Introducing: The G’s

GAME ON

2022 Game Day Analytics Challenge
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THIS YEAR FOR SUPERBOWL LVI...

1.12 M Tweets in 3 hours

SUPERBOWL ADVERTISEMENT COSTS AROUND 6.5 MIL

TOP 3 PERFORMING ADVERTISEMENTS

INTRODUCING WEM (WEIGHTED ENGAGEMENT METRICS)

\[ WEM = \text{Total tweet count} \times 0.4 + \text{Retweet count} \times 0.3 + \text{Reply count} \times 0.2 + \text{Favorite count} \times 0.1 \]

FAVORITE COUNT 10%
REPLY COUNT 20%
RETWEET COUNT 30%
TOTAL TWEET COUNT 40%

TOP 3 PERFORMING ADVERTISEMENTS

Disney - Moon knight
Amazon Mind Reader
CoinBase

SUPERBOWL ADVERTISEMENT COSTS AROUND 6.5 MIL

AROUND FOR 30 SECONDS 6.5 Mil

40%
30%
20%
10%
Average WEM per Quarter

MARKET/INDUSTRY

Entertainment
Travel
Finance
Electronics
Food/Beverage
Service
Automobile
Self Care

AD CATEGORY

Sweepskate
Logic
Clever
Emotional
Funny
Movie
Music
Celebrity Influence
50.7%

AIR TIME

Does ad length affect WEM?

THE MOST SUCCESSFUL ADS:

1ST QUARTER

ENTERTAINMENT