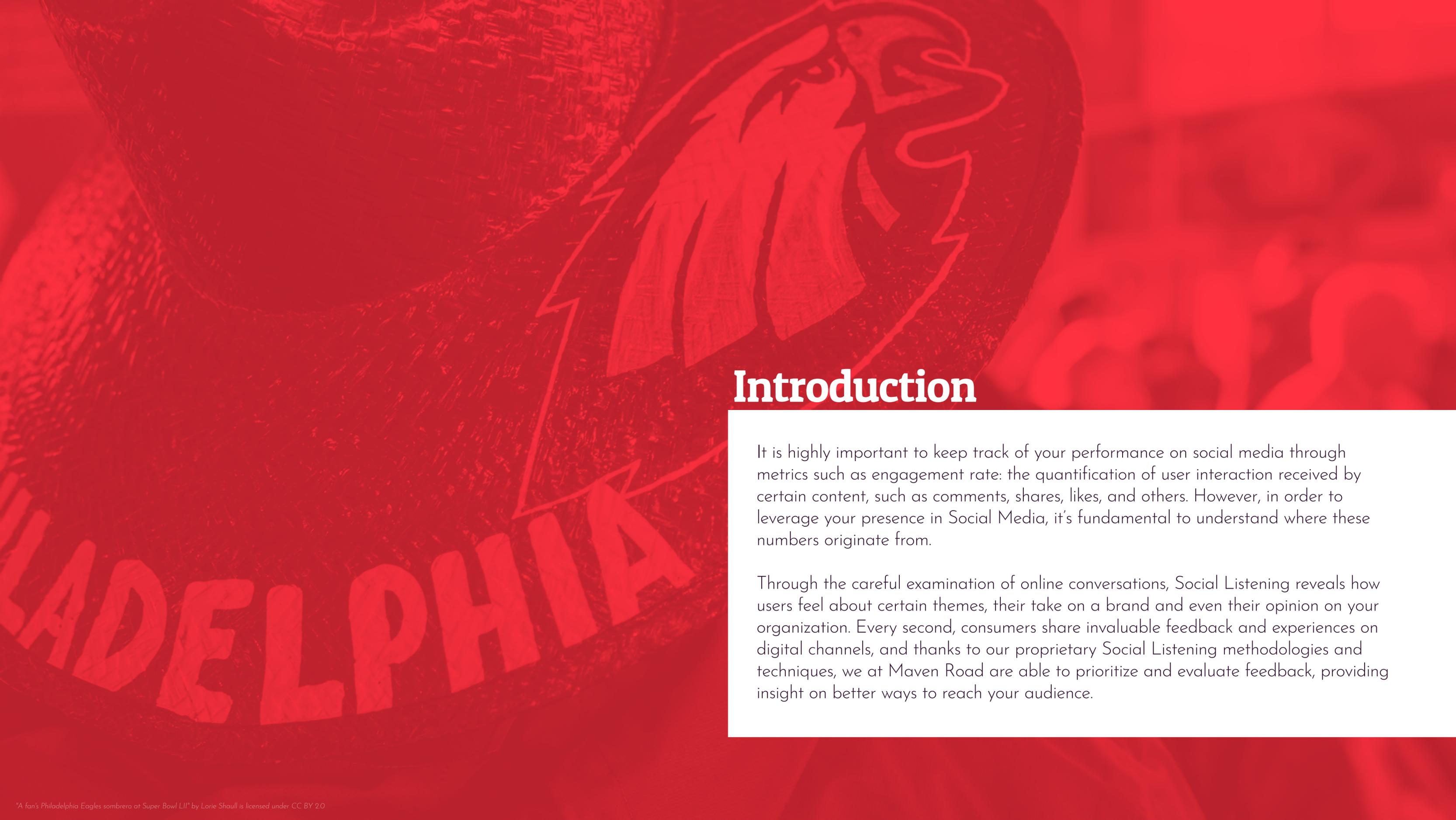




# The Super Bowl data talks

FEBRUARY 2018

The background of the slide is a vibrant red color. On the left side, there is a large, stylized Philadelphia Eagles logo, which is a bird's head in profile, facing right. Below the logo, the word "PHILADELPHIA" is written in a bold, white, sans-serif font, following the curve of the logo's base. The text is slightly faded and blends into the red background. In the center-right area, there is a white rectangular box containing the main text of the slide.

