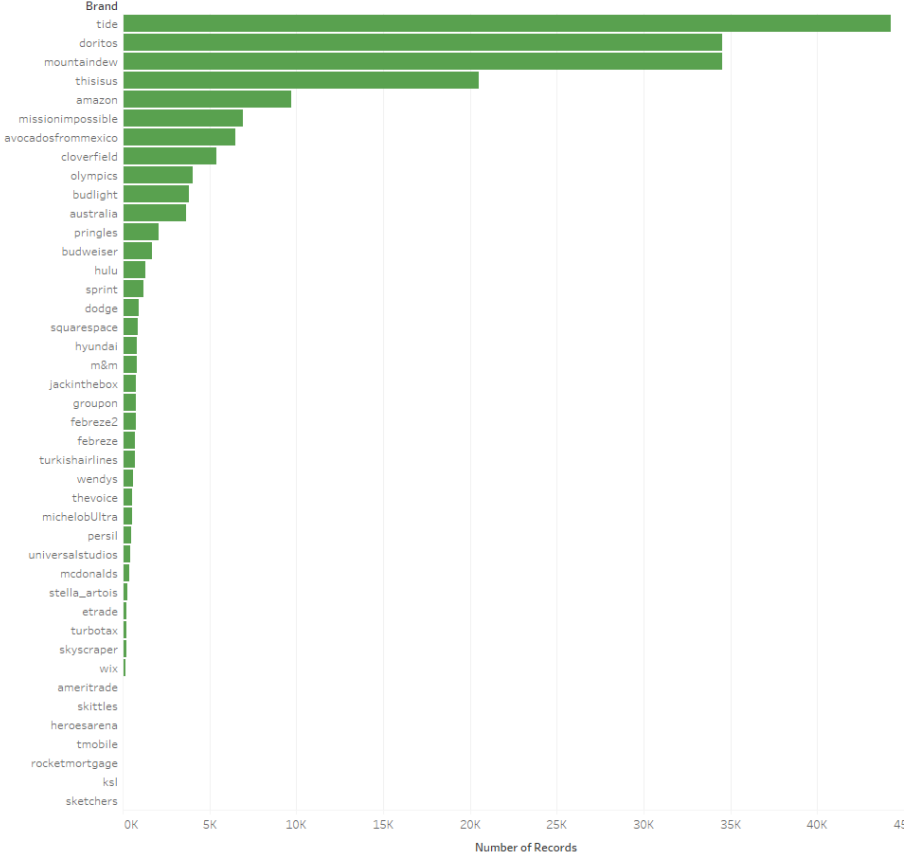


# Super bowl 2018: Tide, Mountain Dew, and Doritos CryptoCurrencies

## Tweet Volume by Brand



**Tide, Doritos, and Mountain Dew were the most talked about brands during the Super bowl. Advertisement volume is independent of company category and brand industry. The quantity of brand ads does not guarantee hits.**

