STATS 199

Super Bowl Ad Popularity



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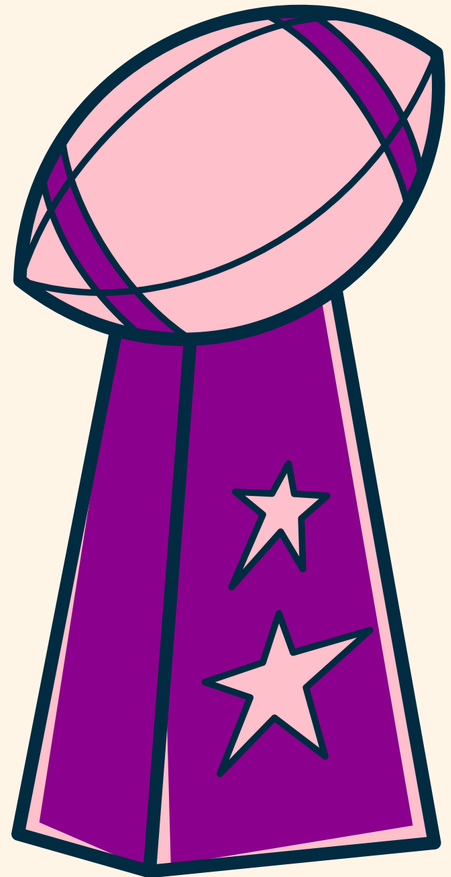
Introduction

SuperBowl Ads

Since 2000

The Super Bowl is one of the world's most-watched sporting events, attracting millions of viewers every year. Beyond football, its commercials have become a cultural phenomenon and a major advertising opportunity for brands worldwide. Companies invest heavily in these advertisements to capture viewers' attention, promote their products, and increase brand engagement. This raises an important question: **What makes a Super Bowl commercial popular among viewers?**



Data Introduction

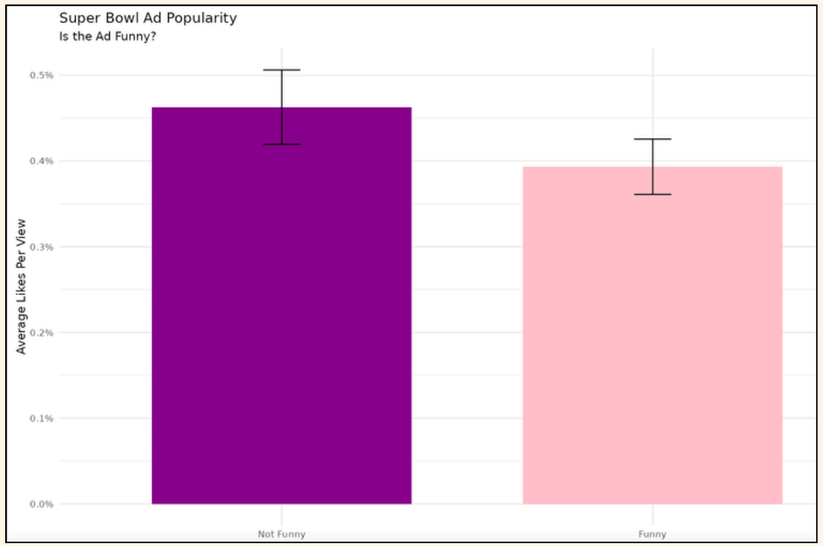
Research Question: Which categories of ads and brands are the most popular among viewers?

