SUPER BOWL LIII
AN ANALYSIS BY TEAM SPUNGOS

WHO LET THE DOGS OUT?

AVG. RANK WITH DOGS: 15.5

AVG. RANK WITHOUT DOGS: 20.1

WHAT HAPPENS WHEN YOU PLACE A DOG IN YOUR COMMERCIAL?

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

MOST POPULAR AD AGENCY

Silverstein & Partners + Goodby

BUBLY

FRANK'S RedHot

MOST ADVERTISED INDUSTRY:

BEVERAGE

10 MOST MENTIONED CELEBRITIES

TOP BRANDS BY TWEET VOLUME

TOP 3 TWEETS

IS PEPSI OKAY?

AVENGERS: ENDGAME

GAME OF THRONES x BUD LIGHT

TOP 8 LANGUAGES OF TWEETS AFTER AMERICAN ENGLISH

TOP 8 LANGUAGES

Spanish
Portuguese
Japanese
French
Tagalog
Korean
Indonesian
British English

TWEET VOLUME BY HOUR & QUARTER

KICKOFF 5:30 PM 6:30 PM 7:30 PM 8:30 PM

THE PERFECT AD =

DOGS + BEVERAGE + Q2 + SWEEPSTAKES + CELEB