## Introduction

It is highly important to keep track of your performance on social media through metrics such as engagement rate: the quantification of user interaction received by certain content, such as comments, shares, likes, and others. However, in order to leverage your presence in Social Media, it's fundamental to understand where these numbers originate from.

Through the careful examination of online conversations, Social Listening reveals how users feel about certain themes, their take on a brand and even their opinion on your organization. Every second, consumers share invaluable feedback and experiences on digital channels, and thanks to our proprietary Social Listening methodologies and techniques, we at Maven Road are able to prioritize and evaluate feedback, providing insight on better ways to reach your audience.

# ALEXA LOSES HER VOICE, BUT GAINS A FEW NEW FANS

This ad was a big hit on Super Bowl Sunday, at the time of writing, the ad had generated over 43 million YouTube views, and has found itself atop many “Best of” lists. Spending \$15 million on one ad is not something a lot of companies can do, and even fewer companies can do right. Interesting enough though, the success of the ad wasn’t necessarily reflected on overall social media mentions.

**“...this is how much they paid PER BRAND MENTION they received: January 31st (\$33.11), February 1st (\$24.83), and February 4th (\$44.37).”**

The ad was actually premiered January 31st; 4 days prior to Super Bowl LII (Feb. 4th). Total Amazon brand mentions on the 31st were around 453k, which was only good for the third highest day total in the week leading up to the game. There were even fewer mentions (338k) on game day when the ad aired again, to a much larger audience. This is at least partially due to Amazon having very large, pre-existing social media presence; with over 5x more daily mentions than any other brand on our list (at the time of writing, Amazon had about 2.7 M followers of its official Twitter handle). Also, most users saved their conversations about the ad for the day (Feb 1st) after it originally aired, which saw the highest single day mentions in the week leading up to, and including, the game (604k).

If you consider the reported \$15 million Amazon paid for their ad, this is how much they paid PER BRAND MENTION they received (depending on which day you consider the most accurate): January 31st

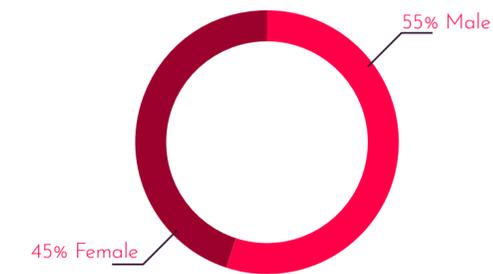
(\$33.11), February 1st (\$24.83), and February 4th (\$44.37).

## The ad

The premise is simple: Alexa suddenly loses her voice, and Amazon must replace her. Amazon CEO Jeff Bezos makes an appearance, while singer Cardi B, celebrity chef Gordon Ramsay, actor Anthony Hopkins (channeling his Hannibal Lecter character), and “Pitch Perfect” actress Rebel Wilson are enlisted to fill in.

## The audience

Male vs. female engagement surrounding this ad was close, with 55% and 45%, respectively. This is almost exactly in line with engagement across all the ads we looked at as a whole; with 54% male and 46% female participants.



GENDER BREAKDOWN

Unsurprisingly (considering the game was played in Minneapolis, MN), North America was home to the vast majority (73%) of users who engaged with this ad, with Europe (11%) and Asia (9%) also being represented. The cities with the highest social media participation were all located in the US. These cities were not only very close in terms of % of engagement, but very spread out over the country, with Chicago (4%), Los Angeles (3%), seven cities tied with 2%, and finally Minneapolis (1%) rounding out the top ten. The fact that the host city was tenth on our list echoes the fact that not only is there a built-in level of interest with the Super Bowl every year regardless of its location; but also that bigger cities will typically have

the most engagement due to the sheer number of social media users present in these cities.

**“Gordon Ramsay (who also happens to take part in the ad...irony!) is the top individual Twitter influencer, with 6.6 million followers; while the top corporate influencer is Food & Wine Magazine, with 6.7 million followers.”**

User age breakdown was more or less typical of all the ads we looked at; with <17 (11%), 18-24 (32%), 25-34 (28%) and 35+ (29%).

In terms of influencers (brand followers), Gordon Ramsay (who also happens to take part in the ad...irony!) is the top individual Twitter influencer, with 6.6 million followers; while the top corporate influencer is Food & Wine Magazine, with 6.7 million followers.

