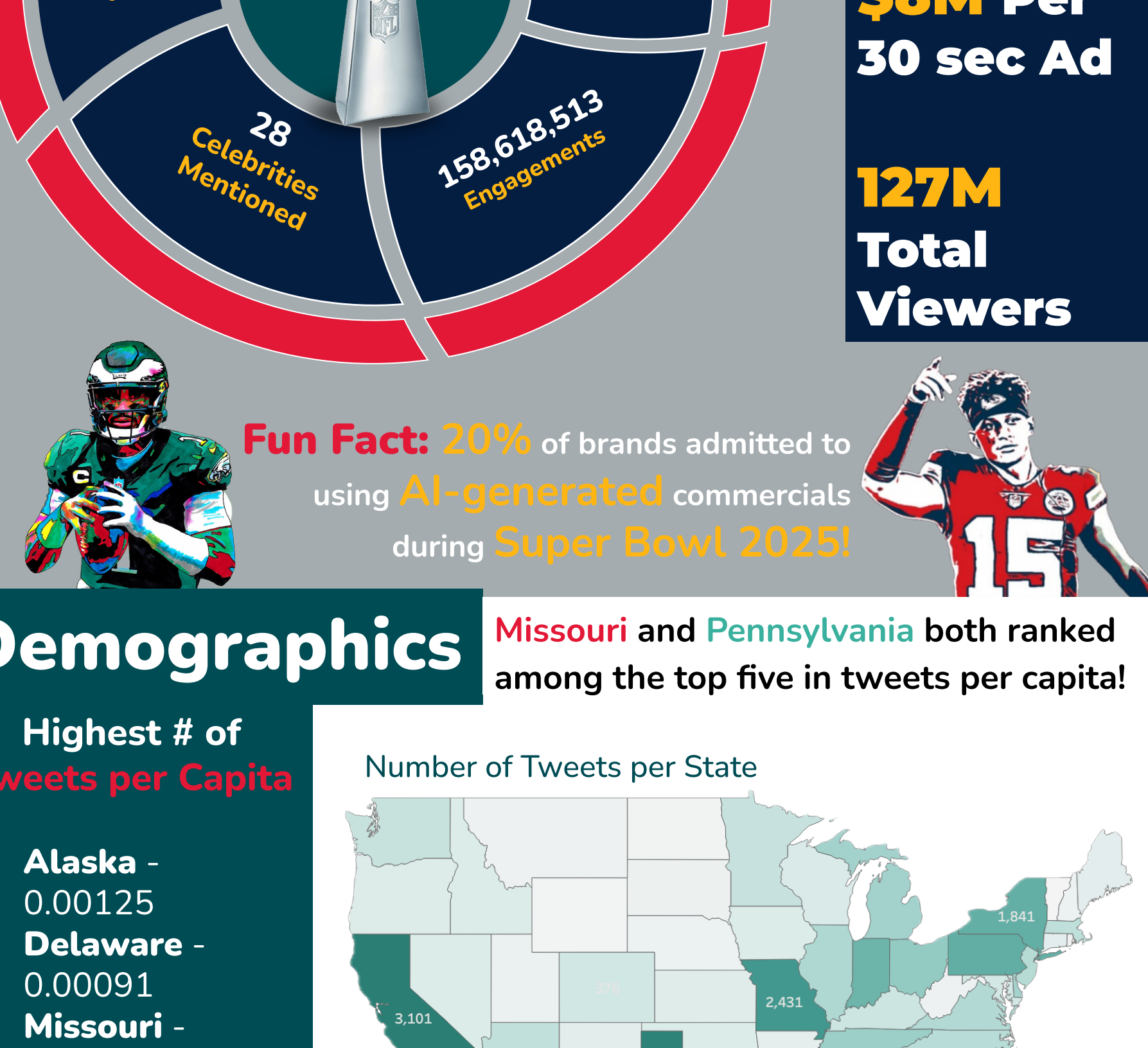


Brand Breakdown

Measuring ad momentum on X



Setting the Field



Fun Fact: 20% of brands admitted to using AI-generated commercials during Super Bowl 2025!

Demographics

Missouri and Pennsylvania both ranked among the top five in tweets per capita!

