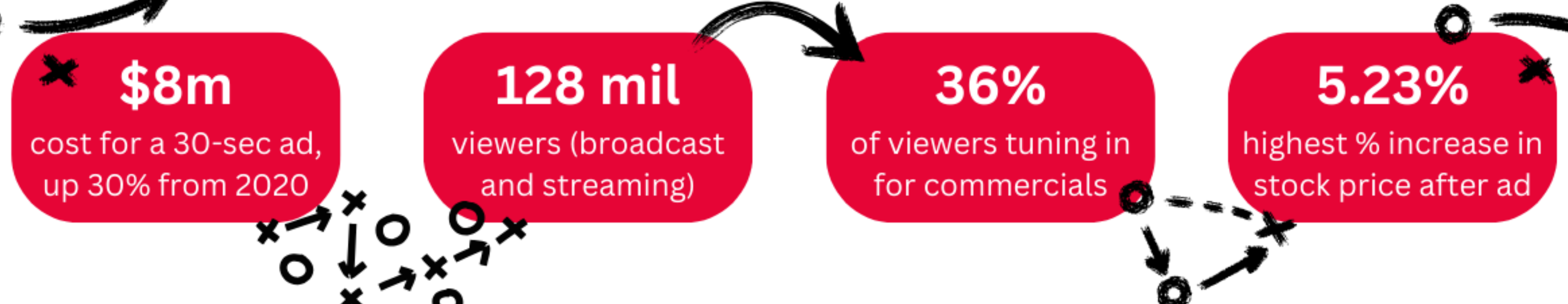




Radhika Bhakta, Spencer Brothers, Amber Cash, Tami Salvador



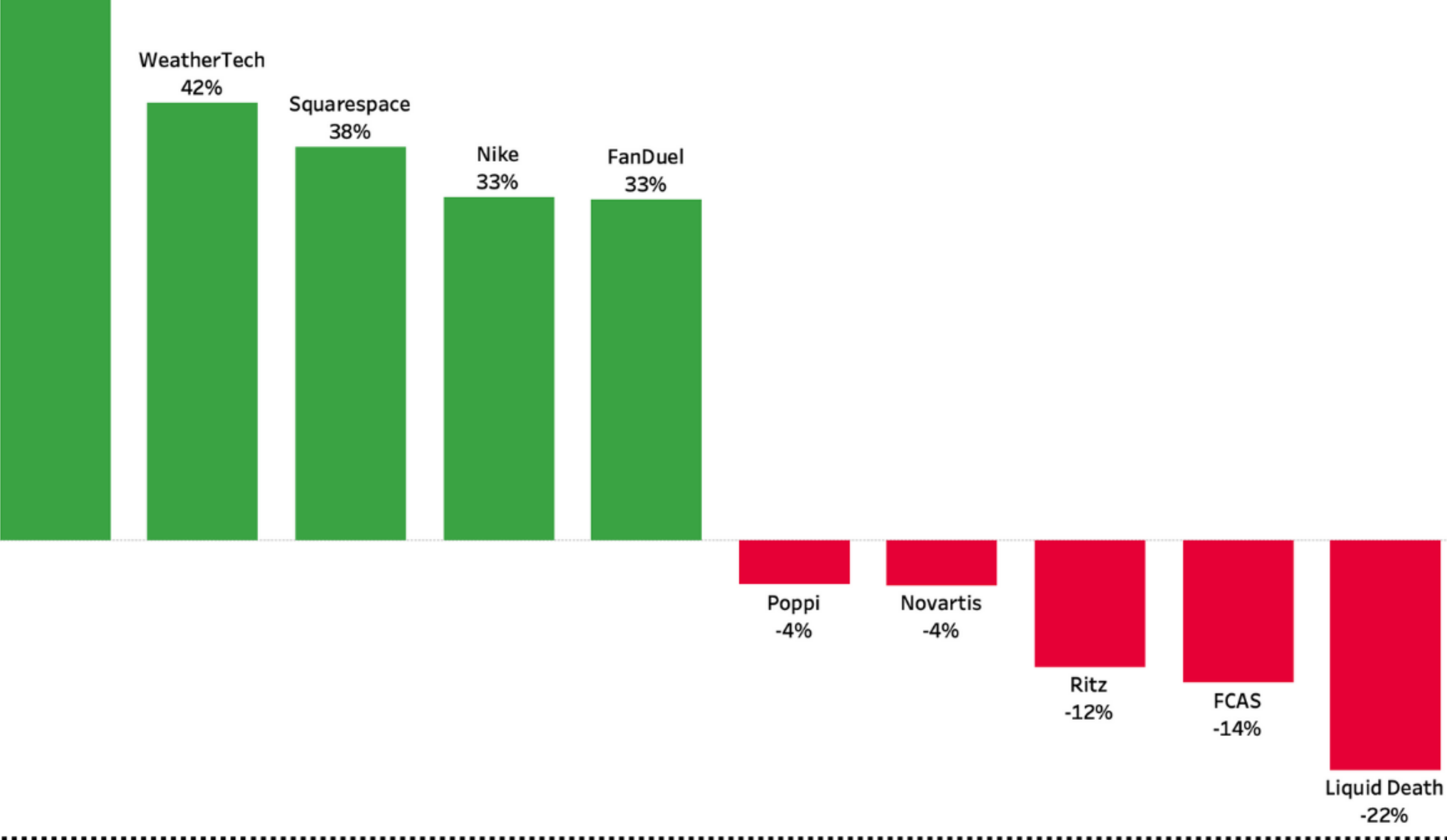
@Mentions

The Foundation to Combat Antisemitism (Tom and Snoop) led the way in mentions, followed by Dunkin' Donuts (Donnie).



