MARKETING EFFECTIVENESS
SUPER BOWL LIV

AD TONES

AVG YOUTUBE VIEWS PER TONE

	1M	2M	3M

FUNNY (20% MORE VIEWS)
HEARTWARMING
EXCITING
INSPIRATIONAL
EMOTIONAL
DRAMATIC
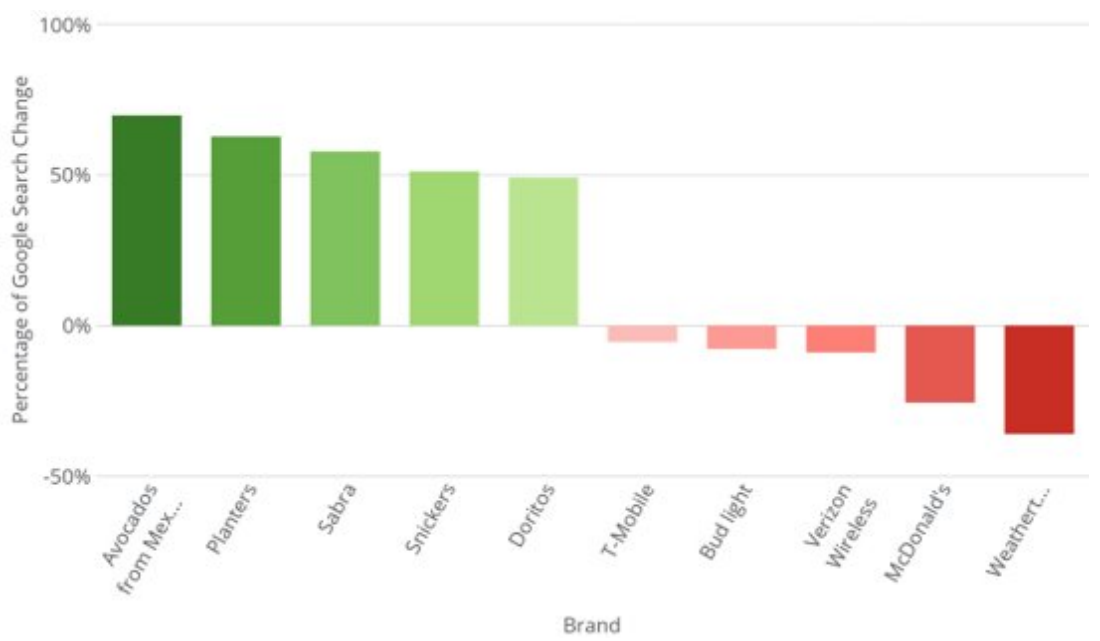PARTY-THEMED
LIGHT-HEARTED
SOMBER
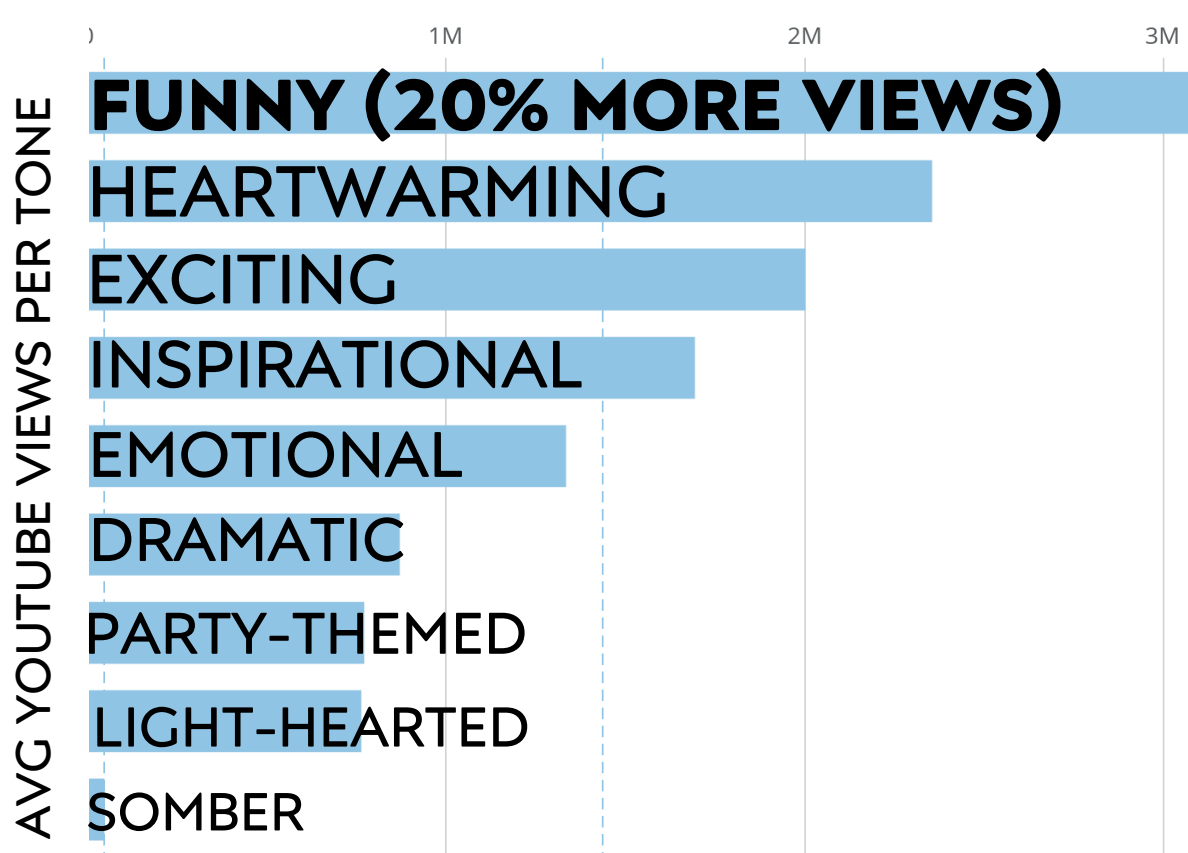
Ads use
FUNNY TONE
43%
(of the time)

