



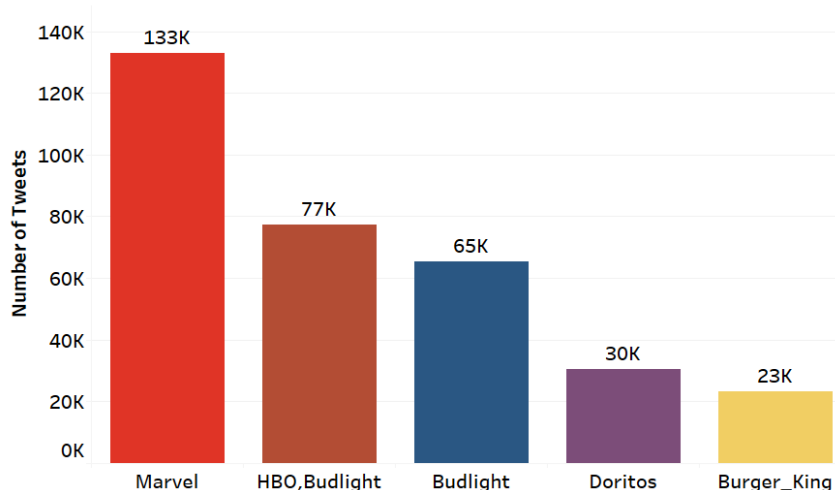
MARVEL AVENGERS, THE HOTTEST TOPIC THIS SUPERBOWL

CHILLIES

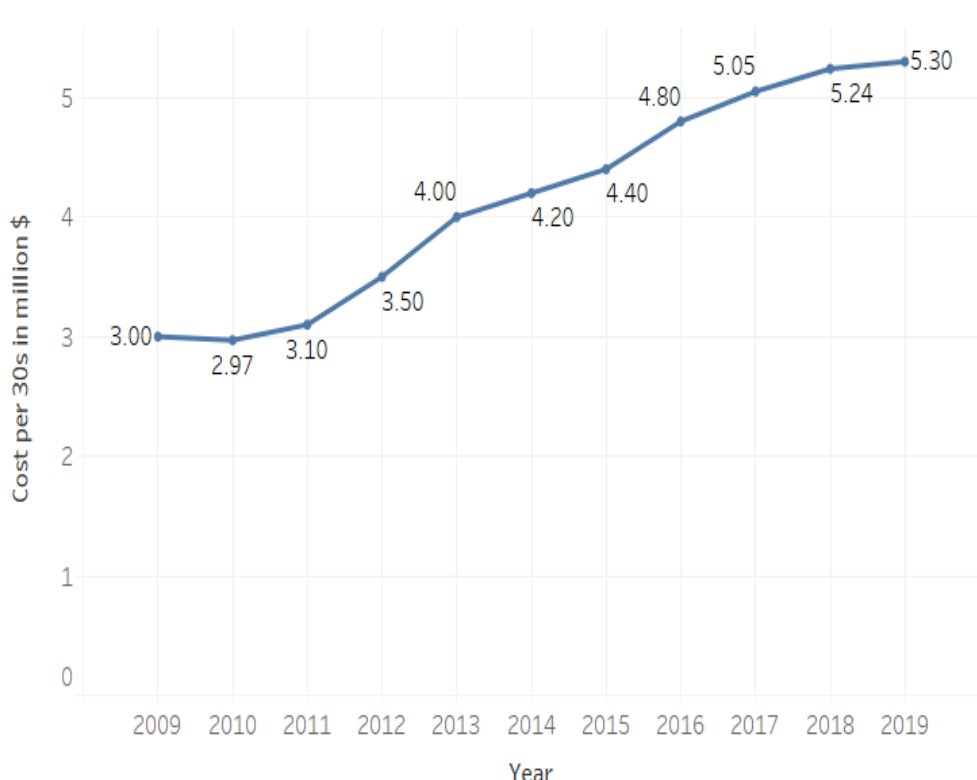
\$5.3m

Spent on Average to Air SUPERBOWL Commercials for 30s.

