

SUPER BOWL 2018 REPORT

ALL THE INSIGHTS ON THE ADS + THE AUDIENCE

ABOUT THE REPORT



Drawing in millions of eyeballs and dollars, we wanted to answer one overarching question - is advertising during the Super Bowl worth it?

Explore what we found out and plan better, target better and engage better.

Game on.



CONTENTS

METHODOLOGY

WINNER + GENDER PREDICTION

AD WINNERS + ANALYSIS

AD ENGAGEMENT BY GENERATION

UNEXPECTED FINDINGS

CONCLUSION



METHODOLOGY

How we did what we did to bring the insights used to name the winners of the ads, within specified categories, and by gender and generation.

Also, we explain how we set out to name the predicted winner of #SB52.

During the first two weeks of January, we aggregated a list of brands confirmed to advertise during #SB52 to determine a baseline of audience engagement across gender and generations.

We noted specific spikes in conversation, like Toyota joining forces with Mazda in Huntsville Alabama, then watched #SB52 to confirm who indeed advertised.

Following the game, we used our audience intelligence platform, Kairos, to analyze all brands that advertised for the following:

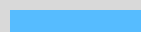
- How many mentions occurred in a 24-hr window?
- What percentage positive/negative did the ad trigger?
- What was the overall positive emotional lift (increase or decrease)?

Also reviewed mentions by age grouping to discover who engaged more with the SB:

- Gen Z (ageless to 18)
- Millennial (19-34)
- Moms
- Dads



WINNER + GENDER PREDICTION



Who correctly predicted the winner of #SB52?
Men or women?

WOMEN KNOW FOOTBALL

When it comes to predicting who will win the Super Bowl, for two years in a row, women seem to have the insider's scoop!

Eagles
54%



Patriots
46%

Eagles
56%



Patriots
44%



AD WINNERS + ANALYSIS

We dug into the Super Bowl ads to answer if the \$7.7 million per 30-second ad was money well spent. We then ranked and determined winners to the following questions:

Which ads had the greatest engagement?

Was it engagement positive or negative?

What brand's ad dollars drew in the most value?

Did one generation prefer a certain ad over another?



NOTE ON ANALYSIS


Pepsi won everything because they sponsored everything. Compared to our benchmark of activity leading up to the Super Bowl, Pepsi saw a 13,812% increase in conversation on Super Bowl day and a 17,992% lift in positive mentions.

These numbers are so huge they dwarf every other brand that advertised, but understandably so as Pepsi did sponsor and spend millions of dollars.

WINNERS OF INCREASED POST ACTIVITY

Michelob Ultra



 NETWORKED INSIGHTS	Overall Positive Lift %	Total Mentions	% Change in Mentions	Pos Mentions	Neg Mentions
Michelob Ultra	2498%	5312	8236%	1434	3878
WeatherTech*	4752%	2796	5967%	1202	1594
Persil ProClean	3162%	2549	5033%	1249	1300
Doritos & Mt.Dew (PepsiCo)	3552%	42994	3885%	27516	15478
M&M's	5121%	3632	3072%	1816	1816
Turbotax (Intuit)	1505%	7560	3009%	2722	4838
Bud Light	3128%	24774	2723%	21058	3716
Stella Artois	2872%	9752	2549%	7802	1950
Budweiser	2281%	36744	2134%	28660	8084
T-Mobile	1700%	77126	1838%	57073	20053

WINNERS BY INCREASED POST ACTIVITY

ANALYSIS

Michelob Ultra pulled-in Chris Pratt and spent more than \$10 million to play during the Super Bowl and it seems to have captured attention. However, despite eliciting the greatest number of mentions, only had 27% positive mentions.

Networked Insights measured this category by tracking the number of posts per brand during February 4th and the morning of February 5th and compared the findings against the benchmark.


However, we did not measure the positive or negative emotional impact the brand had.



