



Super Bowl Ad Audience Impact Report

Week 4: 1/21/2008 - 1/27/2008

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This Week's Developments:

As Super Bowl XLII Approaches, Coverage and Discussion Volume Continue to Increase:

- *Traditional media (TM) update:* As in previous weeks, TM coverage remains greater than SM discussion. TM coverage volume increased 70% from week 3.
- *Social media (SM) update:* SM discussion continues to grow with a 55% increase in discussion volume from week 3.

To Reveal or Not Reveal...

With millions of advertising dollars on the line, some advertisers decided to reveal all or part of their Super Bowl ads this week with hope of increasing their Super Bowl ad ROI:

- Leading the pack this week, Anheuser-Busch captured 19% of TM coverage and pulled ahead of Pepsi by revealing their ad concepts and releasing teasers ads on YouTube. They came in second in SM discussion with a 17% SOV.
- Pepsi, second this week in overall coverage, revealed their "silent" ad geared toward the hearing impaired and captured 13% of TM coverage and 20% of SM discussion.
- Bridgestone released two teaser ads this week, one featuring Richard Simmons, and came in third in overall coverage.
- Audi ranked fourth in overall coverage this week revealing their ad will have a "Godfather" theme. Unlike other advertisers, Audi will send out via email a sneak preview of their ad on the morning of February 3rd to those who sign up on their website.
- Coca-Cola did not reveal their ad concepts but managed to remain in the top five and come in fifth in overall coverage this week.
- Brands that released their full ad this week but did not make the leaderboard are Sunsilk, Cars.com, GoDaddy, and the White House Office of National Drug Control.
- Brands that released teaser ads but did not make the leaderboard are IceBreakers, T-Mobile, Under Armour, and Gatorade G2 (revealed last week).

Leaderboard (All Coverage) 1/21/2008 - 1/27/2008
1) Anheuser-Busch
2) Pepsi
3) Bridgestone
4) Audi
5) Coca-Cola

Leaderboard (All Coverage) YTD
1) Pepsi
2) Anheuser-Busch
3) Coca-Cola
4) Bridgestone
5) Doritos

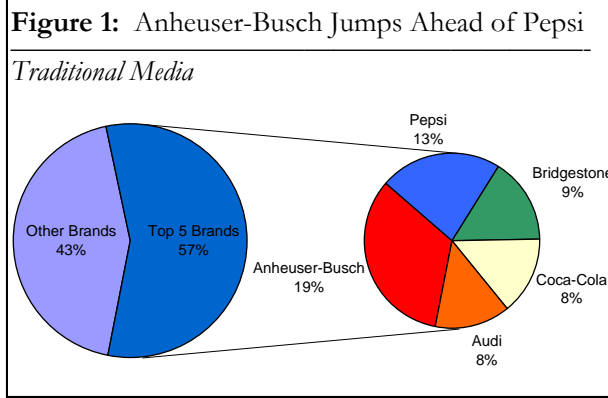
What Happened to Last Week's Leader?

- Pepsi moved to second place this week with hype of their promotions slowing down but remain in first place for YTD coverage due to the strong lead they had from the previous two weeks.

