

TEAM BIRD PRESENTS...



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

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EACH AD SOLD FOR

# \$6.5

MILLION/30 SEC



HOW DO WE MEASURE

# SUCCESS?



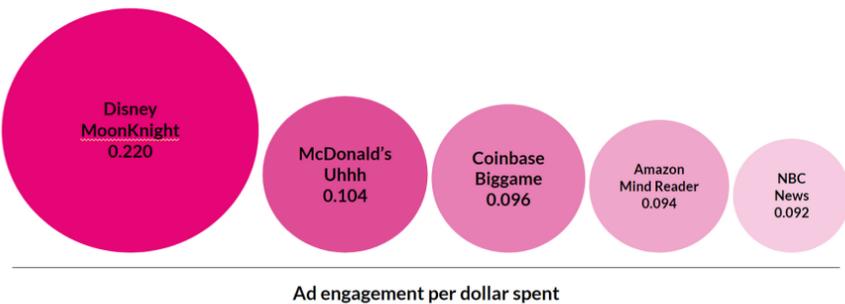
- AD ENGAGEMENT PER DOLLAR
- TWEETS PER AD
- REPLIES TO TWEETS
- TOTAL ENGAGEMENT
  - LIKES, RETWEETS, QUOTES, TWEETS



## TOP 5 MVPS OF SUPER BOWL LVI



### TOP COMPANIES/ADS



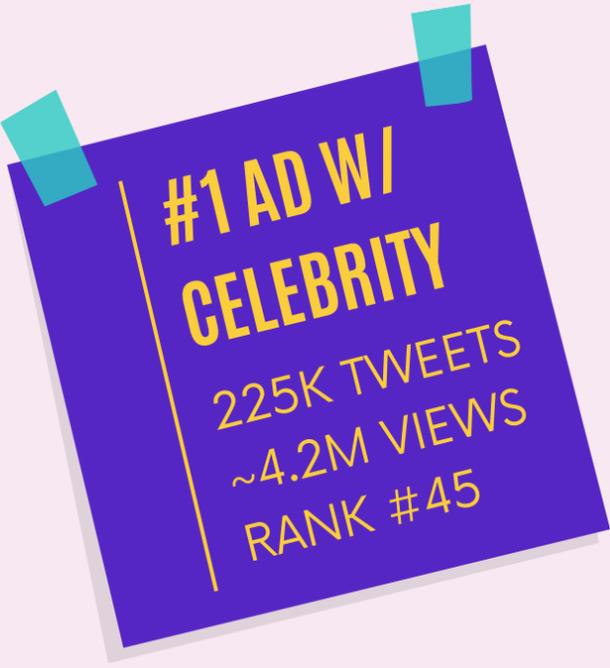
Ad engagement per dollar spent



# WHY DID THESE 'PLAYERS' SUCCEED?



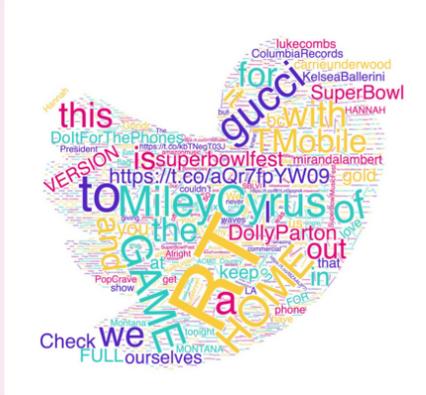
## CELEBRITY



INCREASES TWITTER ENGAGEMENT BY  
**~26,668**  
ON AVERAGE



**66** PERCENT OF ADS HAD CELEBRITIES



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

## STREAMING



TV & MOVIE STREAMING SERVICES HAD

**~72,634**  
ON AVERAGE



### Countries Talking About the Super Bowl