## The sentiment

Overall, sentiment was highly positive (74%) surrounding “Alexa Loses Her Voice”; this included 69% of males, and 81% of female users. Users loved the ads concept and how it was a clever way to use celebrity cameos. Neutral sentiment (15% of males, 10% of females, 13% of total) basically consisted of simple mentions of the ad, as well as sharing it on various social media platforms. Negative sentiment (16% of males, 10% of females, 13% of total) was among the lowest of the ads we looked at.

# BELIEVE IT OR NOT, IT'S A TIDE AD

Despite not really being apparent if you only look at sentiment analysis, these ads were popular on Super Bowl Sunday. At the time of writing the two official Tide posts of the ads on YouTube had collected around 6 million views; impressive considering they're advertising laundry detergent, which is considerably less "sexy" than a lot of other ads that run during the Super Bowl. Not only are these smart ads; but Tide successfully piggybacked on David Harbours' "Stranger Things" driven popularity.

**“According to the estimated \$17.5 million spent on the ads, as well as the number of game day mentions; Tide paid around \$92 per brand mention on social media.”**

Tide brand mentions on Super Bowl Sunday (Feb. 4th) were 190k, this is more than half of total mentions in the seven days leading up to the game combined (332k). These numbers were likely helped by having the NFL as a key influencer; with over 24 million followers, it is by far the most influential corporate account associated with any one of the brands we looked at.

According to the estimated \$17.5 million spent on the ads, as well as the number of game day mentions; Tide paid around \$92 per brand mention on social media. The number of #Tide Twitter followers (at the time of writing) is around 205k, which saw a slight increase due to the ad, with around 2,200 new followers from Feb. 4th-5th..

## The ad

Actor David Harbour (Stranger Things) interrupts several cliché ads for cars, cologne, diamonds, voice command software, medication, etc; stating that "any" ad with clean clothes in it, is really a Tide ad.

## The audience

Male (53%) and female (47%) was again typical with our findings for all the ads we looked at.

North America was again by far (87%) the region with the most social media participation; with Europe (6%) and Latin America (4%) again being represented. Top cities with the highest engagement were Chicago (4%), Toronto (the only non-US city, 3%), Los Angeles (3%), five tied with 2%, Pittsburgh and Austin (1%); with the exception of Los Angeles, US engagement with this ad was most based in the midwest or the East coast. Age breakdown of users was similar to that of our other findings, with <17 (16%), 18-24 (30%), 25-34 (30%), and 35+ (23%).

Top individual Tide influencers were Drew Brees (3.2 million followers), Danica Patrick (1.9 million), and Katie Couric (1.8 million). While top corporate followers included the NFL (24.5 million followers), New York Stock Exchange (1.6 million), and AD Age (1 million).

## The sentiment

Breakdown of sentiment surrounding these ads was interesting, as there seemed to be a larger gap in the type of posts made by male and female users than we had seen around other ads. Positive sentiment was about 41% overall; including around 81% of females, but only 28% of males. This considerable difference between male and female sentiment is due to the size of neutral sentiment driven engagement in males (65%), compared to only around 9% in females; meaning the majority of males

preferred simple mentions and sharing of the ad instead of expressing sentiment one way or another. Negative sentiment seemed to confirm this, with only 6% of males, and around 9% of females.

## Top individual Influencers:



Drew Brees  
3.2 million followers



Danica Patrick  
1.9 million



Katie Couric  
1.8 million

## Top Corporate Influencers:

NFL  
24.5 million



NYSE  
1.6 million

Ad Age  
1 million



# HALFTIME SHOW, FULL-TIME NOSTALGIA

“This Is the Pepsi” ad was placed at a bit of a disadvantage in our report, due to the issues of the Pepsi brand; however this was likely offset by the built-in recognition and notoriety that comes with being associated with a \$150 billion company.

Another aspect that undoubtedly skewed the numbers was the fact that the Super Bowl halftime show was sponsored by Pepsi. This made post accountability and aim impossible to completely discern, but here’s what we do know: Pepsi brand mentions on Super Bowl Sunday were over 476k, that’s almost 3x the total amount from the entire week leading up to the game (135k).

While there are undoubtedly other influences at play; according to their estimated \$15 million budget, Pepsi paid roughly \$31 per social media mention on Super Bowl Sunday. Twitter followers of the Pepsi brand increased from 3,107,194 the day before, to 3,130,282 the day after, a fairly insignificant (considering the starting point) increase.

