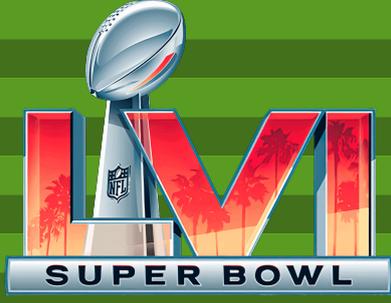




# GAME ON



# AN ANALYSIS BY TEAM KAKASHI



## TEAM 28

# CRYPTO BOWL?

IN REDDIT FORUMS AND ON MADISON AVENUE, THE GAME HAS EVEN BEEN RECHRISTENED THE "CRYPTO BOWL"

# \$133 MILLION HAS BEEN SPENT ON CRYPTO ADS SINCE JANUARY 2020



### DOWNLOAD GROWTH DURING SUPERBOWL



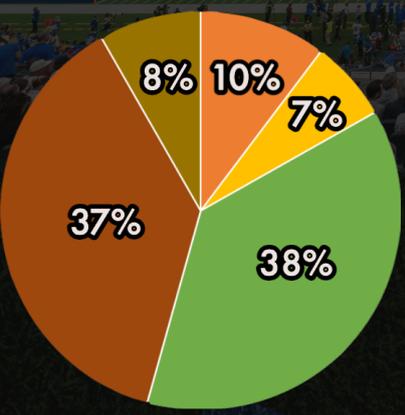
coinbase	309%
eToro	132%
FTX	130%

"RT @FTX\_OFFICIAL:

THE NEXT BIG THING IS HERE, EVEN IF LARRY CAN'T SEE IT.

# 107K RETWEETS

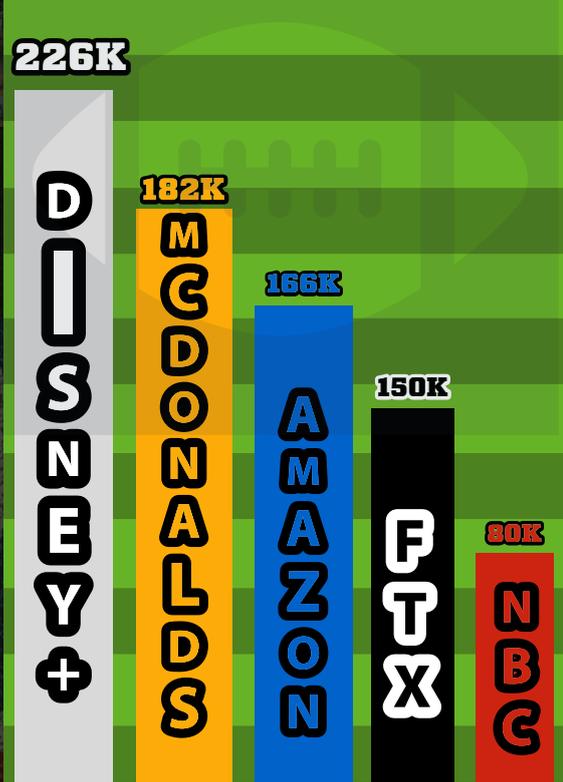
### % OF RETWEETS



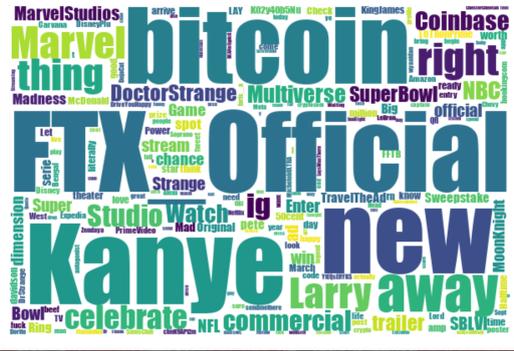
### NO. OF TWEETS

DISNEY+	6
FTX	1
MC DONALDS	2
AMAZON	1
AMC+	3

### TOP TWEETS BY BRANDS



### % OF TOTAL TWEETS



Search...	
COINBASE	500K+
Dr. Strange 2	200K+
NOPE	200K+
BEL AIR	200K+
Lord of the Rings	200K+

## WINNERS

### Views : 69 MM Likes : 19000



### Views : 42 MM Likes : 797,000



### Views : 36 MM Likes : 1.7 MM

