Super Bowl Commercials: How, What, and When — A Twitter Insight.  

**TEAM GOAL**

**How:** gifts and commercials  
**What:** funny stuff, celebrity, and shorter  
**When:** 4th quarter

### General

- **$5.6M**
- **$9.7M**

### Big Sponsors

- NFL
- Walmart
- Tide
- Hard Rock Hotel
- Hyundai

### METRICS

**Engagement** = Retweeted Count + Reply Count + Favorite Count

#### Top 5 Brands that Generate Most Engagement per Second of Ad

- **Amazon Alexa**: 6,000
- **Michelob Ultra**: 5,000
- **Walmart**: 4,000
- **T-Mobile**: 3,000
- **Google**: 2,000

#### Engagement per Second of Ad Type

- **Social**: 500
- **Video**: 1,000
- **Text**: 200

#### Engagement by Duration

- **Shorter than 60 sec**: 85%
- **Longer than 60 sec**: 15%

#### Engagement vs Celebrities

- **Not Celebrity**: 35%
- **Celebrity**: 65%