After analyzing tweet engagement, sentiment, and categories, the data shows that Disney’s ad had the highest ROI. Ads categorized as Celebrity and in the first half of the game received the most engagement. Mountain Dew used a clear call to action and received the largest number of unique tweets. Given our analysis, we recommend (1) running an ad in the first half, (2) incorporating celebrities, and (3) using a clear call to action.

EFFECT OF CALL TO ACTION

ENGAGEMENTS BY AD THROUGHOUT THE GAME

TOP BRANDS BY ENGAGEMENT

TOP ADS BY ENGAGEMENT

AVERAGE SENTIMENT BY AD

ROI

COST PER ENGAGEMENTS

ENGAGEMENTS BY CATEGORY

THANK YOU TO OUR SPONSORS