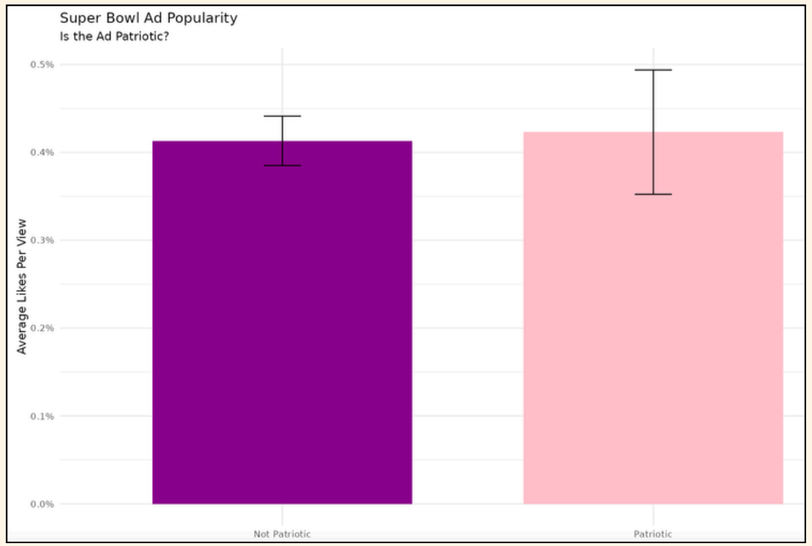
- **Data Source:** FiveThirtyEight.
- **Data Scope**: Top 10 brands with the most advertisements during Super Bowls from 2000–2020.
- **Measurement:** Average YouTube likes per view as an indicator of ad popularity.
- **Hypothesis:** Funny ads and advertisements from alcohol brands will have the highest average like-to-view ratios.
- **Purpose:** Identify consumer preferences and understand what makes Super Bowl advertisements successful.

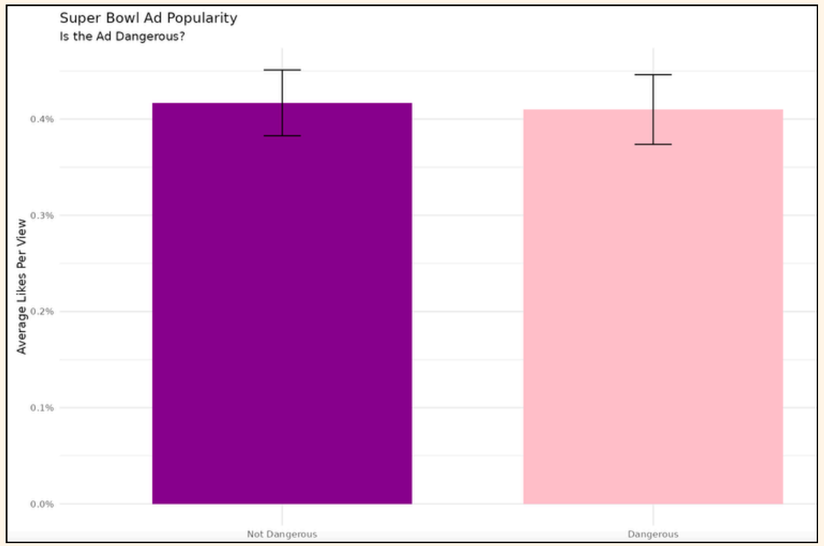
	brand str	superbowl_ads_dot_com_url str	youtube_url str	funny lgl
2018	Toyota	https://superbowl-ads.com/good-odds-toyota/	https://www.youtube.com/watch?v=zeBZvwYQ-hA	FALSE
2020	Bud Light	https://superbowl-ads.com/2020-bud-light-seltzer-inside-posts-brain/	https://www.youtube.com/watch?v=nbbp0VW7z8w	TRUE
2006	Bud Light	https://superbowl-ads.com/2006-bud-light-bear-attack/	https://www.youtube.com/watch?v=yk0MQD5YgV8	TRUE
2018	Hynudai	https://superbowl-ads.com/hope-detector-nfl-super-bowl-lii-hyundai/	https://www.youtube.com/watch?v=lNPccrGk77A	FALSE
2003	Bud Light	https://superbowl-ads.com/2003-bud-light-hermit-crab/	https://www.youtube.com/watch?v=ovQYgnXHooY	TRUE
2020	Toyota	https://superbowl-ads.com/2020-toyota-go-places-with-cobie-smulders/	https://www.youtube.com/watch?v=f34Ji70u3nk	TRUE
2020	Coca-Cola	https://superbowl-ads.com/2020-coca-cola-energy-show-up/	https://www.youtube.com/watch?v=-gAZRN3SCBw	TRUE
2020	Kia	https://superbowl-ads.com/2020-kia-tough-never-quits/	https://www.youtube.com/watch?v=lMs79UXam9A	FALSE
2020	Hynudai	https://superbowl-ads.com/2020-hyundai-smaht-pahk/	https://www.youtube.com/watch?v=WBvkmWDjsYc	TRUE
2020	Budweiser	https://superbowl-ads.com/2020-budweiser-typical-american/	https://www.youtube.com/watch?v=J0xugdotpp8	FALSE
2010	Hynudai	https://superbowl-ads.com/hd-2010-super-bowl-commercial-new-hyundai…	https://www.youtube.com/watch?v=dWQqIeAYfK8	FALSE