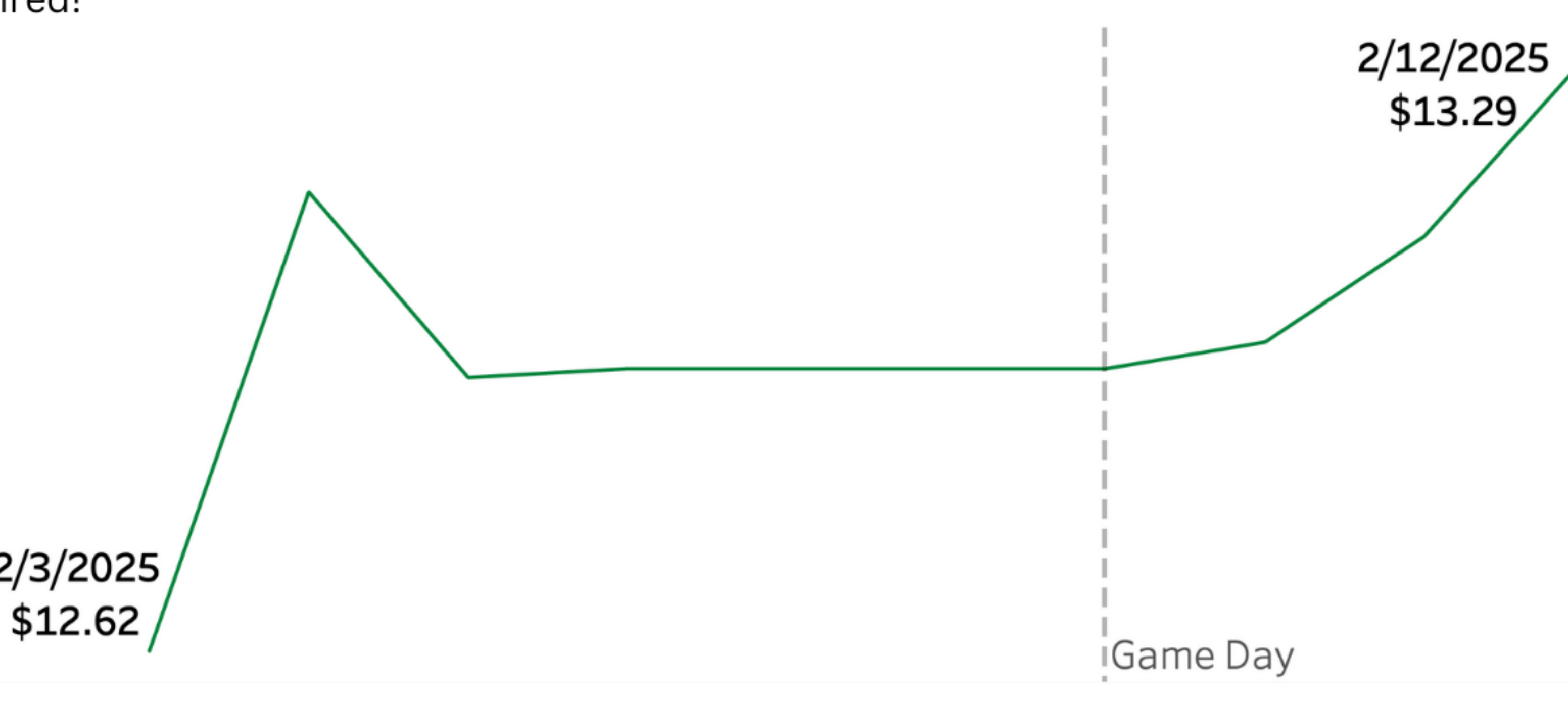
Sentiment Analysis

Liquid Death had the lowest negative sentiment while Jeep had the highest positive.



