



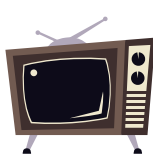
SUPERBOWL COMMERCIALS

A showcase of marketing genius


THE TITANS - Graduate Group - 224




Super Bowl LVIII Commercials: the numbers game




123.7 Million Viewers




59 Commercials



\$7 Million Per 30 Seconds

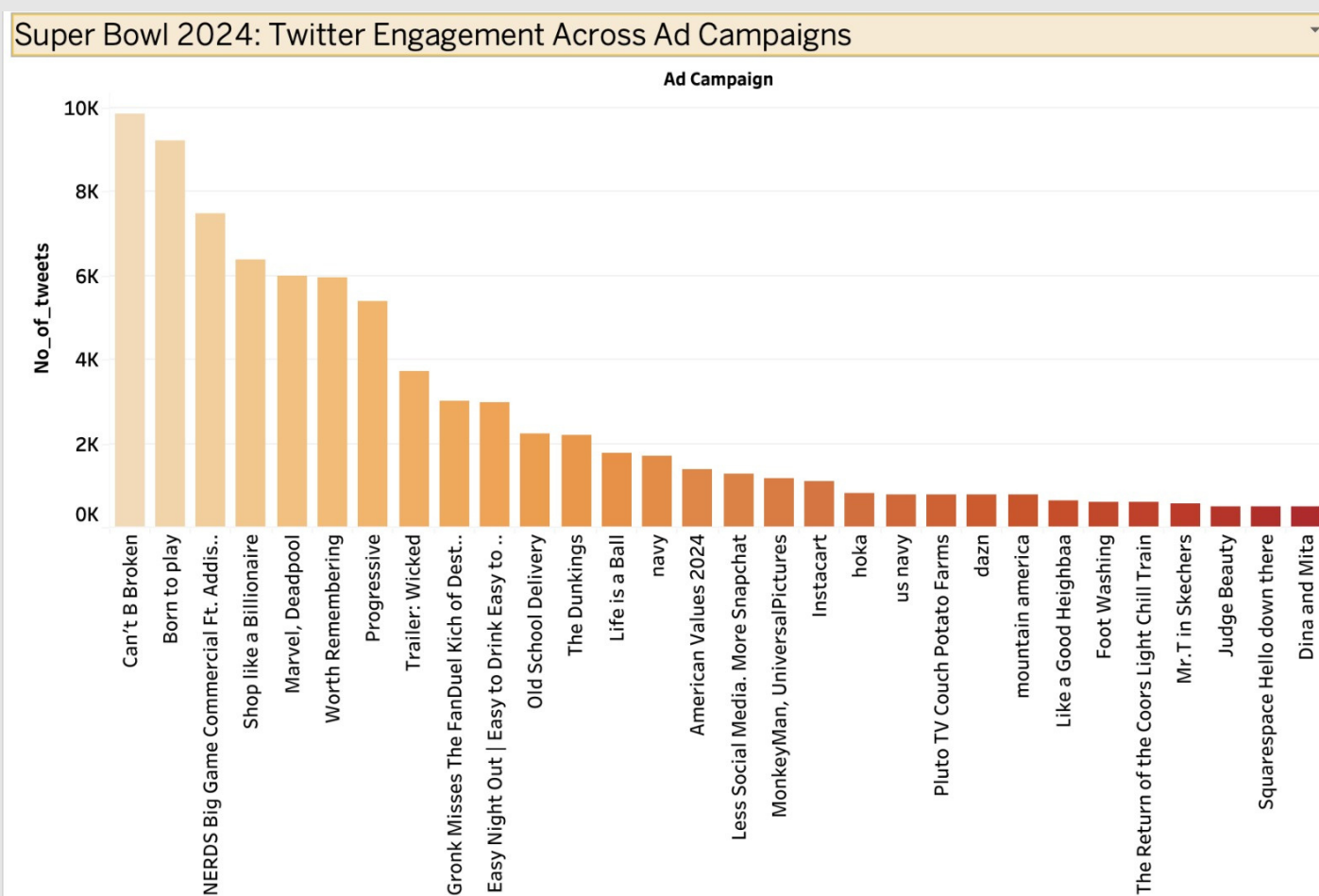


Approx 1.7 Million Tweets



Total Commercials Air Time - 83 Minutes