2010	Bud Light	https://superbowl-ads.com/hd-exclusive-bud-light-scientist-2010-sup…	https://www.youtube.com/watch?v=agISXMN4tng	TRUE
2007	Budweiser	https://superbowl-ads.com/2007-budweiser-king-crab/	https://www.youtube.com/watch?v=7KHlMJE84eA	TRUE
2002	Budweiser	https://superbowl-ads.com/2002-budweiser-ground-zero-clydesdales-bo…	https://www.youtube.com/watch?v=1MZUvib98Rs	FALSE
2020	NFL	https://superbowl-ads.com/2020-nfl-next-100/	https://www.youtube.com/watch?v=lbkafMhmvMo	FALSE
2017	NFL	https://superbowl-ads.com/2017-nfl-super-bowl-51-li-tv-commercial-s…	https://www.youtube.com/watch?v=9csH_Hy-7A4	FALSE
2005	Bud Light	https://superbowl-ads.com/2005-bud-light-parrot/	https://www.youtube.com/watch?v=-gTWA5AsTP8	TRUE
2009	Pepsi	https://superbowl-ads.com/2009-pepsi-max-im-good/	https://www.youtube.com/watch?v=qUZaSf7T7ig	TRUE
2004	Bud Light	https://superbowl-ads.com/2004-bud-light-frank/	https://www.youtube.com/watch?v=mjN3OY9Eefk	TRUE
2020	Doritos	https://superbowl-ads.com/2020-doritos-the-cool-ranch-with-lil-nas-…	https://www.youtube.com/watch?v=6xVnq31Vk8Y	TRUE
2007	Bud Light	https://superbowl-ads.com/2007-bud-light-slap/	https://www.youtube.com/watch?v=aOfRpCp6Pgw	TRUE
2020	Pepsi	https://superbowl-ads.com/2020-pepsi-zero-sugar-done-right/	https://www.youtube.com/watch?v=Ozb_fJB_z6o	FALSE
2019	Hynudai	https://superbowl-ads.com/2019-hyundai-shopper-assurance-the-elevat…	https://www.youtube.com/watch?v=6mfJ0EsqLWs	TRUE
2009	Budweiser	https://superbowl-ads.com/2009-budweiser-clydesdales-generations/	https://www.youtube.com/watch?v=ukpnHh4eEeQ	FALSE
2011	Kia	https://superbowl-ads.com/2011-kia-optima-one-epic-ride-super-bowl-…	https://www.youtube.com/watch?v=8FMU5yPZgwM	TRUE
2019	Doritos	https://superbowl-ads.com/2019-doritos-now-its-hot-with-chance-the-…	https://www.youtube.com/watch?v=NvIcPAxZ39o	FALSE