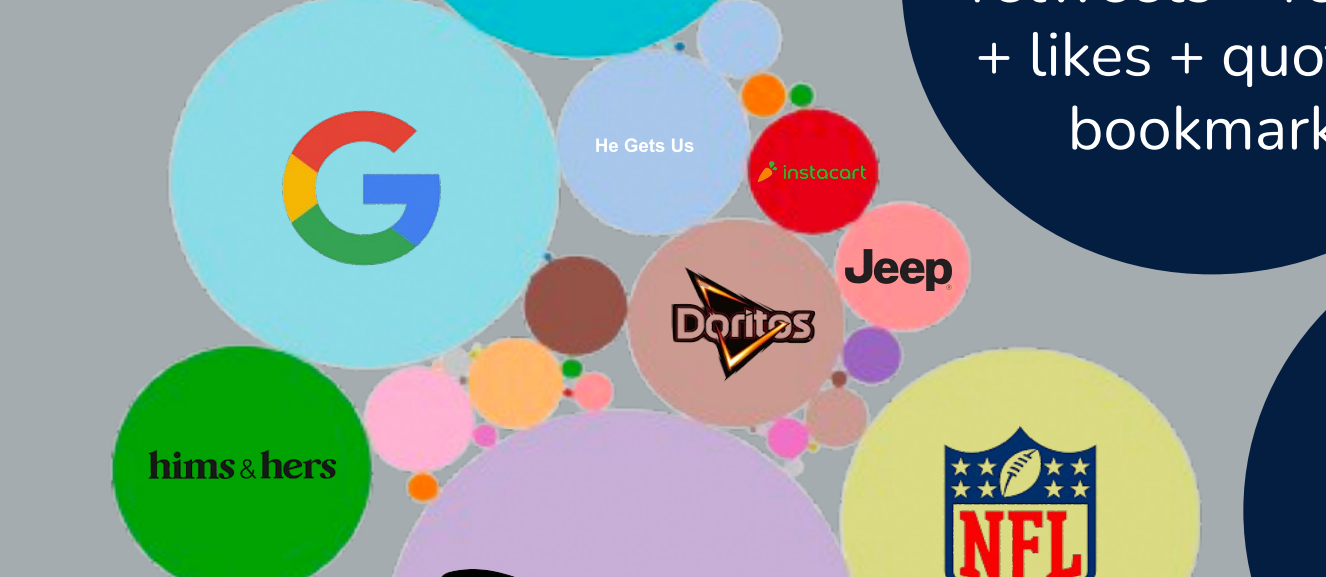
Highest # of Tweets per Capita

1. Alaska - 0.00125
2. Delaware - 0.00091
3. Missouri - 0.00039
4. Indiana - 0.000246
5. Pennsylvania - 0.000145