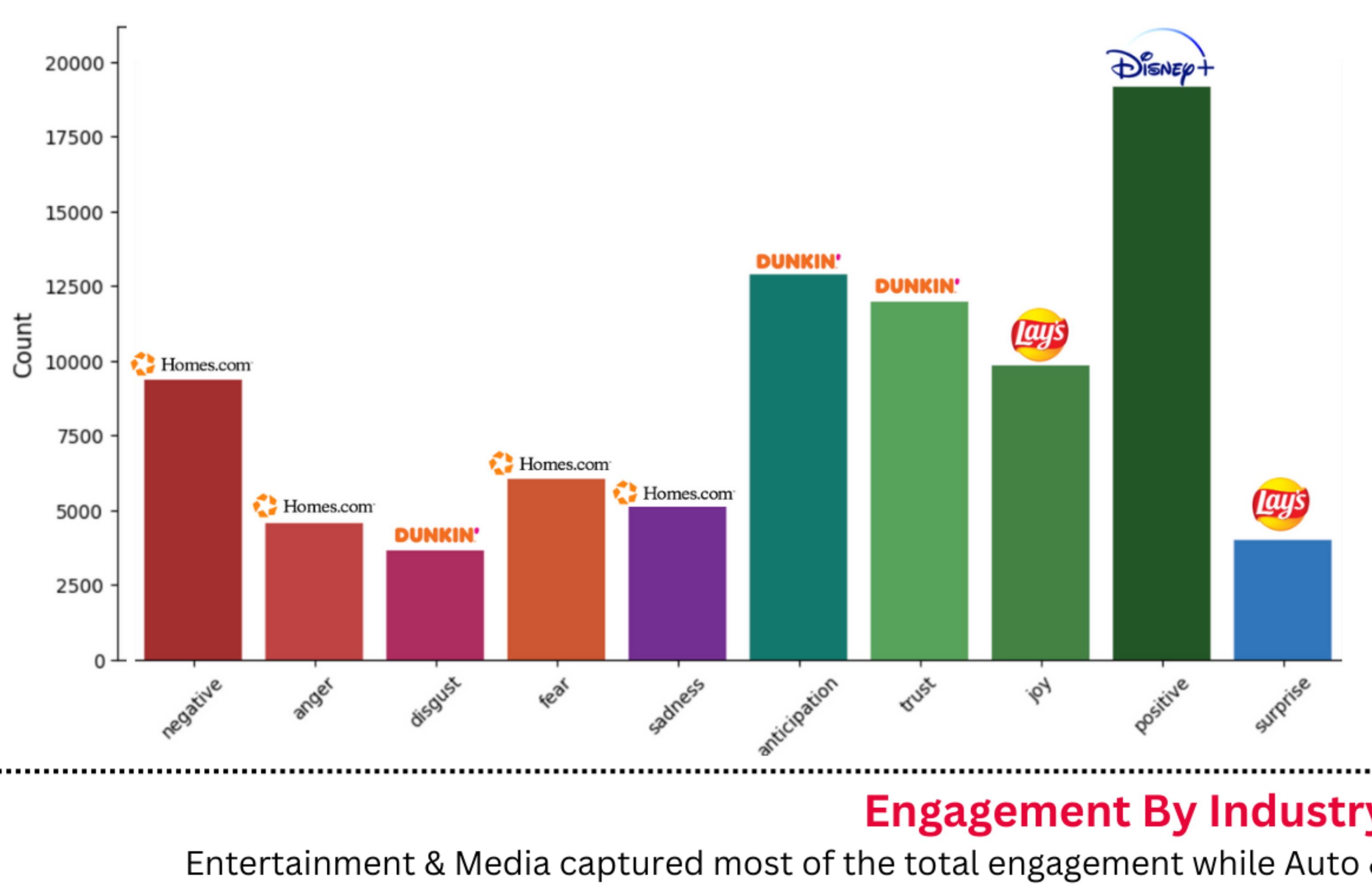
Sentiment vs. Stock

Jeep's positive sentiment paid off - their stock jumped up \$0.35 per share after their ad aired!



