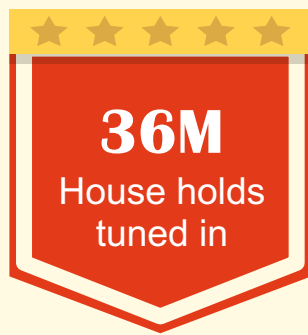


GAME DAY AD ANALYTICS CHALLENGE

★ UVU GOLD TEAM ★

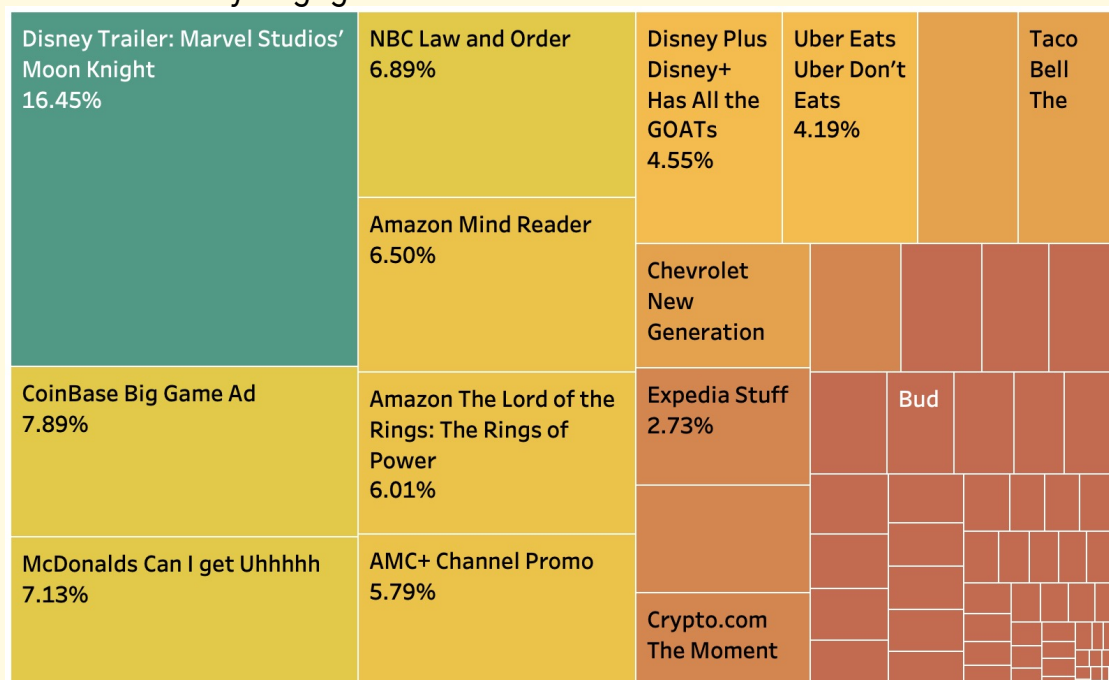


GENERAL STATS OVERVIEW



WHO CREATED THE BIGGEST BUZZ?