Number of Tweets per State



Top Languages

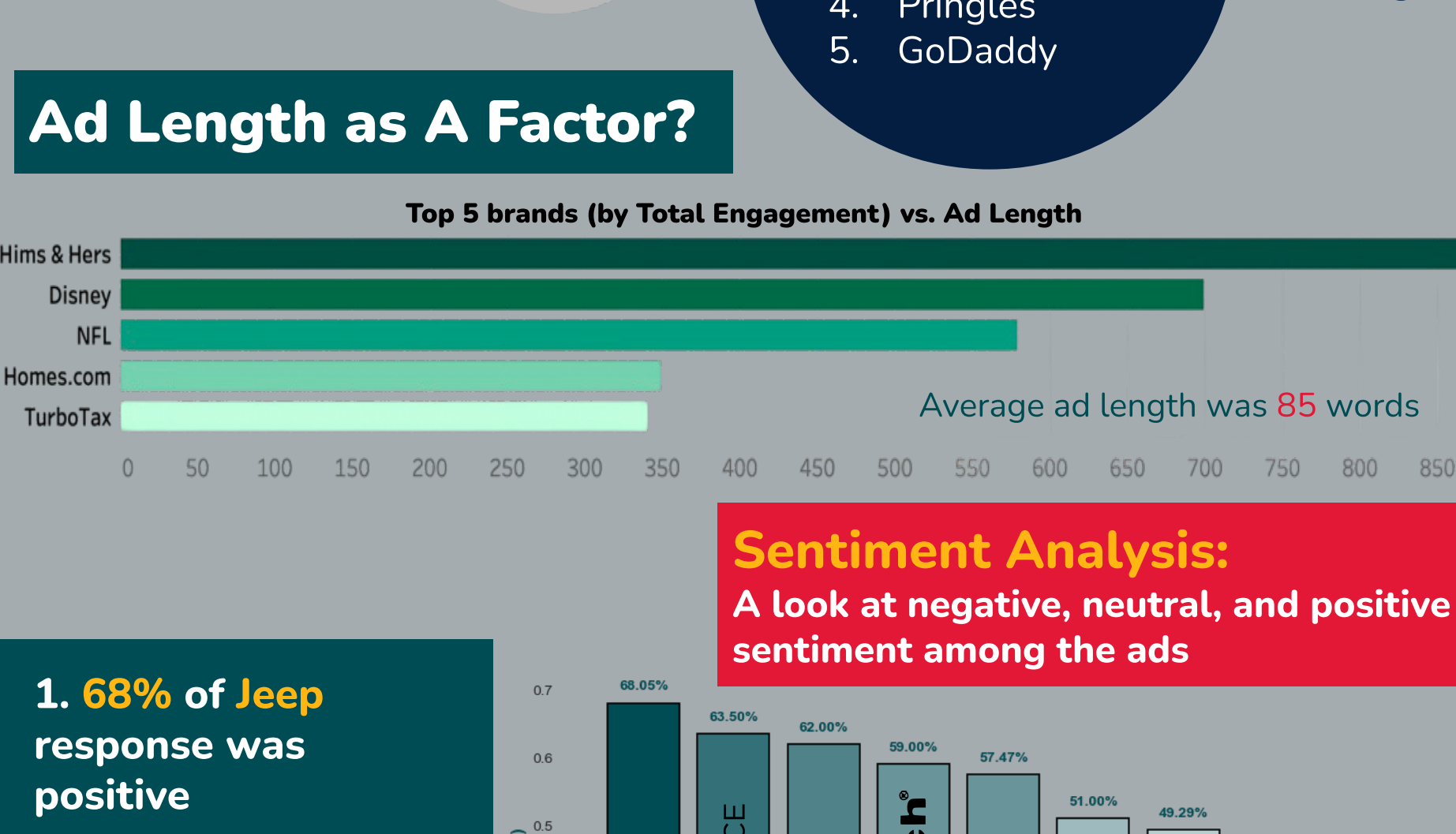


Most Common: English

Most Unique: Icelandic

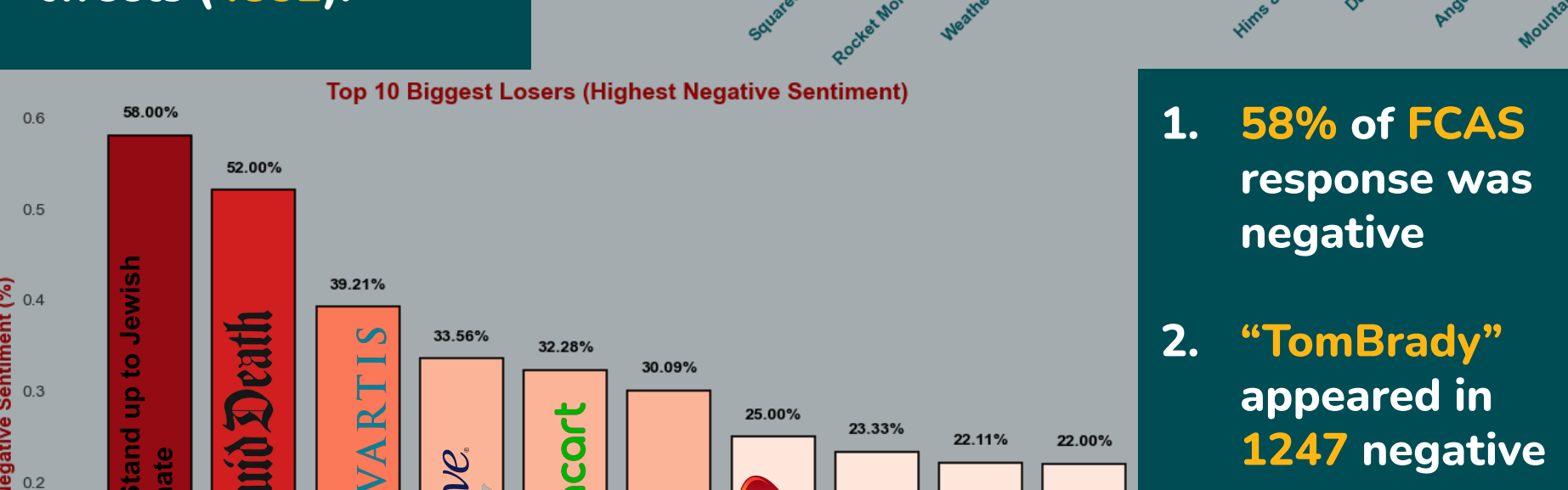
There are 51 languages represented!

