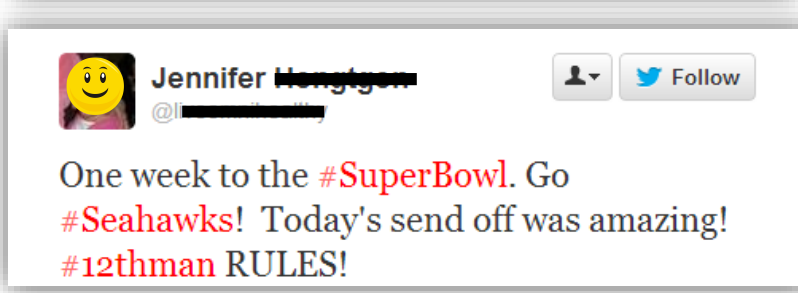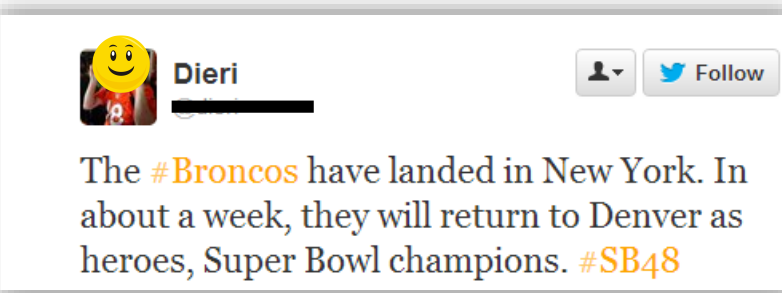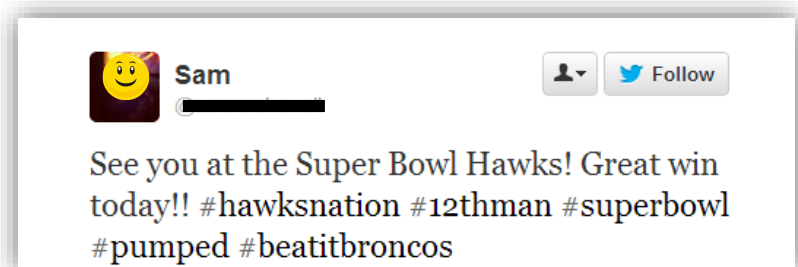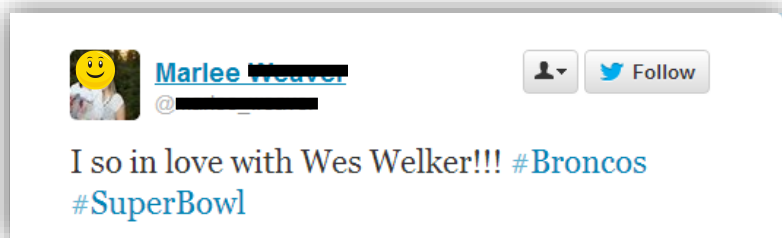# The Denver Broncos and Seattle Seahawks Face-Off