Commercials by engagement



★ **MOST ENGAGING** ★

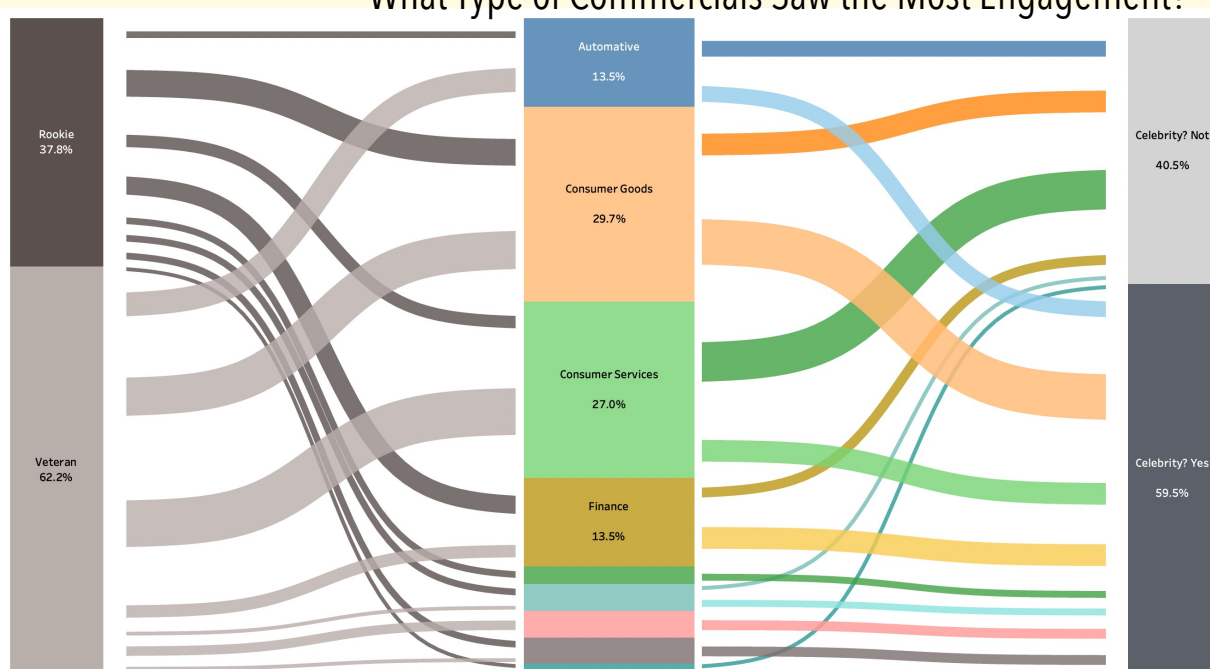
DISNEY was the most engaging brand with **3,440,653** engagements between it's two commercials

VETERANS V.S. NEWBIES V.S CELEB VS. CATEGORY

What Type of Commercials Saw the Most Engagement?

