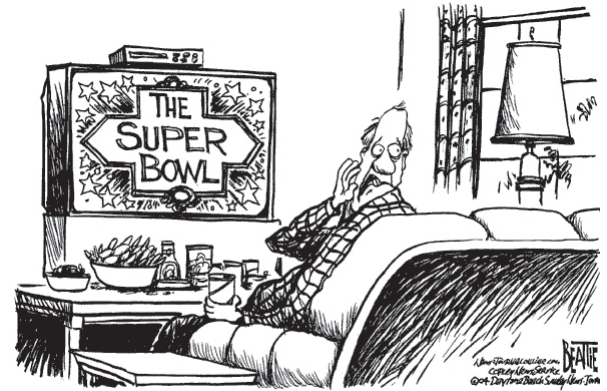


Super Bowl Advertising: Audience Impact Report

With Super Bowl ad costs reaching \$3 million for 30 seconds of air time, marketers are integrating a variety of promotional activities surrounding the game. This report gives marketers a comprehensive evaluation of the impact this investment is having on consumers and the media.



Extensive media coverage and consumer discussion is essential to driving ROI for this expensive ad placement:

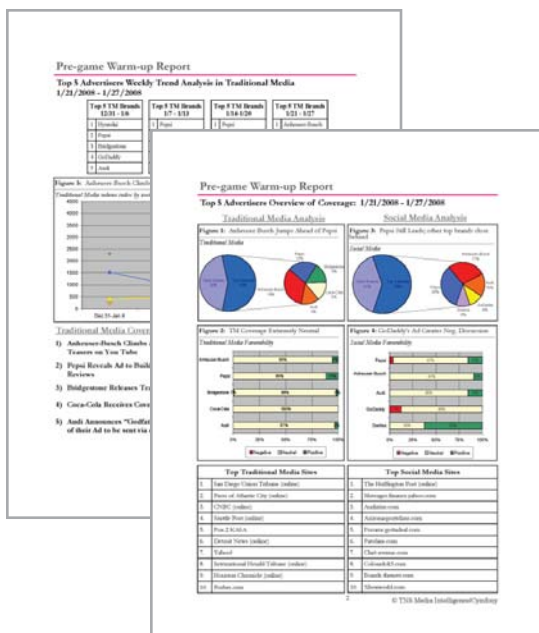
This report provides both quantitative and qualitative evaluation of the media coverage and consumer discussion in social media for all Super Bowl advertisers leading up to and immediately following the game on February 1, 2009.

This report will answer questions like:

- How much coverage is each advertiser generating?
- Which ads are consumers discussing online? What are they saying?
- What is the quality and tone of the coverage?
- How does this event impact consumer engagement with the brand?
- How are pre-game promotional strategies influencing coverage?

The Audience Impact Report consists of the following:

- > **Weekly Pre-game Warm-up Reports:**
Weekly reports summarize the top advertisers for the week and trends over time. Each report will highlight the significant advertiser developments and key coverage and discussion topics. All advertisers will be compared across a variety of Cymfony proprietary indices including volume, favorability and polarity. Delivery dates: 1/6/09, 1/13/09, 1/20/09, and 1/27/09
- > **Post-Game Press Conference:**
After the post-game discussions and media coverage peak on Monday after the game, our Super Bowl analysts will lead a detailed online briefing Tuesday, February 3rd, to discuss the game's ad winners and losers as reported by consumers and the media.
- > **2009 Season Review:**
A final report of the entire Super Bowl ad season will include an evaluation of the top 10 advertisers, key lessons learned and analysis of the successful marketing strategies. Delivery date: 2/17/2009
- > **Customized for Your Needs:**
For a deeper look into the media coverage and consumer discussion surrounding your Super Bowl ad(s), Cymfony can prepare detailed custom analysis reports for advertisers looking to track specific brand perceptions and compare their quality of coverage against the leaders.



Award Winning Analysis

The International Association for Measurement and Evaluation of Communication awarded TNS Cymfony the 2008 Innovation Award for "groundbreaking analysis" of the Super Bowl Audience Impact Report.