zunesis

It's been a great season of football, and as we head into Superbowl 48, our team was wondering who would be victorious between the Denver Broncos and Seattle Seahawks in an online matchup. Between Richard Sherman's controversial post-game interview and Peyton Manning's sound victory over Tom Brady, there was a lot to look at. So we extracted a representative sample size of online discussion surrounding Superbowl 48, and had our analytics pros gauge which NFL team wins the online social media battle. Of course, the real matchup will come this Sunday in New York, but the results of our expirement may surprise you!
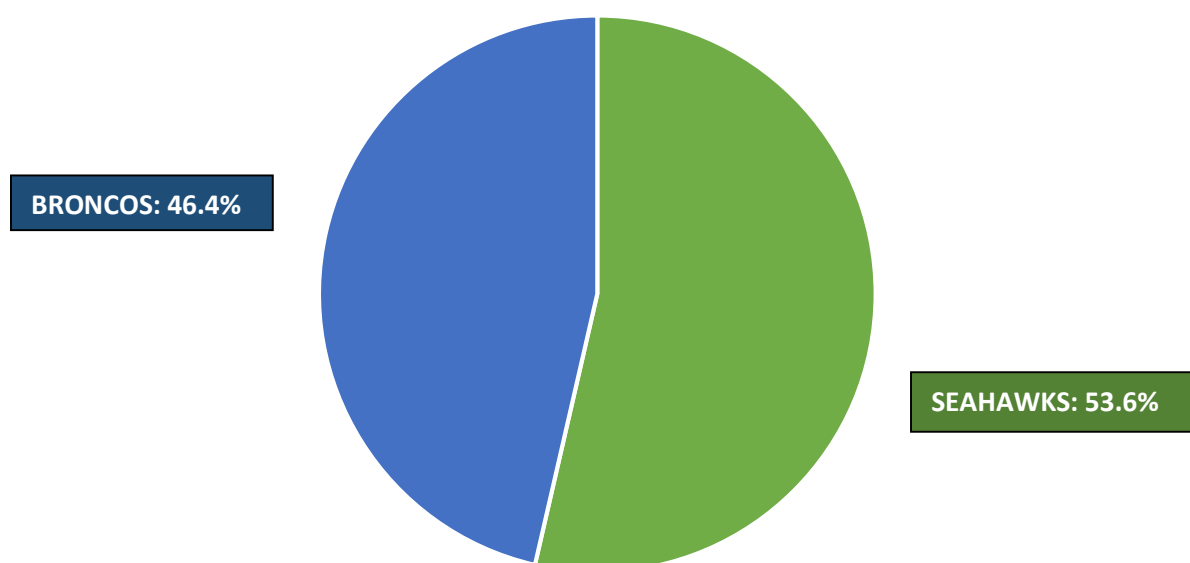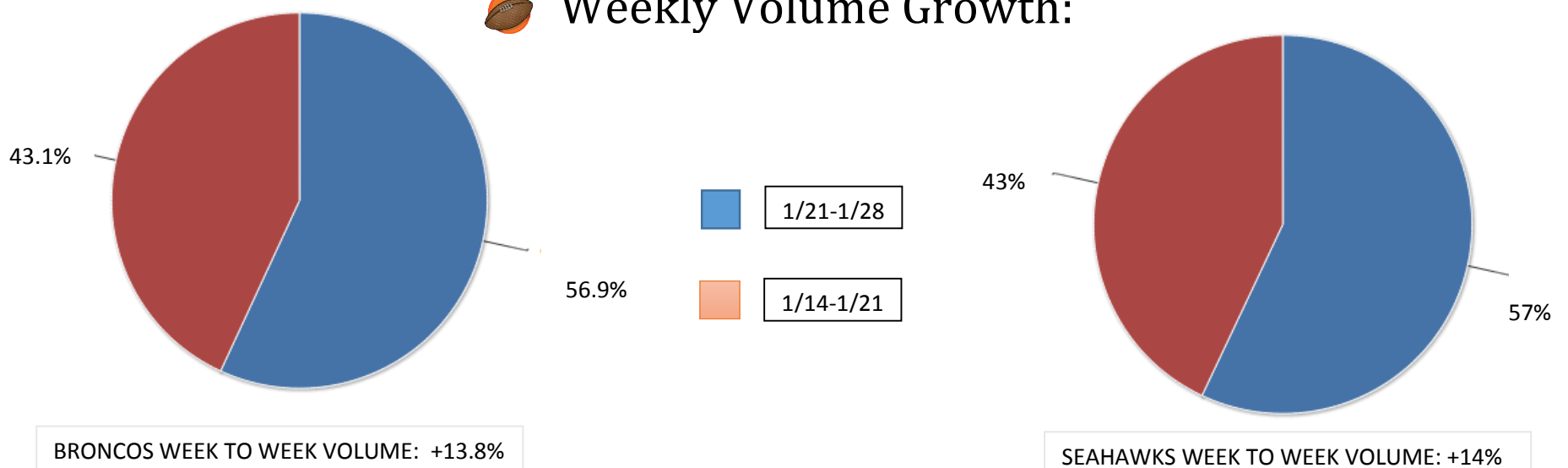
VS.

