

# SUPER BOWL LIII

AN ANALYSIS BY TEAM SPUNGOS

## WHO LET THE DOGS OUT?

WHAT HAPPENS WHEN YOU PLACE A DOG IN YOUR COMMERCIAL?

YOUR AVERAGE RANK (BASED ON KEYWORD POPULARITY) INCREASES BY 5



AVG. RANK WITH DOGS:

15.5



AVG. RANK WITHOUT DOGS:

20.1

MOST POPULAR AD AGENCY



...BUT YOU DIDN'T EVEN HAVE A SUPERBOWL COMMERCIAL!



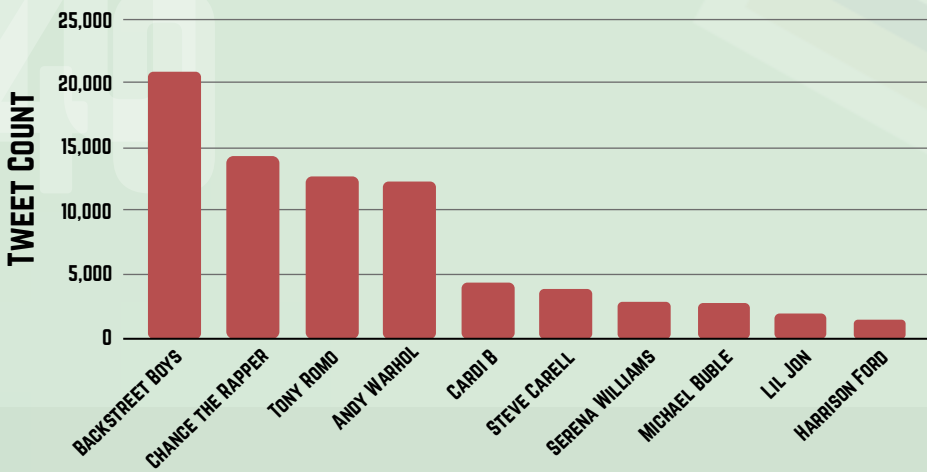
54K TWEETS #18 MOST POPULAR HASHTAG 9.5% GAIN IN FOLLOWERS

MOST ADVERTISED INDUSTRY:



BEVERAGE

## 10 MOST MENTIONED CELEBRITIES



## TOP BRANDS BY TWEET VOLUME



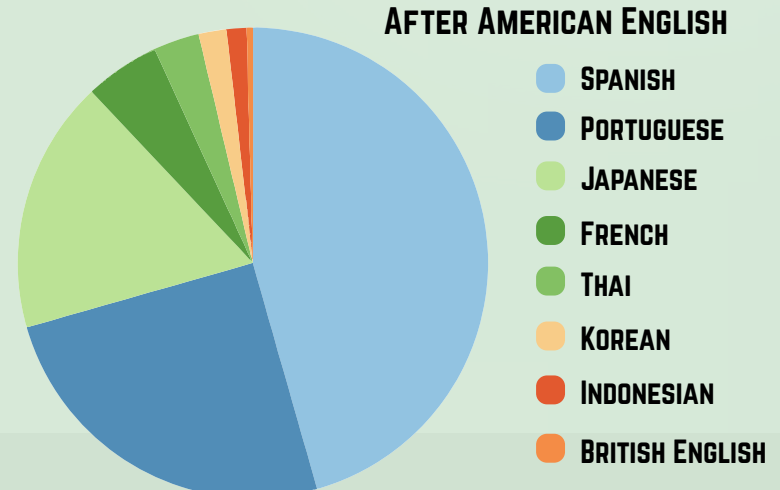
## TOP 3 TWEETS BASED ON FAVORITES

IS PEPSI OKAY? 60,389

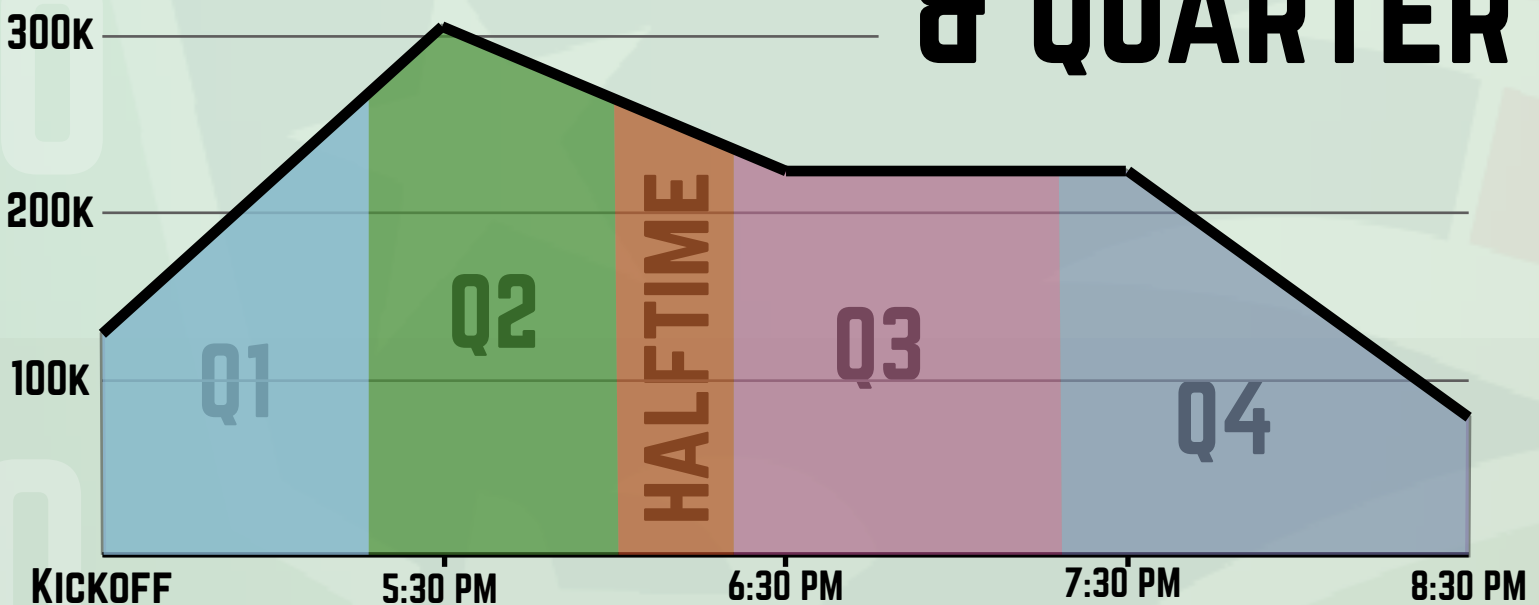
AVENGERS: ENDGAME 43,560

GAME OF THRONES X BUD LIGHT 35,629

## TOP 8 LANGUAGES OF TWEETS AFTER AMERICAN ENGLISH



## TWEET VOLUME BY HOUR & QUARTER



THE PERFECT AD =

DOGS + BEVERAGE + Q2 + SWEEPSTAKES + CELEB