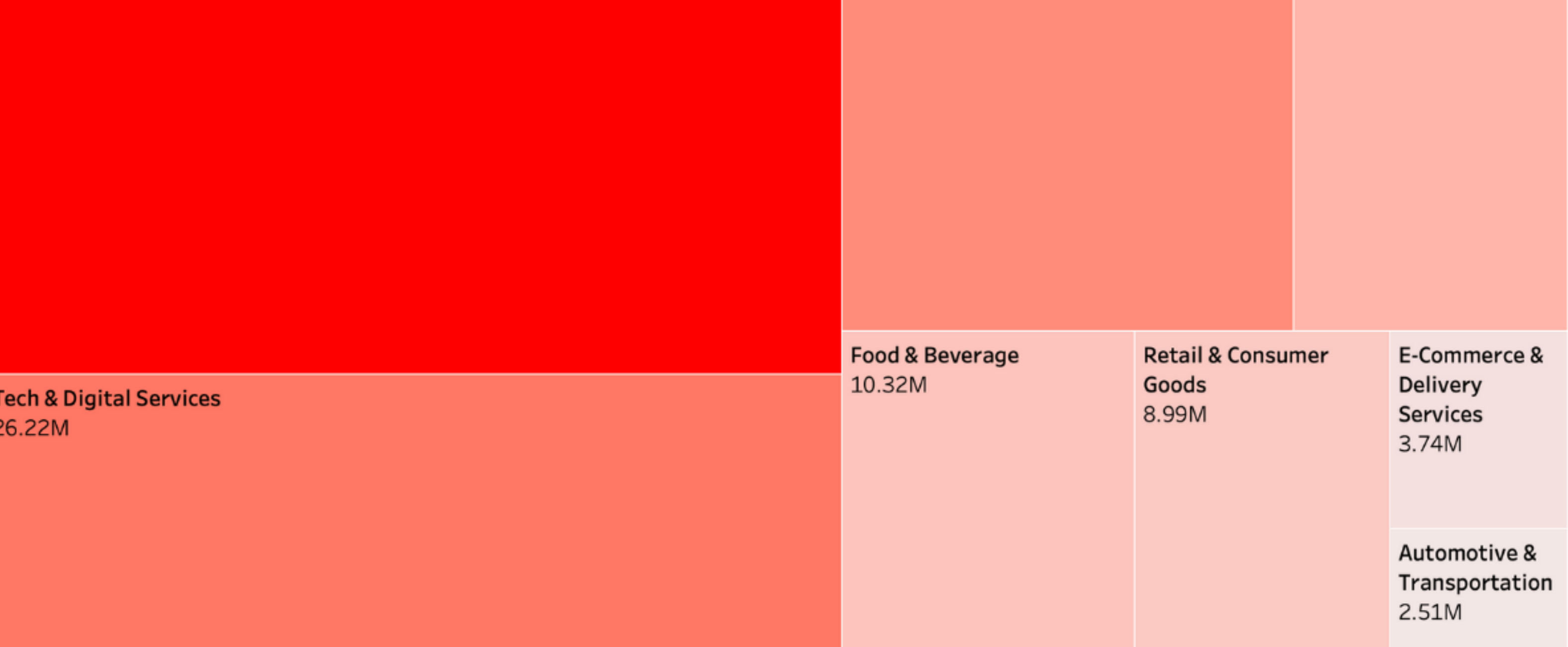
Emotion Analysis

Most of the tweets had emotions of positivity or anticipation. The most common brand for each emotion is displayed above.