GOOGLE TRENDS RESULTS

⬆ Brands with **small** amounts of Google traffic will see LARGE in Google Searches

⬇ Brands with regular LARGE amounts of Google traffic will not see significant boost

Percentage of Google Search Change — 100% / 50% / 0% / -50%

Brands: Avocados from Mex..., Planters, Sabra, Snickers, Doritos, T-Mobile, Bud Light, Verizon Wireless, McDonald's, Weather...

Brand

STANDARDIZED PERFORMANCE SCORE

BRAND	SCORE	TONE
Bud Light	10.35	Funny
T-Mobile	9.30	Funny
Jeep	5.55	Funny
Amazon Alexa	4.53	Funny
Rocket Mortgage	4.29	Funny

TOP PERFORMING BRANDS

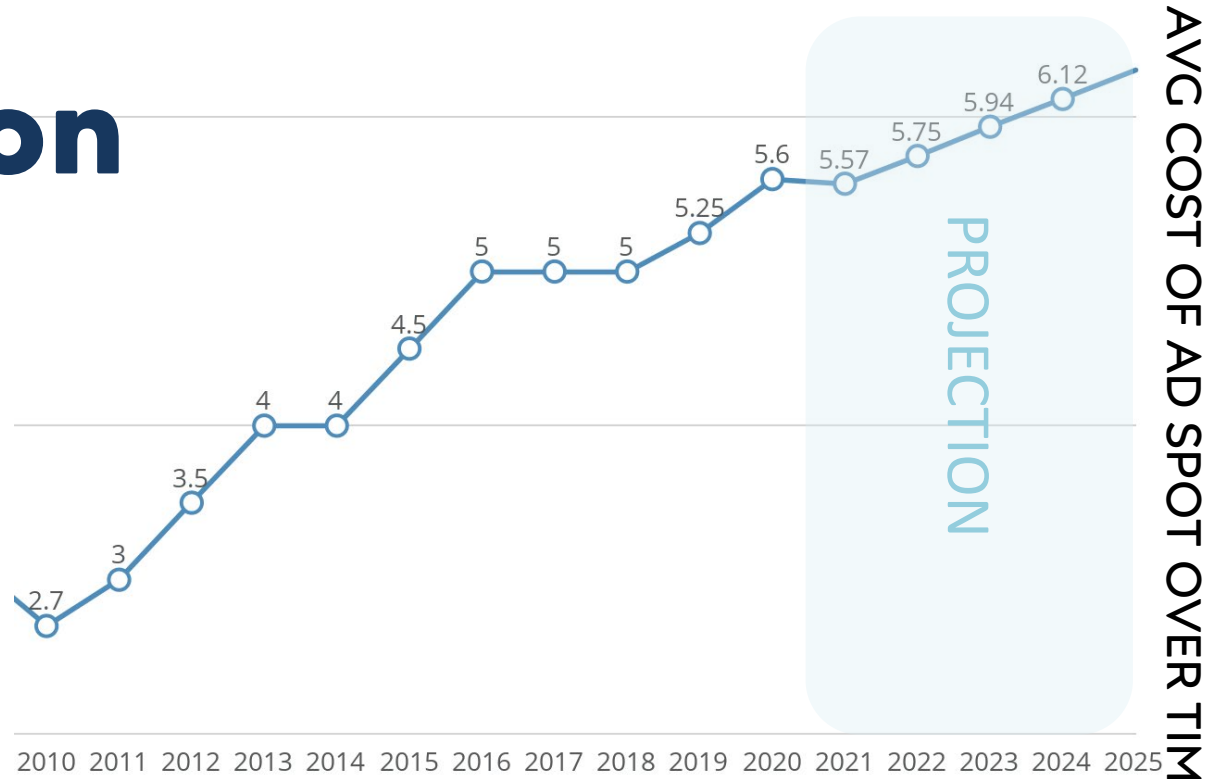**Considering the following:**
•Tweet volume
•Average compound sentiment
Number of verified tweets
•Youtube views during the game
•Follower increase on Twitter
•Follower increase during game

BOTTOM PERFORMING BRANDS

BRAND	SCORE	TONE
Sabra	-2.6	Party
Hard Rock Hotel	-2.8	Exciting
Soda Stream	-3.2	Funny
Turkish Airlines	-3.3	Exciting
Bloomberg	-3.5	Somber

SUPER BOWL BASICS

103 Million Viewers
30%
Just watch for the commercials & social aspect

AVG COST OF AD SPOT OVER TIME

PROJECTION

2010: 2.7, 2011: 3, 2012: 3.5, 2013: 4, 2014: 4, 2015: 4.5, 2016: 5, 2017: 5, 2018: 5, 2019: 5.25, 2020: 5.6, 2021: 5.57, 2022: 5.75, 2023: 5.94, 2024: 6.12, 2025

2020 GAME DAY ANALYTICS CHALLENGE

FIRETOSS   molio   ta   DOMO