Now, Let's Meet the Competitors



Ad Length as A Factor?

Top 5 brands (by Total Engagement) vs. Ad Length

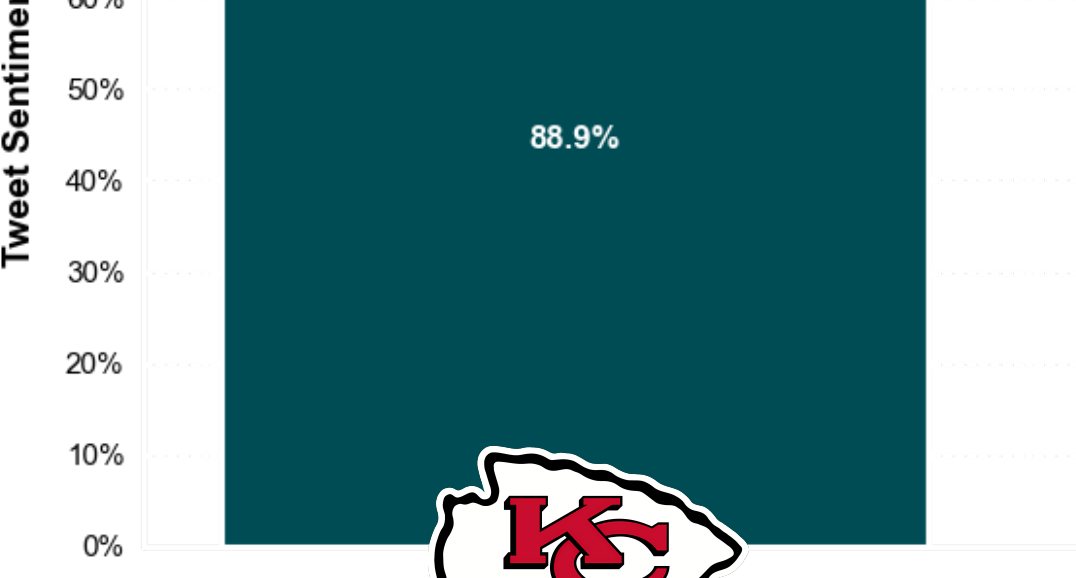


Sentiment Analysis: A look at negative, neutral, and positive sentiment among the ads

1. 68% of Jeep response was positive
2. Mtn Dew was top 10 in positive and negative response
3. Dunkin had the most Positive tweets (4852)!



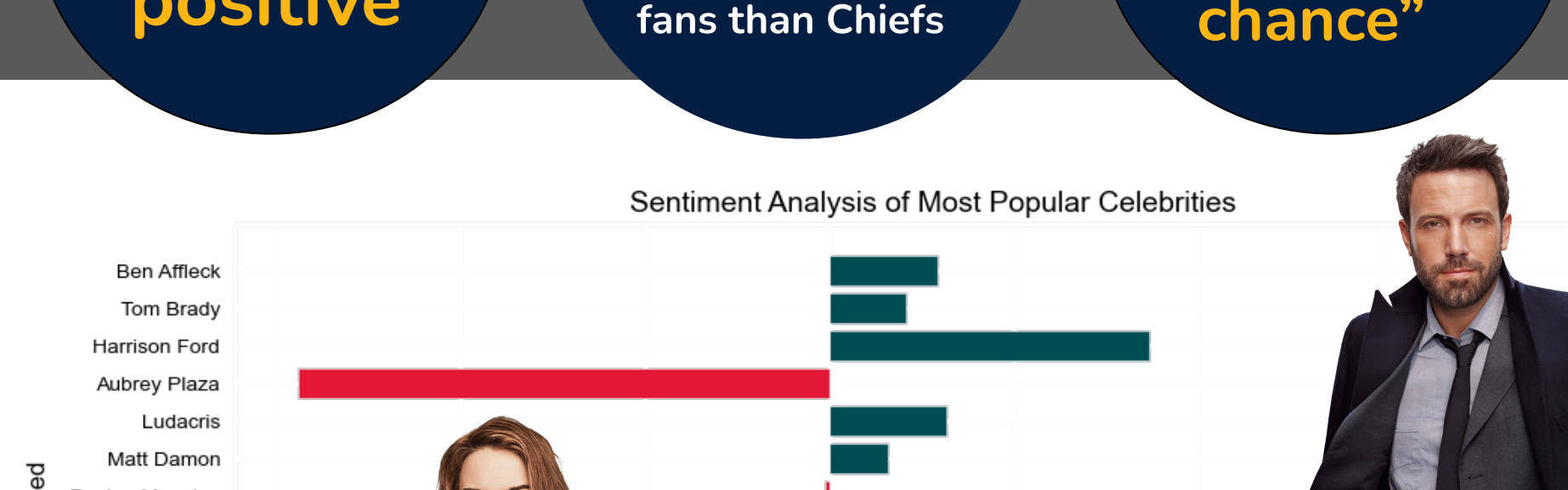
Top 10 Biggest Losers (Highest Negative Sentiment)