Engagement By Industry

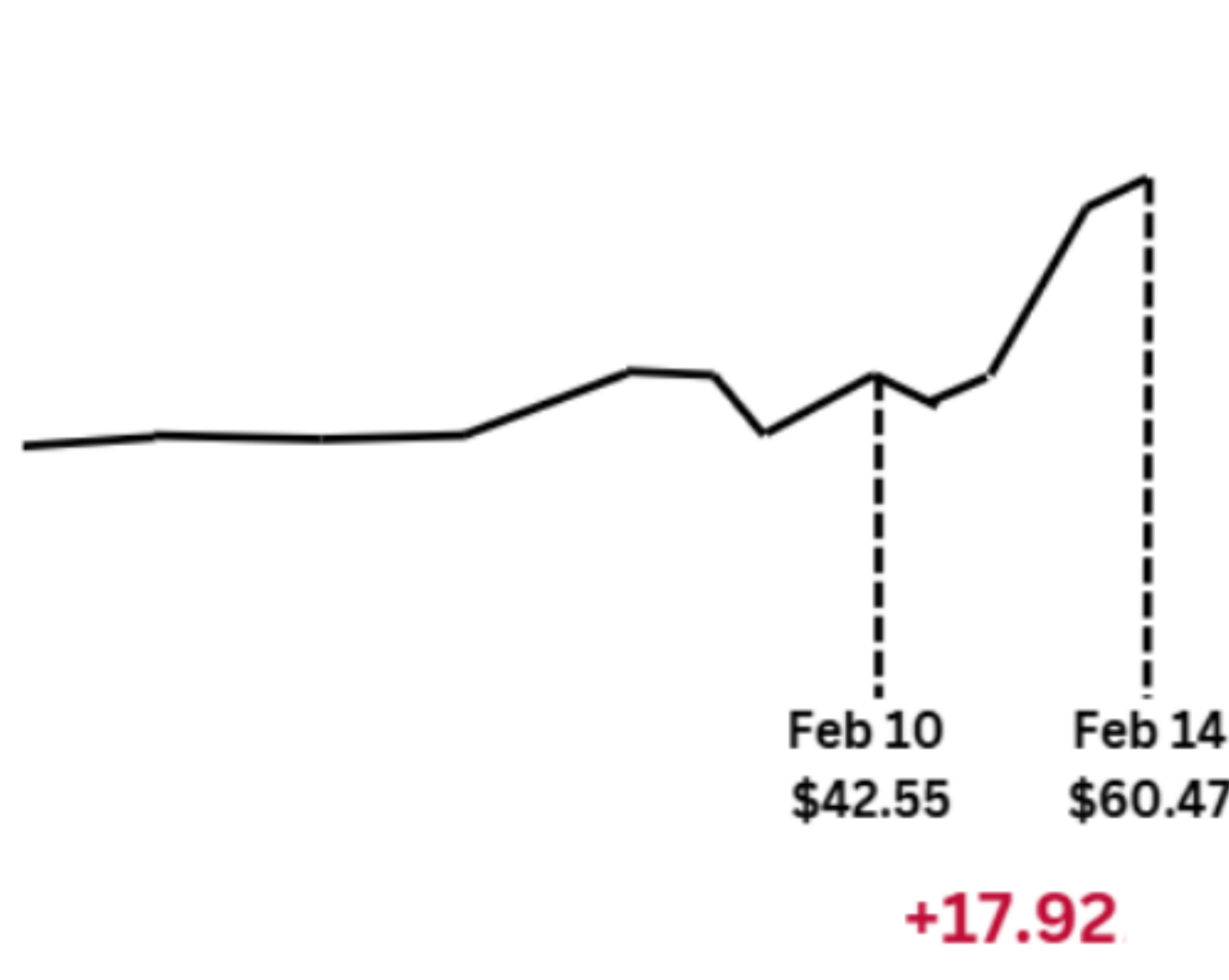
Entertainment & Media captured most of the total engagement while Auto & Transportation failed to gain traction. Engagement is measured by number of retweets, replies, likes, quotes, bookmarks.