**“...according to their estimated \$15 million budget, Pepsi paid roughly \$31 per social media mention...”**

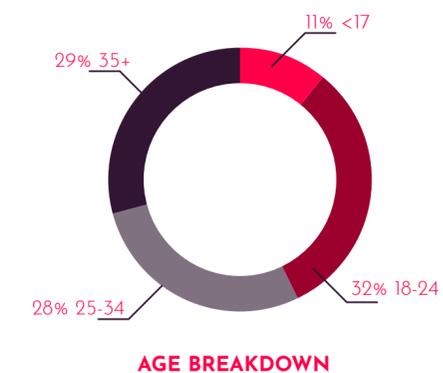
## The ad

Pepsi hits the rewind button at the start of the ad, going back in time to show audiences “This Is The Pepsi” that has been drunk by family members and celebrities of this and every generation. The ad features a voice over by Jimmy Fallon; as well as appearances by Cindy Crawford and her son Presley Walker Gerber, Britney Spears, Kyrie Irving (as Uncle Drew), and Michael Jackson.

## The audience

The split between male (55%) and female (45%) was again typical of the kind of engagement we saw with all ads.

North America was home to 73% of users who engaged with the ad, followed by 11% from Europe, and 7% from Latin America. The distribution of the top 10 cities in terms of user engagement was again, more or less typical; they were all US cities, with Chicago (4%), Los Angeles (3%), 7 tied with 2%, and Minneapolis (1%). Once again we saw the host city, Minneapolis, make this list.



Age demographic information was as follows: <17 (11%), 18-24 (32%), 25-34 (28%) and 35+ (29%). Pepsi benefited hugely from individual influencers, more so than any other brand we looked at: Justin Timberlake (#PepsiHalftimeShow performer! 65 million followers), Britney Spears (appeared in the ad! 57 million), and Jimmy Fallon (ad narrator! 51 million) were the top three.

Top corporate influencers included FORTUNE Magazine (2.3 million followers), Amazon Music (1.7 million followers), and Deadpool Movie (747k).

## The sentiment

Sentiment surrounding this ad can be a bit deceiving if not examined in the right context. Overall positive sentiment surrounding the PepsiCo brand was 48%, which included 42% of males and almost

57% of females. Neutral sentiment (27%) included 31% of males and 22% of females. Negative sentiment however, was the second highest among the brands we looked at with 25% of the total, including 28% of males and 22% of females.

**“Sentiment surrounding this ad can be a bit deceiving if not examined in the right context.”**

Looking at these numbers alone may lead you to believe it was a bad ad, and some people thought it was. However, to fully understand what’s going on, a little bit of context is needed: much of this negative sentiment was derived from a highly publicized issue PepsiCo has dealt with over the past year or so, regarding conflict palm oil and related deforestation. Users continue to express that the brands irresponsibility is unacceptable; this is not necessarily an indictment of the ad itself.

**“...much of this negative sentiment was derived from a highly publicized issue PepsiCo has dealt with over the past year or so, regarding conflict palm oil and related deforestation. Users continue to express that the brands irresponsibility is unacceptable...”**



# MANGO GROOVE: DIET COKE, JUST BECAUSE YOU CAN DOESN'T MEAN YOU SHOULD

**E**ven though Coca Cola is one of the biggest and most recognizable brands in the world (its official twitter handle has almost 3.5 million followers), social media reactions to their Super Bowl LII ads, at least in terms of mentions, was a little lukewarm. Game day mentions were roughly 88k which was higher than any individual day in the week leading up to the game; but not by much (87k was the second highest). Users did praise the Coke ad for its inclusivity, however it's possible that the relative "safe" nature of the ad lead to the somewhat minimal amount of chatter; meaning, the Coke ad didn't stray significantly from previous ads, nor did it feature celebrity cameos.

**“Users did praise the Coke ad for its inclusivity, however it's possible that the relative “safe” nature of the ad lead to the somewhat minimal amount of chatter”**

The highest user engagement surrounding the brand appeared to be driven by negative sentiment surrounding the Diet Coke commercial. Out of all the brands and ads we looked at, Coca Cola had the highest per mention cost; with an estimated \$15 million spent on Super Bowl Sunday, Coca Cola spent a whopping \$170 per brand mention. While this is hardly an all-inclusive number, it shows that Coke could have spent their money far better.

### **The ads**

Coca Cola (Coke) continued their long history of "global inclusion" type ads on Super Bowl Sunday. The ad centers around people of all cultures, ages, and

skin color drinking coke. Optimistic piano notes sound while we see beautiful images from cultures around the world; all while voice overs remind us that "there's a coke for you".

