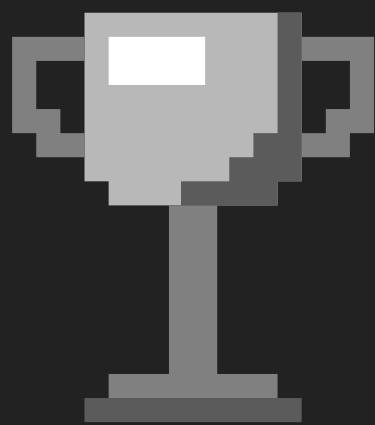
ENTERTAINING COMMERCIALS EXPERIENCE 172.54% MORE ENGAGEMENT ON TWITTER IF THEY FEATURE A CELEBRITY

CONVERSELY, INSPIRING COMMERCIALS EXPERIENCE A 20.88% DECREASE IN ENGAGEMENT IF A CELEBRITY IS FEATURED

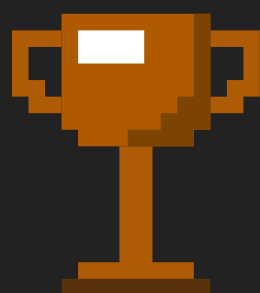
WHAT MAKES A WINNING COMMERCIAL?



CELEBRITIES



ENTERTAINING
COMMERCIAL



TWITTER BRAND
AMBASSADOR