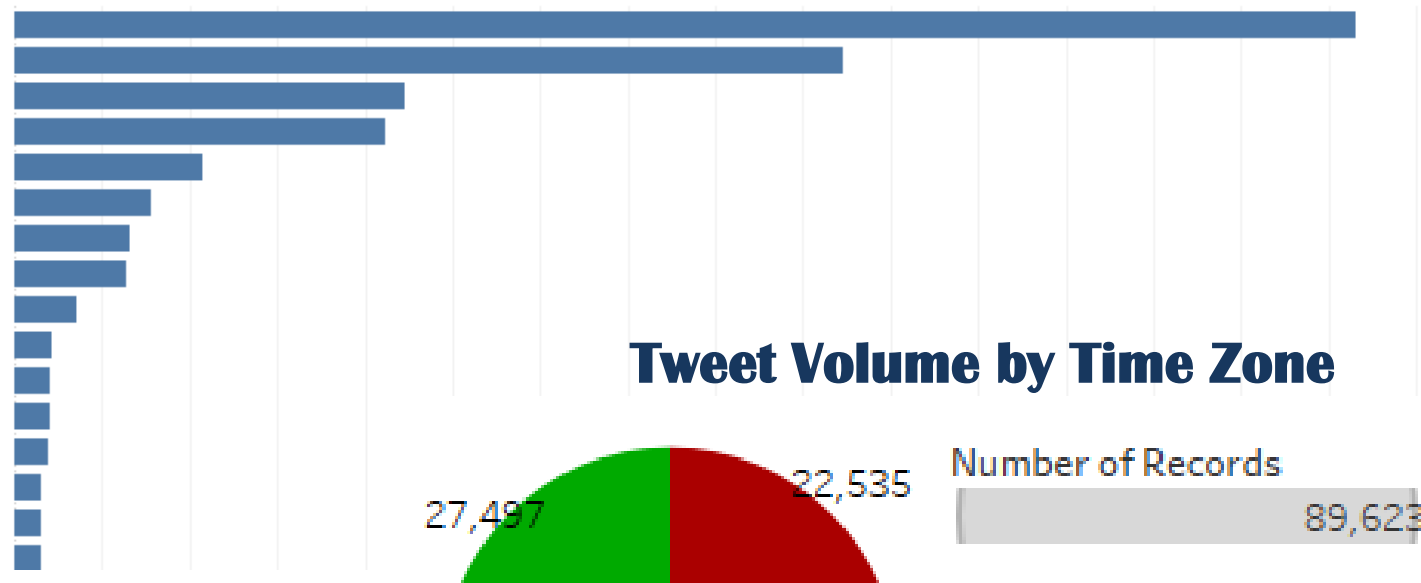
**Advertisement volume is independent of company category and brand industry. Tide was most popular while their counterpart Persil lacked volume despite guest appearance Bill Nye.**

**Although Tide had multiple ads throughout the big game, other brands were not as successful. Turbo Tax had multiple ads but tweet buzz was low in comparison to other brands.**

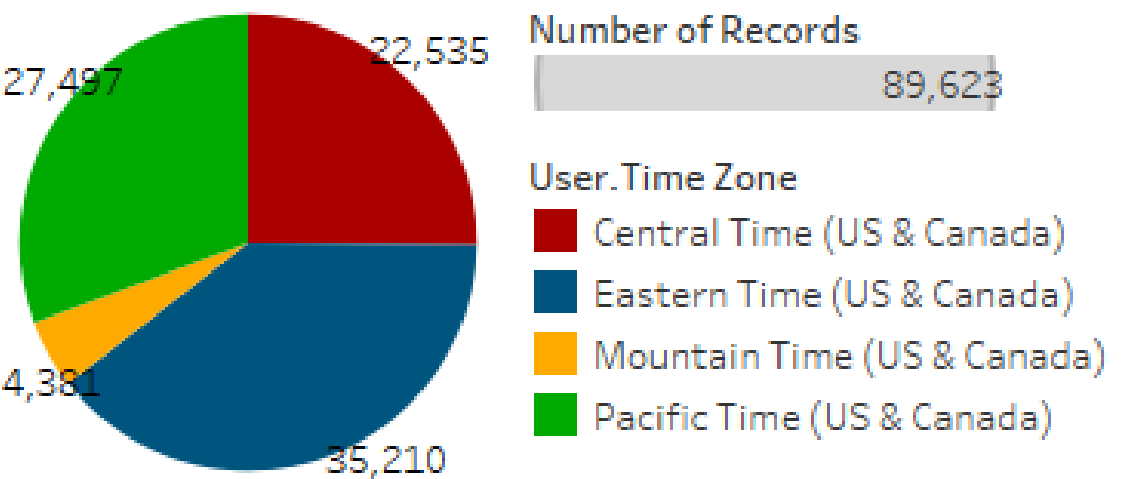
**Ads for upcoming TV episodes or movie trailers had volume. "This Is Us", "Mission Impossible", and "Cloverfield" were popular during the game.**

