Advertising - The Real Game
#SuperBowl

The Insighters
Bhavana | Manali | Naga Samyukta | Pramila

Most Popular Brands on Twitter

Timing – 3rd Quarter is the time when people tweet the most, likely due to viewership

1.13 Million Tweets
64 Brands!

Disney received the highest amount of engagement

Market Analysis - Entertainment and Telecommunication were the industries that gained about 20% of the total retweets out of all the other industry ads that were shown.

Highest number of tweets came from Texas, followed by Florida, California and New York

16% tweets are from Texas

2020 vs 2021
BudLight, Cheetos, Jeep and T-Mobile are the top common brands that have participated in both the years

Most Vocal States

Impact on Stock Performance

Debut Brands in the Superbowl commercials - 2021