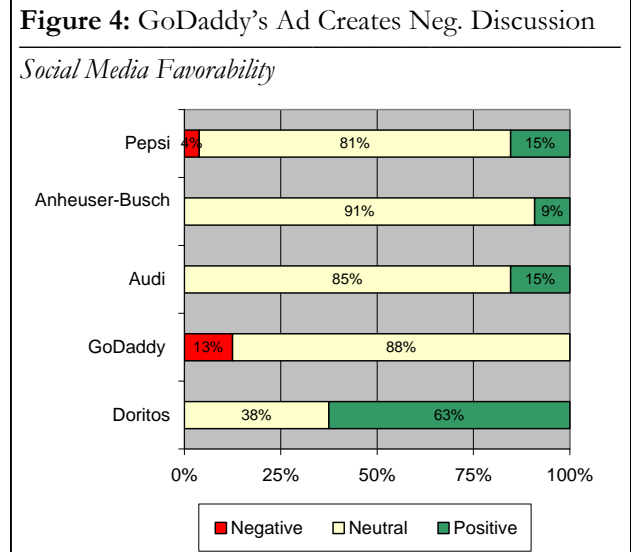
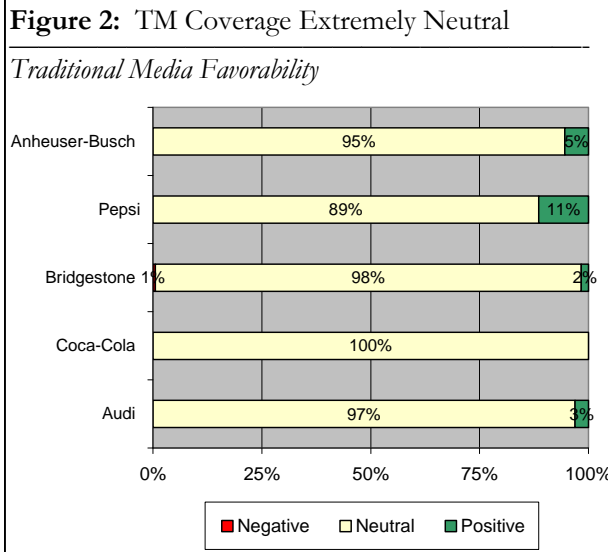
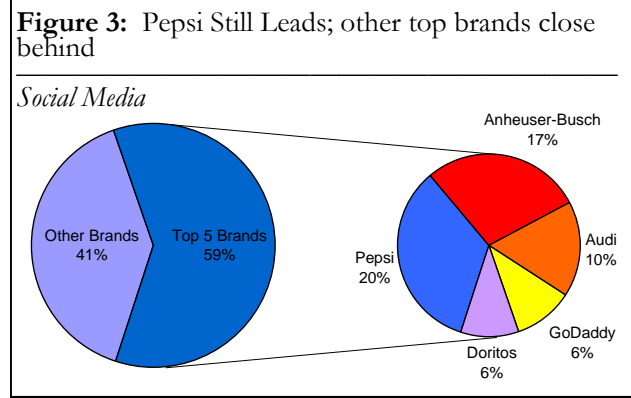
Pre-game Warm-up Report

Top 5 Advertisers Overview of Coverage: 1/21/2008 - 1/27/2008

Traditional Media Analysis



Social Media Analysis



Top Traditional Media Sites	
1.	San Diego Union Tribune (online)
2.	Press of Atlantic City (online)
3.	CNBC (online)
4.	Seattle Post (online)
5.	Fox 2 KASA
6.	Detroit News (online)
7.	Yahoo!
8.	International Herald Tribune (online)
9.	Houston Chronicle (online)
10.	Forbes.com

