

Brand awareness through social media exposure

A media scan & analysis of Super Bowl XLV commercials

March 2011



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Executive Summary

The objective of this analysis and social media scan was to gauge the popularity of several commercials that ran during the 2011 Super Bowl.

Both the scan and analysis were conducted using MediaMiser's Twitter, Facebook and YouTube tools to answer the overarching question:

“Which Super Bowl commercial created the most brand awareness through social media?”

In answering this question, we tested the following hypotheses:

- **H1:** *Twitter mentions will drive mentions on Facebook.*
- **H2:** *Social media (Facebook and Twitter) mentions will drive YouTube views.*

The analysis was conducted on a subset of the top-six Super Bowl commercials over a study period of Feb. 6 to Feb. 13, 2011. The commercials analyzed were separated into two categories (Auto and Other) and six subcategories, including brand name and title of commercial:

- **Auto**
 - *Volkswagen – “The Force”*
 - *Kia – “Epic Ride”*
 - *Audi – “Big Game”*
- **Other**
 - *Brisk – “Eminem”*
 - *Best Buy – “Bieber”*
 - *Doritos – “The Sauna”*

To measure awareness created by Super Bowl commercials, we analyzed social media to calculate the relative brand awareness – which measures knowledge of a brand's existence by potential and existing customers – generated by each advertisement.

This was conducted using two metrics: *Frequency of mentions on social media* and *percentage of YouTube views*. The analysis also examined coverage trends between social media mentions themselves, and between those mentions and YouTube views.

In answer to the overarching research question, -- **“Which Super Bowl commercial created the most brand awareness through social media?”**– the analysis shows that, based on its large numbers of YouTube views and social media mentions, *Volkswagen's “The Force”* – a very popular piece of creative involving a small child dressed as Darth Vader, of Star Wars fame – had the most social media exposure and therefore created the most brand awareness.

In answer to **H1: Twitter mentions will drive mentions on Facebook** – Based on trend charts showing Twitter mentions peaking with or before Facebook mentions, the analysis shows this to be **true**.

In answer to **H2: Social media mentions will drive the views on YouTube** – Based on trend charts showing YouTube views usually peaking before social media mentions, the analysis shows this to be **not true**.

Highlights:

- **Volkswagen – “The Force” and Brisk – “Eminem” were the top commercials in their respective categories, and the top two overall.**

- **Volkswagen ranked No. 1 in terms of exposure during the study period.**
 - Its video had over five times the YouTube views of the next closest commercial, and more than twice the total social media mentions of the next closest commercial.
 - *Volkswagen* was responsible for the high levels of exposure for the Auto category.

- **Brisk ranked second in terms of exposure.**
 - Its offering was the top-ranked commercial in the Other category.
 - It had one million more YouTube views than *Best Buy*’s commercial, but not a significantly larger number of social media mentions.

- **Best Buy ranked third in terms of exposure, but was close to Brisk in both YouTube views and social media mentions.**
 - *Best Buy*’s creative had the largest social media coverage spikes during the study period.
 - Despite the large social media spikes, *Best Buy*’s peak YouTube views were below those of *Brisk*’s.

- **Audi and Kia were both close in mentions and views, but didn’t garner significant levels of exposure compared to the top three.**
 - *Audi*’s ad had more YouTube views, with 2.3 million views compared to *Kia*’s 2.1 million.
 - *Kia* had more social media mentions, with 51 compared to *Audi*’s 46.

- **The commercial aired by Doritos had the least exposure of all six.**

Media Analysis

Methods

Scope and Methodology

The objective of this analysis was to conduct a social media scan to gauge the popularity of various Super Bowl commercials.

The social media scan and analysis was conducted using a sample of six top commercials from 2011.

The overarching research question was:

“Which Super Bowl commercial created the most brand awareness through social media?”

The analysis tested the following hypotheses:

- **H1:** Twitter mentions will drive mentions on Facebook.
- **H2:** Social media mentions will drive views on YouTube.