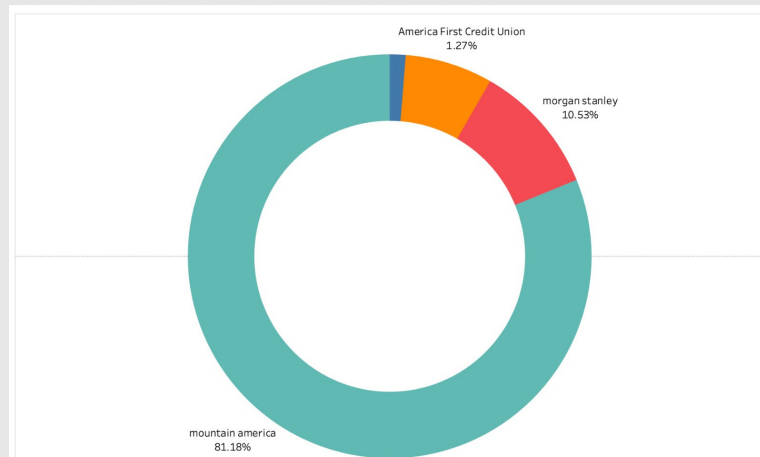
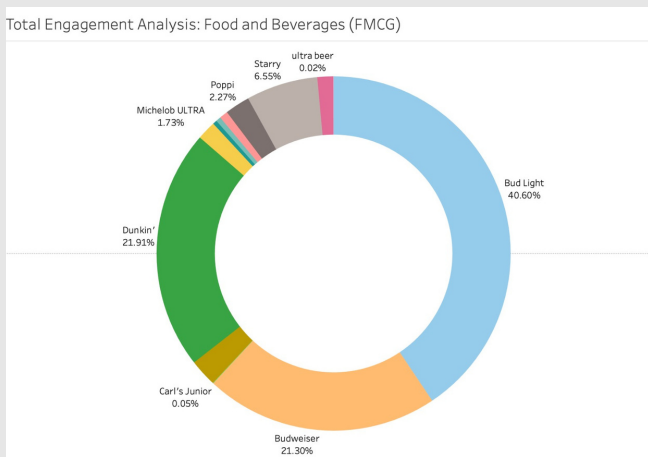
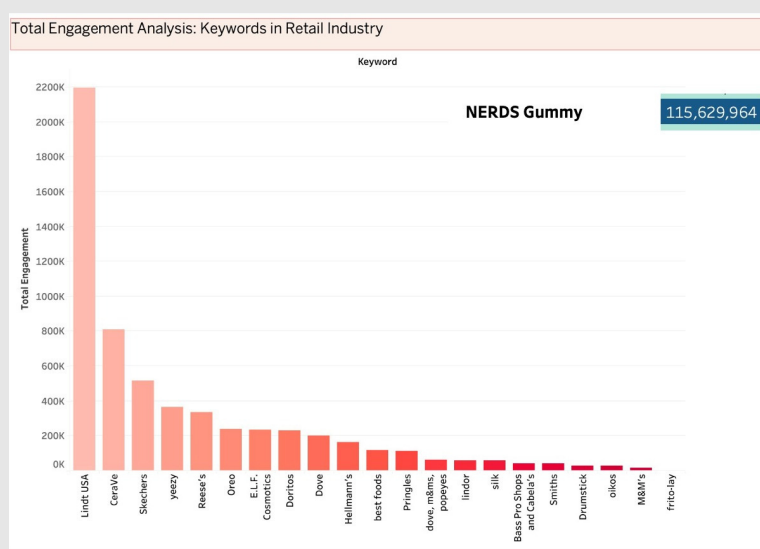
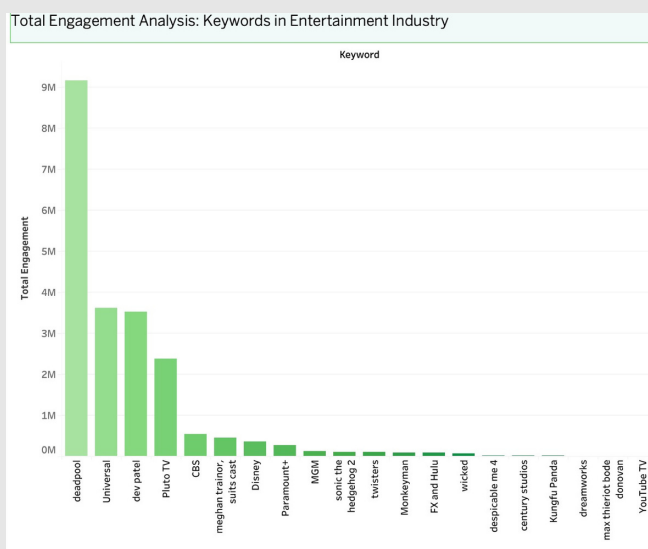
Twitter Engagement Vs Brands Ad Campaign



The Ad Campaign of **Verizon** - Can't Be Broken where connectivity meets reliability, the tweets don't lie stands out as the most favorite campaign by the viewers.