Stock Analysis

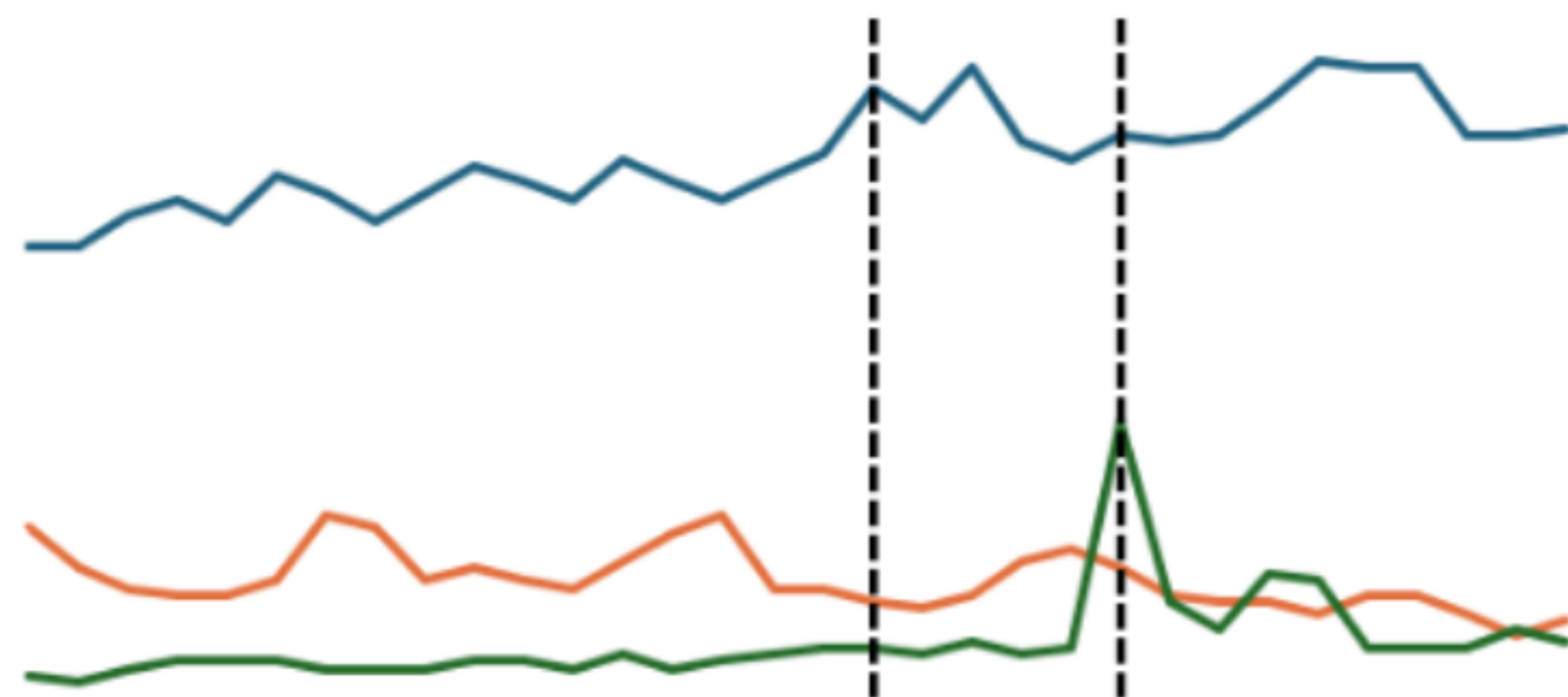
Hims & Hers Super Bowl ad for new weight loss drugs faces backlash from health experts
Hims & Hers sees 650% spike in traffic following Super Bowl ad as clash over compounded GLP-1s heats up
 Super Bowl ad for Hims & Hers' weight loss drug sparks backlash
Hims & Hers sells a compounded weight loss medication.

