

# THE SPORTIER

## Super Bowl LIV: Chiefs Crowned

The first team to score 21 points of offense in the fourth quarter of a Super Bowl, the Chiefs lit a spark that was continually seen throughout the playoffs. With a 3.9% chance to win their first Super Bowl in 50 years, Kansas City needed a miracle to save them as they were down 20-10, facing a 3rd and 15 with 7 minutes remaining in the 4th quarter. With the odds seemingly stacked against them, the Chiefs were able to convert on this third down...with 29 yards to spare. A 44-yard blast down the field launched out of the cannon of Chiefs quarterback Patrick Mahomes to receiver Tyreek Hill set the offense back in motion. This reenergized the whole entire Chiefs team, as they went from a 3.9% chance to win down 10 to a 77.7% opportunity after regaining the lead, 24-20. The dynamic Chiefs offense had done it once again, as they had all postseason. The first team to come back from double-digit deficits in all three of their playoff games, the Chiefs defense also halted the 49ers offense, as San Francisco scored 0 points in the 4th quarter. Kyle Shanahan, most famously known as offensive coordinator of the Falcons during their Super Bowl collapse, had folded as the 49ers Head Coach. On the biggest stage of them all, the Chiefs snuck in and stole the biggest game of the year.

## The Significance Of Super Bowl Ads

As we know, the Super Bowl is undoubtedly one of the most viewed sporting events every year, raking in around 100 million-plus viewers every year. With this many viewers, the advertisements during the breaks are very valuable, as a 30-second commercial during this year's Super Bowl cost approximately \$5.6 million. But are these steep prices for advertisements really worth it?

In 2015, website-building software company Wix purchased its first Super Bowl ad. They employed the help of NFL legends such as Terrell Owens, Emmitt Smith, and Brett Favre while ending up spending a total of around \$10 million. After a survey was conducted, 8.7% of people said that they would better recognize Wix due to their commercial. Shortly after, though they did not specifically address their Super Bowl advertisements, Wix increased its revenue outlook for the year from \$198-\$202 million to \$200-\$204 million. This proves that, when done correctly, Super Bowl ads can be useful in attracting consumers. One research firm concluded that only about 20% of Super Bowl ads actually attract new customers and that 87% of people watching the ads are there for entertainment purposes. Keeping the smaller target audience engaged with exciting commercials, such as humorous or commercials with heartfelt messages, usually bodes well and can positively impact a business. Super Bowl ads can be successful, but they must be executed correctly, and you must have deep pockets to make it work.

## Duke-UNC: College Basketball's Best

There are many great rivalries across all sports, and even more specifically, there are many great rivalries across college sports. In college basketball, though, one rivalry dominates them all. Separated by a short 8 miles, the Duke-UNC series is one of the best college rivalries across all sports, as it never fails to bring us intensely fought games. Entering yesterday's game, the last 100 games between Duke and UNC were split, as each team had 50. wins. On top of that, each team had scored the same exact amount of points over those 100 games, at 7,746. With 152 straight contests with at least one of the teams ranked in the top 25, it proves how legendary these two programs really are. Last night, another string of miraculous events allowed for Duke to comeback in Chapel Hill, as they were down 13 with less than 5 minutes to go. Duke guard Tre Jones was able to pull off a heroic play, by purposefully missing a free throw, then hitting a buzzer-beater to send the game into overtime. With the game on the line, Jones came through again, tying the game in overtime with a free throw. Though he missed the crucial, go-ahead free throw that followed, he was able to secure possession of the ball. He proceeded to airball a jump shot from the elbow...but right beside the rim was his teammate, Wendell Moore, who tapped the ball in at the buzzer to complete the comeback! Wild finishes define the history of this matchup, with each team putting their best performance out on the court just for this game.

## In The Rulebook

In basketball, the violation known as "goaltending" can occur when a player from an opposing team touches a ball that has the chance to score after it has made contact with the backboard. On Friday night, a controversial missed goaltending call caused a stir within the NBA regarding their referees. Portland Trail Blazers guard Damian Lillard shot a layup down two points against the Utah Jazz late in the 4th quarter of a game, and after the shot had hit the backboard, Jazz center Rudy Gobert clearly tipped the ball. The referees did not call goaltending on this play, which prevented them from being able to review the goaltending call, as it must have been called on the floor by a referee to be reviewable.



Trail Blazers-Jazz Missed Goaltending

Sources:

Fortune

Sports Illustrated

ESPN