★ **TOP CATEGORY** ★

The most popular ads had a celeb, and were from veteran brands



A CLOSER LOOK AT THE TOP 8

# of mentions	TOP WORDS
218,630	"marvel"
144,062	"moon knight"
136,849	"kanye"
76,983	"rings"
74,359	"coinbase"

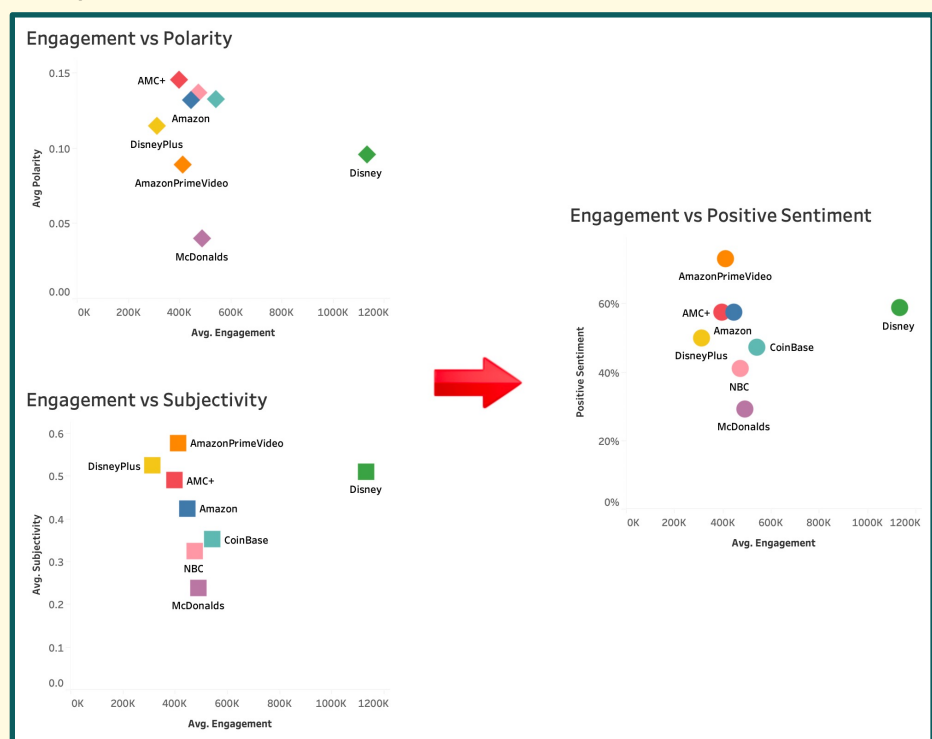


★ **Most Influential Celeb** ★

Kanye was talked about almost as much as this years hottest commercial, Moon Knight

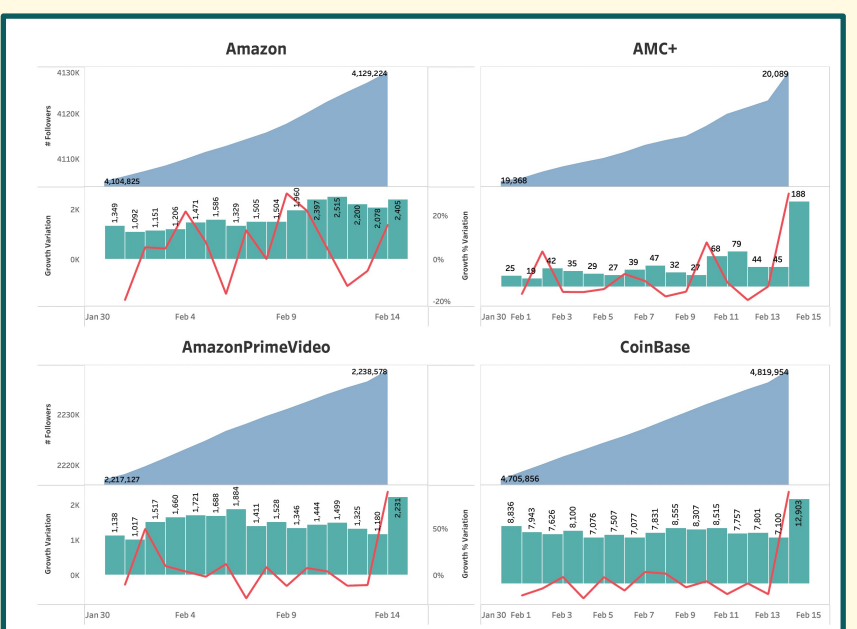
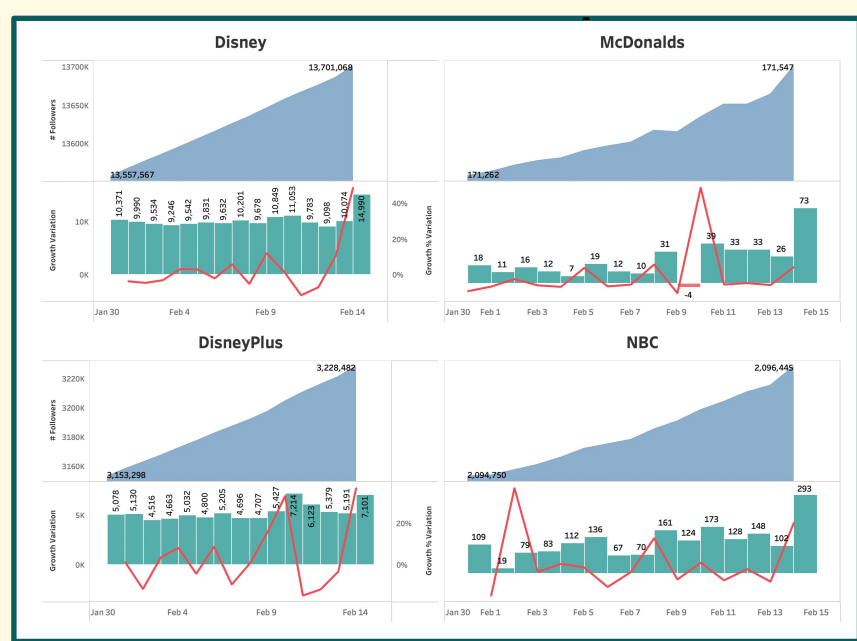
WHAT DO PEOPLE REALLY THINK?