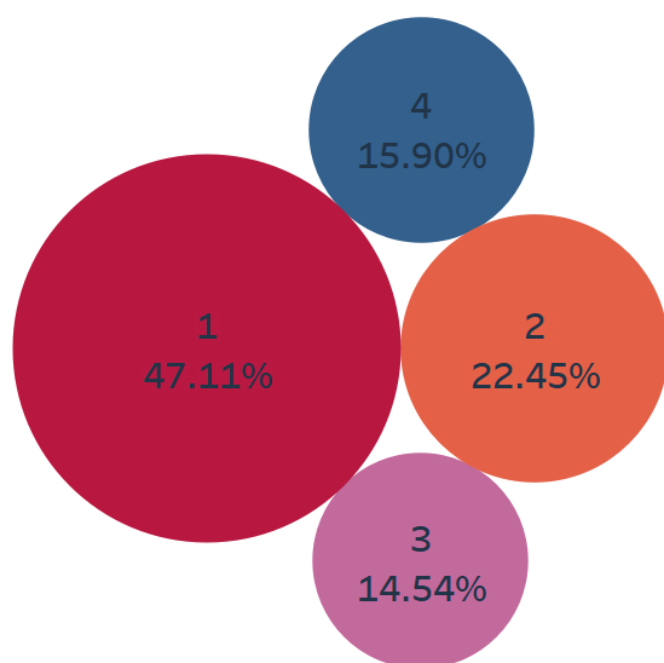
Total Number of Tweets per Brand



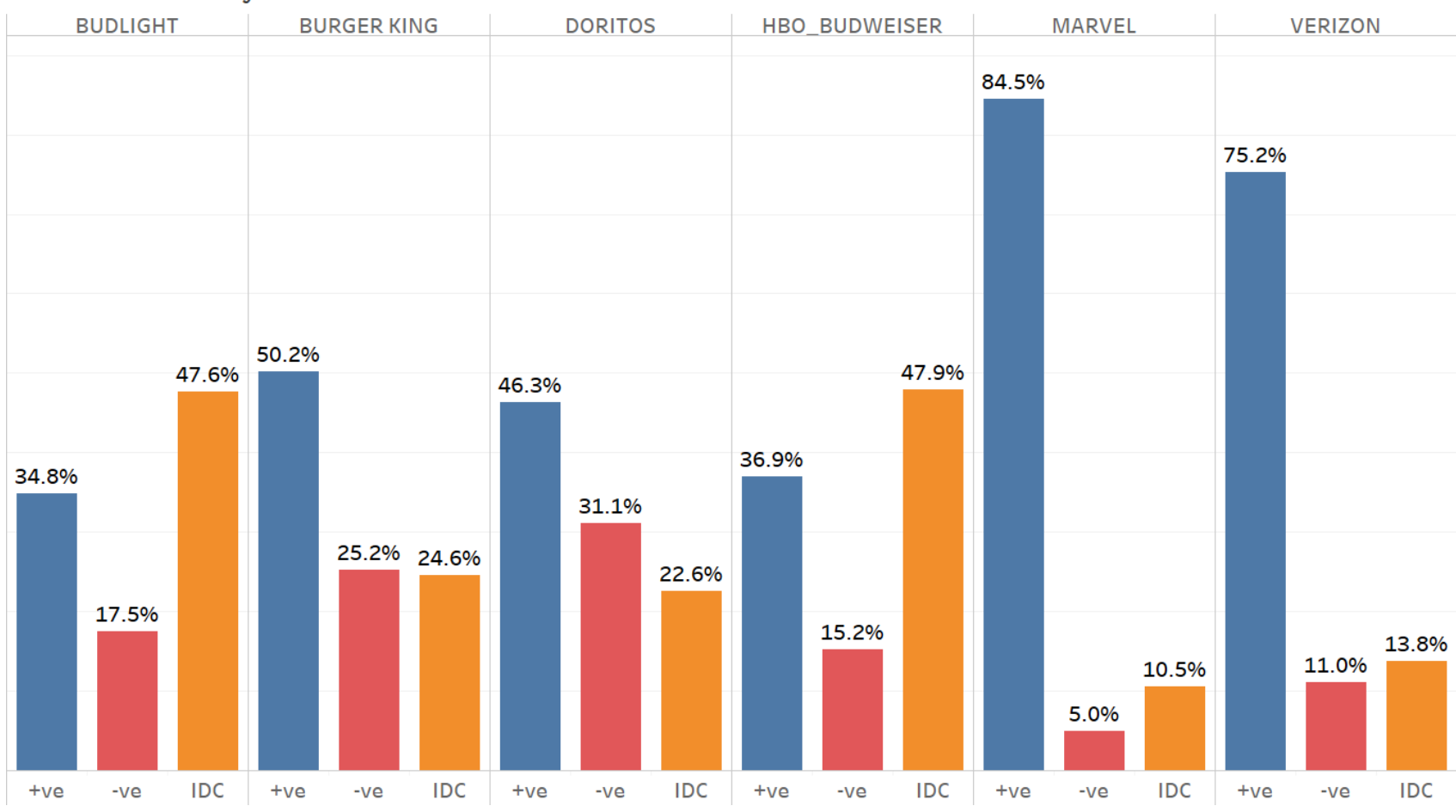
