**Measuring the aftermath of Super Bowl Advertising**

**2017 SUPERBOWL LI EDITION**

**COMMERCIAL & BRAND HASHTAGS**

- #airbnb: 45,533
- #weaccept: 23,169
- #BagOfUnlimited: 2,238
- #unlimitedmoves: 30,998
- #TmobileAirbnb: 58,616
- Weather Tech
- Michelin
- Turkish Airlines
- Fiji Water
- Kings Hawaiian
- 84.07% T-Mobile
- 83.80% Airbnb
- 94.54% Coke
- 66.90% Stranger Things
- 72.38% Avocados From Mexico
- 84.54% Audi
- 4,616 ADS

**TWEETED SENTIMENTS**

- 1,063,236 Total Tweets Collected
- Positive tweets: 84.07% T-Mobile, 83.80% Airbnb
- Negative tweets: 15.93% T-Mobile, 16.20% Airbnb, 5.46% Coke

**POSITIVE-NEGATIVE SPREAD**

- 84.07% T-Mobile
- 83.80% Airbnb
- 72.38% Avocados From Mexico
- 59.76% Stranger Things
- 78.64% Audi

**LEAST TALKED ABOUT BRANDS**

- #StrangerThings: 13,781
- #Nintendo: 11,765
- #Bai: 7,460
- #13668: 6,389
- #12147: 5,989
- #7480: 4,863

**TOTAL TWEETS BY TIME ZONE**

- Eastern Time Zone: 43,989 (Positive): 14,046 (Negative)
- Central Time Zone: 13,781 (Positive), 4,616 (Negative)
- Mountain Time Zone: 61,179 (Positive)
- Pacific Time Zone: 18,421 (Positive)

**All metrics in this chart represent data collected through the twitter streaming API. The data collected does not include 100% of tweets available through the twitter “firehose.” * 259,279 commercial related tweets**