



Super Bowl Commercials: How, What, and When – A Twitter Insight.

TEAM GOAL

How: gifts and commercials
What: funny stuff, celebrity, and shorter
When: 4th quarter

General

\$5.6M /30 sec

\$9.7M Avg. Cost

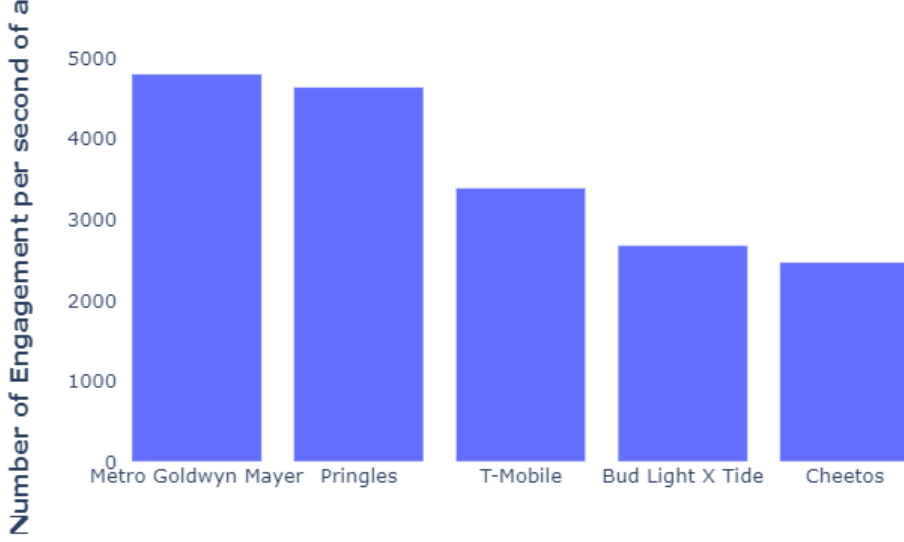
Big Spenders



NFL
Walmart
Tide
HardRockHotel
Hyundai

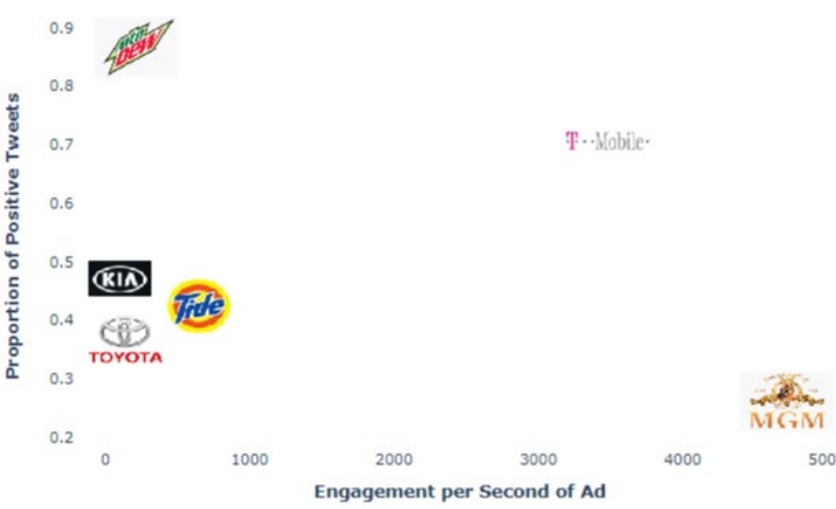
METRICS

Top 5 Brands that Generate Most Engagement per Second of Ad

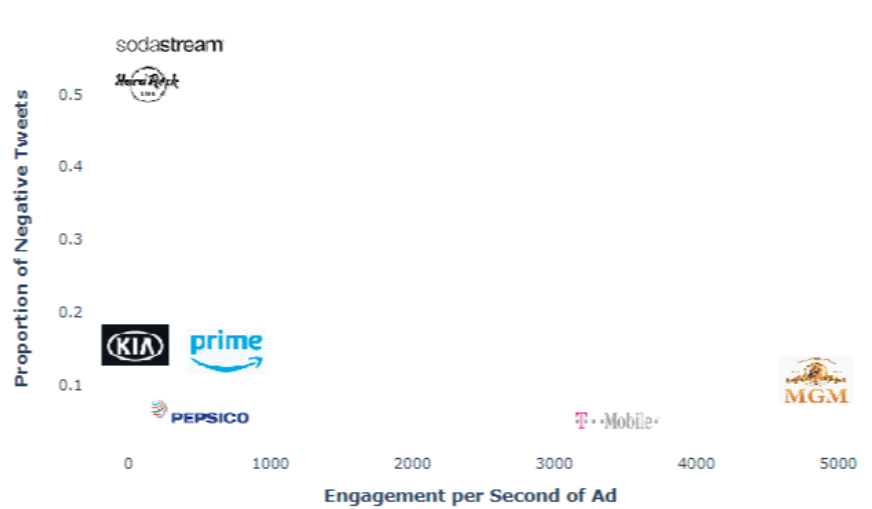