Diet Coke went with a significantly "stripped down" commercial, consisting of a single actress wearing high fitting, light blue jeans standing against a yellow brick backdrop dancing awkwardly to Sam Gellaitrys' song "Long Distance".

### **The audience**

Male and female user splits (54% and 46%) were typical compared to what we found with other ads.

**“Age breakdown saw the biggest variation from the norm [...] 25-34 with 37%, the highest percentage of any age bracket, across all ads we looked at...”**

North American engagement represented 89% of the whole, with Europe (6%), Latin America (3%), and Asia (2%) rounding out the list. The top ten cities were once again all located in the US; with Chicago (4%), Los Angeles (3%), New York City (3%), and 7 tied with 2%. Chicago was the city with the highest engagement in every ad we looked at, this could be due to its relative proximity (408 miles) to Minneapolis compared to any other city on any of the top ten.

Age breakdown saw the biggest variation from the norm, with <17 (14%), 18-24 (27%), 25-34 (37%, the highest percentage of any age bracket, across all ads we looked at), and 35+ (22%).

Surprisingly, Coke didn't benefit from the same sort of highly influential individual followers as all the other brands. Guga Chacra (558k followers), Rick Wilson (303k), and Jeff Barrett (158k) were the top three individual influencers; cumulatively this is just over 1 million followers, which is far and away the lowest total we saw. Top corporate influencers included USA Today (3.6 million followers), Fast Company (2.3 million), and WSB-TV (1.1 million).

### **The sentiment**

Sentiment was decidedly split between these two ads, with the Coke ad being considered far more successful than its counterpart. Completely differentiating these ads was not possible; however it was obvious from reading posts that sentiment surrounding the Diet Coke ad was much more negatively charged. Overall, positive sentiment surrounding both ads combined was 32%, which included 31% of females and 33% of males, the closest split we saw. Neutral sentiment was 24% of the total, with 14% of males, but 34% of total females. Negative sentiment was the highest out of any of the ads we looked at, 44% of the total, including 34% of females, and a whopping 53% of males.

**“...it was obvious from reading posts that sentiment surrounding the Diet Coke ad was much more negatively charged.”**

The Coke ad was a successful recreation of their famous "Buy the world a Coke" ad campaign of the 70's, meanwhile the Diet Coke ad was an unintentionally awkward and confusing ad for something that shouldn't be either.



# DORITOS BLAZE VS. MOUNTAIN DEW ICE, THAT'S A TIE IN MY BOOK

**T**his ad was a big hit on Super Bowl Sunday, this was not only reflected from the positive sentiment surrounding social media chatter, but from a major boost in mentions as well.

While the 61k Doritos and Mountain Dew brand mentions on game day were the lowest out of the ads we looked at; it almost doubled the amount of brand mentions (39k) from the entire week leading up to the game. Users were sharing, and commenting on this ad a lot. The estimated \$10 million PepsiCo paid for the ad came out to about \$163 per mention, the second highest total we saw. This was another ad that found itself on a lot of "Best of" lists the day after the Super Bowl; people loved getting to see Tyrion Lannister (Dinklage's Game of Thrones character) surrounded by flames, spitting Busta Rhymes.

**“The estimated \$10 million PepsiCo paid for the ad came out to about \$163 per mention, the second highest total we saw.”**

**The ad**  
Peter Dinklage (actor, Game of Thrones) pops a Doritos Blaze chip in his mouth and instantly starts lip syncing to Busta Rhymes' verse on "Look At Me Now" while walking down a corridor with flames shooting out around him, with Busta himself present as a living picture on the wall.

Morgan Freeman (actor, Shawshank Redemption) cracks a Mountain Dew Ice bottle, takes a sip, and starts lip syncing to Missy Elliotts' "Get Ur Freak On" while walking down a corridor of ice, with Missy looking on, as everything Freeman touches turns to ice.

**The audience**  
Males (53%) and females (47%) posting about these ads were almost identical to what we saw across all ads.

**“Age breakdown was similar to Coca Cola, with <17 (12%), 18-24 (31%), 25-34 (the second highest % of any age bracket, 36%), 35+ (21%).”**

North America comprised 88% of engaged users, while Latin America (6%), Europe (5%), and Asia (1%) were also represented. Age breakdown was similar to Coca Cola, with <17 (12%), 18-24 (31%), 25-34 (the second highest % of any age bracket, 36%), 35+ (21%).

