



# Game Day Analytics

Team: 103

## FAST FACTS

**127**  
Brands

**\$7 BILLION**  
PER 30 SECOND AD  
SLOT

**170,000**  
TWEETS RELATED TO SUPER  
BOWL LVII ADS

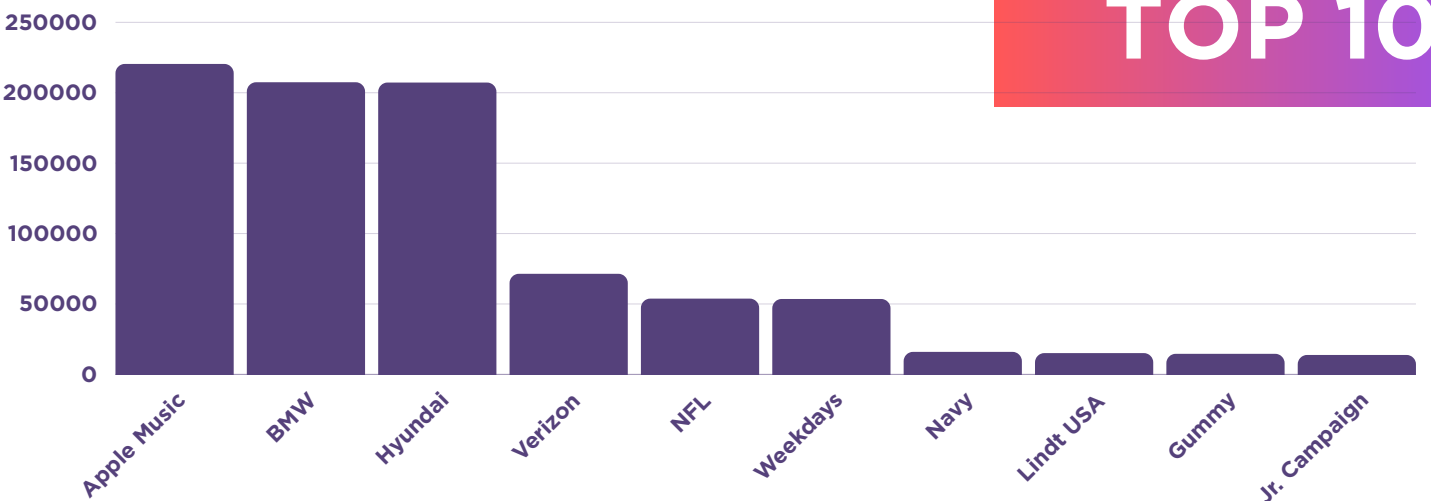
**59**  
Ads

**12**  
MOVIE  
TRAILERS

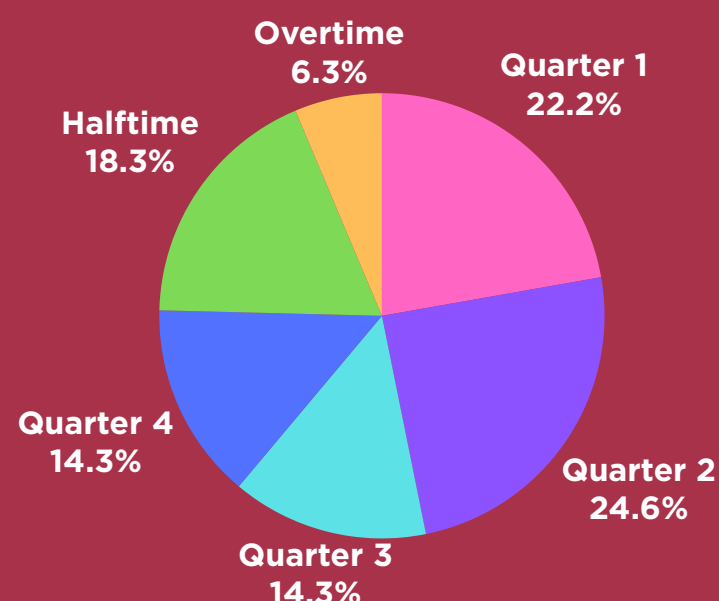
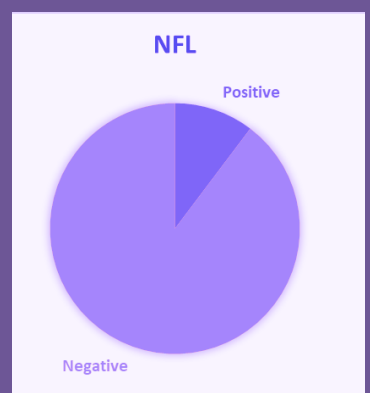
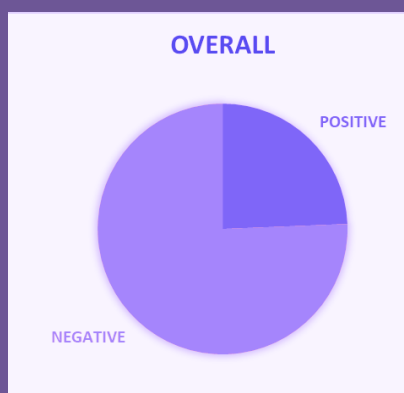
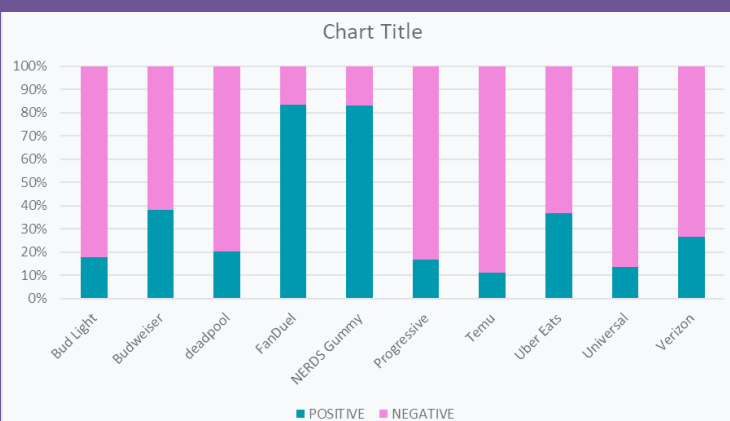


