Comedic Ads Reign Dominant in Procuring “Positive” Buzz During The Super Bowl

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Balance needs to be trodden as ads like Hyundai’s “Smart Pahk”, which lean too heavily into the comedy resulted in lost brand retention.

Top Superbowl Commercials

- **Hyundai (smartpahk)**
- **Pregnos**
- **Trump**
- **Cheetos**
- **Amazon**
- **Google**
- **T-Mobile**
- **Tide**

![Graph showing brand performance ranking](image)

**BRAND/MESSAGE OVERLAP**

**MICROSOFT AND JEEP PERFORMED BEST IN TYING THEIR AD TO THEIR BRAND**

**TWEET VOLUME**

250,000

LESS TWEETS THAN IN 2020

![Graphic showing comparison](image)

**INCREASE IN TWEETS PER BRAND**

Compared to 2019

![Bar chart comparing tweets](image)

**BRAND BY SENTIMENT IN 2020**

![Sentiment analysis](image)

**TOTAL COST PER TWEET**

For selected brands

- **Pringles**: $155.18
- **Cheetos**: $223.62
- **Bud Light**: $244.29
- **Jeep**: $320.41
- **TurboTax**: $363.83
- **T-Mobile**: $502.06
- **Hulu**: $560.15

![Cost per tweet comparison](image)

**WORDCLOUD FOR JEEP TWEETS**

- **Jeep**
- **Groundhog**
- **MGM**
- **T-Mobile**
- **Bud Light**
- **Hulu**
- **TurboTax**
- **Hulu with Tom Brady fell flat as mainly neutral tweets**

**T-MOBILE’S GIVEAWAY AND BILL MURRAY’s APPEARANCE FOR JEEP RESULTED IN THE MOST POSITIVE RESPONSE**

**HULU WITH TOM BRADY FELL FLAT AS MAINLY NEUTRAL TWEETS**

$5.6 Mil.

DOLLAR FOR A 30 SECOND AD IN THE SUPERBOWL LIV

There is not a correlation between amount of money spent and the number of tweets generated. Pringles, MGM, and T-Mobile generated most tweets per dollar.

2020 Game Day Analytics Challenge