

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

Amazon Alexa BudLight

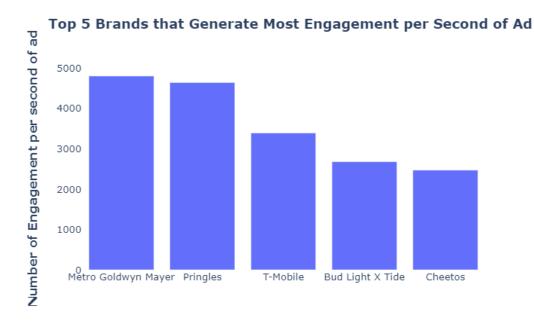
Michelob Ultra
Pringles
Bloomberg
Bloomberg
Miscrosoft
TurboTax Jeep
Snickers Marvel
Facebook Verizon
Cheetos Google Tide Toyota KIA General Motors
Cheetos Google Tide Toyota KIA General Motors
WeatherTech Mountain Dew
Coca Cola
Porsche
Squarespace
Rocket Mortgage
New York Life
Budwieser
Discover Card
Heinz
Avacados From Mexico

Avacados From Mexico

Audi Proctor and Gamble

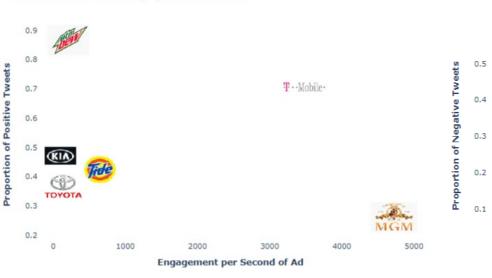
NFL
Walmart
Tide
HardRockHotel
Hyundai

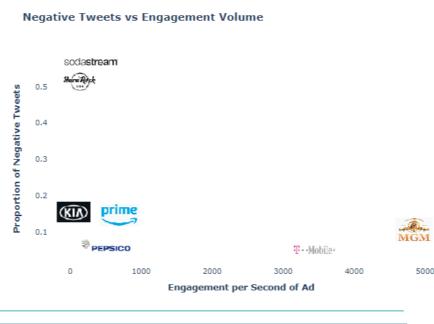
METRICS



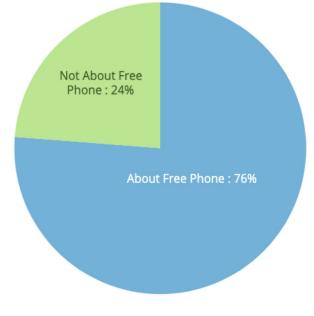
Positive Tweets vs Engagement Volume

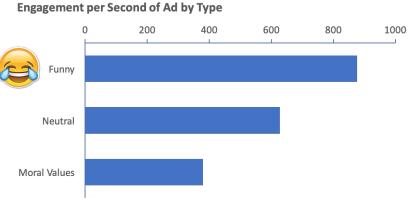
Engagement =
Retweeted Count +
Reply Count +
Favorite Count



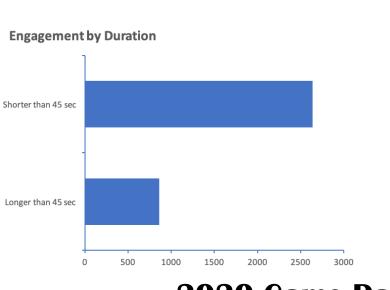


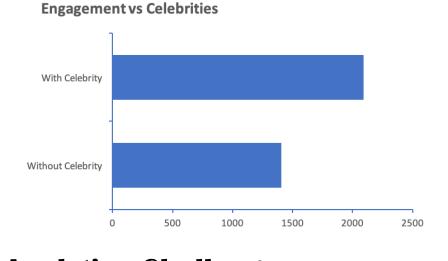






FUNNY! SHORTER! CELEBRITY!





2020 Game Day Analytics Challenge