Year Vs Cost



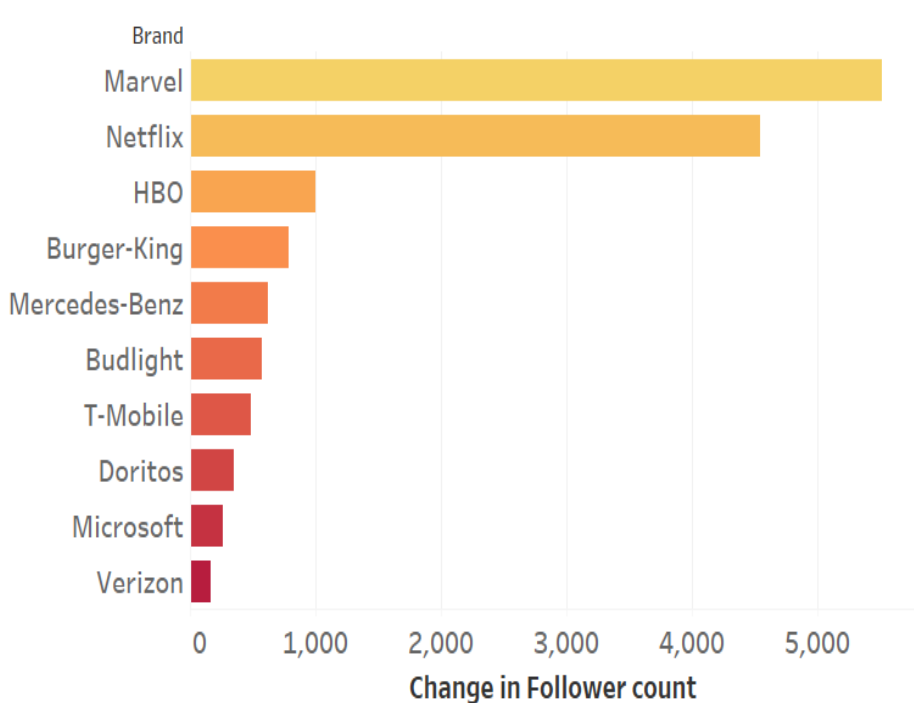
Effect of Quarters on the Number of Tweets