1. 58% of FCAS response was negative
2. "TomBrady" appeared in 1247 negative tweets
3. Homes.com had 1491 negative tweets

Chiefs fans were far more positive than Eagles fans!

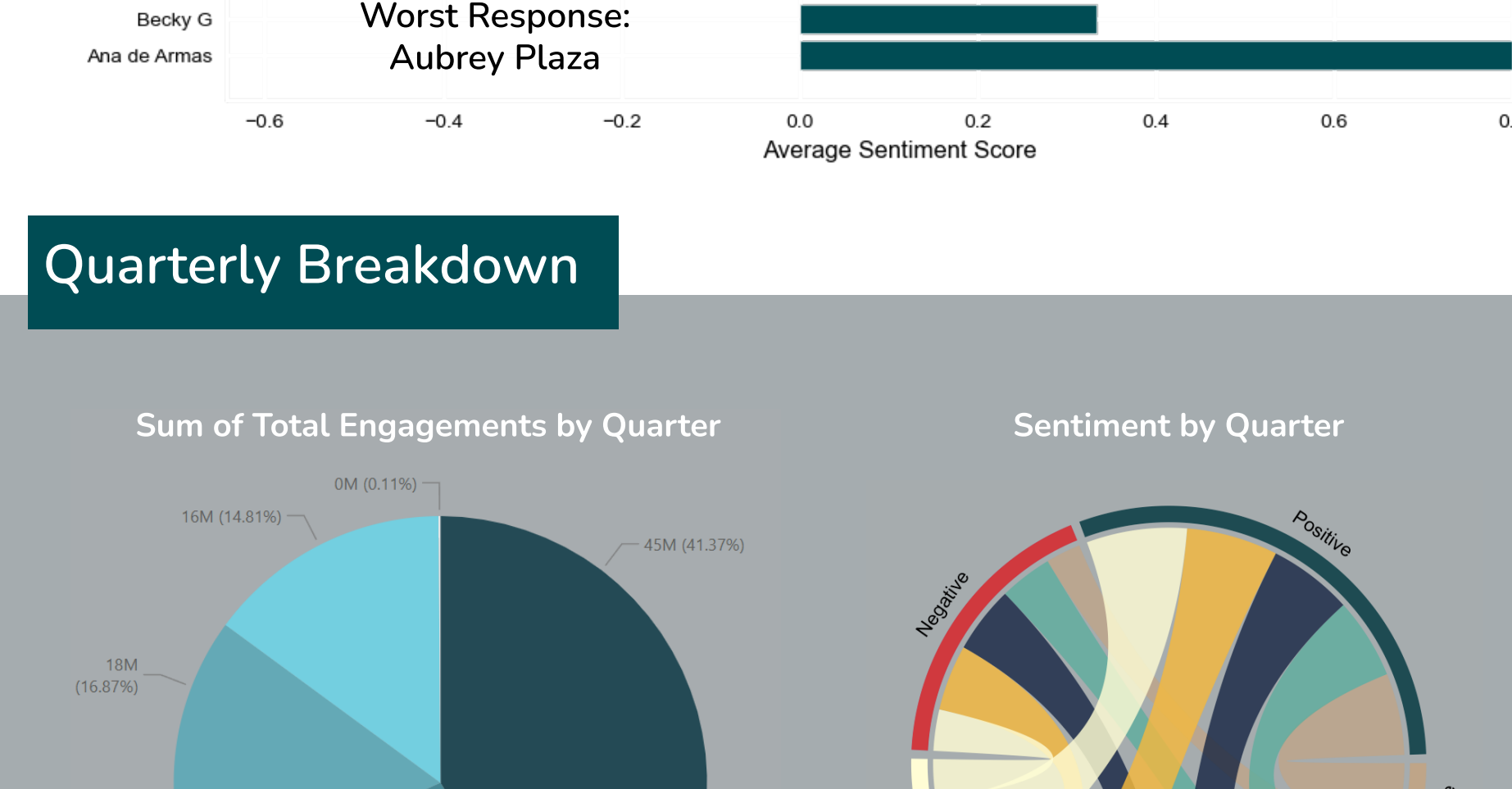
Tweet Sentiment Ratios by Fanbase (Chiefs vs Eagles)