To answer this question and test our hypotheses, MediaMiser’s social media tools were used to collect data from Feb. 6 to 13, 2011. To narrow the scope of the analysis to a measurable amount, we selected the top three mentioned commercials in each of the two categories: Auto and Other.

The analysis focused on social media mentions and YouTube views of these six commercials. The commercials were:

- **Auto**
 - *Volkswagen – “The Force”*
 - *Kia – “Epic Ride”*
 - *Audi – “Big Game”*
- **Other**
 - *Brisk – “Eminem”*
 - *Best Buy – “Bieber”*
 - *Doritos – “The Sauna”*

Total Facebook and Twitter mentions over the study period were compared in order to analyze trends and create frequency of mention charts.

Facebook and Twitter mentions were combined into a total number of social media mentions, and compared to the number of YouTube views for each commercial during the study period. This data was used to create trends and percentage of views charts.

Metrics and Measurements

To answer our research question we looked at overall social media exposure, as determined by two metrics: Frequency of mentions (Facebook and Twitter) and percentage of views (YouTube).

Frequency of mentions is a comparative measure of social media exposure – the percentage of tweets and posts associated with a category or subcategory compared to the total number of tweets and posts – gives an indication of the relative share of exposure of the particular category or subcategory.

Percentage of views is a comparative measure of viewer exposure on YouTube. The percentage of views of a particular video, out of the total views of all videos, gives an indication of the relative share of viewers of the particular video.

Trend charts were used to track changes in the number of mentions or views over time. This shows correlations between different media and allows us to draw conclusions based on their interactions.

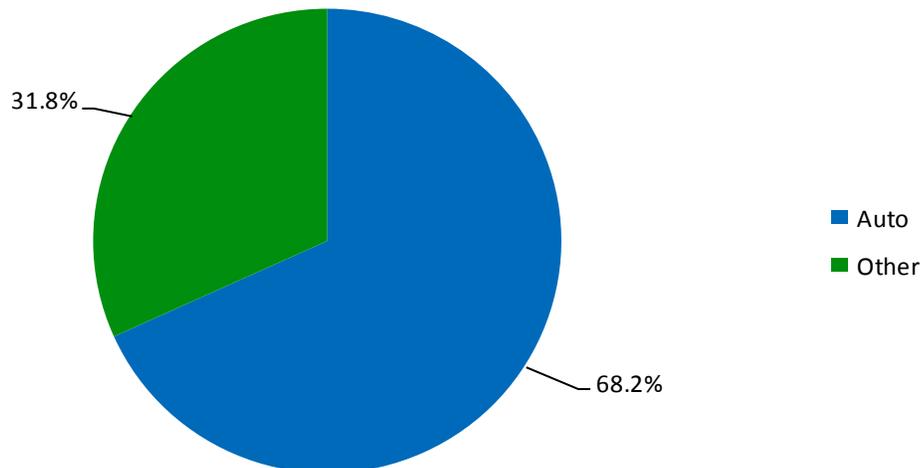
Analysis

Top Categories

Top Categories - Facebook and Twitter

Figure 1 shows frequency of mentions of the top videos in the Auto and Other categories. Frequency of mentions is shown as a percentage of posts mentioning keywords pertaining to the two categories.