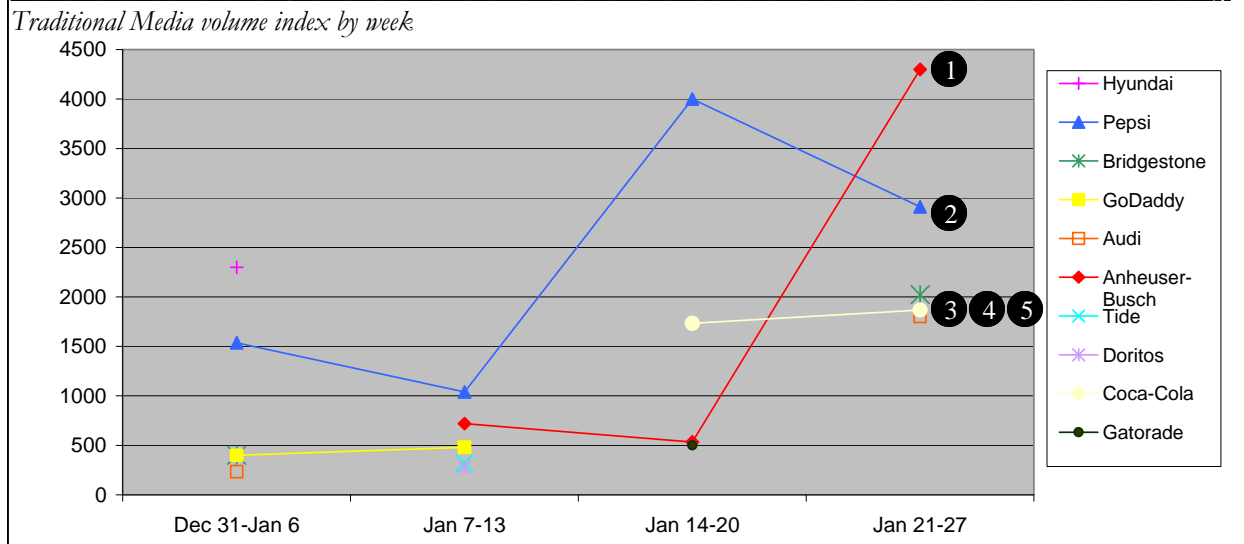
Top Social Media Sites	
1.	The Huffington Post (online)
2.	Messages.finance.yahoo.com
3.	Audizine.com
4.	Arizonasportsfans.com
5.	Forums.gottadeal.com
6.	Patsfans.com
7.	Chat-avenue.com
8.	Coloradok5.com
9.	Boards.thenest.com
10.	Xboxworld.com

Pre-game Warm-up Report

Top 5 Advertisers Weekly Trend Analysis in Traditional Media 1/21/2008 - 1/27/2008

Top 5 TM Brands 12/31 - 1/6		Top 5 TM Brands 1/7 - 1/13		Top 5 TM Brands 1/14-1/20		Top 5 TM Brands 1/21 - 1/27	
1	Hyundai	1	Pepsi	1	Pepsi	1	Anheuser-Busch
2	Pepsi	2	Anheuser-Busch	2	Coca-Cola	2	Pepsi
3	Bridgestone	3	GoDaddy	3	Hyundai	3	Bridgestone
4	GoDaddy	4	Tide	4	Anheuser-Busch	4	Coca-Cola
5	Audi	5	Doritos	5	Gatorade	5	Audi

Figure 5: Anheuser-Busch Climbs Ahead of Pepsi in Traditional Media Coverage



Traditional Media Coverage Drivers:

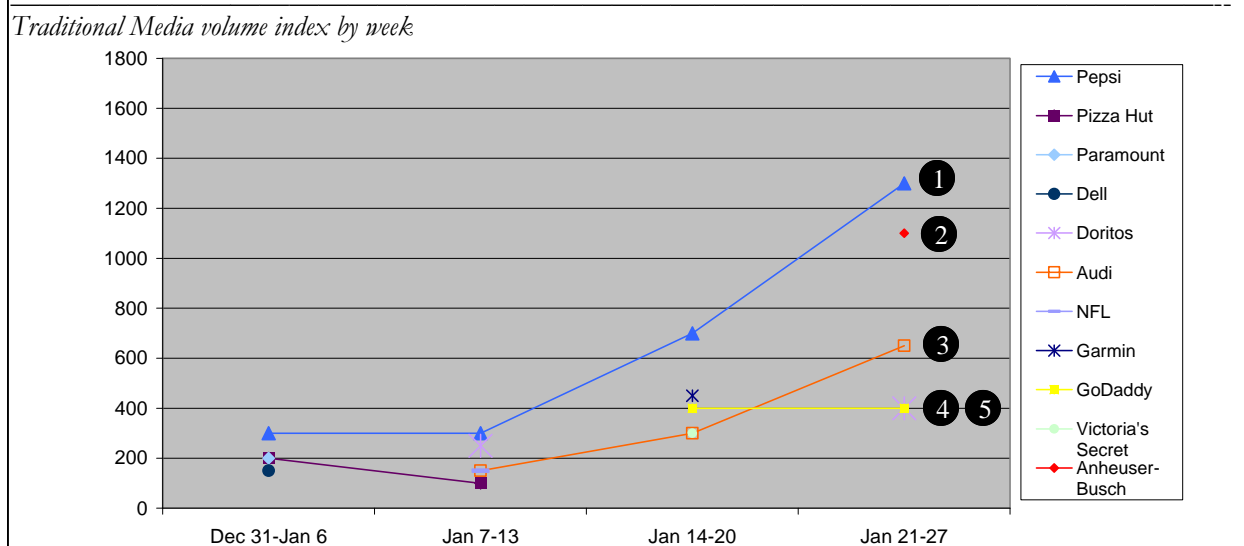
- 1) Anheuser-Busch Climbs ahead of Pepsi by Revealing Highlights of Ads and Releasing Teasers on You Tube
- 2) Pepsi Reveals Ad to Build Awareness of the Hearing Impaired; Receives Positive Reviews
- 3) Bridgestone Releases Teasers of Two Ads; One Features Richard Simmons
- 4) Coca-Cola Receives Coverage for Not Revealing Ad Creative
- 5) Audi Announces “Godfather” Themed Spot; Register at Audi.com for Sneak Preview of their Ad to be sent via email morning of Feb. 3rd.

