



CHEFS

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Topic and Motivation for Research

Data: Superbowl Ads

Provided:

- 233 Superbowl ads
- 10 brands
- 21 Super Bowls

Super Bowl commercials provides ample opportunity for advertisers to communicate their product to a large audience (**viewership**).

Question: What elements within Super Bowl commercials lead to higher audience viewership and engagement?

Findings Benefit: This analysis can provide companies with accurate insights into the most effective advertisement designs for audience engagement, and discover which commercials become the most “**successful.**”

Defining Success

With this data, we will investigate which features comprise a “successful” Super Bowl ad, and which features do not appeal to consumers. We defined a successful commercial as one with a relatively high number of **views** and **likes** and a proportionally lower number of **dislikes**. This approach suggests that higher viewer engagement reflects overall commercial success, although it does not directly measure the product sales. Therefore, we based our results on our definition of success on measurable engagement data.

Data Introduction

Variables (Creative Ad Features):

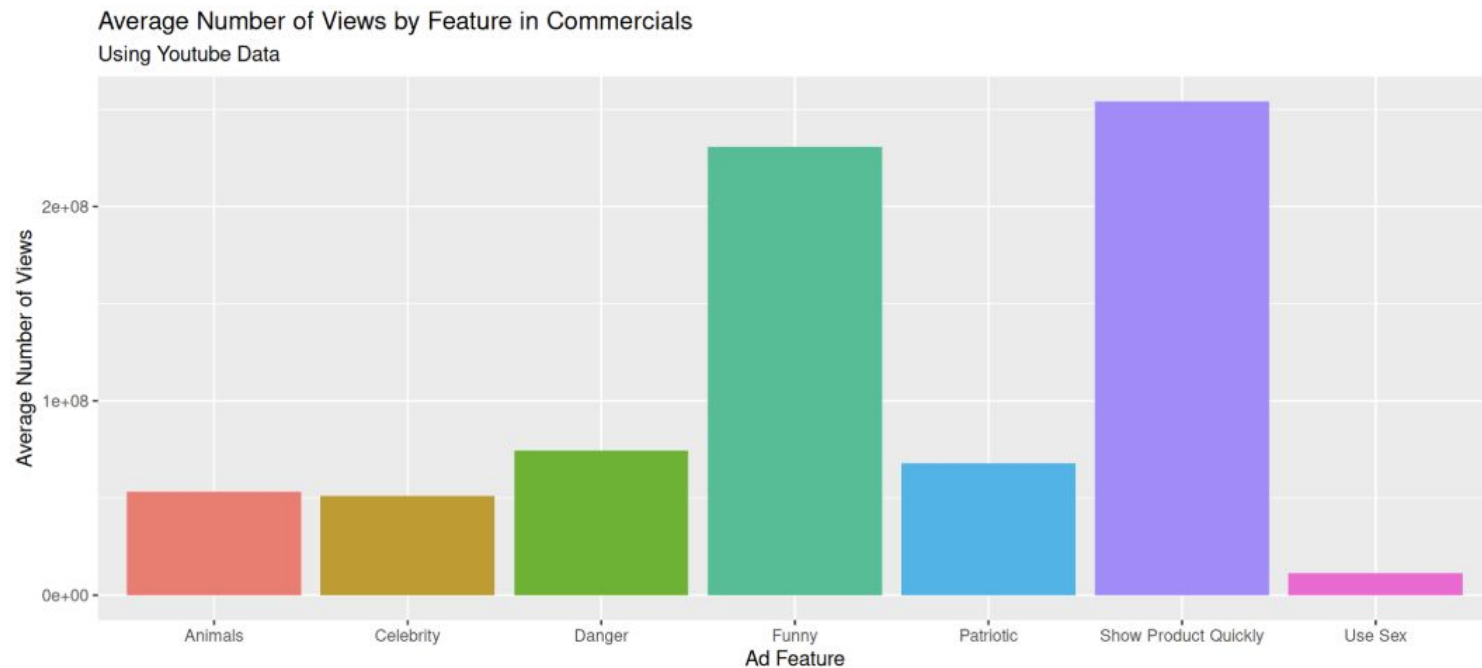
1. Funny
2. Show product quickly
3. Patriotic
4. Celebrity
5. Danger
6. Animals
7. Use sex

Youtube Engagement Metrics:

1. Views
2. Likes
3. Dislikes
4. Comments

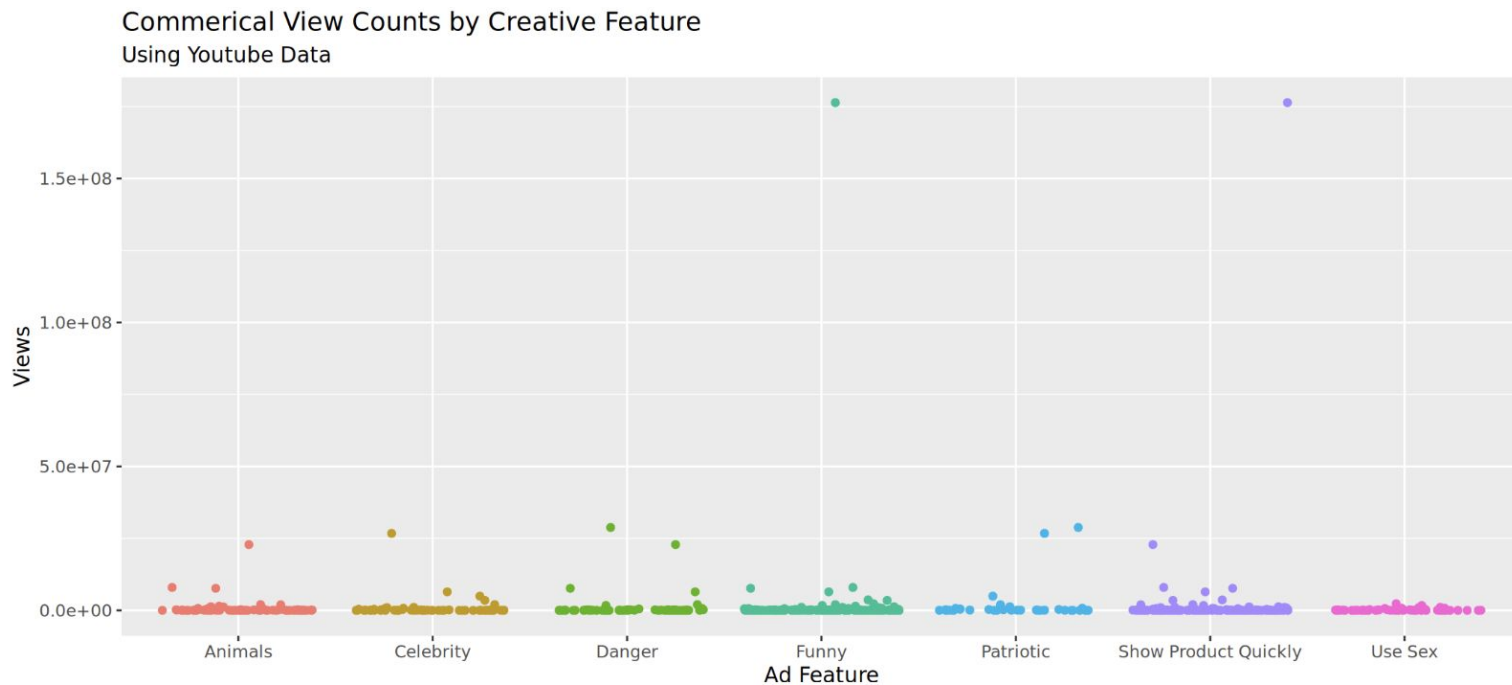
What elements within Super Bowl commercials lead to higher audience viewership and engagement?

