TUBI OR NOT TUBI?
Changing the Status Quo of Super Bowl Ad Success

Fast Facts

69 Brands
83 Ads
$7 million Cost of a 30 second advertising spot
1.3 million Tweets related to Super Bowl Ads

Timing

DURATION

Tweet Count by Ad Duration (seconds)

Timing

Most ads aimed to entertain the audience, while others focused on inspiring, informing, or even confusing those watching.

Motive

What was the intended effect of each ad?

Entertain & Inspire
Inform
Scan QR

Tweet Count

Industry

The food, streaming, and alcohol industries were the biggest winners in terms of Twitter engagements

Celebrities

Celebrities continue to be a common tactic for ad success, with 64% of ads having at least one celebrity

64% of total ads included celebrities
45% of celebrity ads had more than 1 celebrity
5 of the top 10 brands had celebrities. All of those celebrities were "trending" in the past year.

- 7 brands ran two or more ads
- 6 ads included dogs
- 5 ads used a play on words with celebrity names
- 4 ads featured multiple brands
- 3 ads used QR codes
- 2 ads related to religion
- 1 ad to rule (or confuse) them all

Top Performers

#1 Tubi
#2 Limit Break
#3 Paramount Plus
#4 Pepsi
#5 Amazon

#6 Bud Light
#7 Netflix & GM
#8 Dunkin Donuts
#9 Turbo Tax
#10 Ram

Celeb Popularity

- 5% Tweets about ads with a non-celebrity
- 94% Tweets about ads with a celebrity

TOP CELEBRITIES
- Sylvester Stallone
- Steve Martin
- Miles Teller
- Will Ferrell
- Ben Affleck
- Jennifer Lopez

Other

- 41% Ads with a celebrity that wasn’t popular
- 59% Ads with a celebrity that was popular

Location

- Top 10 States:
  1. New York
  2. Nevada
  3. Tennessee
  4. Missouri
  5. Ohio
  6. Georgia
  7. Maryland
  8. Rhode Island
  9. Texas
  10. Pennsylvania

- #1 Tubi had 31% more tweets than the #2 ad

Tweets by Location as a Percentage of Population

- 94% Tweets about ads with a popular celebrity
- 6% Tweets about ads with a non-popular celebrity
Disruptors

Confusion
27% of tweets were negative
#1 most negative by sentiment

QR Code
52% of tweets were positive
#1 most positive by sentiment

LIMITBREAK

Confusion
27% of tweets were negative
#1 most negative by sentiment

Pepsi
Consistent campaign across multiple ads; popularity of celebrities
#10 most negative by sentiment

Conclusion

KEY CONTRIBUTORS TO AD SUCCESS:

1. Relevant and Popular Celebrities
2. Specific Talking Points
3. Sweepstakes and Giveaways
4. Be a Disruptor

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Infographic Created by: Cougar Riff Raff 2: The SQL