



58

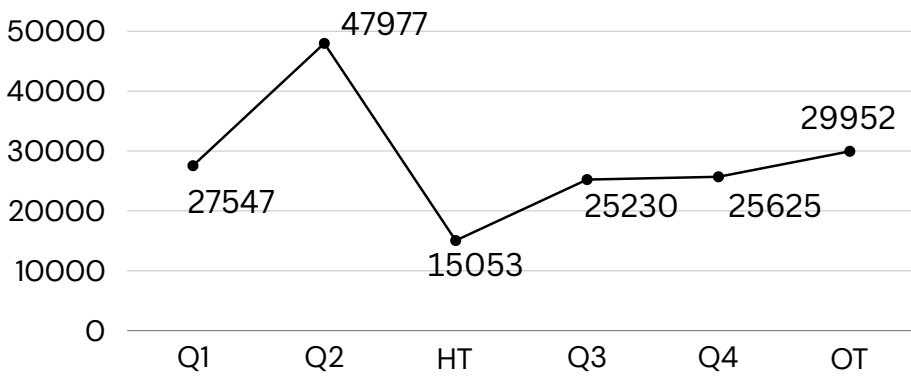
Super Bowl 58 was held at Feb. 11, 2024 Sunday.

59
Ads

123.7M
Viewers

4:07
Hours

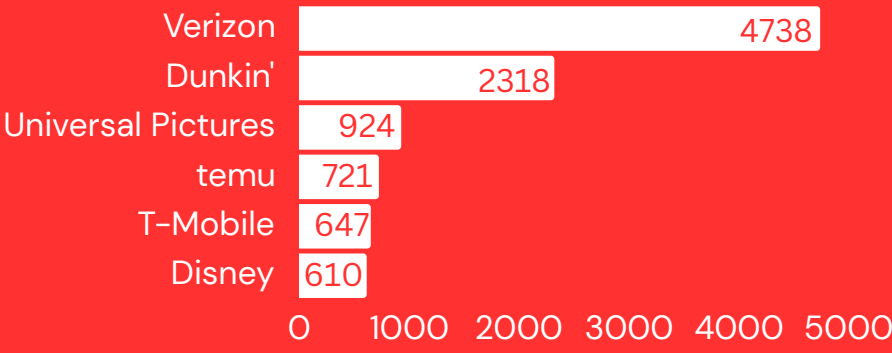
X posts generated per quarter



171,455

tweets were generated.
(6:40 pm - 10:47 pm ET)

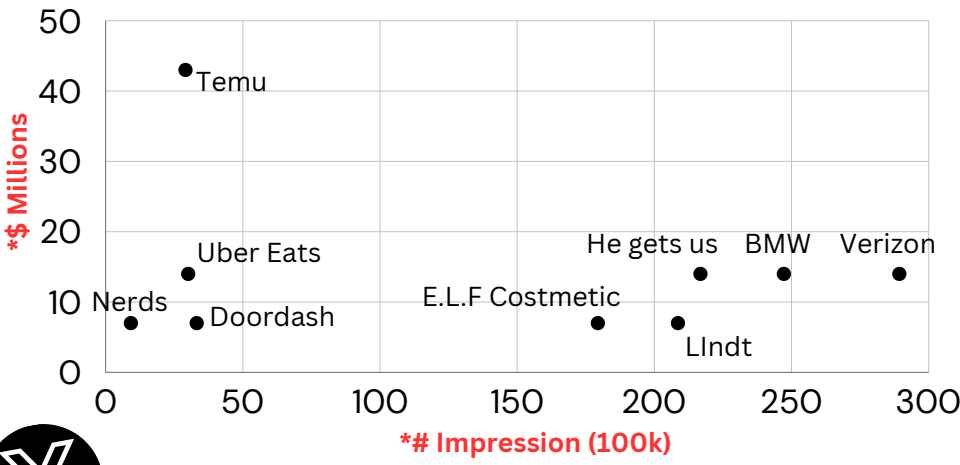
Top 5 #Hashtag Ranking Brand



Top 5 #Hashtag

- #Beyonce
- #love you jlo
- #Wicked
- #Temu
- #T-mobile
- #Deadpool

Return on Investment (ROI) per Brand



\$7M

was spent for 30s ad.



Celebrity Mentioned

53% of Gen Z respondents favor star-studded ads.

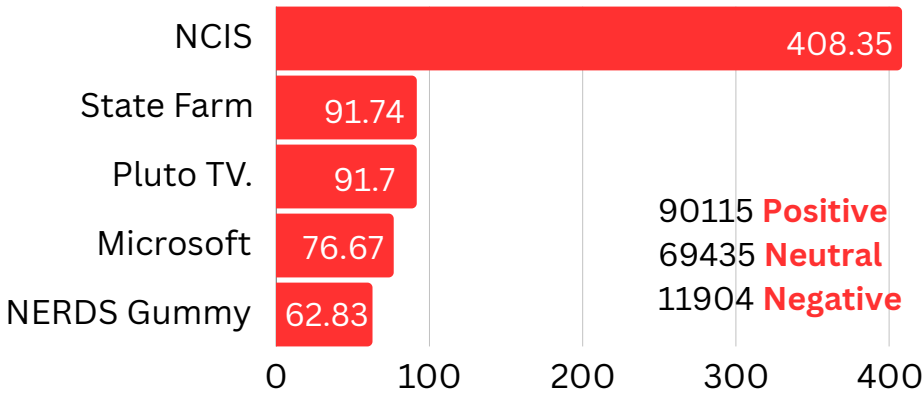
Usher: 15975

Beyonce: 8162

Blake Lively: 4460

Taylor Swift: 4322

Sentimental analysis per Brand



TOP 5

Positive/Negative ratio score

90115 Positive
69435 Neutral
11904 Negative

THE WINNING BRAND OF 2024 SUPER BOWL

18705

Apple Music

30799.2

verizon

18118

