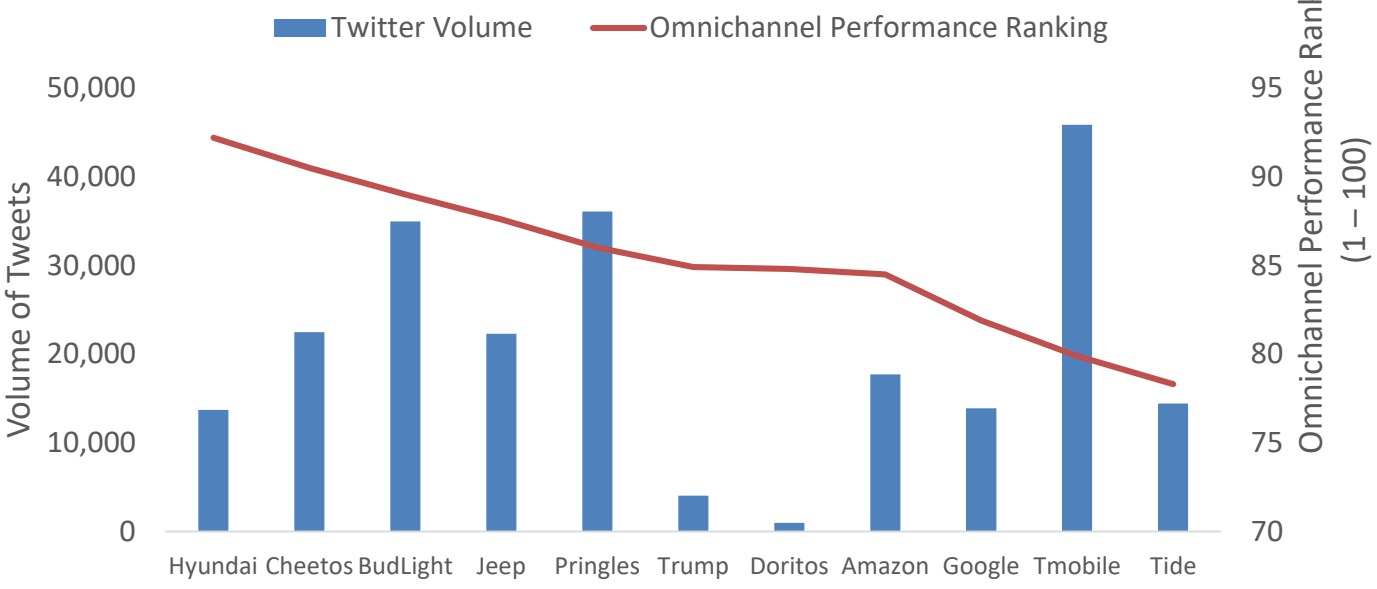# Comedic Ads Reign Dominant in Procuring "Positive" Buzz During The Super Bowl

TEAM DATA MAHOMIE

Adam Whalen | Colten Hoth | Matt Pecsok | Jonas Vitt
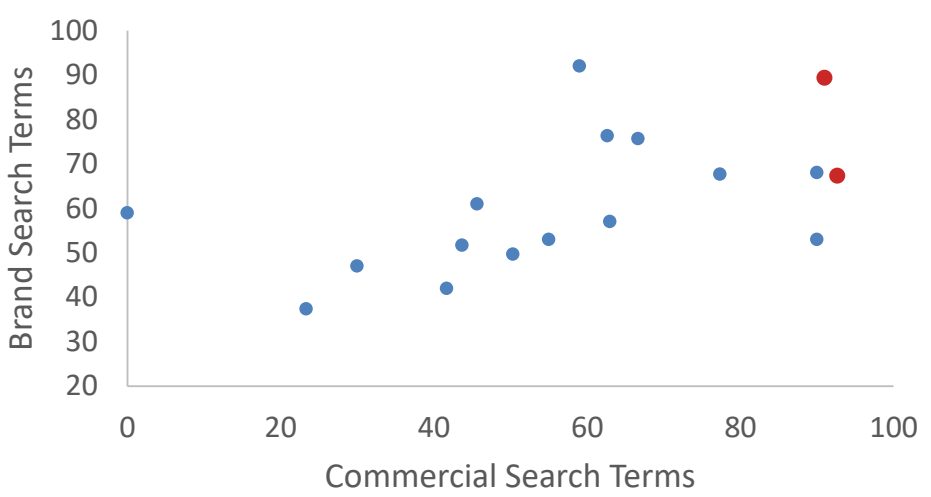
Balance needs to be trodden as ads like Hyundai's "Smaht Pahk", which lean too heavily into the comedy resulted in lost brand retention.

Top Superbowl Commercials

Twitter Volume — Omnichannel Performance Ranking

Volume of Tweets: 0 — 50,000

Omnichannel Performance Ranking (1 – 100): 70 — 95

Hyundai, Cheetos, BudLight, Jeep, Pringles, Trump, Doritos, Amazon, Google, Tmobile, Tide

BRAND/MESSAGE OVERLAP

MICROSOFT AND JEEP PERFORMED BEST IN TYING THEIR AD TO THEIR BRAND

Brand Search Terms (20–100) vs Commercial Search Terms (0–100)

