There are times when we have a staggering amount of information that we can’t present with an image-heavy infographic. These times call for styles of design that focus more on the fonts and how they can give your infographic a professional look without the clutter of too many images.

**INFORMATION PREFER OVER JELLY PIE CHARTS**

**TIME PIES VS. WORLD PIES VS. PEOPLE STATEMENTS**

**WHO CREATED THE BIGGEST BUZZ?**

<table>
<thead>
<tr>
<th>Commercials by engagement</th>
<th>$6.5M</th>
<th>66</th>
<th>36M</th>
<th>1.3M</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price per 30-second ad</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unique Advertisers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Households tuned in</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**VETERANS VS. NEWBIES VS. CELEB VS. CATEGORY**

What Type of Commercials Saw the Most Engagement?

**Most Influential Celeb**

Kanye was talked about almost as much as this year’s hottest commercial, Moon Knight

**LETS SEE THOSE GAINS**

Follower Growth Over Time for the Top 8

**WHAT DO PEOPLE REALLY THINK?**

Top 8 Commercials by Sentiment, Polarity, and Subjectivity

**IS AN EARLIER AD SLOT WORTH THE $?**

Tweet Frequency for the Top 8 by Brand

**WHAT CAN WE LEARN FROM THE TOP 8?**

- **Build your brand**: The most successful ads featured brands that already had a large fan base with 62% of engagement going to veterans
- **Feature a celeb**: Tweets about commercials featuring celebs made up 59% of total super bowl tweets
- **Air your commercial before half time**: Twitter activity and engagement spiked the highest before half time
- **Stay away from polarizing topics and ideas**: The majority of commercials in the top 8 had a neutral sentiment and neutral polarity

**A CLOSER LOOK AT THE TOP 8**

**TOP CATEGORY**

The most popular ads had a celeb, and were from veteran brands

**TOP WORDS**

1. "marvel" - 218,630 mentions
2. "moon knight" - 144,062 mentions
3. "kanye" - 136,849 mentions
4. "rings" - 76,983 mentions
5. "coinbase" - 74,359 mentions

**WHAT CAN WE LEARN FORM THE TOP 8?**

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