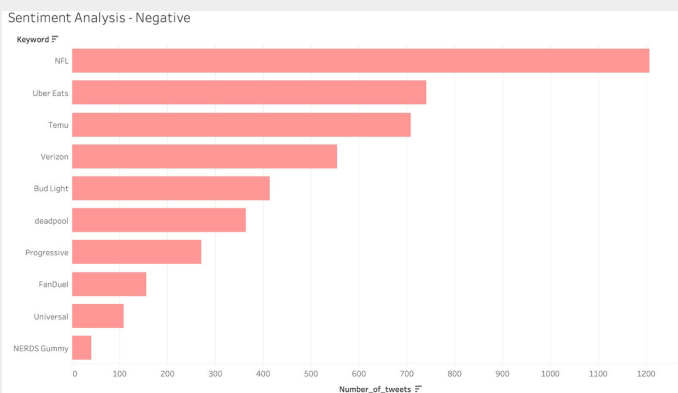
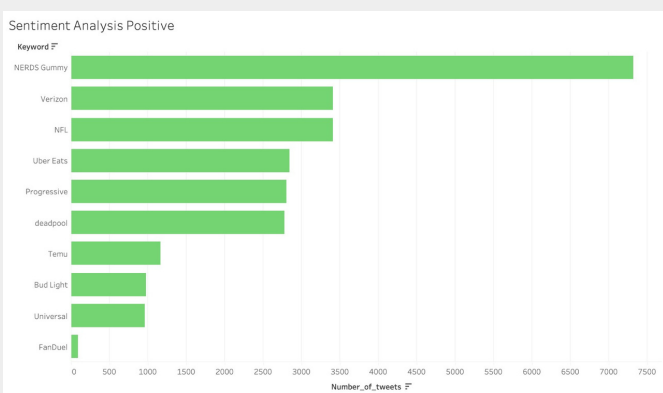
From market insights to engagement heights, we've got you covered!



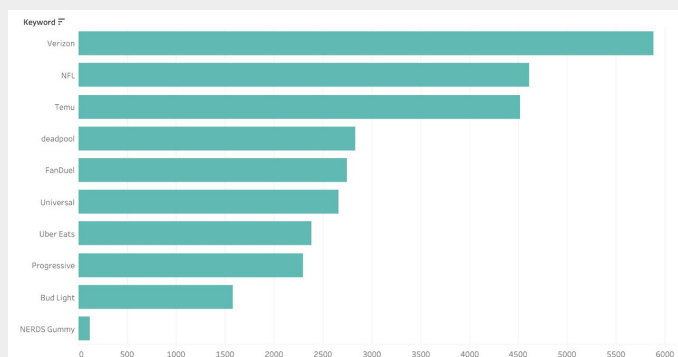
"With Deadpool's wit, Nerds gummy's charm, Verizon's reliability, and Mountain America's trustworthiness, it's no wonder they're at the top!"

Unlock the heartbeat of your data with sentiment analysis: where insights meet emotions.