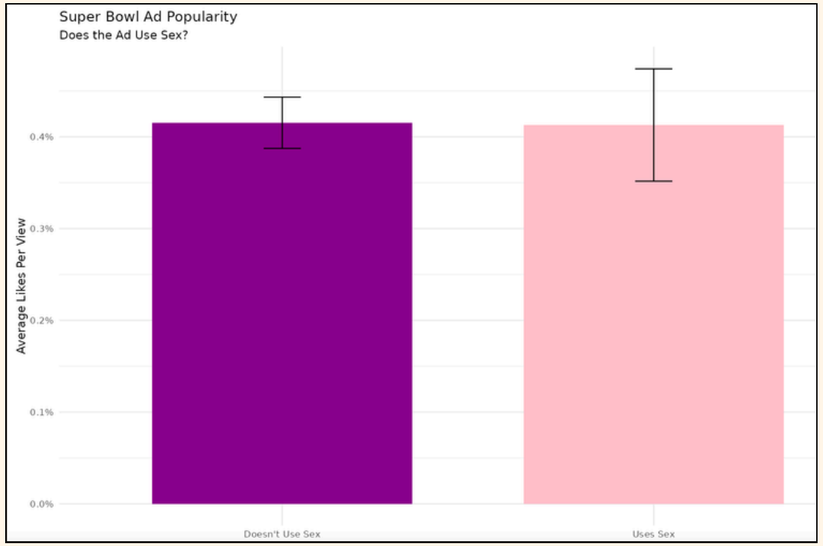
Ad Category Comparisons

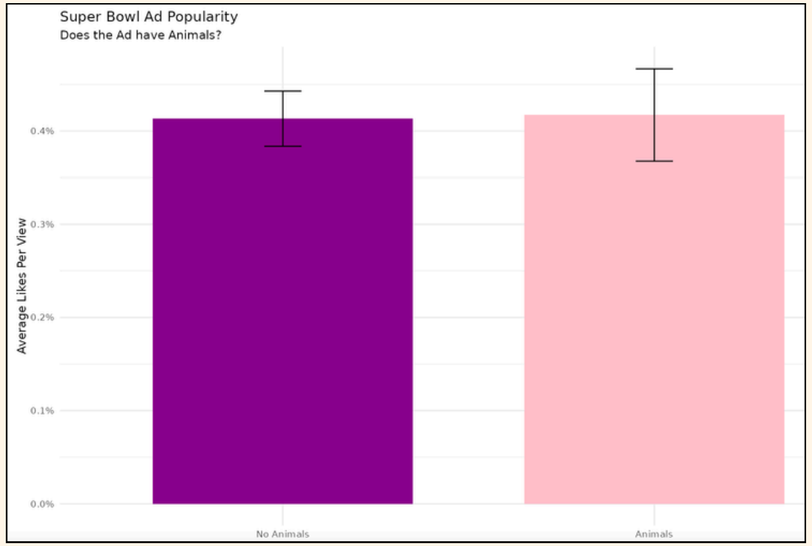
*Error Bars show ±1 Standard Error