WINNERS BY TOTAL MENTIONS

Taco Bell's "Nacho Fries" announcement



 NETWORKED INSIGHTS™	Overall Positive Lift %	Total Mentions	% Change in Mentions	Pos Mentions	Neg Mentions
Taco Bell	174%	155490	199%	129057	26433
Coca-Cola	1275%	94752	1134%	68221	26531
T-Mobile	1700%	77126	1838%	57073	20053
Tide	972%	68523	662%	62356	6167
Toyota	607%	55442	584%	44354	11088
Verizon	1643%	48280	1572%	33313	14967
Doritos & Mt.Dew (PepsiCo)	3552%	42994	3885%	27516	15478
Hulu	487%	39848	514%	29488	10360
Chevy	224%	39093	203%	33620	5473
Budweiser	2281%	36744	2134%	28660	8084

WINNERS BY TOTAL MENTIONS

ANALYSIS



Taco Bell had the most total mentions during the Super Bowl. Their multi-million dollar campaign pulled in Josh Duhamel for teasers to explain why they don't offer fries. Turns out it was money well spent. Their campaign for “Nacho Cheese Fries” along with promotions that ran with their advertisement got people hungry to tweet about, and eat, their new tasty concoction.

Coca-Cola Made a showing with both the traditional “Classic Coke” advertisements, along with something new for the rebranded and flavorful Diet Coke varieties. While the ad for the new Diet Coke was met with some hesitation for its “cringy” content, it still got people’s attention.

Note on the findings: NBC and Pepsi technically win this at 463,745 and 202,807 mentions respectively. But, NBC hosted the game broadcast, and Pepsi was a major sponsor, so those results aren't a true representation of the brands that made the most impact, so they've been omitted.

WINNERS BY POSITIVE LIFT

MARS candy and the M&M's brand



	Overall Positive Lift %	Total Mentions	% Change in Mentions	Pos Mentions	Neg Mentions
M&M's	5121%	3632	3072%	1816	1816
WeatherTech*	4752%	2796	5967%	1202	1594
Doritos & Mt.Dew (PepsiCo)	3552%	42994	3885%	27516	15478
Persil ProClean	3162%	2549	5033%	1249	1300
Bud Light	3128%	24774	2723%	21058	3716
Stella Artois	2872%	9752	2549%	7802	1950
Michelob Ultra	2498%	5312	8236%	1434	3878
Groupon	2421%	5811	1197%	5172	639
Budweiser	2281%	36744	2134%	28660	8084
Pringles	1898%	7609	1555%	6315	1294

WINNERS BY POSITIVE LIFT

ANALYSIS

M&M's candy and the M&M's brand score a big win with their hilarious ad featuring Danny DeVito as a red M&M being magically transformed into a human form and joyfully asking strangers if they want to "eat him."

For a brief moment, the social space was united under one sentiment: "Danny DeVito as the human form of the red M&M is the best casting since Morgan Freeman as God." Spending more than \$5 million, the casting and humor won for engagement, giving the brand a huge positive lift, topping our list.

WeatherTech's ad generated a lot of view and activity but not all positive. Many believe they had a politically charged advertisement that openly supported the presidential administration by using slogans like, "Built in America, isn't that where it should be?" with a video of their new manufacturing facility being built. The commercial sparked controversy on social media.





AD ENGAGEMENT BY GENERATION

We reviewed mentions by age groupings to discover who engaged more with the Super Bowl.



GEN Z

What ads best resonated with them by the number of mentions?

1. Pepsi	1810
2. CocaCola	930
3. Tide	570
4. T-Mobile	560
5. Hulu	510
6. Taco Bell	500
7. Bud Light	360
8. Doritos + Mountain Dew	330
9. Budweiser	260
10. RAM	1260



GEN Z

Analysis

Appealing to these wild, experience-loving teens is all the current rage for brands. So how did Pepsi pull in all their attention? Their direct targeting efforts.

Using the Super Bowl platform to launch their "Pepsi Generations" global campaign, complete with a pop-up at the pavilion days before the big game, they spent millions on creating a 30-second ad that covered 120 years of Pepsi, creating little moments of connection for everyone.



MILLENNIALS

What ads best resonated with them by the number of mentions?