88.9% of Tweets from Missouri were positive

4.7x more negative tweets from Eagles fans than Chiefs

Most common phrase in Missouri was "another chance"



Quarterly Breakdown

Sum of Total Engagements by Quarter



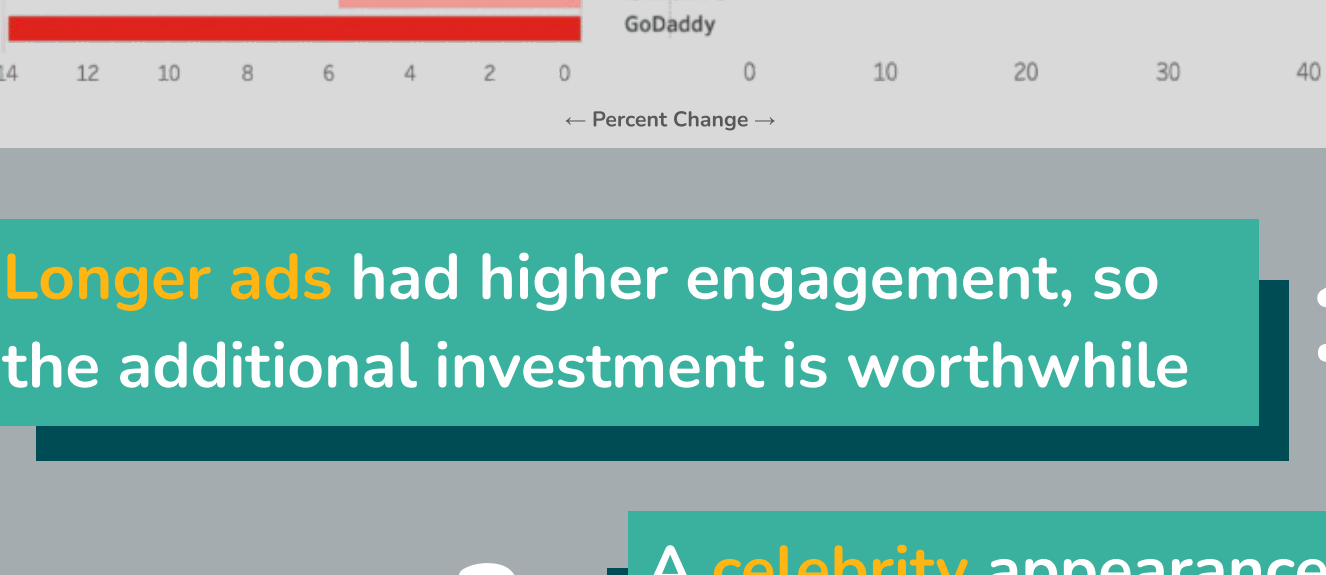
Sentiment by Quarter



Lets Review the Play



The Insights: ROI and notable performances



Him & Hers saw a 43% increase in stock price!

GoDaddy had a 14% decrease in stock price.

1. Longer ads had higher engagement, so the additional investment is worthwhile

2. A celebrity appearance can drive a substantial boost in engagement

3. Brands should target Super Bowl ads to the teams' home states, as they had high tweet engagement per capita

4. Ad performance is driven more by the target audience than timing. Brands should carefully tailor their message to the right demographic.

OVERALL WINNERS

In total engagement, sentiment, and ROI



THANKS TO OUR SPONSORS!



By Prachi Aswani, Jack Doughty, Tobias Lux, & Nicolaus Bayard