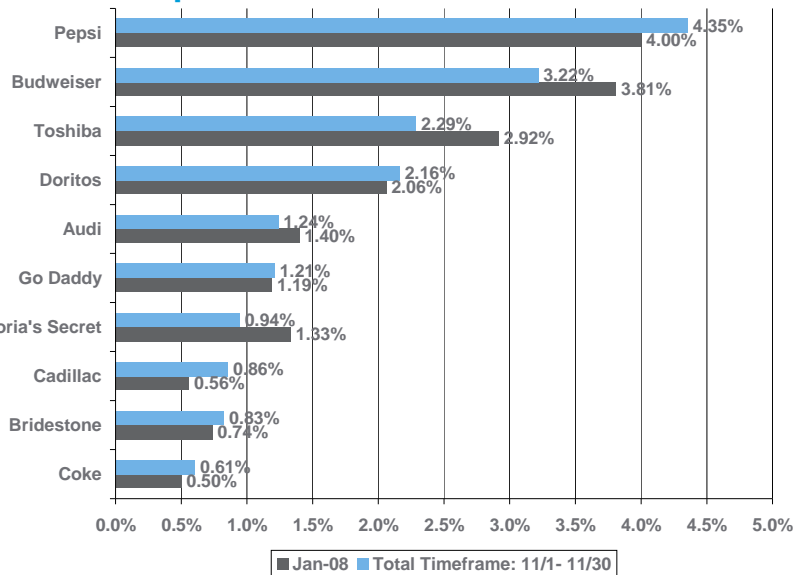


# Pepsi, Budweiser lead buzz pre-game

Buzz for Pepsi is generated by behind-the-scenes and leaked footage of “Bob’s House,” an ad anticipated because it is geared towards a hearing-impaired audience. Budweiser is also generating buzz by releasing ads early, but holding back the “punch lines.”

## Top 10 Brands Associated with Super Bowl Ad Discussion, as a % of Super Bowl Ad Discussion



- Doritos’ buzz is from a CGM campaign on MySpace focused on getting a contestant’s music video played during the Super Bowl; votes and judges determine the winner.
- Toshiba buzz comes from the highly engaged tech community speculating on whether or not Toshiba will use the ad to advertise their HD DVD player.
- Audi has generated buzz with car enthusiasts and advertising insiders; interest stems from the news that they have created a “cinematic” ad, based on “The Godfather,” to counter typical car commercials.

Buzz volume is depicted as a percentage of 13,550 messages about Super Bowl ads occurring between November 1 and January 29, 2008.

# Brand buzz for all advertisers

## Buzz Levels for All Brands Advertising as a Percent of Super Bowl Ad Discussion 11/1- 1/29/2008

Top 10		Second Tier		Bottom Tier	
Brand	Buzz %	Brand	Buzz %	Brand	Buzz %
Pepsi	4.35%	NFL	0.60%	FedEx	0.22%
Budweiser	3.22%	Hyundai	0.58%	Universal	0.21%
Toshiba	2.29%	Unilever/Sunsilk	0.36%	Careerbuilder	0.21%
Doritos	2.16%	Salesgenie.com	0.30%	Under Armour	0.17%
Audi	1.24%	Gatorade	0.25%	GM	0.15%
Go Daddy	1.21%	T-Mobile	0.25%	Hershey's	0.15%
Victoria's Secret	0.94%	Cars.com	0.23%	Disney	0.14%
Cadillac	0.86%	Taco Bell	0.23%	Paramount	0.14%
Bridgestone	0.83%	Dell	0.23%	Toyota	0.14%
Coke	0.61%	Garmin	0.22%	Tide	0.13%
				Kraft/Planters	0.13%
				Sony Pictures	0.11%
				Warner Bros	0.10%
				New Line	0.07%
				eTrade	0.04%

Buzz volume is depicted as a percentage of 13,550 messages about Super Bowl ads occurring between November 1 and January 29, 2008.