1. Coca-Cola	6420
2. NBC	3480
3. Taco Bell	2100
4. Pepsi	1910
5. Tide	1050
6. Doritos + Mountain Dew	740
7. T-Mobile	690
8. Hulu	580
9. RAM	510
10. Toyota	500

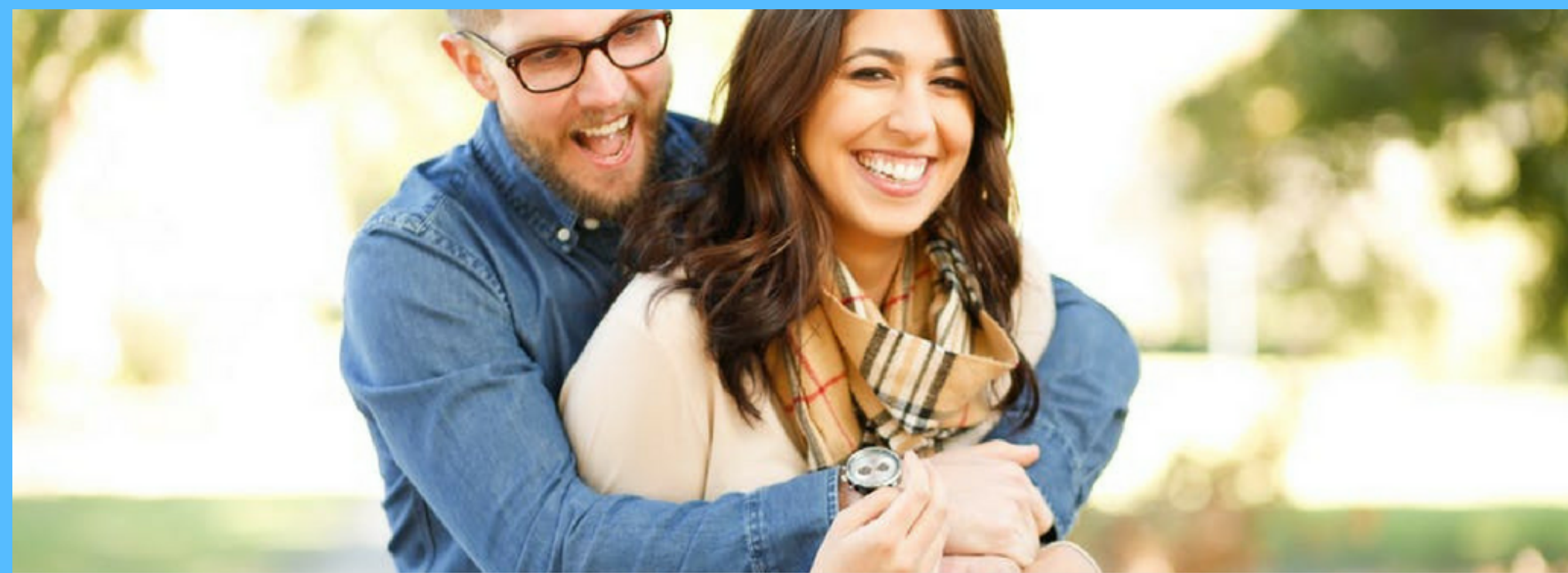


MILLENNIALS

Analysis

Nothing said "millennials" better than Coca-Cola this year. The 30-second spot shot exclusively for the Super Bowl featured a colorful display of its new Diet Coke flavors, like Zesty Blood Orange and featured Gillian Jacobs. The branding, according to Coke, intended to play on the idea of individuality.