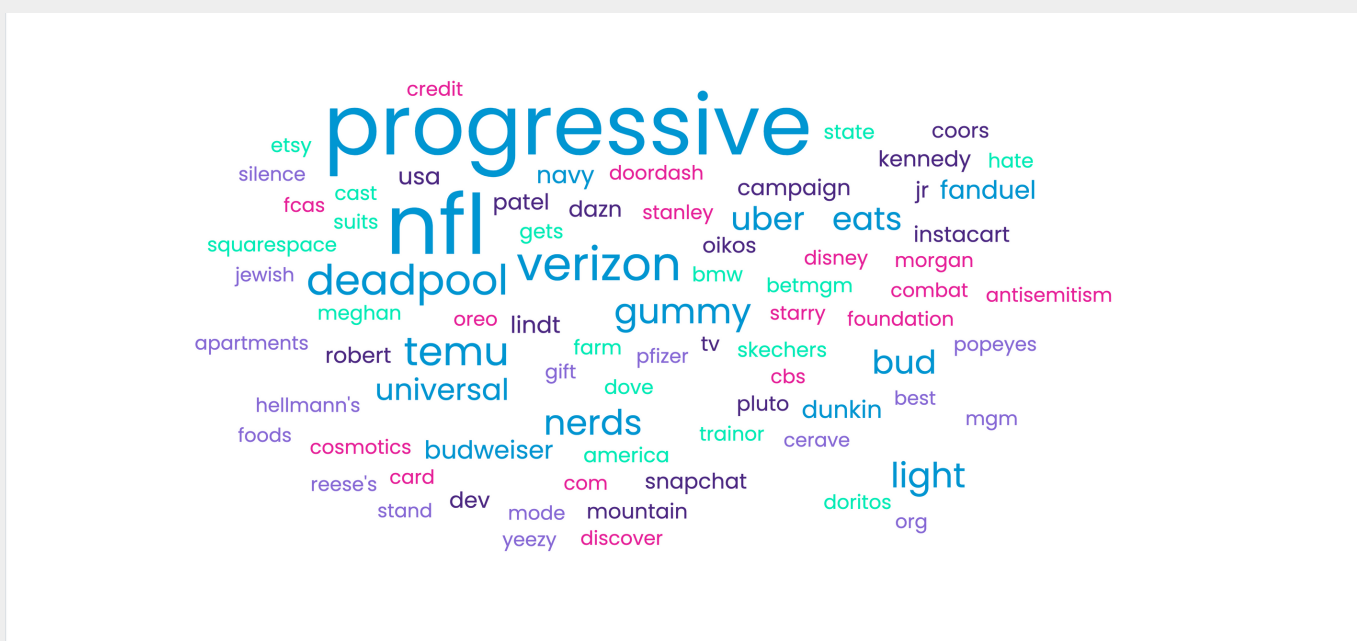
Sentimental Analysis



"Nerds Gummy: Spreading joy with positivity, NFL: Facing the challenge of negativity, Verizon: Balancing neutrality in sentiment analysis."



Super Bowl Conversations: A Game Day Word Count Analysis

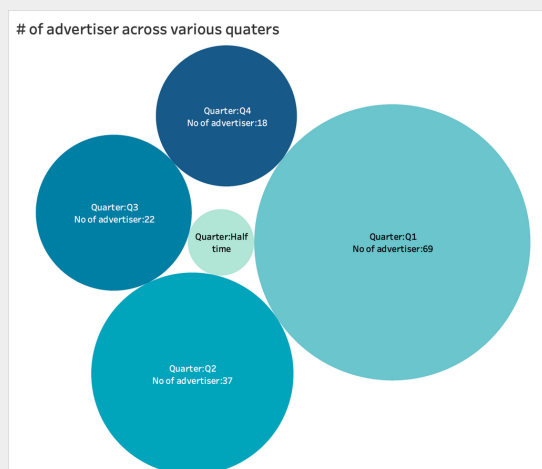
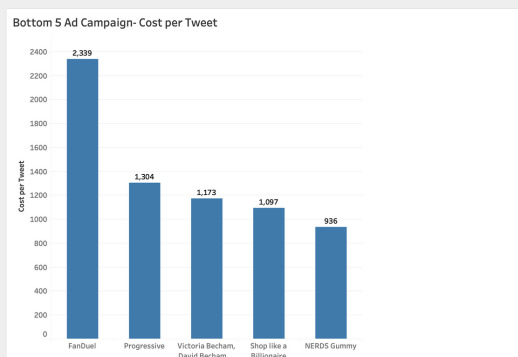
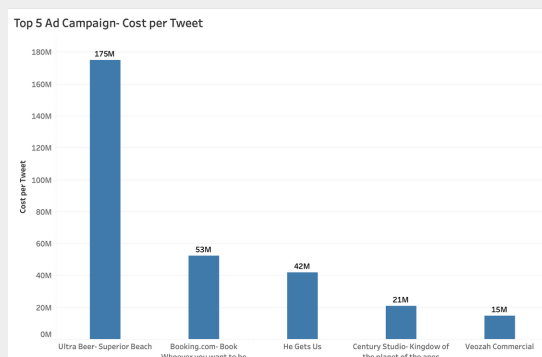


Cost Analysis: Turning data into dollars: the art of cost analysis



Ad Campaign	# of Tweets	Time of Advtisement(in seconds)	Total Investment	Cost per Tweet
Verizon	9,847	60	420M	42,652.58
BornToPlay, JustinJefferson, Vikings	9,220	146	1,022M	110,845.99
NERDS Gummy	7,478	30	7M	936.08
Shop like a Billionaire	6,382	30	7M	1,096.83
Marvel, Deadpool	5,975	145	1,015M	169,874.48
Victoria Becham, David Becham, Usher	5,966	30	7M	1,173.32
Progressive	5,370	30	7M	1,303.54
Universal	3,729	60	420M	112,630.73
FanDuel	2,993	30	7M	2,338.79
Bud light- Easy to drink easy to enjoy	2,969	60	420M	141,461.77

Super Bowl advertisers spent roughly \$7 million for a 30-second spot this year. Analyzing over a million tweets, we determined which advertisers succeeded and which ones didn't.



High-flying celebrities drive up the Cost per Tweet for Ultra Beer, Booking.com, and Century Studio, making every character count in their star-studded advertisements.



2024 GAME DAY ANALYTICS CHALLENGE

Sponsors