Marlee ▬▬▬ @▬▬▬ — Follow
I so in love with Wes Welker!!! #Broncos #SuperBowl

Sam — Follow
See you at the Super Bowl Hawks! Great win today!! #hawksnation #12thman #superbowl #pumped #beatitbroncos

Nehemiah O▬▬▬ — Follow
DENVER BRONCOS SUPERBOWL 48 Champs!!!!: youtu.be/m65FHpdTzHU via @youtube #superbowl #champs #winners

Aryn ▬▬▬ — Follow
I have so much Seattle @Seahawks pride right now! Priority boarding with @AlaskaAir for my @DangeRussWilson jersey! #GoHawks #12s #SB48

Dieri ▬▬▬ — Follow
The #Broncos have landed in New York. In about a week, they will return to Denver as heroes, Super Bowl champions. #SB48

Jennifer ▬▬▬ @▬▬▬ — Follow
One week to the #SuperBowl. Go #Seahawks! Today's send off was amazing! #12thman RULES!

🏈 Share of Voice:

Who is dominating Social Media in terms of volume?

BRONCOS: 46.4%

SEAHAWKS: 53.6%

The Seahawks have a 7.2% SOV advantage over the Broncos, which in part has been fueled by discussion surrounding Richard Sherman's controversial post-game interview after the Seahawks defeated the 49ers in the NFC Championship. A high distribution of tweets also stem from press surrounding Seattle's 12th man rally, which 30,000 people attended.
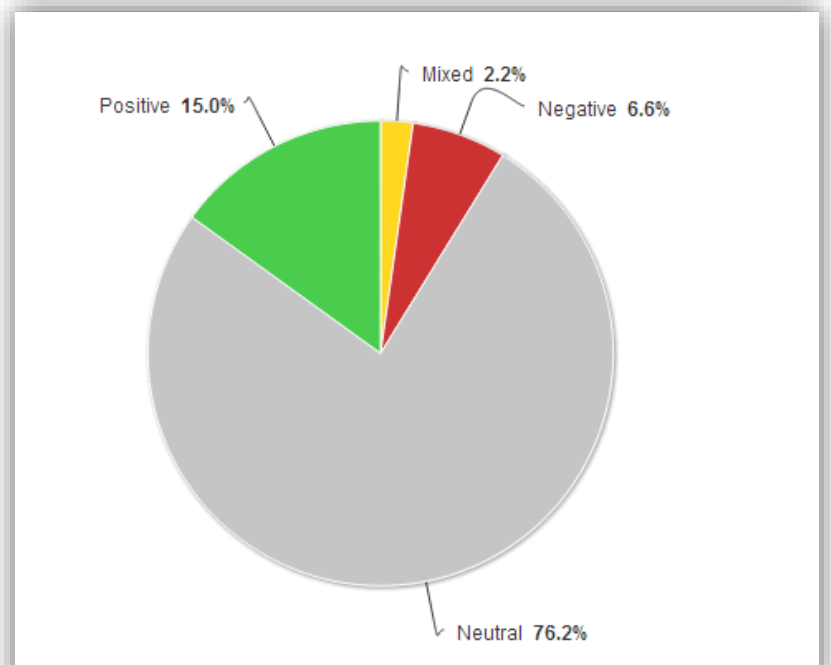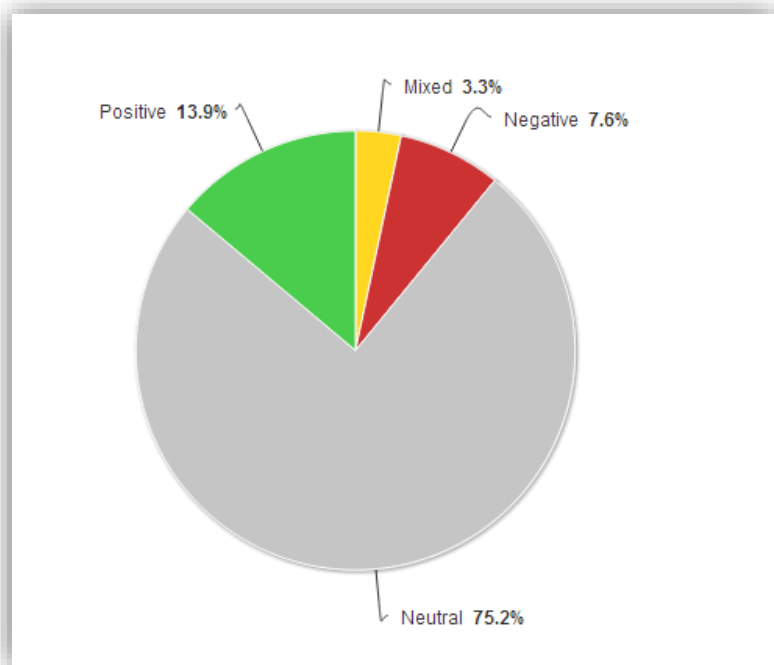
🏈 Weekly Volume Growth:

43.1%

56.9%

■ 1/21-1/28
■ 1/14-1/21

43%

57%

BRONCOS WEEK TO WEEK VOLUME: +13.8%

SEAHAWKS WEEK TO WEEK VOLUME: +14%

Both teams experienced nearly identical volume growth this week as the Superbowl approaches.
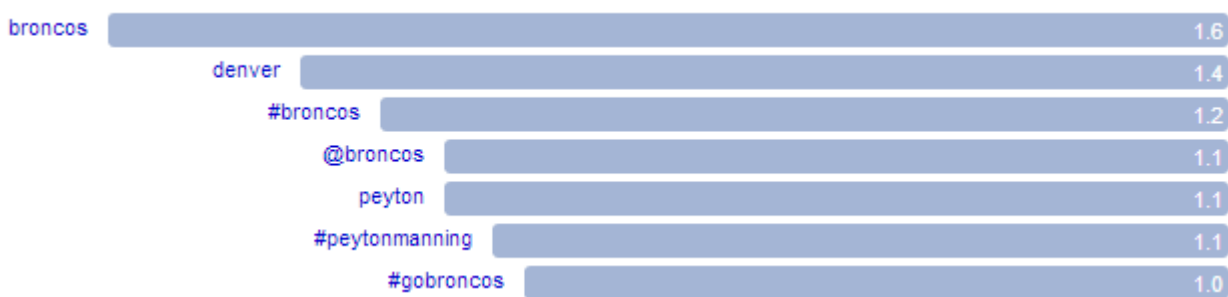
🏈 Sentiment:

What tone are internet discussions taking when talking about each team? Who has the most vocal supporters?

Broncos sentiment pie chart: Positive 13.9%, Mixed 3.3%, Negative 7.6%, Neutral 75.2%

Seahawks sentiment pie chart: Positive 15.0%, Mixed 2.2%, Negative 6.6%, Neutral 76.2%

Although both teams are fairly similar in sentiment distribution, the Seahawks managed to gain a slight advantage by having more vocal supporters. Both teams have a large neutral post ratio, which makes sense as the majority of football fans have already had their teams eliminated. The Broncos have more mixed sentiment, primarily stemming from multiple forum discussions where users claimed that they were rooting for the Broncos only because their NFL team had already been eliminated.

🏈 Top Terms:

What words are most commonly used in each team's online discussion sphere?

Term	Value
broncos	1.6
denver	1.4
#broncos	1.2
@broncos	1.1
peyton	1.1
#peytonmanning	1.1
#gobroncos	1.0

A high percentage of posts discussion the Denver Broncos include references to Peyton Manning, whose record-breaking season has positioned him as a central focus for nearly all in-depth conversations about the Broncos. Most of the terms used are neutral in tone, with the exception of #gobroncos – which comes in at 7th place.

Value	Term
2.1	#gohawks
1.4	#12thman
1.3	#seahawks
1.2	go hawks
1.2	rally
1.1	@seahawks
1.1	seahawk

The top term distribution for the Seahawks explains why they have managed to claim the majority Share of Voice as well as have a greater amount of positive sentiment. The team's marketing department has done a better job of leveraging hashtags that contain positive tone and context.

🏈 THE RESULTS:

Although the stats were close, the Seahawks barely beat the Broncos in nearly every category we measured. Seattle's marketing department managed to create an extremely successful marketing campaign with "12th Man" and has seen greater rewards through better leveraging of hashtags. As well, their fans are more vocal. The team has never won a Super Bowl, and the city of Seattle is hungry for its team to finally bring home a championship.