**123.7 MILLION+**  
RECORD BREAKING  
VIEWERSHIP

## TOP 3 ADS BASED ON MENTIONS



## FEELINGS TOWARDS ADS?



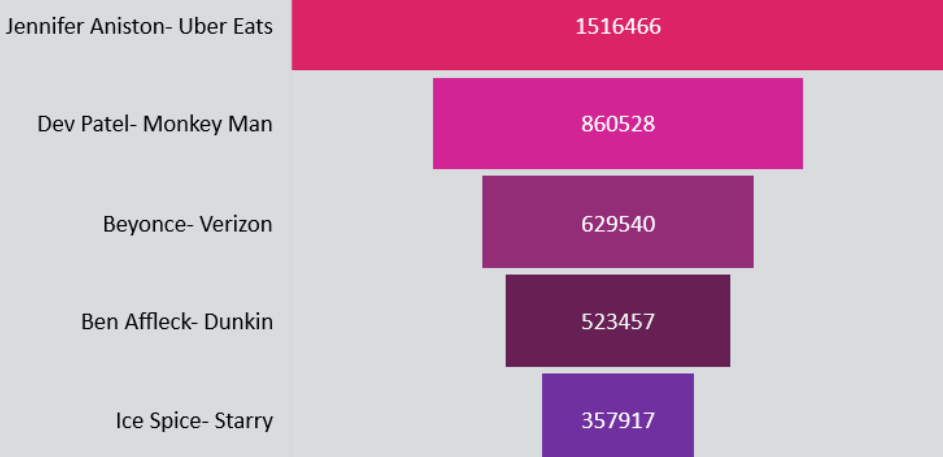
## QUARTERLY DATA

### Top 3 Mentioned Quarters

1. Quarter 2 (24.6%)
2. Quarter 1 (22.2%)
3. Halftime (18.3%)

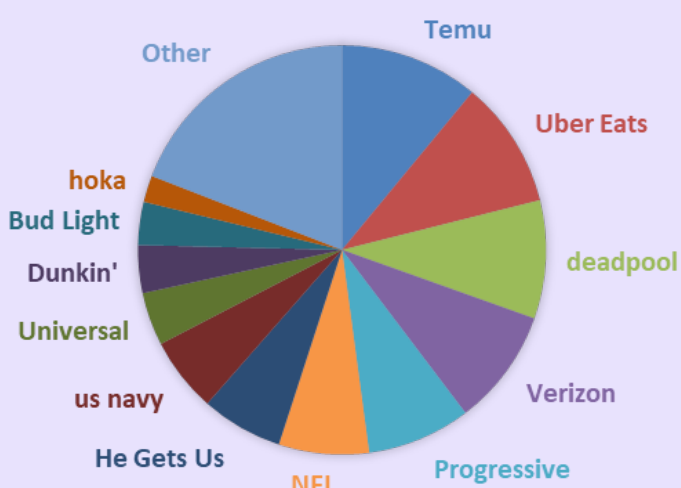
# CELEBRITIES?

## Most Viewed Celebrity Collab

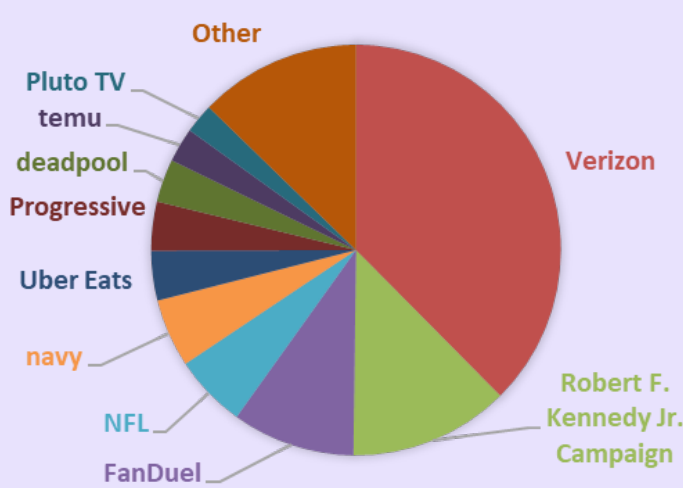


## TOP KEYWORDS

### MOST LIKED KEYWORD



### MOST RETWEETED KEYWORD



## MVP

Patrick Mahomes, Chiefs  
Quarterback



## GAME OVERVIEW

25 - 22

Decided in OVERTIME



VS



## CONCLUSION

### Key contributors to Ad Success

- 1 Creativity and Entertainment
- 2 Celebrity Endorsement
- 3 Timely and Relevant Content
- 4 Emotional Appeal

## THANK YOU TO OUR SPONSORS



INFORMATION SYSTEMS