Pre-game Warm-up Report

Top 5 Advertisers Weekly Trend Analysis for Social Media 1/21/2008 - 1/27/2008

Top 5 SM Brands 12/31 - 1/6		Top 5 SM Brands 1/7 - 1/13		Top 5 SM Brands 1/14-1/20		Top 5 SM Brands 1/21-1/27	
1	Pepsi	1	Pepsi	1	Pepsi	1	Pepsi
2	Pizza Hut	2	Doritos	2	Garmin	2	Anheuser-Busch
3	Paramount	3	Audi	3	GoDaddy	3	Audi
4	Dell	4	NFL.com	4	Audi	4	GoDaddy
5	n/a	5	Pizza Hut	5	Victoria's Secret	5	Doritos

Figure 6: Social Media Discussion Begins to Increase as Super Bowl Approaches



Social Media Coverage Drivers:

1) Pepsi's Commercial Geared Toward Hearing Impaired Carries Over to Social Media Discussion

"I'm only putting "deaf" in quotation marks as a super bowl commercial can't really be deaf, it's an ad for crying out loud. Coolness though, that PepsiCo who is sponsoring the closed captioning for the game and had the idea to do a silent ad." [AdLand](#) 1/26/2008

2) Consumers Discuss Anheuser-Busch's Bud Bowl and Comment on Released Teasers

"The whole goal of these teasers is to get you to watch the game (or at least the commercials) but these clips dont tell when or where you can watch their endings...Anheuser-Busch should have at least ended them with something like See the rest during the Super Bowl." [NewTeeVee.com](#) 1/25/2008

3) Automotive Forums Discuss Audi Super Bowl Spot and Email Sneak Preview

"ba, just got an email from audi regarding this, on feb 3rd they're going to send me a sneak preview, can't wait!" [Audizine.com](#) 1/21/2008

4) GoDaddy's Banned Danica Patrick "Exposure" Ad Gains Discussion

5) Kina Grannis Continues to Drive Discussion for Doritos' "Crash the Super Bowl" Contest