Highlights from EDA - Mean Views



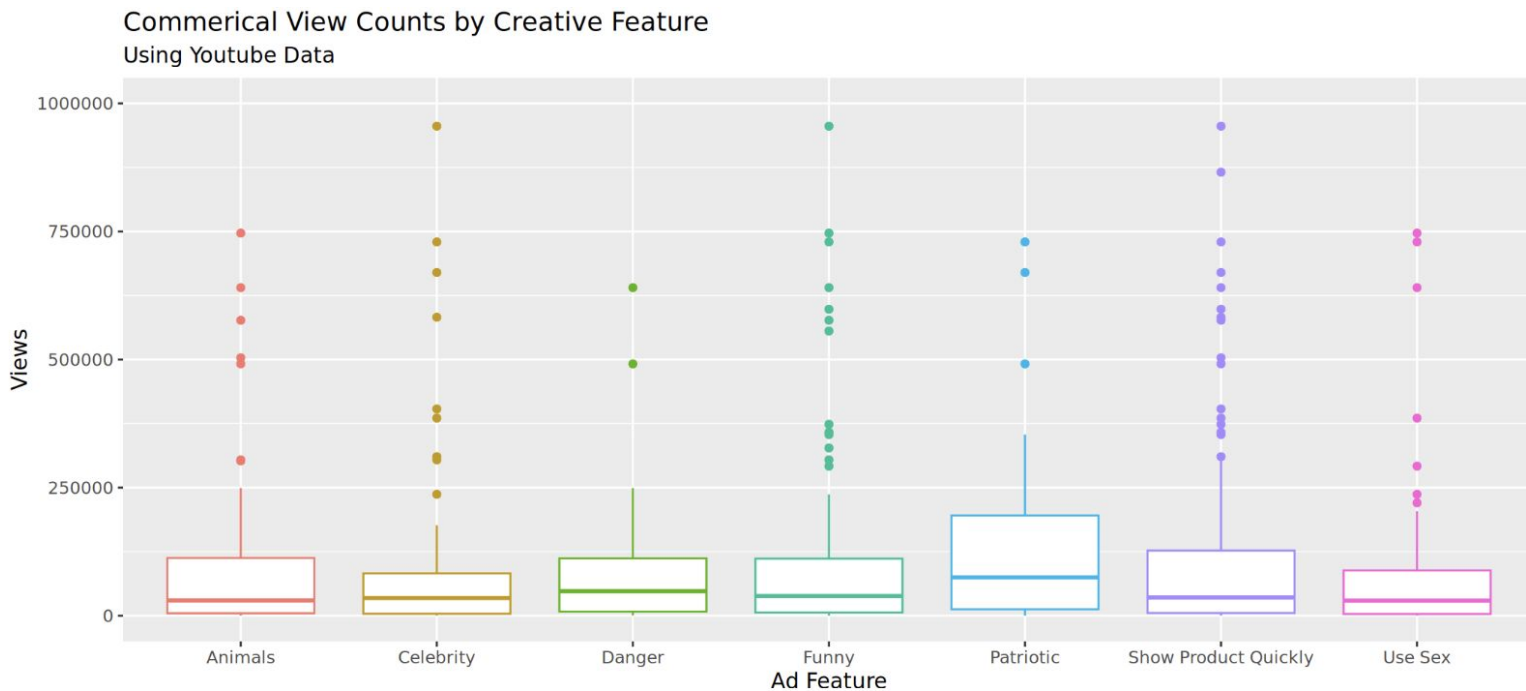
Most Successful: Shows Product Quickly & Funny **Least Successful:** Use Sex

Highlights from EDA - Views



All features have **similar** viewership. Significant **outlier** in “Funny” and “Shows Product Quickly” sections.