TWITTER VOLUME

250 000
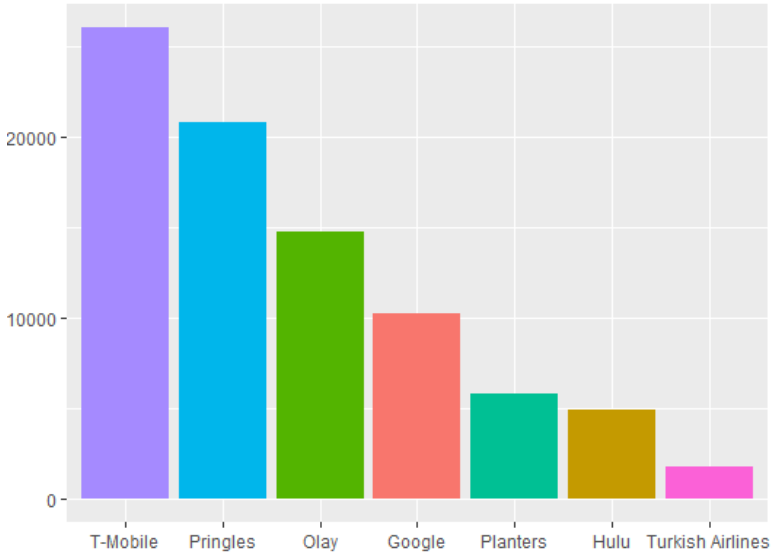## LESS TWEETS THAN IN 2020

T-MOBILE'S FREE PHONE GIVEAWAY HAD A BIG IMPACT ON MENTIONS

INCREASE IN TWEETS PER BRAND
Compared to 2019

T-Mobile, Pringles, Olay, Google, Planters, Hulu, Turkish Airlines

BRAND BY SENTIMENT IN 2020

Percentage (0.00–1.00)

sentiment: negative, neutral, positive

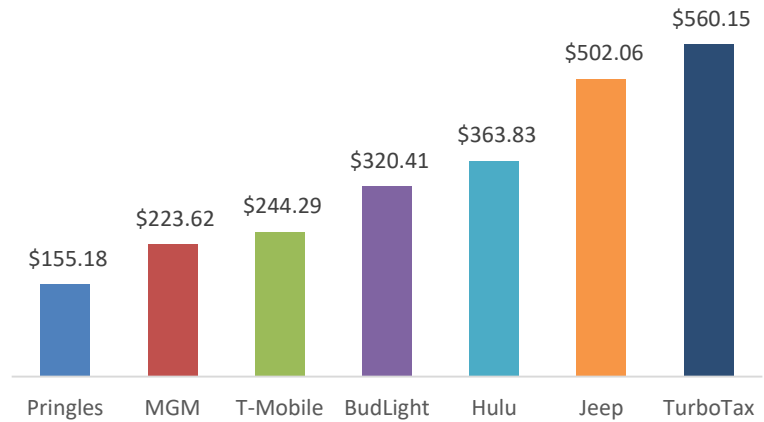BudLight, Cheetos, Hulu, Jeep, MGM, Olay, Pringles, T-Mobile, Tide, TurboTax
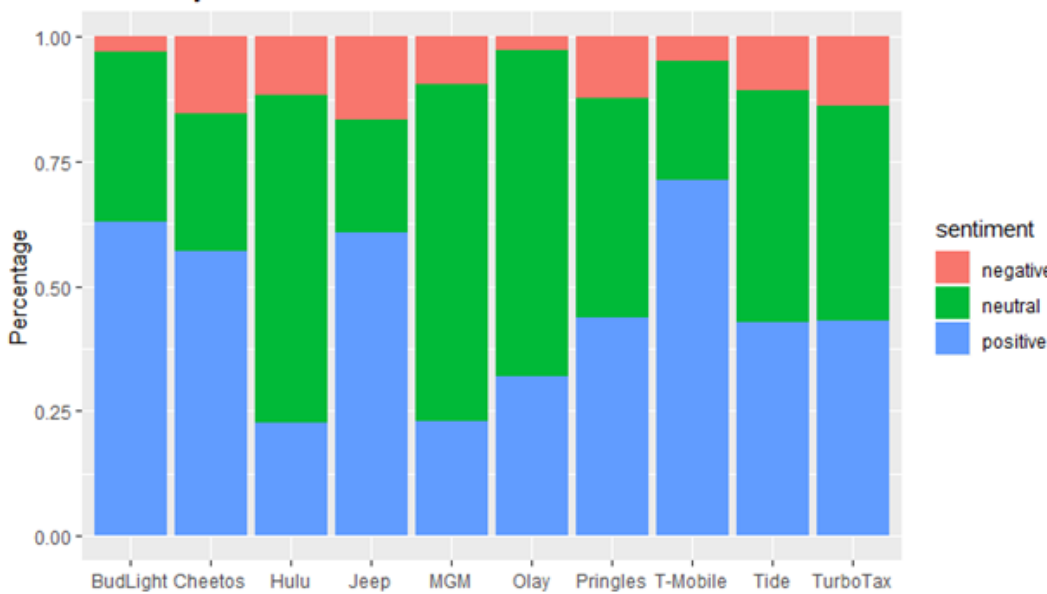
T-MOBILE'S GIVEAWAY AND BILL MURRAY'S APPEARANCE FOR JEEP RESULTED IN THE MOST POSITIVE RESPONSE

HULU WITH TOM BRADY FELL FLAT AS MAINLY NEUTRAL TWEETS

TOTAL COST PER TWEET
For selected brands

$155.18 Pringles, $223.62 MGM, $244.29 T-Mobile, $320.41 BudLight, $363.83 Hulu, $502.06 Jeep, $560.15 TurboTax

WORDCLOUD FOR JEEP TWEETS

JEEP IS STRONGLY TETHERED TO MESSAGE

$ 5.6 Mil.
DOLLAR FOR A 30 SECOND AD
IN THE SUPEBBPWL LIV

There is not a correlation between amount of money spent and the number of tweets generated. Pringles, MGM, and T-Mobile generated most tweets per dollar.

2020 Game Day Analytics Challenge