WHAT'S THE PLAY WHEN IT COMES TO SUPER BOWL ADS?

$6.5 MILLION/30 SEC

HOW DO WE MEASURE SUCCESS?

- AD ENGAGEMENT PER DOLLAR
- TWEETS PER AD
- REPLIES TO TWEETS
- TOTAL ENGAGEMENT
  - LIKES, RETWEETS, QUOTES, TWEETS

TOP 5 MVPS OF SUPER BOWL LVI

Disney | a | coinbase | McDonald's | NBC

TEAM BIRD PRESENTS...
WHY DID THESE 'PLAYERS' SUCCEED?

CELEBRITY

#1 AD W/ CELEBRITY
225K TWEETS
~4.2M VIEWS
RANK #45

INCREASES TWITTER ENGAGEMENT BY
~26,668 ON AVERAGE

#1 AD W/O CELEBRITY
65K TWEETS
~151K VIEWS
RANK #66

66 PERCENT OF ADS HAD CELEBRITIES

STREAMING

TV & MOVIE STREAMING SERVICES HAD
~72,634 ON AVERAGE

#RT AND #MILEYCYRUS WERE THE MOST POPULAR TAGS FOR T-MOBILE

Countries Talking About the Super Bowl

- Portuguese
- French
- Spanish
- Japanese

English: 72.5%