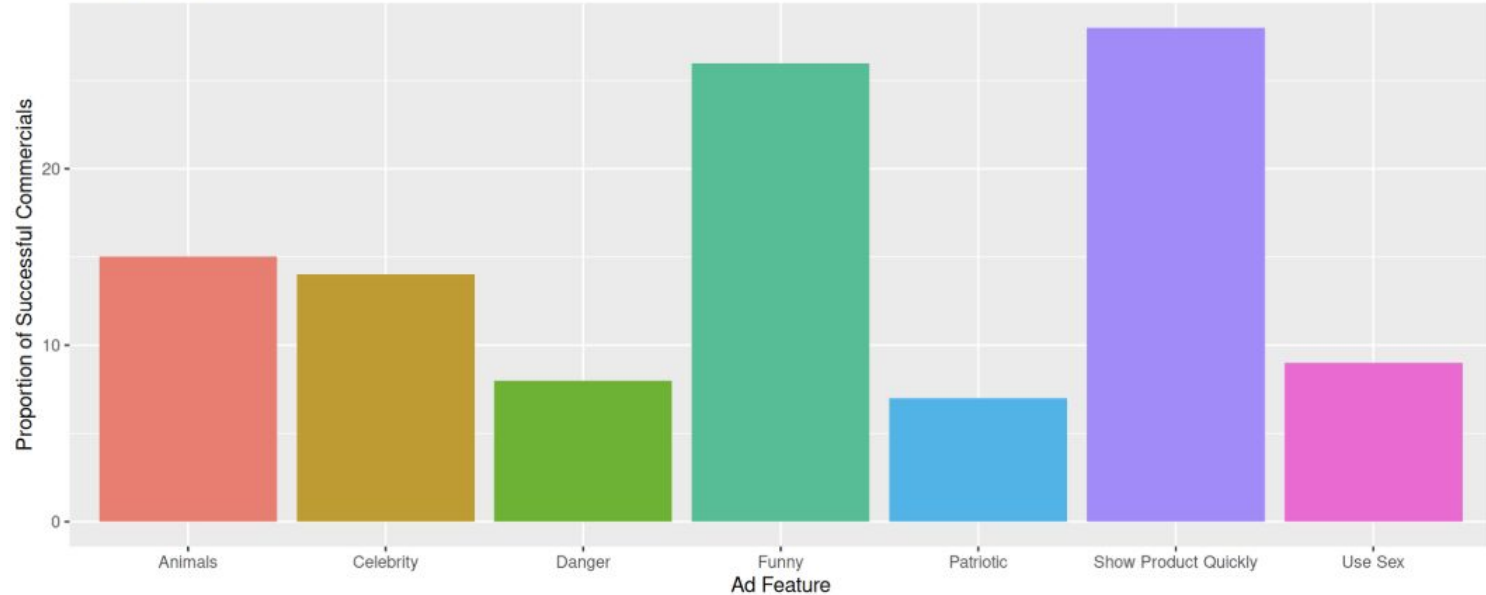
Highlights from EDA - Views



All features are **similar** in viewership overall. **Patriotic** commercials do slightly better.

Highlights from EDA - Number of Successful Commercials

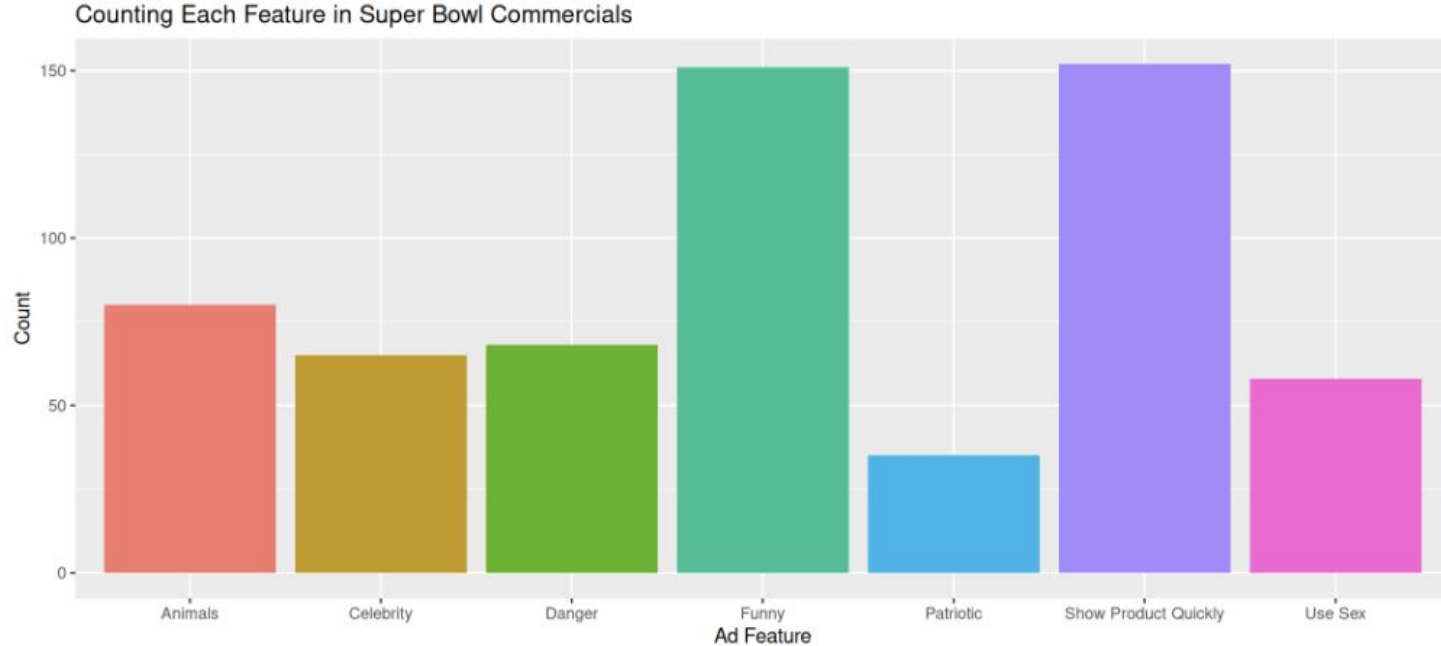
Counting the Number of Successful Commercials with Each Feature
Using Youtube Data