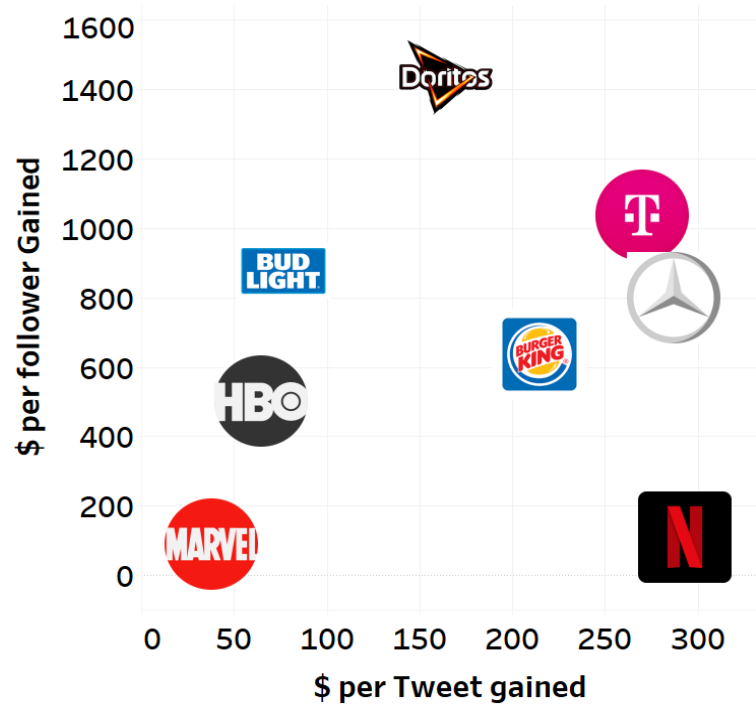
Sentiment Analysis



Effect of Ads on Follower counts



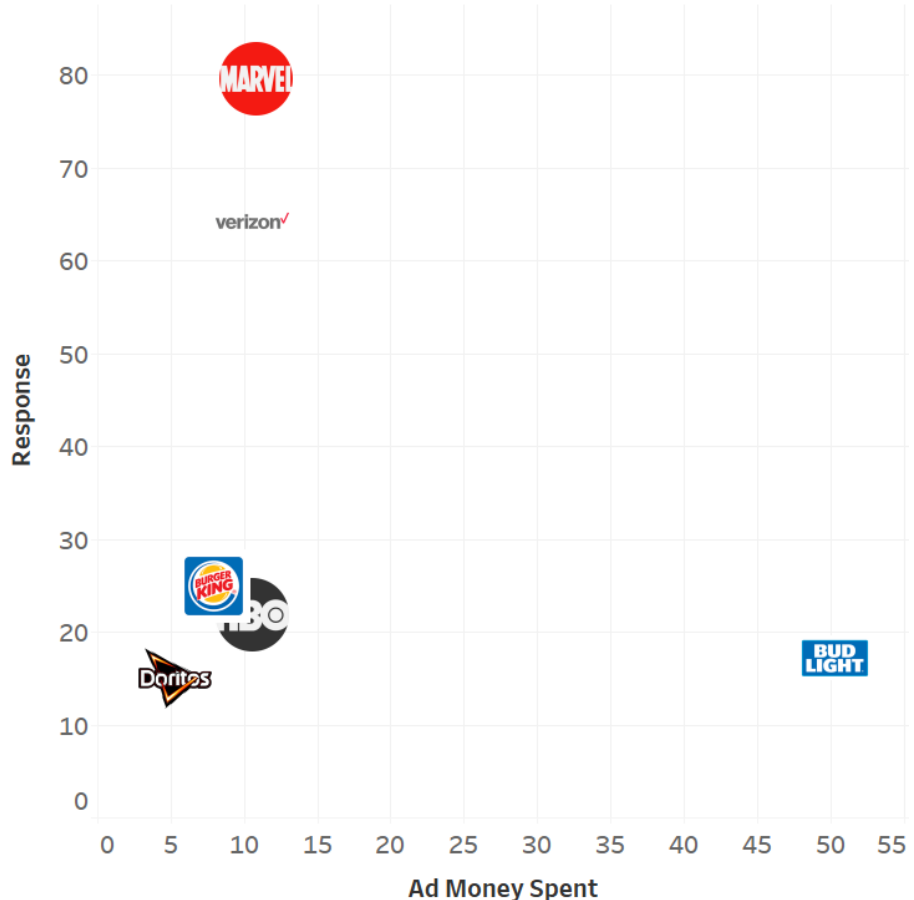
Investment in Followers and Tweets



There were **59** commercials aired by **48** brands

The First Responders ad by **Verizon** made it one of the **Top Performer** this year.

Ad Spend Vs. Response



2019 Game Day Ad Analytics Blitz