Controversy may not be bad for business!
 Hims&Hers stock jumped up \$17.92 per share amid ad backlash



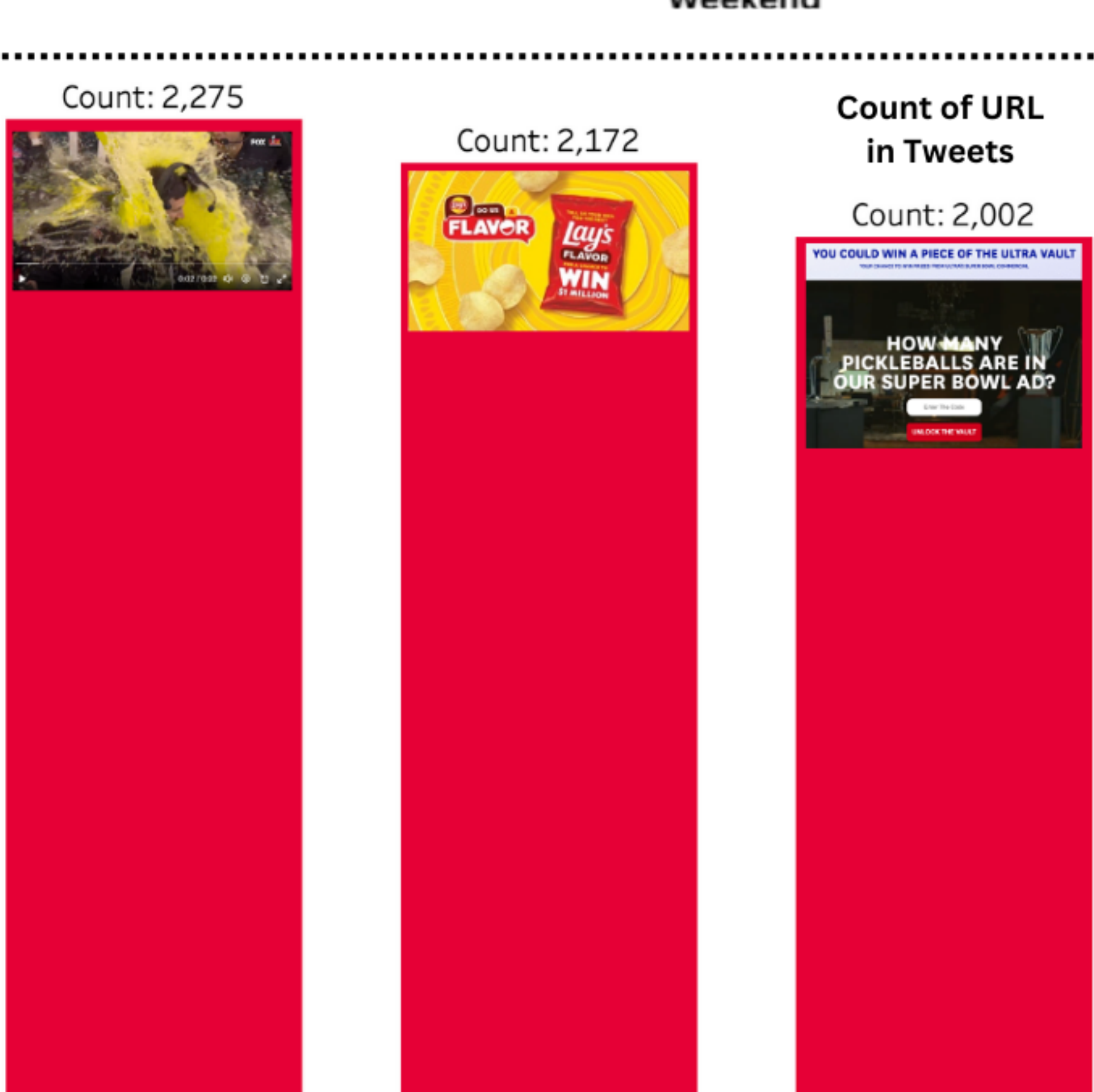
Google Trends Analysis

For companies with the highest stock price growth



Impact of Online Component

The top 3 URLs tweeted about were the Gatorade dump, the Lays Giveaway, and the Michelob Vault - Lays and Michelob had more engagement than their counterparts, implying that an online component to your ad is beneficial!