## Advertisement Sentiment

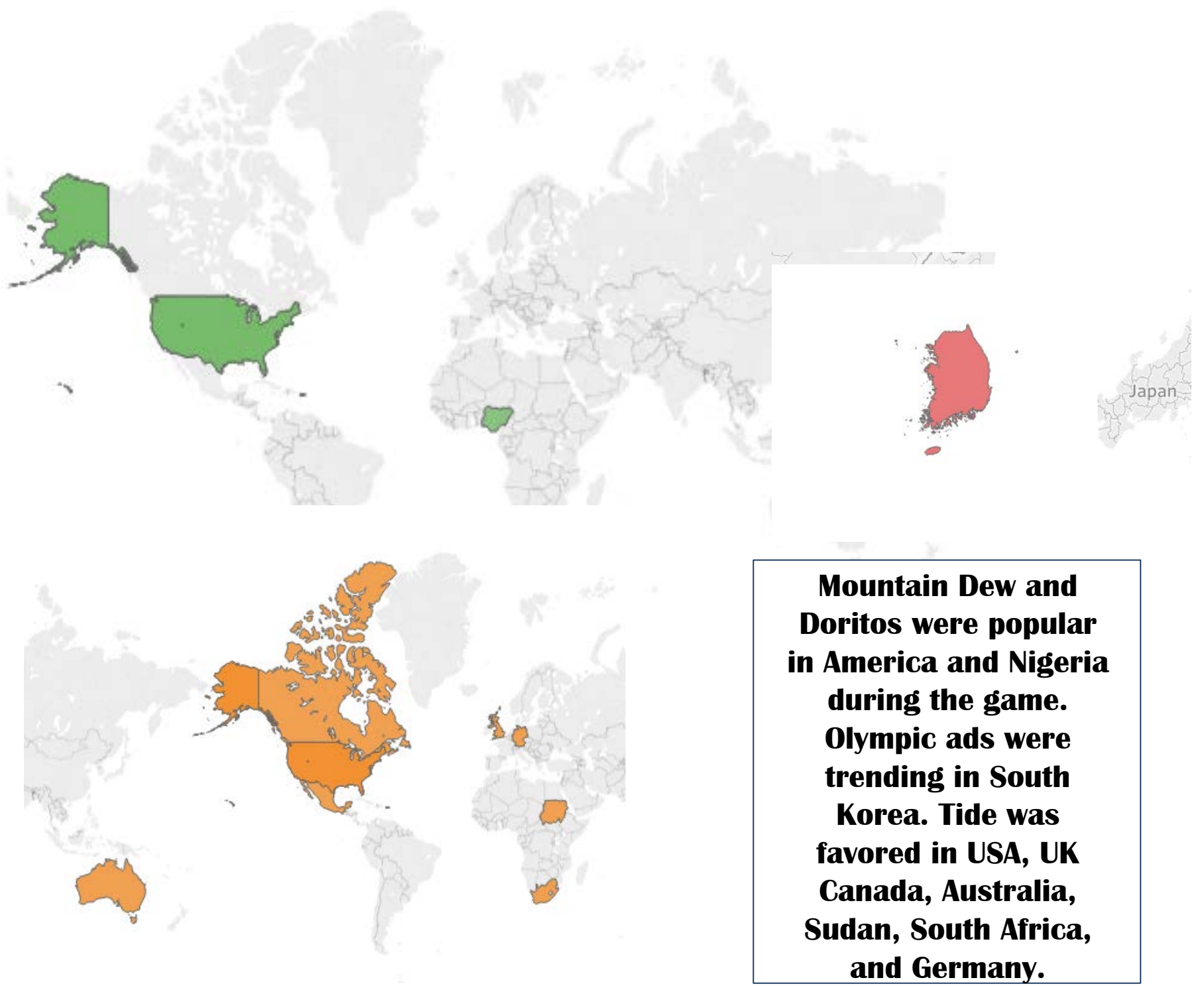
- Ad Title
- Tide
- FaceOff
- AlexaLostHerVoice
- BradshawLockedOut
- AvocadosFromMexico
- Olympics
- Wow
- Australia
- BudKnight
- StandByYou
- ShouldYouMakeAWebsite
- CastleRockTrailer
- BeerCountry
- Evelyn
- ThePerfectFit
- WhoWouldnt



## Tweet Volume by Time Zone



## Mountain Dew, Doritos, Olympics, and Tide



## 2018 Game Day Ad Analytics Blitz