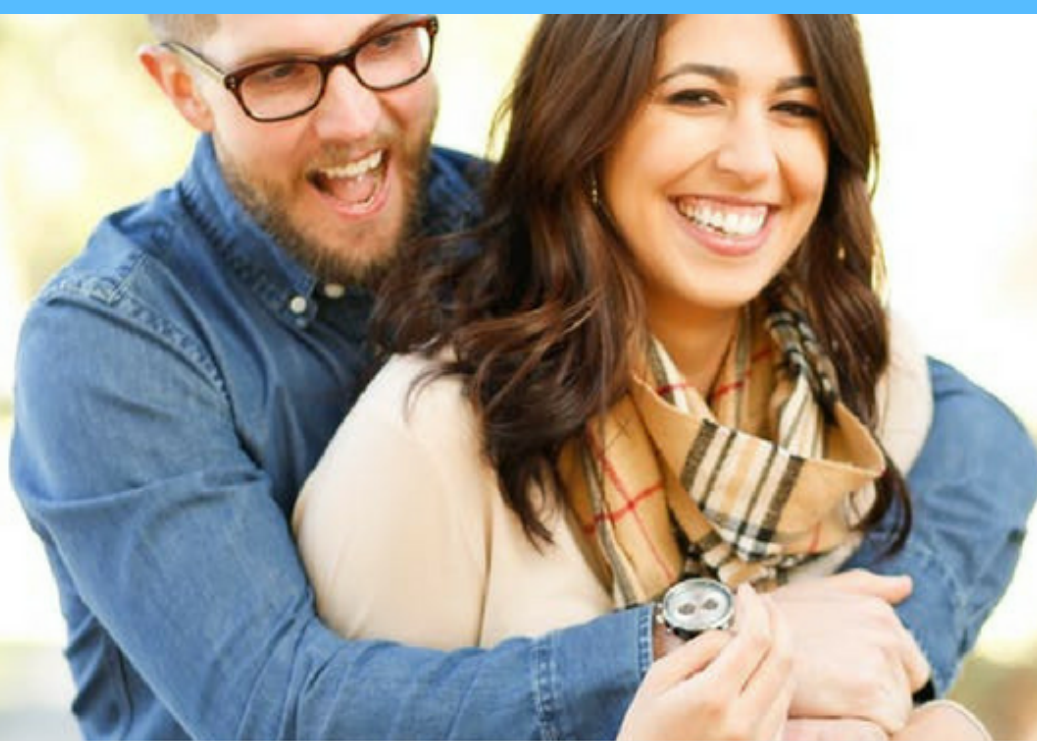
"Diet Coke has always been a brand that stands for confidence, but how we're saying it is totally new," Coke said. "Now, it's about having the confidence to do what you want to do and drink what you want to drink. Because you can."



MOMS

What ads best resonated with them
by the number of mentions?

1. NBC	6040
2. Pepsi	4220
3. T-Mobile	1060
4. Pepsi	730
5. Tide	540
6. Doritos + Mountain Dew	530
7. Coca-Cola	500
8. RAM	470
9. Toyota	460
10. Bud Light	460



MOMS

Analysis

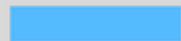
Moms were highly engaged with NBC, the network showing the game, but it wasn't because of football.

Instead, moms were eagerly awaiting the "This is Us" season finale on right after the game. Of the more than 6,000 mentions of NBC, more than half were about the show.

But if they did have to mention the game, it was only because of Justin Timberlake's half-time performance. Even though millennials, Gen Z, and even Dads didn't appreciate the show and found it "boring" or were disappointed Janet Jackson didn't show up. Even still, moms were singing along.



DADS



What ads best resonated with them
by the number of mentions?

1. NBC	3460
2. Pepsi	2120
3. T-Mobile	750
4. Tide	640
5. Budweiser	550
6. Doritos + Mountain Dew	490
7. RAM	460
8. Bud Light	420
9. Verizon	390
10. Taco Bell	320



DADS

Analysis

Dads, like moms, were really engaged with NBC, but not because of "This is Us." Instead, it was the game itself that kept their attention.

