



57.2k	379.8M	3.2B	\$5.1M	368M	4.9M	6.8M	\$25.9M	22.9%
TOTAL POSTS	TOTAL INTERACTIONS	VIDEO VIEWS	ADJUSTED AD VALUE	LIKES	COMMENTS	SHARES	MAX AD VALUE	PROMO QUALITY

Brand Spotlights


Brands earned 4x the amount of ad value across social from Super Bowl LVII vs games in the NFL 2022/23 season. Here are the stand outs.




Verizon led the pack all week due to their #ProBowlGames headline sponsorship. The NFL and ESPN posted highlights all week from skill competitions and the flag football game where Verizon's name and logo was featured in the background.



Invisalign's partnership with Patrick Mahomes and the NFL gained massive visibility on Sunday once Mahomes was named Super Bowl LVII MVP, quickly elevating Invisalign to 2nd place in engagement that day.



Oakley's AAV ranking went up to third place also due to their partnership with Mahomes, post game posts featuring the MVP and Oakley sunglasses.



Pepsi's earned value was strong all week leading up to the game, due to the viral effect of their teaser Super Bowl ads released on Feb. 2nd featuring a sardonic argument between comedic legends Ben Stiller and Steve Martin over who is funnier.

Brand Engagement, Ranked by Interactions



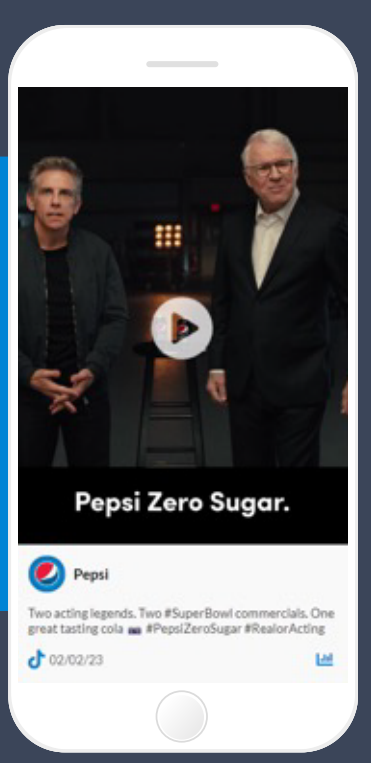
SPONSOR	PROMOTED POSTS	INTER-ACTIONS	VIDEO VIEWS	IMPRESSIONS
Verizon	372	7.7M	123.0M	186.6M
Invisalign	226	4.4M	27.8M	109.7M
Oakley	233	3.4M	29.0M	76.1M
Pepsi	202	3.1M	92.2M	128.4M
Bud Light	229	2.7M	44.7M	74.4M
Fanduel	171	756.9K	14.4M	38.8M
Amazon	79	682.6K	8.6M	11.4M
DraftKings	201	569.4K	9.8M	22.1M
Pizza Hut	18	243.2K	463.2K	4.5M
Lowes Home Improvement	29	237.0K	6.1M	7.2M

Brand Rankings by Video Views

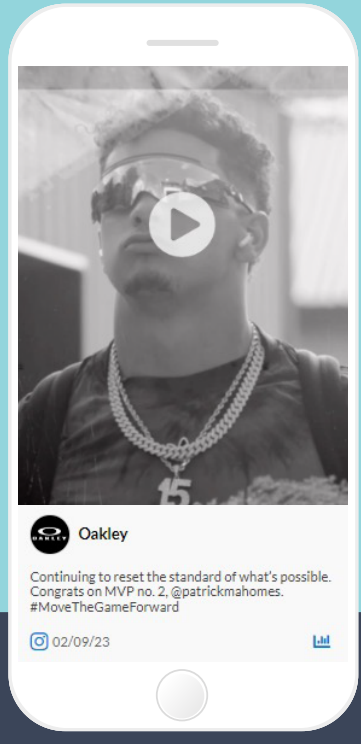
Flipping the script, to demonstrate engagement by video views.

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Visa	64	90.7K	2.8M	5.7M

Pepsi's first viral video watched by more than 53 million people.

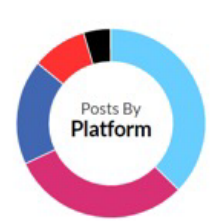


Oakley's top post, also a video

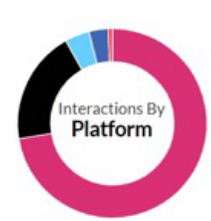


Social Platform Insights

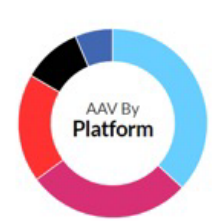
Brands that invested in Super Bowl LVII, and the NFL in general likely saw their activations across Twitter bringing more value this year. This aligns with our NFL mid-season report which uncovered a 30% increase in Twitter posts. Yet, Instagram continues to reign supreme in fan engagement leading up to and including through Sunday's big game.