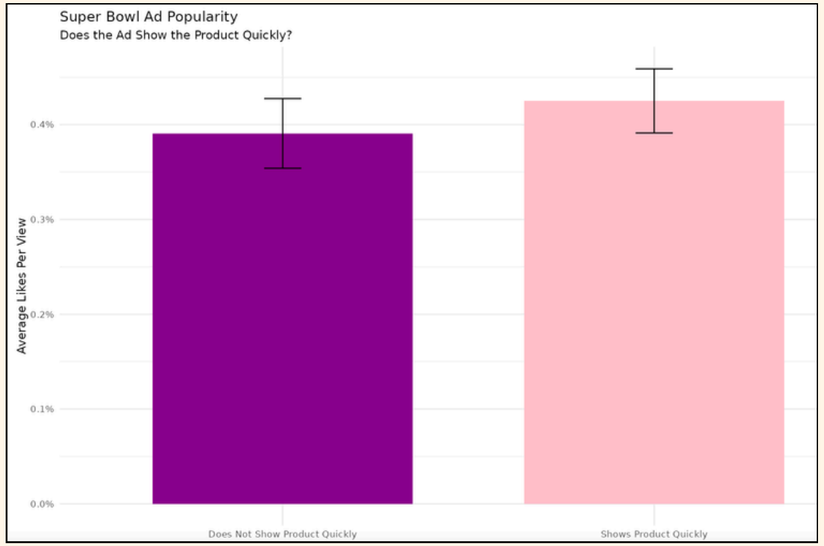




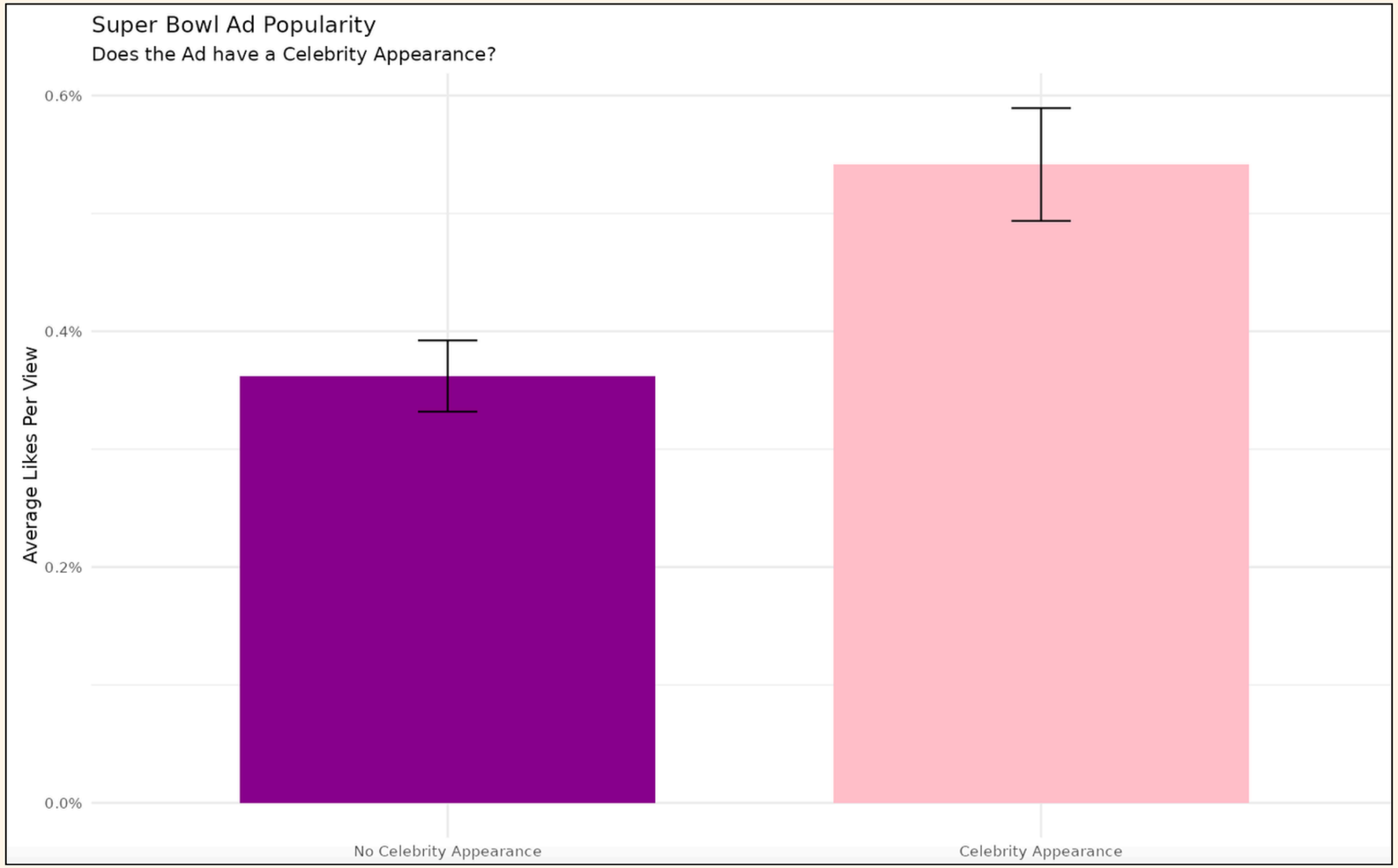








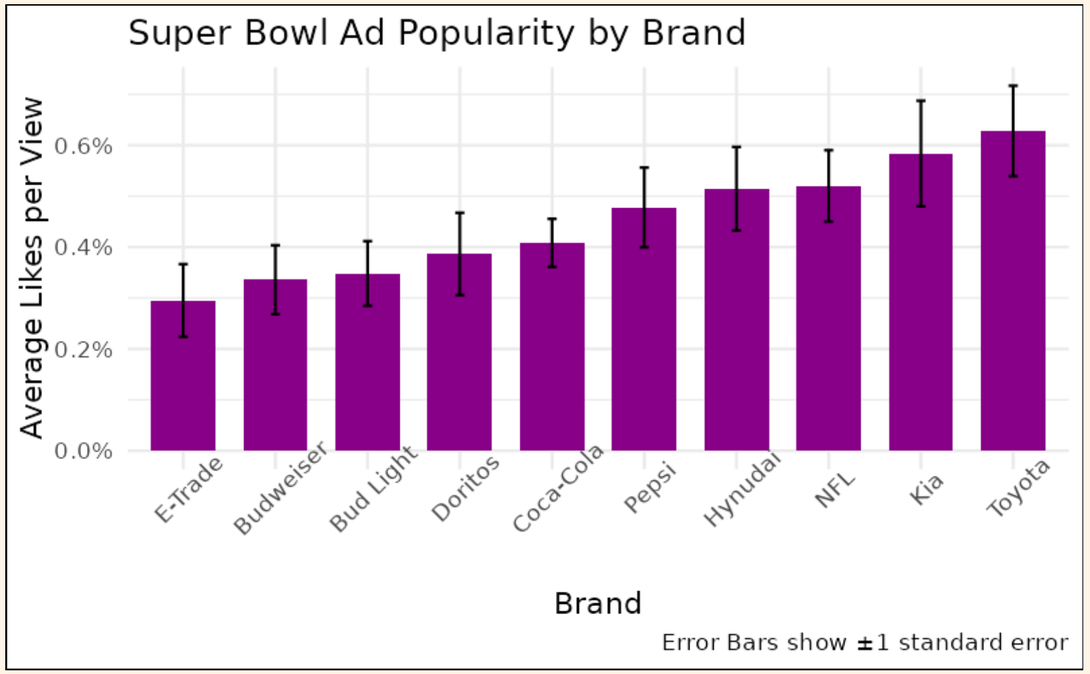
Ads with Celebrities are the Most Popular