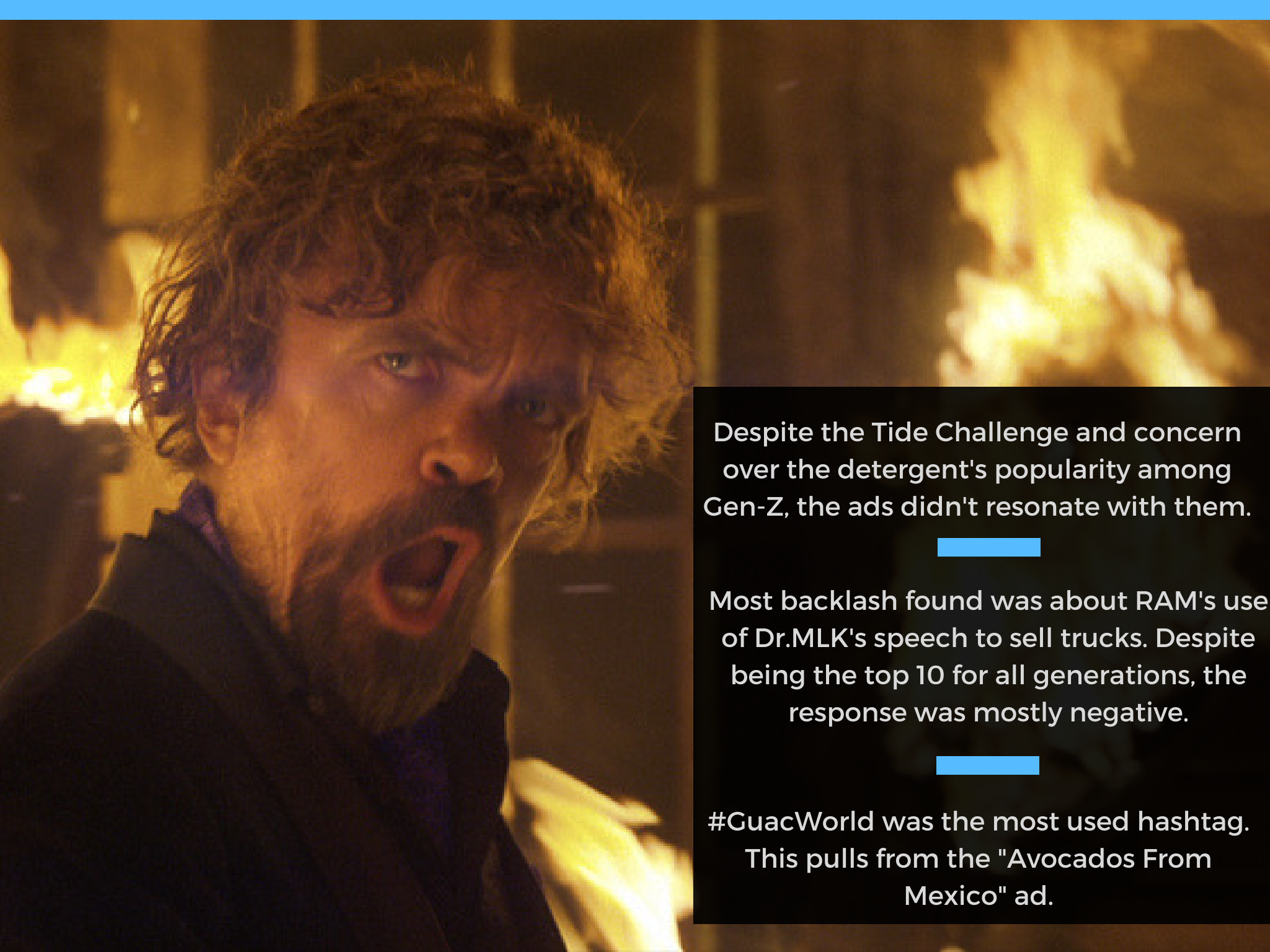
Also, note that Taco Bell was the least ranked ad among dads, but was the most talked about ad overall.

Tide came in fourth for dads, but that's mostly because of David Harbour, of "Stranger Things" fame spoofing every Super Bowl commercial trope involving dads.



UNEXPECTED FINDINGS

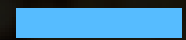
There are no shortages of surprises among social users. We noted the most interesting details we found out.



Despite the Tide Challenge and concern over the detergent's popularity among Gen-Z, the ads didn't resonate with them.



Most backlash found was about RAM's use of Dr.MLK's speech to sell trucks. Despite being the top 10 for all generations, the response was mostly negative.



#GuacWorld was the most used hashtag. This pulls from the "Avocados From Mexico" ad.

CONCLUSION



Final thoughts on the Super Bowl 2018 ads and audience.

There were many firsts this year during the Super Bowl. The Philadelphia Eagles took home the trophy and the city went wild. Also, numerous brands teamed up to create joint ads, perhaps to share the exorbitant costs per 30-seconds, perhaps to find new creative ways to meld the generations.

Their choices mostly worked, too. Only Michelob Ultra and RAM faced a backlash. M&M's we found "won" the ad-game from the "worth it" standpoint. As their engagement blew up, the comments were overwhelmingly positive.

Of all the brands that made it into our rankings, not one brand was unique or unheard of, or one that doesn't typically spike when a new campaign kicks off. But what is notable is the percent of positive lift brands like Weathertech - 4,752%- earned from putting out an expensive ad.

It all goes to show, that with the right content, geared at the right audience, at the right time, there's no stopping a win.



Authors:

Analyst, Mitchell Grunin

Content Marketing Manager, Sabina Bhasin

Get In Touch

www.networkedinsights.com

hello@networkedinsights.com