Most Successful: Funny and Show Product Quickly

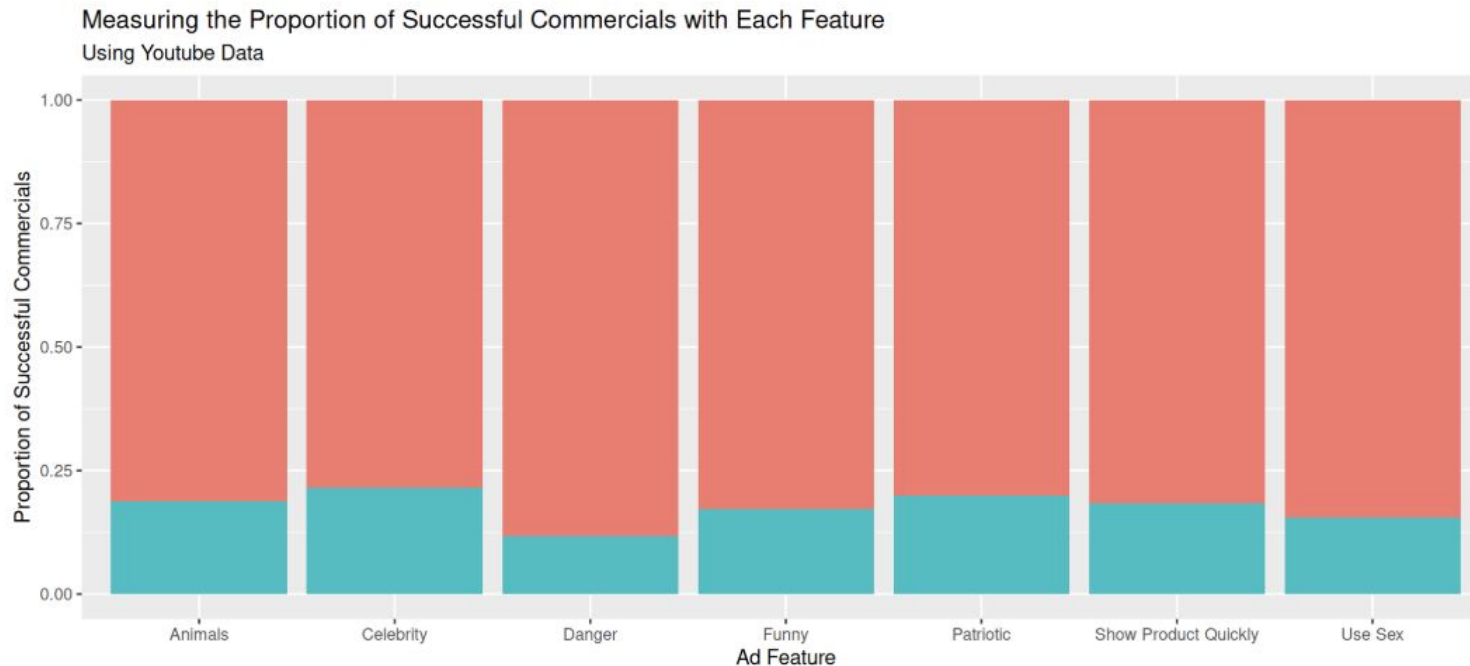
Least Successful: Patriotic

Highlights from EDA - Total Instances of Each Feature



Largely **similar** to chart we observed before—pushed us to observe success as a **proportion** rather than in the **aggregate**.

