

Super Bowl 2011

Social Engagement Measurement



Per Ad Sec -- the total value of the metric divided by the number of seconds of advertising the brand received during the game

Post-Game -- the value for the metric as of the completion of the trophy presentation

% Increase -- the increase in the metric from Monday, 1/31, to immediately following the game. For brands not identified/tracked as of 1/31, the increase is based on the earliest pre-game data available

Brand is in the top 25% of rated brands for this metric

Brand is in the bottom 25% of rated brands for this metric

Brand	Tweet About the Brand -- TweetReach						Twitter -- Brand Account -- Twitalyzer						Facebook		
	Tweets		Exposure ¹		Unique Contributors ²		Effective Reach ³		Impact ⁴		Referenced ⁵		Fan Increase		
	Total	Per Ad Sec	Total	Per Ad Sec	Total	Per Ad Sec	Post Game	% Increase	Post Game	% Increase	Post Game	% Increase	Total Fan Increase	Per Ad Sec	% Increase
GoDaddy.com	18,313	305	27,014,992	450,250	15,283	255	2,988,426	37.4%	22.9%	18.0%	332	95.3%	2,355	39	5.1%
Doritos	55,438	616	39,139,943	434,888	45,147	502	87,315	3955.5%	4.4%	213.6%	210	1400.0%	6,324	70	0.4%
Best Buy	25,769	859	46,210,732	1,540,358	16,683	556	207,907	104.2%	37.2%	-53.3%	168	3.7%	12,005	400	0.5%
VW	25,573	426	30,584,412	509,740	21,138	352	313,717	80.9%	20.6%	9.0%	56	-62.9%	2,566	43	0.4%
Coca-Cola	9,550	80	10,088,795	84,073	8,740	73	208,639	38.6%	49.3%	-10.0%	463	172.4%	112,775	940	0.5%
Groupon	21,931	731	33,542,741	1,118,091	14,394	480	1,055,238	161.6%	5.6%	-90.4%	0	-	4,851	162	4.2%
Audi	13,861	231	12,157,920	202,632	11,091	185	336,207	202.9%	29.5%	121.8%	464	502.6%	12,671	211	0.4%
Budweiser	7,788	130	10,690,277	178,171	7,228	120	52,304	8886.9%	1.0%	100.0%	23	475.0%	13,472	225	2.1%
Chrysler	38,225	255	37,053,320	247,022	28,924	193	979,813	5137.7%	6.5%	-17.7%	38	-29.6%	4,138	28	4.8%
<i>Cowboys & Aliens</i> (Universal Studios)	9,891	330	12,446,589	414,886	9,038	301	159,137	-	0.7%	40.0%	7	-	2,568	86	4.7%
Mercedes-Benz	9,501	158	22,726,189	378,770	8,489	141	51,624	156.3%	35.0%	59.8%	10	-44.4%	14,759	246	19.1%
GM	18,160	86	21,799,884	103,809	14,140	67	80,933	100.9%	14.1%	11.0%	216	89.5%	5,153	25	0.9%
Skechers	12,281	409	18,841,560	628,052	11,150	372	8,249,092	32.5%	10.3%	66.1%	109	738.5%	9,796	327	4.3%
Motorola Xoom	10,257	171	15,581,667	259,694	7,779	130	29,299	105.2%	18.4%	-4.7%	46	-29.2%	945	16	0.3%
BMW	5,689	95	4,412,717	73,545	4,880	81	0	-	0.0%	-	0	-	84,459	1,408	68.8%
Mars	9,194	306	7,172,283	239,076	8,357	279	19,518	1628.8%	1.5%	25.0%	18	500.0%	16,432	548	1.2%
<i>Pirates of the Caribbean 4</i> (Disney)	8,225	274	4,774,073	159,136	7,535	251	0	-	0.0%	-	-	-	586	20	8.7%
Bridgestone	10,979	183	10,793,435	179,891	9,565	159	53,705	1737.3%	3.3%	22.2%	20	25.0%	1,739	29	1.2%
Hyundai	3,101	34	3,071,423	34,127	2,591	29	36,956	0.2%	6.3%	23.5%	25	-28.6%	3,747	42	3.1%
PepsiMax	16,322	181	16,907,320	187,859	13,946	155	1,390,755	-62.5%	16.8%	16.7%	263	82.6%	2,876	32	0.8%
Brisk Iced Tea	2,612	87	2,841,105	94,704	2,477	83	20,588	-43.5%	12.0%	-8.4%	88	183.9%	17,040	568	5.0%
Bud Light	14,591	162	362,669	4,030	12,400	138	3,233	-71.9%	0.8%	60.0%	23	2200.0%	33,353	371	3.5%
Careerbuilder	2,986	100	2,641,321	88,044	2,789	93	68,900	13.8%	6.4%	14.3%	18	-60.9%	6,085	203	5.5%
CarMax	4,748	79	3,976,293	66,272	4,152	69	28,062	1688.5%	4.9%	58.1%	51	920.0%	166	3	1.7%
E-TRADE	6,826	114	4,451,448	74,191	6,208	103	0	-	0.0%	-	-	-	373	6	0.5%
HomeAway	1,660	55	1,519,445	50,648	1,450	48	234,309	4461.2%	2.6%	0.0%	13	62.5%	206	7	0.7%
Kia	8,752	146	10,719,979	178,666	7,769	129	552	32.4%	1.4%	-6.7%	3	-57.1%	557	9	0.2%
Stella Artois	2,059	34	7,647,425	127,457	1,912	32	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available
Teleflora	2,122	71	2,159,534	71,984	1,888	63	9,731	5833.5%	1.2%	140.0%	14	1300.0%	550	18	16.3%
RIO (20th Century Fox)	1,338	45	1,455,916	48,531	1,220	41	2,636	-27.9%	2.7%	-	6	0.0%	565	19	11.7%
Cars.com	1,146	19	1,448,864	24,148	1,009	17	0	-	0.0%	-	0	-	16	0	0.0%
MINI Countryman	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available	0	-	0.1%	0.0%	0	-	102	3	0.1%
Salesforce.com	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available	272,201	780.9%	13.0%	31.3%	59	-45.4%	105	2	0.6%

¹ **Exposure** -- the sum of the number of followers for each user who tweeted about the brand (one user with 100 followers who tweeted twice about the brand would contribute 200 to the the Exposure)

² **Unique Contributors** -- the number of unique Twitter users who tweeted about the brand

³ **Effective Reach** -- multiplies a user and each of their retweeting user's follower count by their calculated **Influence** (the likelihood the user will be retweeted or mentioned) to determine a likely representation of the user's reach

⁴ **Impact** -- based on a combination of factors: # of followers, the # of unique references of the user in Twitter, the frequency at which the user is retweeted and retweets others, and the frequency at which the user posts updates

⁵ **Referenced** -- number of times the user had been referenced or cited by other people in the **seven days** prior to the last analysis