Pre-game Warm-up Report

Weekly Volume, Polarity and Favorability Indices*

Advertiser	Week of 1/21/2008 - 1/27/2008								
	Traditional Media			Social Media			All Coverage		
	Volume	Favorability	Polarity	Volume	Favorability	Polarity	Volume	Favorability	Polarity
Amp Energy	89	100	119	50	0	0	90	100	103
Anheuser Busch (1)	4300	2100	52	1100	200	58	4090	2300	52
Audi (4)	1800	500	29	650	200	0	1750	700	37
Bridgestone (3)	2022	300	21	400	100	160	1900	200	29
Careerbuilder.com	11	0	0	0	0	0	10	0	0
Cars.com	1789	0	0	100	0	0	1630	0	0
Chevrolet	56	0	0	0	0	0	50	0	0
Coca-Cola (5)	1867	0	0	250	0	0	1730	0	0
Disney	56	0	0	200	0	0	90	0	0
Doritos	1778	14200	847	400	500	400	1680	14700	812
FedEx	156	200	136	0	0	0	140	200	133
Garmin	78	0	0	50	0	0	80	0	0
Gatorade	311	200	68	0	0	0	280	200	66
GoDaddy.com	622	200	34	400	-100	80	640	200	43
Hershey: IceBreakers	33	-100	318	0	0	0	30	-100	309
Hyundai	211	200	100	100	0	0	210	200	88
New Line Cinema	11	0	0	50	0	0	20	0	0
NFL.com	11	0	0	0	0	0	10	0	0
Nissan	11	0	0	50	0	0	30	0	0
ONDCP	256	200	83	0	0	0	230	200	81
Paramount	67	0	0	150	0	0	90	0	0
Pepsi (2)	2911	3000	109	1300	400	123	2880	3400	113
Pizza Hut	33	0	0	50	100	640	40	100	232
Planters	1700	0	0	100	0	0	1550	0	0
Salesgenie	111	0	0	0	0	0	100	0	0
Semi-Pro	33	0	0	50	0	0	40	0	0
Sony	22	0	0	50	0	0	30	0	0
Sunsilk	267	100	40	150	200	427	270	300	103
Tide	67	0	0	0	0	0	60	0	0
Toyota	100	0	0	100	0	0	110	0	0
Under Armour	267	300	119	100	0	0	260	300	107
Universal	67	0	0	150	0	0	90	0	0
Victoria's Secret	289	0	0	100	0	0	280	0	0
Warner Bros.	56	0	0	150	0	0	80	0	0

* See methodology section on page 7 for more details on charts.

Pre-game Warm-up Report

YTD Volume, Polarity and Favorability Indices*

Advertiser	YTD								
	Traditional Media			Social Media			All Coverage		
	Volume	Favorability	Polarity	Volume	Favorability	Polarity	Volume	Favorability	Polarity
Amp Energy	116	200	116	33	0	0	69	200	104
Anheuser Busch (2)	4320	4000	55	933	700	131	2819	4700	60
Audi	1720	1100	37	833	400	84	1231	1500	44
Bridgestone Tires (4)	2160	1500	43	300	100	116	1406	800	46
Careerbuilder.com	10	0	0	0	0	0	6	0	0
Cars.com	1650	0	0	67	0	0	1044	0	0
Chevrolet	140	0	0	67	0	0	100	0	0
Coca-Cola (3)	2220	100	3	367	0	0	1456	100	2
Dell	30	200	385	67	100	262	31	300	344
Disney	60	0	0	167	0	0	69	0	0
Doritos (5)	1820	15200	482	533	800	262	1238	16000	463
E*Trade	20	0	0	0	0	0	13	0	0
FedEx	240	600	144	67	100	262	163	700	154
Fox Studios	10	0	0	0	0	0	6	0	0
Garmin	100	0	0	300	0	0	125	0	0
Gatorade	440	400	53	33	-100	523	281	400	64
GoDaddy	950	-160	79	700	150	125	725	80	89
Hershey: IceBreakers	40	100	289	0	0	0	25	100	286
Hyundai	1040	0	0	133	200	262	675	200	387
New Line Cinema	10	0	0	33	0	0	13	0	0
NFL.com	70	100	83	133	0	0	69	100	52
Nissan	30	-100	193	33	0	0	25	-100	143
ONDCP	230	200	50	0	0	0	144	200	50
Paramount	120	100	48	200	0	0	113	100	32
Pepsi (1)	7610	16600	126	1800	450	107	5094	17500	124
Pizza Hut	60	100	96	233	100	75	81	200	88
Planters	1540	100	4	67	0	0	975	100	4
Salesgenie	180	500	160	33	100	523	119	600	181
Semi-Pro	30	0	0	33	0	0	25	0	0
Sony	30	0	0	67	0	0	31	0	0
Sunsilk	260	100	22	100	200	349	181	300	59
Tide	190	600	182	0	0	0	119	600	181
Toyota	160	100	36	133	0	0	125	100	29
Under Armour	250	300	69	67	0	0	169	300	64
Universal	70	0	0	100	0	0	63	0	0
Victoria's Secret	290	-200	60	267	100	65	231	-100	62
Warner Bros.	50	0	0	167	0	0	63	0	0

* See methodology section on page 7 for more details on charts.