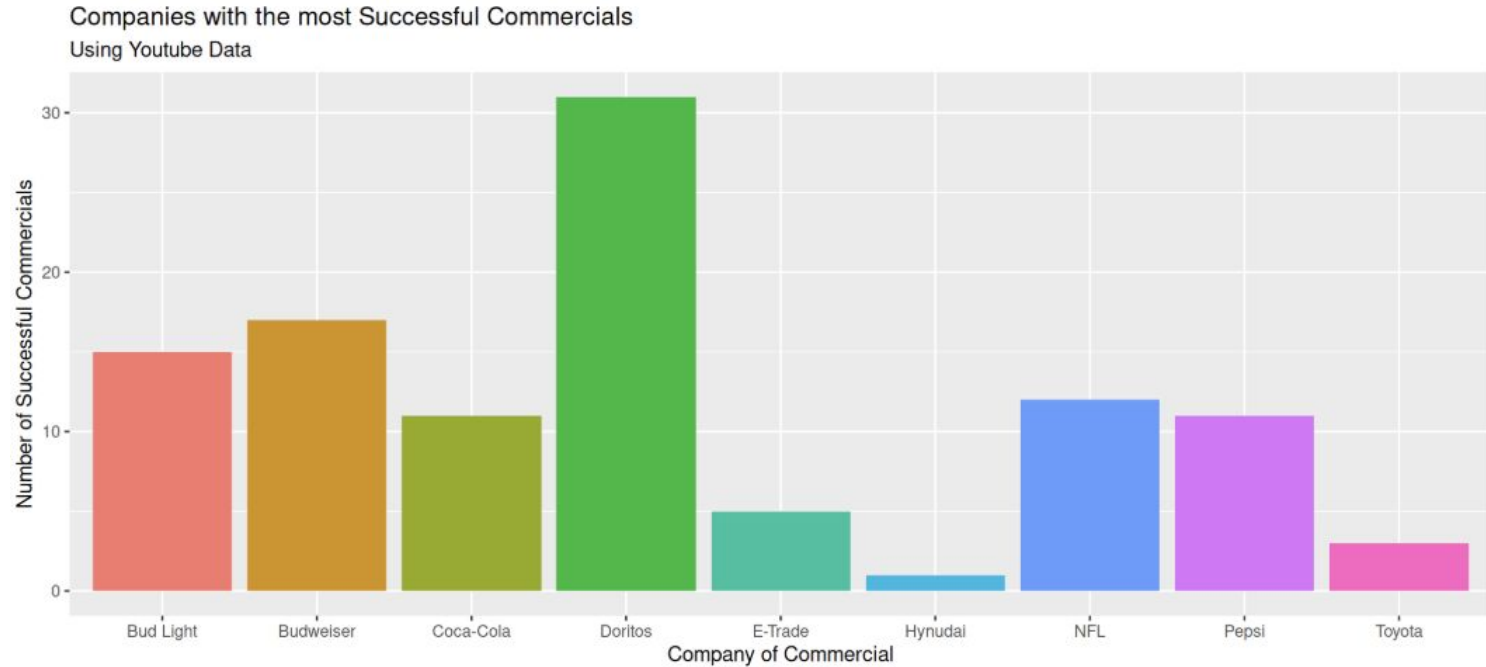
Highlights from EDA - Success as a Proportion



Most Successful: Patriotic and Celebrity

Least Successful: Danger

Highlights from EDA - Brands



Most Successful: Doritos **Least Successful: Budweiser**

Conclusions + Discussion

Conclusions:

- Patriotism and Celebrities produce more successful ads on average in terms of audience viewership and engagement statistics.
- Super Bowl ads that incorporate humor and that show the product quickly produce the highest number of highly successful ads.
- Patriotism and sex appeal produce the least number of highly successful ads.

Discussion:

- For highly successful ads, advertisers should include humor and show the product quickly
- Patriotism had the lowest number of ads, but the highest success rate → Advertisers are underutilizing patriotism in Super Bowl commercials.

Critique + Future Research

Critique:

- The brand needs to be taken into account
 - People simply just want to see Dorito commercials more.
- Use of YouTube analytics instead of TV viewership may add error to analysis
 - Ad's target audience is TV
- Limited by the assumption that successful viewership sells more products
 - Some commercials may attract attention, but not fully convince viewers to buy a product.

Future Research:

- Compare different audiences (TV vs. YouTube, different target audiences of ads)
- Look at sales statistics to see whether engagement means products are sold