Figure 1: Top Categories – Frequency of Mentions

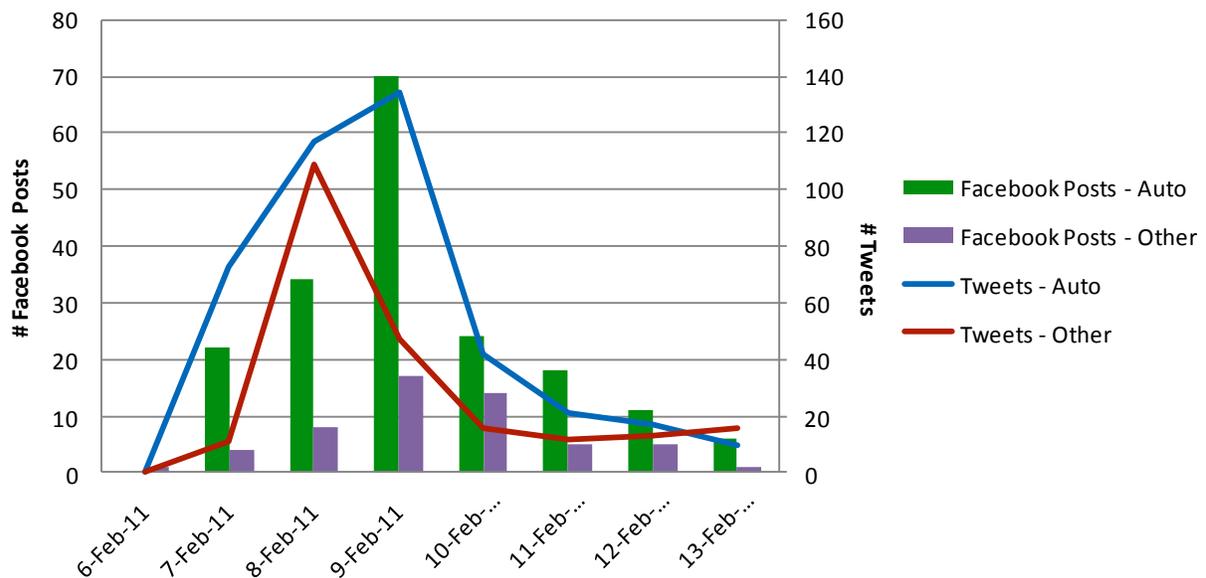


With 68 per cent of mentions during the study period, the top three Auto commercials had the most exposure on Facebook and Twitter. This, as will be shown in later analysis, is primarily due to mentions of Volkswagen’s very popular commercial. Sample social media coverage in the Auto category includes:

- Twitter: @Gurusupreme, Feb. 13, 2011 – *“missed this during superbowl, funnies... Volkswagen Commercial: The Force <http://t.co/RITHEcB>”*
- Facebook: Miguel Hernandez, Feb. 09, 2011 – *“My favorite commercial from this years Superbowl <http://www.YouTube.com/watch?v=R55e-uHQna0> (The spot features a pint-sized Darth Vader who uses the Force when he discovers the all-new 2012 Passat in the driveway. It leverages humor and the unforgettable Star Wars™ score to create an emotional commercial.)”*

Figure 2 shows the change, charted over time, of Facebook mentions vs. Twitter mentions for each category. It also shows daily differences in mentions of the Auto and Other commercials.

Figure 2: Top Categories – Facebook vs. Twitter Over Time



Facebook and Twitter followed similar coverage patterns, with the greatest number of mentions coming after the commercials had time to circulate. The spikes appeared as people retweeted and re-posted, but levels declined as the social media chatter about the commercials waned.

Twitter clearly led Facebook in the Other category, with the greatest number of Facebook mentions coming a day after the Feb. 8 spike in Twitter mentions. Facebook showed a steadier rise and fall in mentions than Twitter, which spiked sharply on Feb. 8 but dropped to fewer than 20 mentions a day by Feb.10. Examples of mentions include:

- Twitter: @BobGBarker, Feb. 09, 2011 – *“Check this video out -- The Sauna - 2011 Doritos Superbowl Commercial Ad <http://t.co/sxKfx53> via @YouTube @jbrookinz favorite commercial”*
- Facebook: Philip Myli, Feb. 11, 2011 – *“i just saw this commercial today bc i didnt watch all the superbowl, but anyway its funny lol <http://www.YouTube.com/watch?v=1DHo8fYFsd0>”*

Auto showed a different pattern than Other. Mentions on both Facebook and Twitter peaked on the same day, Feb. 9. The upwards trend in mentions on Twitter increased faster than on Facebook, but the trend was less steep than in Other.