Pre-game Warm-up Report

Methodology

Cymfony's Orchestra platform sifted through the content of articles in traditional media and the posts from a broad universe of social media sites from December 31, 2007 through January 27, 2008. Cymfony aggregates content using its own technology as well as partnerships with third party providers. Transcripts of television programs are provided through a special arrangement with Critical Mention.

The technology identified, compiled, and tagged articles and posts for references to the companies that have announced advertising on the television broadcast of the 2008 NFL Super Bowl on February 3rd. For this research, we are focusing on favorability toward the brand's advertisement and the brand's association with the Super Bowl, not primarily on favorability toward the brand, product, or service itself.

Cymfony conducted this research as a syndicated study to measure and evaluate the impact of media coverage and consumer discussion on the companies investing in Super Bowl ads. This study was not sponsored by the NFL or FOX television. The study is available for purchase by advertisers and their agencies.

Polarity Index:

The Polarity Index measures how strongly people feel about the ad. A high polarity index means that a high number of people have expressed a clear opinion for or against it. An Index of 100 represents the average across all advertisers. We calculate polarity by adding the number of positive and negative stories and dividing by the total number of stories and posts. The polarity of all articles and posts was calculated and used as the benchmark against which the polarity of an individual ad was derived: $\text{Polarity (specific ad)} / \text{Polarity (all ads)} * 100$.

Favorability Index:

The Favorability Index represents how many stories expressed a positive opinion of the ad. An Index of 100 represents an equal number of positive and negative opinions. We calculate the index by dividing the positive stories by the negative stories and multiplying by 100. $(\text{Positive}/\text{Negative}) * 100$. Thus a high Favorability Index indicates that opinion is strongly positive.

In the instances where negative stories outnumbered positive one, the formula was revised. Positive stories were divided by – the negative stories and the result was divided by 1 and then multiplied by 100. $(1/(\text{Positive}/-\text{Negative})) * 100$ A high negative index indicates that opinion is strongly negative.

If a brand does not have any positive or negative stories we put a zero to indicate there was no favorability expressed in the coverage or discussion. If a brand has either positive or negative stories but not both, then we adjusted the index to reflect the favorability of the total stories for the brand.

* Weekly: Indices for all brands that have announced Super Bowl ad as of 1/21/2007 and had coverage between 1/21/2008 and 1/27/2008

** YTD: Indices for all brands that have announced Super Bowl ad as of 1/21/2007 and had coverage between 12/31/2007 and 1/27/2008

**Highlighted brands represent top 5 overall leaders for the week/YTD. Rank is in parenthesis. Ranking includes both traditional and social media coverage and is based on total share of voice.

Pre-game Warm-up Report

About TNS Media Intelligence/Cymfony

Cymfony, a division of TNS Media Intelligence, tells brands and companies what people are saying about them whether the people are bloggers, traditional journalists or even influential consumers. By sifting and interpreting the millions of voices at the intersection of traditional and social media, Cymfony delivers consumer insights that help companies identify the people, keep on top of the issues and respond to the trends impacting their business - at the speed of the market. We call this approach to harnessing this new dynamic “market influence analytics”.

Cymfony pioneered the innovative technology to extract meaning from high volumes and diverse sources of text. U.S. intelligence agencies have been relying on our technology for more than 9 years. We are an innovator in the integration of social and traditional media, offering access to the greatest breadth of content sources and analytical expertise.

Contact Cymfony at 617-673-6000 (x2) or visit www.cymfony.com to learn what your customers and prospects are saying about your company.