Top 8 Commercials by Sentiment, Polarity, and Subjectivity



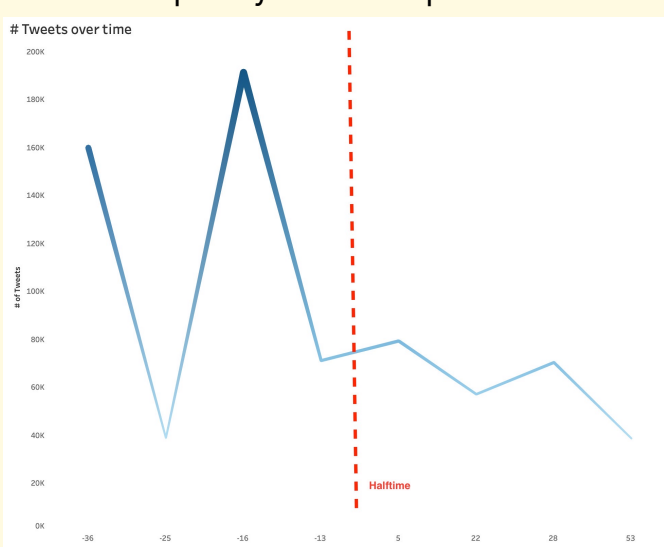
LET ME SEE THOSE GAINS

Follower Growth Overtime for the Top 8

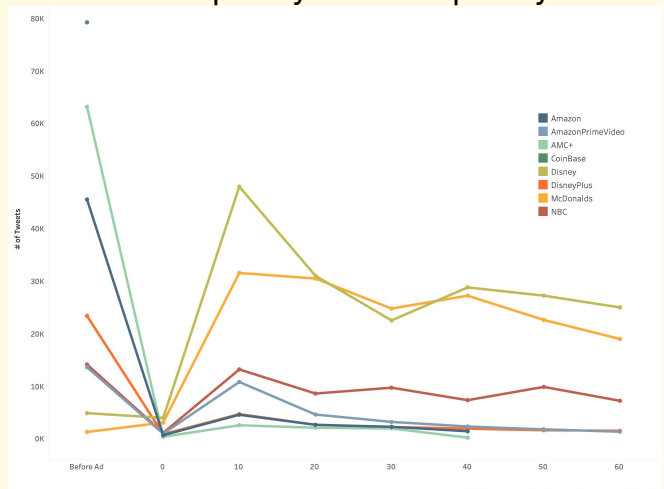


IS AN EARLIER AD SLOT WORTH THE \$?

Tweet Frequency for the Top 8 Over Time



Tweet Frequency for the top 8 by Brand



WHAT CAN WE LEARN FORM THE TOP 8?

- Build your brand:** The most successful ads featured brands that already had a large fan base with 62% of engagement going to veterans
- Feature a celeb:** Tweets about commercials featuring celebs made up 59% of total super bowl tweets
- Air your commercial before half time:** Twitter activity and engagement spiked the highest before half time
- **Stay away from polarizing topics and ideas:** the majority of commercials in the top 8 had a neutral sentiment and neutral polarity