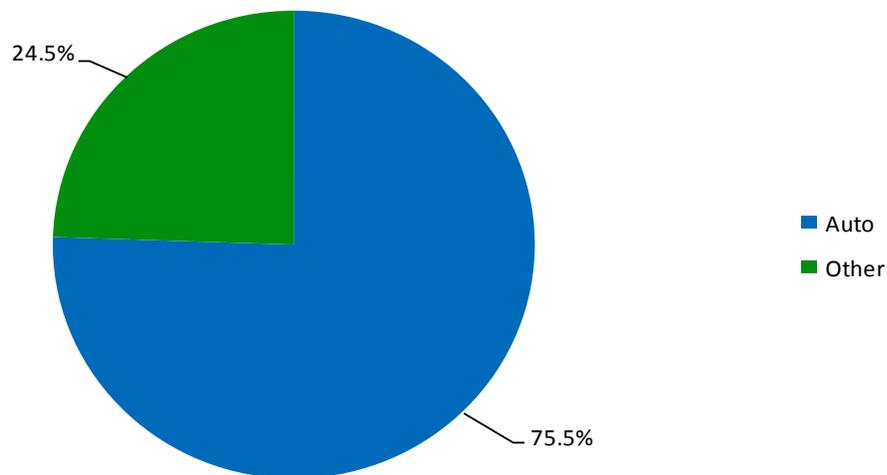
Both Facebook and Twitter mentions of Auto dropped sharply after Feb. 9 and decreased steadily through the rest of the week. Examples of mentions include:

- Twitter: @Metamorph96, Feb 10, 2011 – *“RT @Djanae: Time to #cleartheforce but first...if you haven't seen the 'mini darth vader' ad from the #superbowl - here it is <http://bit.ly/ggWg4F>”*
- Facebook: Roger Macanas, Feb 07, 2011 – *“This was my favorite commercial from Superbowl! Just reminds me about my little boy we're about to have and the future memories we will enjoy as parents. Can't wait... <http://www.YouTube.com/watch?v=R55e-uHQna0> (The spot features a pint-sized Darth Vader who uses the Force when he discovers the all-new 2012 Passat in the driveway. It leverages humor and the unforgettable Star Wars™ score to create an emotional commercial.)”*

Top Categories - Social Media and YouTube

Figure 3 illustrates the percentage of YouTube views garnered by the two top categories, *Auto* and *Other*. Percentage of views is taken from the total number of views of commercials in the data set during the study period.

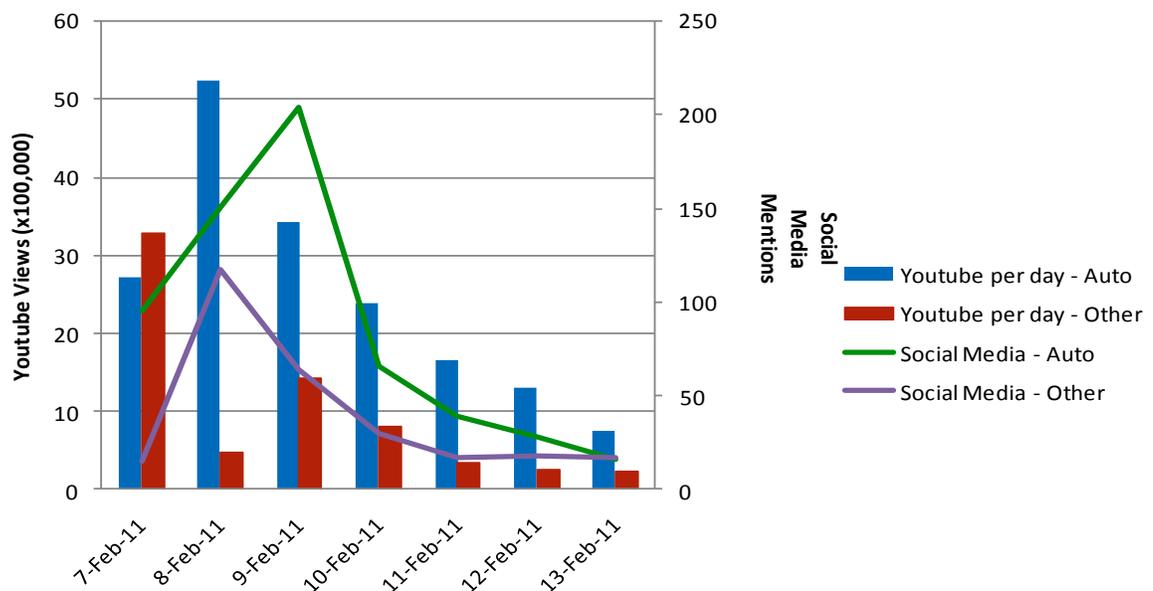
Figure 3: Top Categories – Percentage of Views



