WHAT MAKES A WINNING COMMERCIAL?

OVERALL IMPRESSIONS

WHO DID WELL?

TOP 5 BRANDS BY TWEET VOLUME
1. MARVEL
2. STATE FARM
3. CBS
4. CHEETOS
5. T-MOBILE

WORST 5 BRANDS BY TWEET VOLUME
1. H&R BLOCK
2. GUARANTEED RATE
3. BASS PRO SHOP
4. MICROBAN
5. DR. SQUATCH

Cost per engagement on Twitter

Marvel spent the smallest amount per engagement at $4.70

INDUSTRY

The entertainment and service industries dominated the conversation on Twitter. Sentiment is not one of the main drivers of engagement.

AVG ENGAGEMENT/SEC AND SENTIMENT BY INDUSTRY

<table>
<thead>
<tr>
<th>Industry</th>
<th>Avg. Engagements/sec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>5,000</td>
</tr>
<tr>
<td>Service</td>
<td>4,000</td>
</tr>
<tr>
<td>Auto</td>
<td>3,000</td>
</tr>
<tr>
<td>Food</td>
<td>2,000</td>
</tr>
<tr>
<td>Healthcare</td>
<td>1,000</td>
</tr>
<tr>
<td>Finance</td>
<td>1,000</td>
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<tr>
<td>Consumer Goods</td>
<td>1,000</td>
</tr>
</tbody>
</table>
Did the commercial feature a celebrity?

<table>
<thead>
<tr>
<th>NO</th>
<th>YES</th>
</tr>
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<tbody>
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<td></td>
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</table>

**Average Engagements/sec**

- **200**
- **400**
- **600**
- **800**
- **1000**
- **1200**
- **1400**
- **1600**
- **1800**
- **2000**

**Having a Celebrity in Your Commercial Increases Twitter Engagement Per Second by 108%**

**Fun Fact:**
The celebrity with the most retweets during the Super Bowl was Post Malone.

**Of 1.2 Million Users, These 8 Celebrities Drove 5% of All Engagement on Twitter**

- Hank Green
- Post Malone
- Jack Dorsey
- Bomani Jones
- Drake
- Preet Bharara
- Cardi B
- Dr. Miami

- Heart icons: 7 out of 10 of the top 10 commercials had 2 or more celebrities.
COMMERCIALS THAT HAD THE INTENT TO INSPIRE RATHER THAN ENTERTAIN WERE HURT BY HAVING A WELL KNOWN CELEBRITY IN THEIR COMMERCIAL

**The Catch!**

COMMERClALS THAT HAD THE INTENT TO INSPIRE RATHER THAN ENTERTAIN WERE HURT BY HAVING A WELL KNOWN CELEBRITY IN THEIR COMMERCIAL

**Interaction Plot for Ad Strategy**

Entertaining commercials experience 172.54% more engagement on Twitter if they feature a celebrity. Conversely, inspiring commercials experience a 20.88% decrease in engagement if a celebrity is featured.

**What Makes a Winning Commercial?**

- **Celebrities**
- **Entertaining Commercial**
- **Twitter Brand Ambassador**