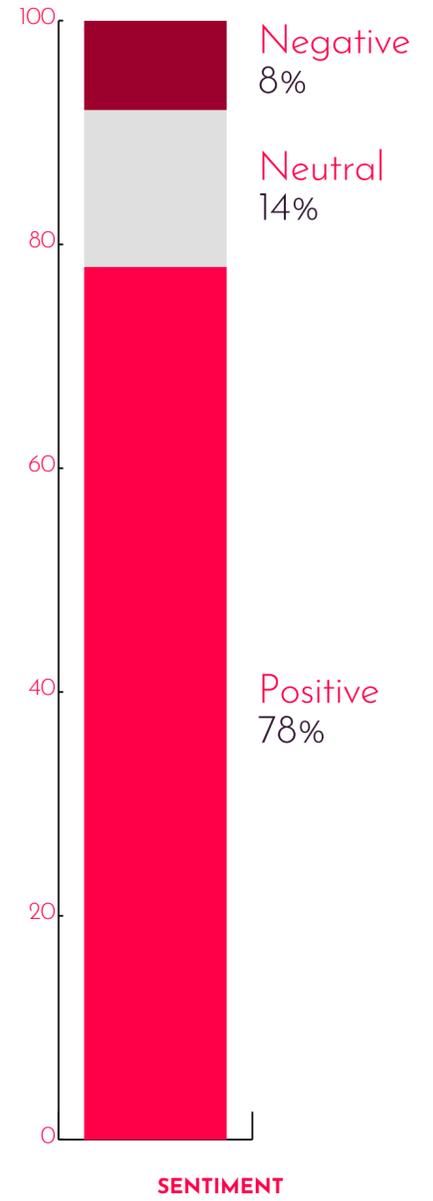
Chicago (3.8%), Los Angeles (3.4%), Atlanta (3.3%), Houston (2.5%), New York City (2.1%), Washington D.C. (1.9%), Boston (1.8%), Dallas (1.7%), Philadelphia (1.4%), Miami (1.3%) were the top ten cities; once again, all were located in the US, and all were very spread out over the country.

Between the two brands, Missy Elliott (in the ad! 6.3 million followers), Busta Rhymes (In the ad too! 3.7 million), and Le'Veon Bell (1.4 million) were the top individual influencers; while Billboard (6.3 million followers), USA Today (3.6 million), and The Hollywood Reporter (2.8 million) were the top corporate followers.

**The sentiment**  
Sentiment surrounding this ad was overwhelmingly positive (over 78% of total); this included 70% of males and 88% of females. These were the highest numbers across any ad we looked at (Alexa 2nd with 74% positive). Neutral

sentiment accounted for around 14% of the total, including 20% of males and 6% of females. Negative sentiment accounted for 8% of the total, around 10% of males and 6% of females; this was the second lowest total we saw (Tide was the lowest, with 7%).

**“Sentiment surrounding this ad was overwhelmingly positive (over 78% of total)”**





## Conclusion

Given the expense of advertising during the Super Bowl (\$5 million per 30 second spot), ad buys are done by already pretty huge companies. These companies have the luxury of a high amount of existing brand-recognition. While there were a few new products being rolled out (Doritos Blaze, Mountain Dew Ice, Diet Coke Mango Groove); even these ads were very simply an effort to use humor and celebrity cameos to raise brand visibility.

The age demographic most likely to engage with brand content surrounding these ads was 18-24, while the least engaged age bracket was <17. Outside of San Francisco, Los Angeles, and Seattle, all the US cities with the highest engagement rates were either in the midwest or the East coast; this could be an indication of some untapped market potential for advertisers willing to cater their message to West coast audiences.

In regards to the Alexa ad being rolled out four days before the Super Bowl; this move appeared to pay off; however it's difficult to say exactly how much, because the ad was so popular; and would have been so, regardless of the day it aired. Brands have been releasing ads (on the internet) prior to the start of the game for years now, however, due to the success of the Amazon ad, in the future it wouldn't be surprising to see more ads released days ahead of time.

# About Maven Road

Maven Road is truly unique among the digital marketing and social analytics firms, in terms of expertise and talent of its top notch analyst body and cutting edge tools. In order to conduct an Audience Analysis, Maven Road obtains pertinent data through direct access to platform specific APIs, and starts an exhaustive cleanup process of the user base; spam is removed and data is processed into various metrics, **resulting in potent, actionable insights.**

For more information on how we can help your business, visit [www.mavenroad.com](http://www.mavenroad.com)

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