The category Auto had just over three quarters of views, correlating with its share of Twitter and Facebook mentions.

Figure 4 compares the number of social media (Twitter and Facebook) mentions with the number of YouTube views during the study period. Views are a daily count, and due to large quantities are shown as a factor of 100,000.

Figure 4: Top Categories – YouTube vs. Social Media Over Time



Both social media mentions and YouTube views followed similar patterns during the study period. For both categories, the highest daily views preceded the greatest number of mentions.

For the category Other, the number of YouTube views was greatest on Feb. 7, a day before the highest number of social media mentions. Daily views dropped on Feb. 8 and then rose again, before steadily dropping through the week.

Daily views for Auto peaked on Feb. 8, while the number of social media mentions peaked one day later. Both dropped steadily toward the end of the week.

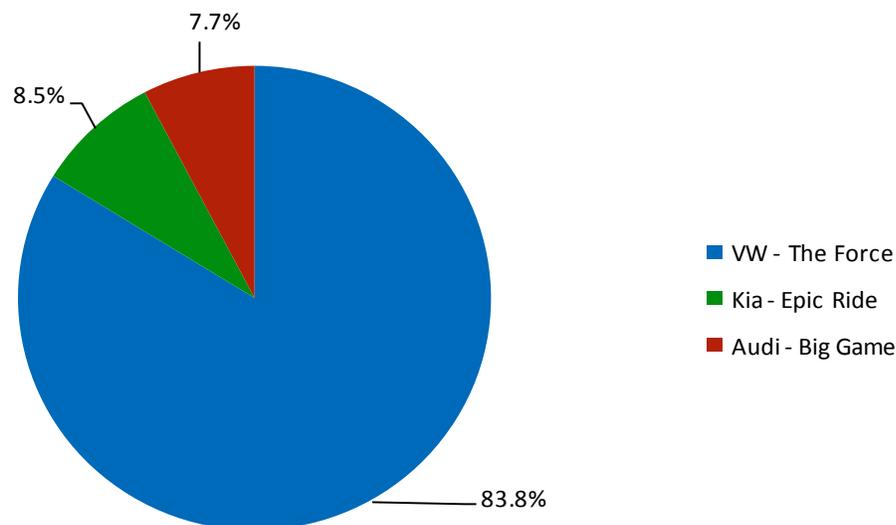
It appears that YouTube views drove mentions on social media, possibly due to users sharing videos after they had already seen them.

Subcategories - Auto

Auto - Facebook and Twitter

Figure 5 shows frequency of mentions of the top videos in the Auto category. Frequency of mentions is shown as a percentage of posts mentioning keywords pertaining to the two categories.

Figure 5: Auto – Frequency of Mentions



VW – “*The Force*” garnered over 80 per cent of mentions during the study period, driving overall mentions of Auto as seen in *Top Categories - Facebook and Twitter* (page 5). Some examples include:

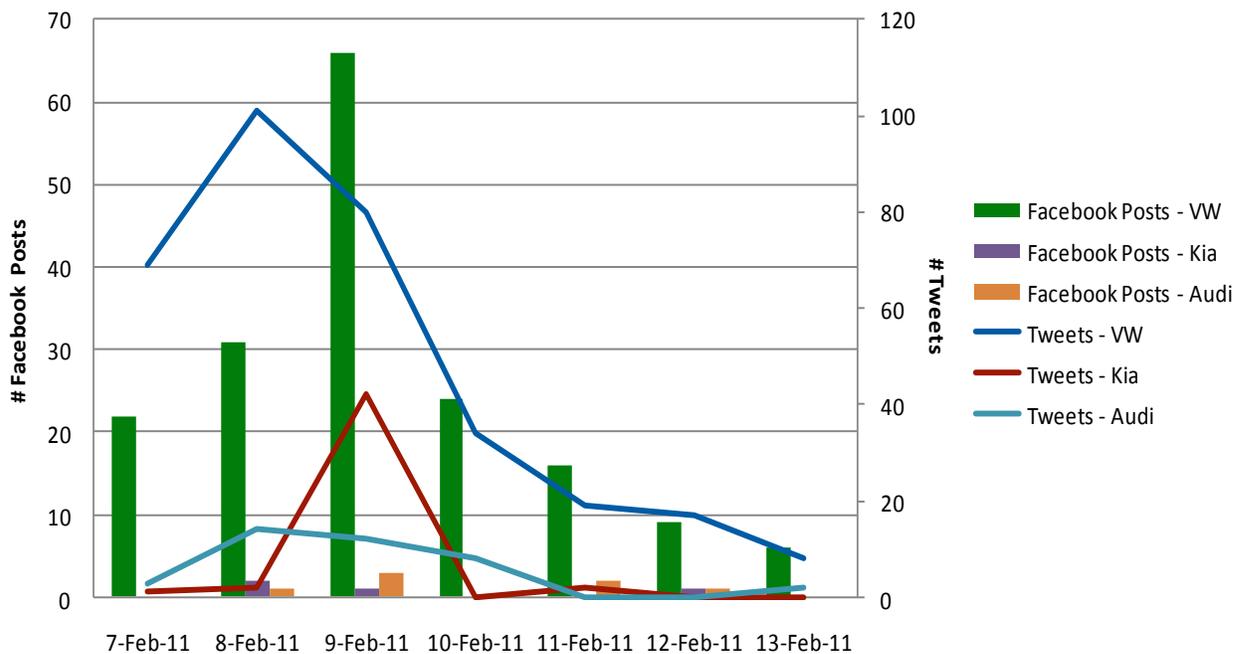
- Twitter: @SELO_Smile, Feb. 09, 2011 – “*Fave Super Bowl commercial... VW's Mini Darth Vader... but we're bias, our friend Craig came up with the concept... <http://bit.ly/gsmf2b>”*”
- Facebook: Clayton Henry, Feb. 08, 2011 – “*Best commercial of Superbowl night by far. <http://www.YouTube.com/watch?v=R55e-uHQna0> (The spot features a pint-sized Darth Vader who uses the Force when he discovers the all-new 2012 Passat in the driveway. It leverages humor and the unforgettable Star Wars™ score to create an emotional commercial.)”*”

Kia – “Epic Ride” and Audi – “Big Game” had similar frequencies of mentions during the study period, with both under ten per cent. Examples of these mentions are:

- Twitter: @LonnieEaglin, Feb. 09, 2011 – “RT @TimBufkin: #IdontUnderstandWhy epic ride was one of my favorite Superbowl commercials: <http://www.YouTube.com/watch?v=BLGj6iSZvak> #weird #LOL”
- Facebook: Jacob Simpson, Feb. 09, 2011 – “best superbowl commercial this year! <http://www.YouTube.com/watch?v=3snyXTNmFm8> (Audi proves to be the only getaway from Luxury Prison. Experience Progressive Luxury at <http://progress.audiusa.com>)”

Figure 6 shows the change in Facebook mentions vs. Twitter mentions for each of the Auto subcategories, graphed over time. It also shows daily differences in commercial mentions.

Figure 6: Auto – Facebook vs. Twitter Over Time



Facebook mentions of *Auto* subcategories trailed mentions on Twitter for *VW* and *Audi*, while Twitter followed Facebook in *Kia*’s case.

