SUPERBOWL ADS: FEATURING THE DATA DEMONS

WHO WERE THE MAIN ACTORS OF SUPERBOWL LVII?

$7M AD COST
41 TOTAL BRANDS
1.9M TOTAL TWEETS
37M HOUSEHOLDS WATCHED

PRODUCTION COSTS:
$ PER TWEET/ENGAGEMENT

BOX OFFICE:
BY TWEET COUNT

WARNER BROS 144,205
DISNEY 118,110
PEPSI 79,030
AMZN 68,300

KPI AWARDS

LIFETIME

WARNER

MARVEL

SCENE 1
**PAPARAZZI SCOOPS**

**TWEET SKYROCKETS AT THE END OF THE GAME!**

Tweet Count Frequency per Minute

**KEVIN HART MONOPOLIZES ENGAGEMENT!**

Total Engagements with Celebrity Impact

**DIGIDAIGAKU NFT PRICE SKY ROCKETS 20% WITH SUPER BOWL!**

Hashtags gone wild!

- #Sweepstakes
- #EasyToEnjoy
- #TimeoutForBuds
- #UltraClub
- #DoRitOrianglescheme
- #TheFlashMovie
- #CellySweepstakes
Including celebrities into your ads is a successful tactic to attract attention and foster favorable feelings.

It's crucial for brands to pick the celebrities they collaborate with carefully to make sure their image and values are consistent with the company.

Brands should have a solid strategy in place before launching Super Bowl ads.

Brands should be prepared to carefully handle any negative feedback that may arise.

Marketing free giveaways through interactive ads using QR codes and hashtags that offer goods and/or services boosts engagement. It also generates a more positive sentiment.

Brands with large, existing fan bases tend to perform well in Super Bowl advertisements.

Having an already established connection with the audience gives brands an advantage when it comes to engagement and positive sentiment.

In conclusion...

The End