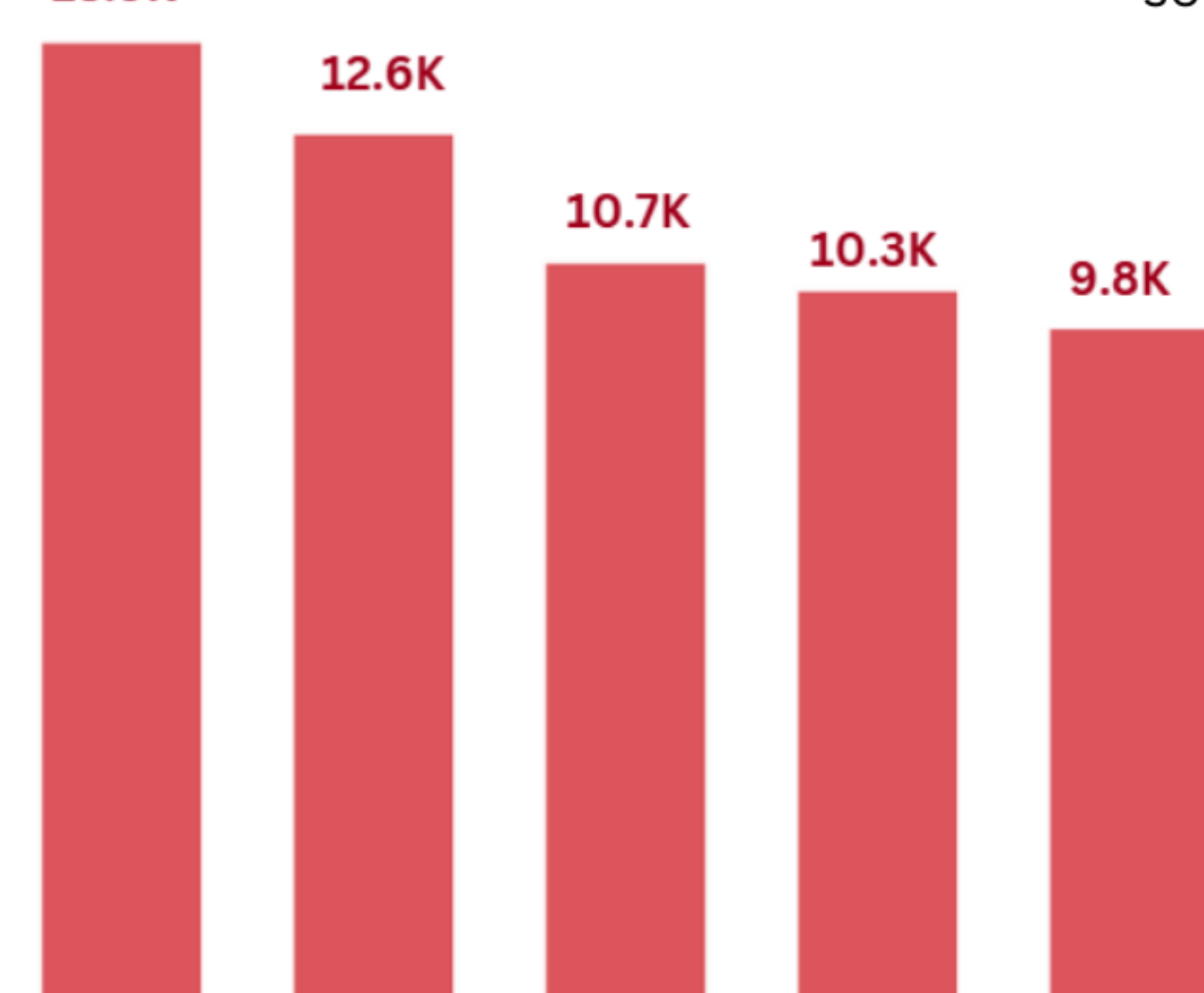
Hoppy Insights

Sub-groups, like beer, are competing within the larger groups of ads. To the right are sentiment scores for each of the 6 beer ads. We see that Michelob had the highest positive sentiment - another implication that the online component was successful!



Tweet Counts by Brand

Tax season is here - TurboTax had the highest number of tweets! Followed closely by some other big names.



Thank you to our wonderful sponsors!