Engagement = Retweeted Count + Reply Count + Favorite Count

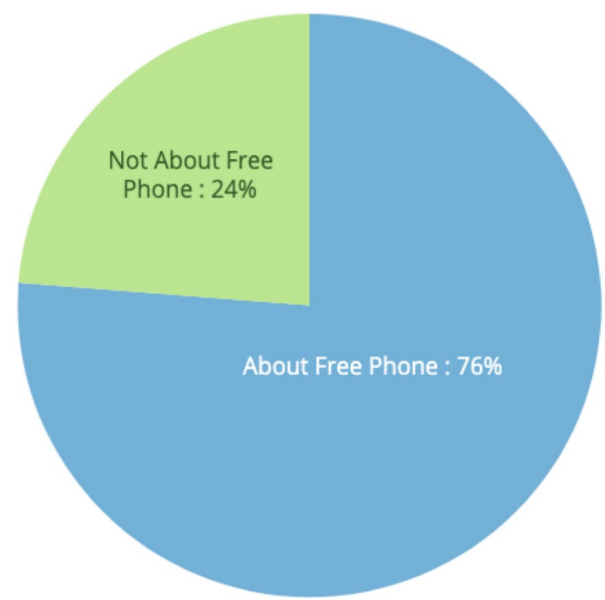
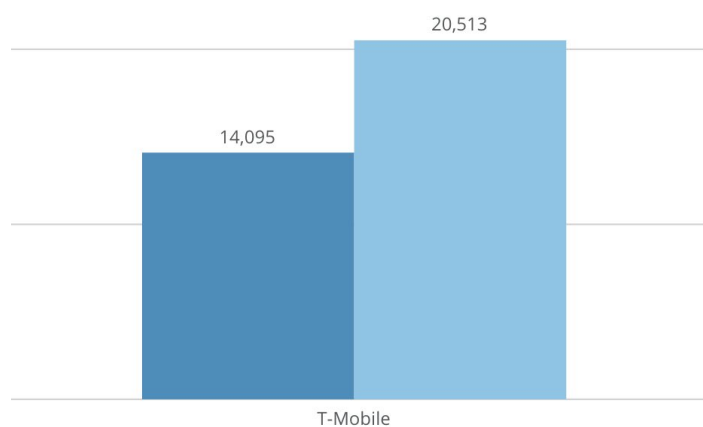
Positive Tweets vs Engagement Volume



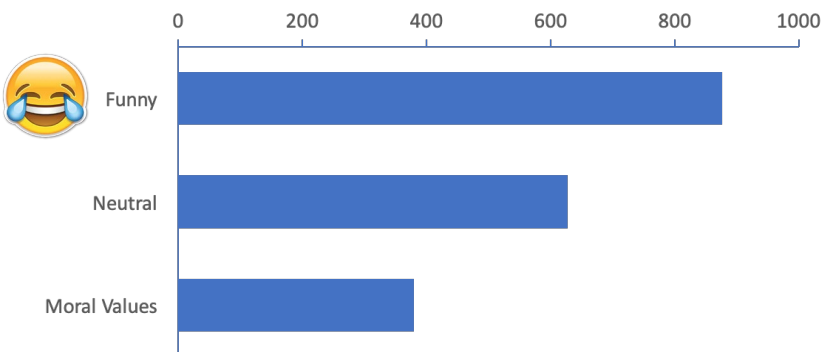
Negative Tweets vs Engagement Volume



T-Mobile

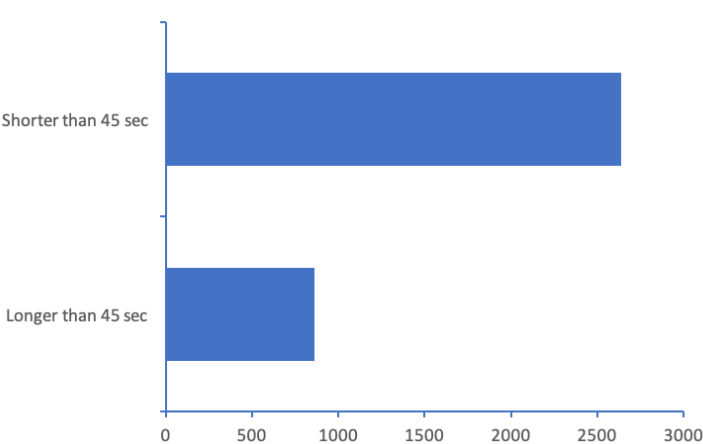


Engagement per Second of Ad by Type

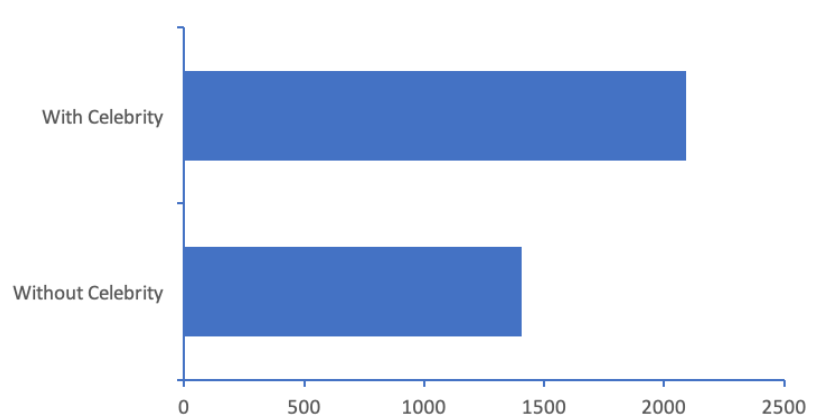


FUNNY!
SHORTER!
CELEBRITY!

Engagement by Duration



Engagement vs Celebrities



2020 Game Day Analytics Challenge

