Advertisers spent an average of 5.5 million dollars to purchase a time slot for this years superbowl, not including production costs and celebrity cameo. Timing effected price, with first quarter slots having a higher price tag than those in any other quarter.

Viewership sat at an estimated 96.4 million network viewers, the lowest turnout since the 2007 bowl. Is everyone sick of Tom Brady?
Ads in the First Half Saw More Engagement

Advertisers were smart to pay more for a spot in the first quarter as engagement dropped as the night dragged on. Not only that, but 4 of the top 5 tweeted ads (Disney’s Falcon and Winter Soldier, Mountain Dew, CBS’s “The Equalizer”, and State Farm’s celebrity doppelgangers) all aired commercials in the first quarter. T-Mobile landed a spot as the #4 most popular commercial despite airing in Q2 (Sorry Drake)
Entertainment Brands and Campaign Ads Had More Sustained Engagement

Brands that sell entertainment services (Nintendo, Disney, Paramount) are talked about longer than ads from other categories.

Mountain Dew had a noticeably strong presence throughout the game thanks to its sweepstakes offering.
Which ad characteristics matter?

Emotional ads generate half the number of tweets as non-emotional ads

Ads with a celebrity generated more than 4X more tweets

Entertainment brands generated 2.5X more tweets than other brands

Funny ads generated less tweets on average

We categorized each advertisement in 9 areas: Tone, Product Type, Humor, Patriotic, Celebrity Appearance, Danger, Animal, Sell with Sex, and if they showed their product quickly based on ad categorization from 538.

Notably, “emotional” ads like Weathertech, SpaceX, Logitech, and Toyota average half the buzz compared to more standard or humorous ads.

Ads with a celebrity generated 4X more tweets per ad.

Entertainment brands releasing movies and tv shows take engagement away from "funny" advertisements.
Buying Multiple ad Spots or a More Expensive Commercial
Didn't guarantee Higher Engagement

Some companies will buy multiple spots in different quarters in an attempt to drive up engagement. While it may disperse tweet presence throughout the game, it isn’t guaranteed to drive up total volume.
Sweepstakes seem like an easy way to increase tweets, instead of buying a celebrity or hiring an ad agency, why not just offer someone on twitter a million dollars for using your companies hashtag?

Well look at Mountain Dew’s retweets and favorites compared to other companies in the top 5. Mtn Dew ranked #2 for total tweets, and #29 for favorites. There’s no brand engagement. Just thousands of accounts spamming the same hashtag.
Here were the top favorited ads (excluding corporate sweepstakes or announcements). Notice the love for celebrities, and huge love for a celeb tweeting about how much they loved filming the commercial. Include celebrity interaction the day of

A winning ad any company can create will be advertised early, involve celebrity engagement on social media, stay away from sappy/sad themes, and will not touch politics in any way.