

TWITTER AD SENTIMENTS

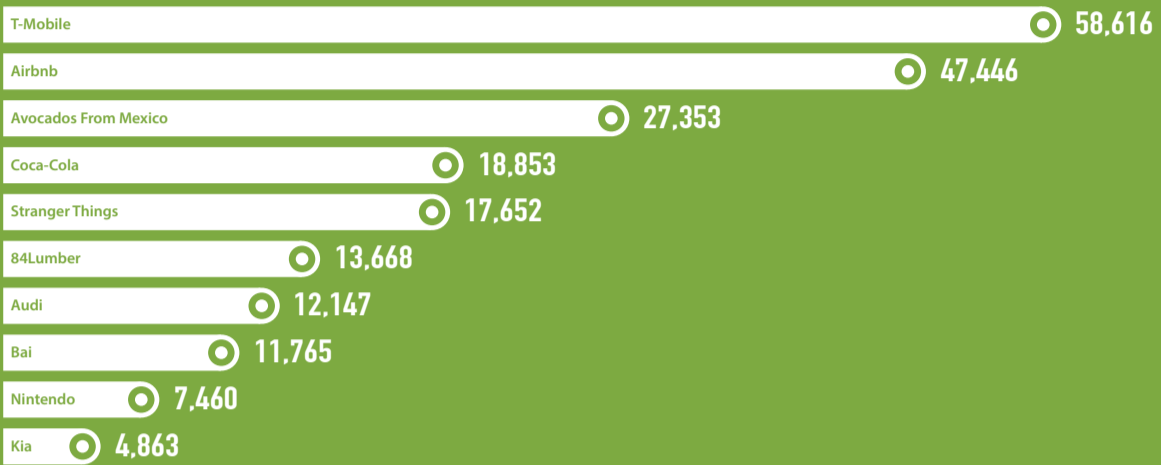
Measuring the aftermath of Super Bowl Advertising

1,063,236 Total Tweets Collected*

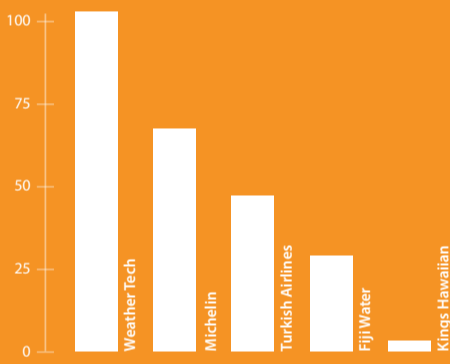
66 ADS for 56 BRANDS



MOST TALKED ABOUT BRANDS BY TWEETS

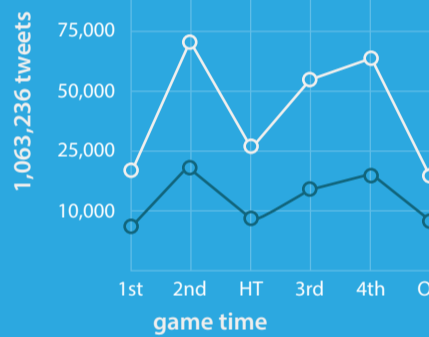


LEAST TALKED ABOUT BRANDS

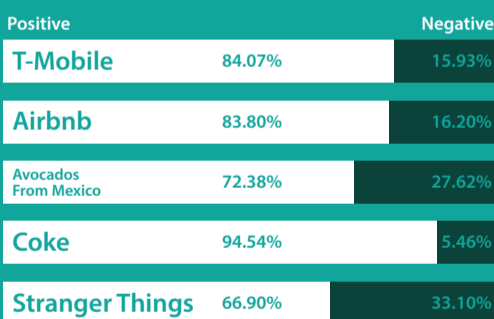


TWEETED SENTIMENTS

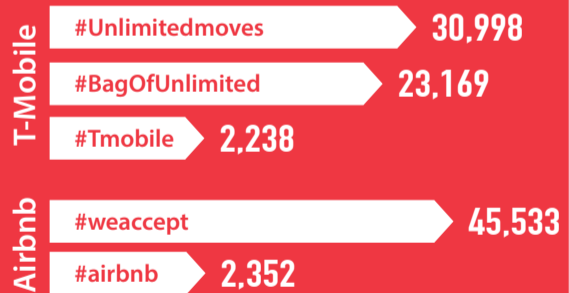
○ negative tweets
○ positive tweets



POSITIVE-NEGATIVE SPREAD



COMMERCIAL & BRAND HASHTAGS



TOTAL TWEETS BY TIME ZONE



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