Twitter	662	37.4%
Instagram	543	30.6%
Facebook	318	17.9%
YouTube	166	9.4%
TikTok	82	4.6%
Weibo	1	0.1%



Instagram	16.6M	72.4%
TikTok	4.4M	19.4%
Twitter	967.3K	4.2%
Facebook	757.7K	3.3%
YouTube	154.8K	0.7%
Weibo	199	0%



Twitter	\$1M	36.9%
Instagram	\$786.9K	28%
YouTube	\$520.2K	18.5%
TikTok	\$284.5K	10.1%
Facebook	\$181.1K	6.4%
Weibo	\$35.9	0%

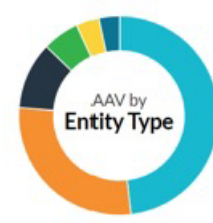


Noteworthy Standout

While TikTok accounts for under 5% of total Super Bowl posts, they boast nearly 20% of engagement and 10% of the total value created for brands, thanks mostly to the viral effect of Pepsi's Super Bowl ad teaser posted on Twitter, TikTok and YouTube.



Which entities are driving the most value? (leagues, brands, teams, media, athletes, other)



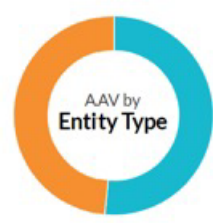
League	\$1.4M	48.2%
Brand	\$790.3K	28.1%
Media	\$305.1K	10.9%
Team	\$167.5K	6%
Athlete	\$98.9K	3.5%
Other	\$94.2K	3.4%



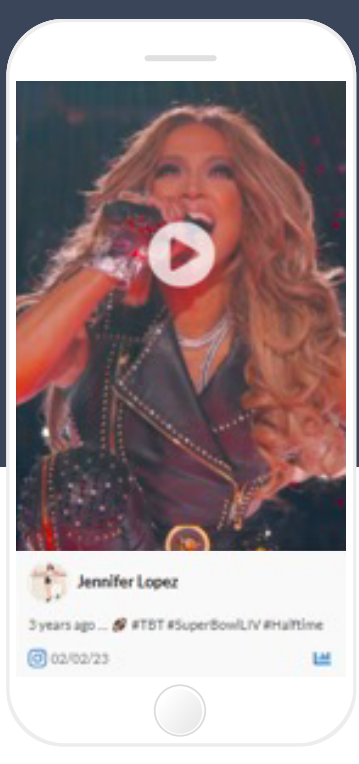
Deliberate	\$1.5M	52.5%
Incidental	\$1.3M	47.5%



Owned	\$2.8M	99.4%
Earned	\$18K	0.6%



Rights Holder	\$1.4M	51.5%
All Other Entities	\$1.4M	48.5%



Jennifer Lopez's one video post, stats and impact

1	1.06M	1.04M	11.69k	0
TOTAL POSTS	TOTAL INTERACTIONS	LIKES	COMMENTS	SHARES
17.44M	\$360.26k	0.6%	\$1.98k	
VIDEO VIEWS	MAX AD VALUE	PROMO QUALITY	ADJUSTED AD VALUE	

Top Entities Ranked by New Fans

Here's the top six social entities that benefitted from mentioning the Super Bowl or being mentioned alongside Super Bowl content across social media.

Entity	Tags	Total Fans	New Fans	Owned Posts	Interactions	Video Views	Impressions	Branded Posts	Branded Interactions	Branded Video Views	Sponsor Promotion Branded Impressions
4.9K ENTITIES		20.3B	63M	52.1K	192.3M	1.6B	3.9B	1.8K	22.9M	322.6M	597M
Instagram	0	643.9M	4.3M	2	223.9K	14.6M	14.7M	2	223.9K	14.6M	14.7M
Jennifer Lopez	0	357.6M	1.2M	1	1.1M	17.4M	17.4M	1	1.1M	17.4M	17.4M
ESPN	0	131.8M	681.9K	196	10.1M	69.7M	120M	6	1.2M	11.2M	11.2M
Barstool Sports	0	49.7M	627.8K	116	963.3K	31.4M	66.1M	4	31K	1.1M	1M
Bleacher Report	0	50.8M	399.5K	96	2.9M	20.3M	46.5M	4	474.1K	4.8M	4.8M
NFL	1	99.6M	371.4K	2K	66.6M	612.8M	1.3B	326	9.8M	112M	254.7M

What was analyzed?



Over 52K posts from the league, teams, players and any content that referenced (via @, # or keyword) Super Bowl from 1 Feb 2022 – 13 Feb 2023. Platforms included: TikTok, Facebook, Instagram, Twitter and YouTube.

Spend data and specific adjusted ad value (AAV) earned by brands is aggregated & anonymized from NFL team & league deals.