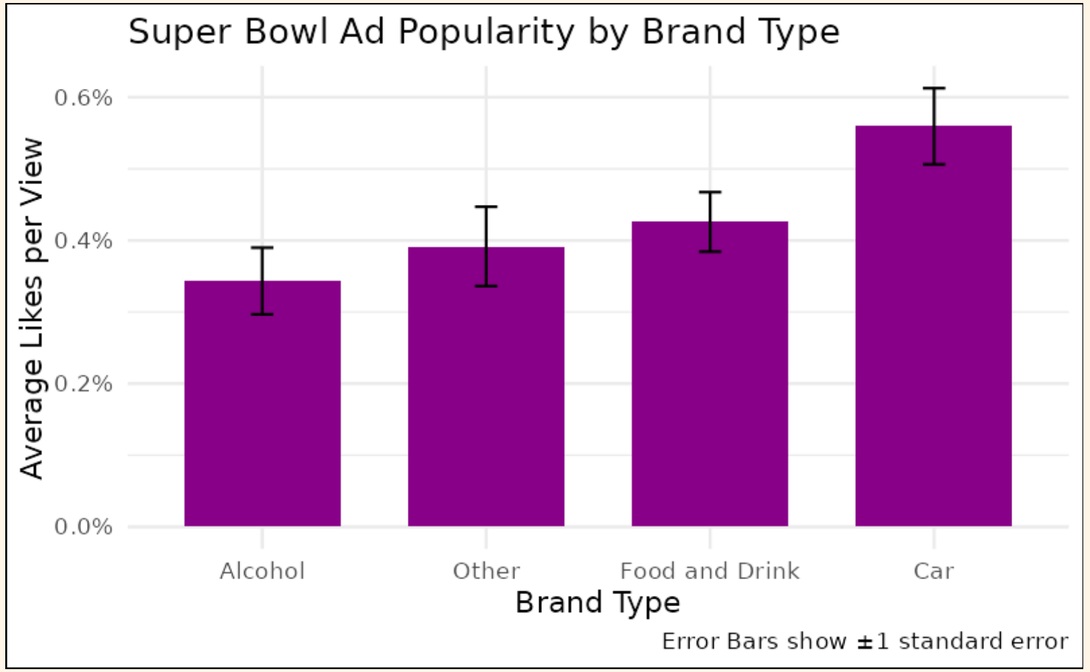


Ads featuring celebrities had a 0.55% average like-to-view ratio, compared to 0.35% for ads without celebrities.

Brand Comparisons

- **Toyota** had the highest average likes per view (approximately 0.63%), followed by Kia (0.58%) and the NFL (0.52%).
- **Car brands** had the highest average ratio, followed by food and drink, other, and alcohol brands.





Conclusions

- Ads featuring celebrities had a 0.55% average like-to-view ratio, compared to 0.35% for ads without celebrities.
- Non-funny ads had a higher ratio (0.46%) than funny ads (0.38%).
- Other factors (patriotism, product visibility, danger, animals, and sexuality) did not have much difference in average likes per view.
- Car brands (Toyota, KIA, Hyundai) and the NFL had the highest average like-to-view ratios.

Discussion

- Celebrity appearances may increase ad engagement and popularity.
- Car brands offer successful advertising examples for other companies to learn from.

- Limitations:
  - YouTube like-to-view ratios measure online engagement, not necessarily popularity during the live Super Bowl broadcast.
  - The dataset only contains brands that had the most Super Bowl Ads from 2000 to 2020, so we are only examining a portion of ads from all of those years