VW dominated all mentions during the study period. The greatest number of VW tweets during a single day was 101, while the highest number for the other subcategories was 42. Twitter mentions preceded Facebook mentions, with the former peaking on Feb. 8 and the latter on Feb. 9. Some examples are:

- Twitter: @ stichandchat, Feb. 11, 2011 – *“My favorite commercial from the Superbowl with Darth Vader <http://t.co/rQc3Oto> via @YouTube”*
- Facebook: Steven Friedman, Feb. 10, 2011 – *“I know most of you have probably seen this already since last sunday's Superbowl, but for those who haven't: the cutest Darth Vader-themed commercial ever. <http://www.YouTube.com/watch?v=R55e-uHQna0>”*

The greatest number of Twitter mentions of Kia peaked on Feb. 9, trailing Facebook by a day. In the case of Twitter, this was the only day with significant mentions. Examples are:

- Twitter: @tireed, Feb. 11, 2011 – *“2011 Kia Optima: One Epic Ride -- Super Bowl Big Game 2011 Commercial <http://t.co/Onni7jF> via @YouTube”*
- Facebook: Hector Paz, Feb. 08, 2011 – *“I like how this superbowl commercial ends <http://www.YouTube.com/watch?v=BLGj6iSZvak&sns=fb> (Travel through space and time as a policeman, villain, Poseidon, alien and ancient chief try to get their hands on the all-new Optima. Prepare for "One Epic Ride".)”*

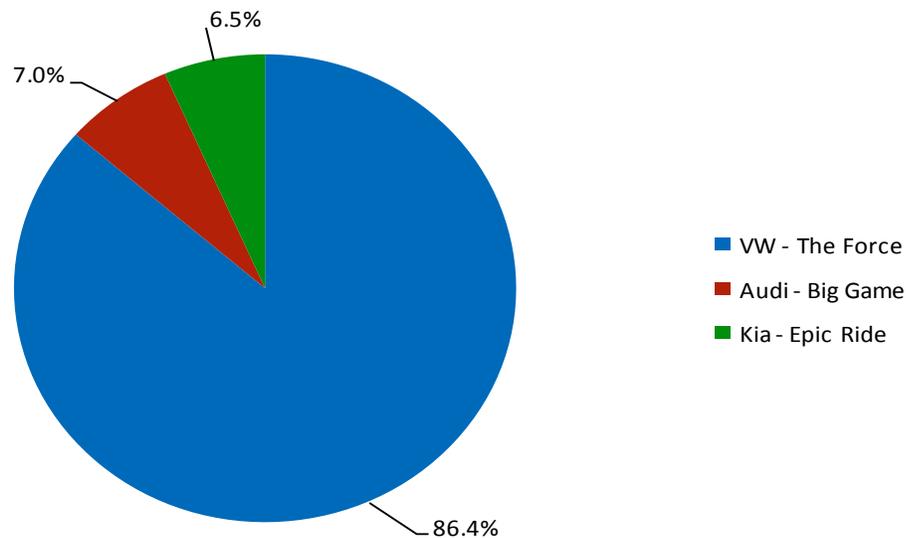
Twitter mentions of Audi peaked on Feb. 8, followed by Facebook a day later. But none of the mentions occurred in significant numbers when compared with mentions of VW. Some examples are:

- Twitter: @claudioxf3, Feb. 07, 2011 – *“T @carlosasevilla: Cool advertising: “Release the hounds... Hit them with the Kenny G” <http://youtu.be/3snyXTNmFm8> #SuperBowl #Ads”*
- Facebook: Isaiah Harris, Feb. 11, 2011 – *“Cool! This superbowl commercial shows the Clyde Hill Medina Jail. <http://www.YouTube.com/watch?v=3snyXTNmFm8>”*

Auto - Social Media and YouTube

Figure 7 illustrates the percentage of YouTube views garnered by the Auto subcategories. The percentage of views is taken from the total number of views of the commercials in the data set during the study period.

Figure 7: Auto – Percentage of Views



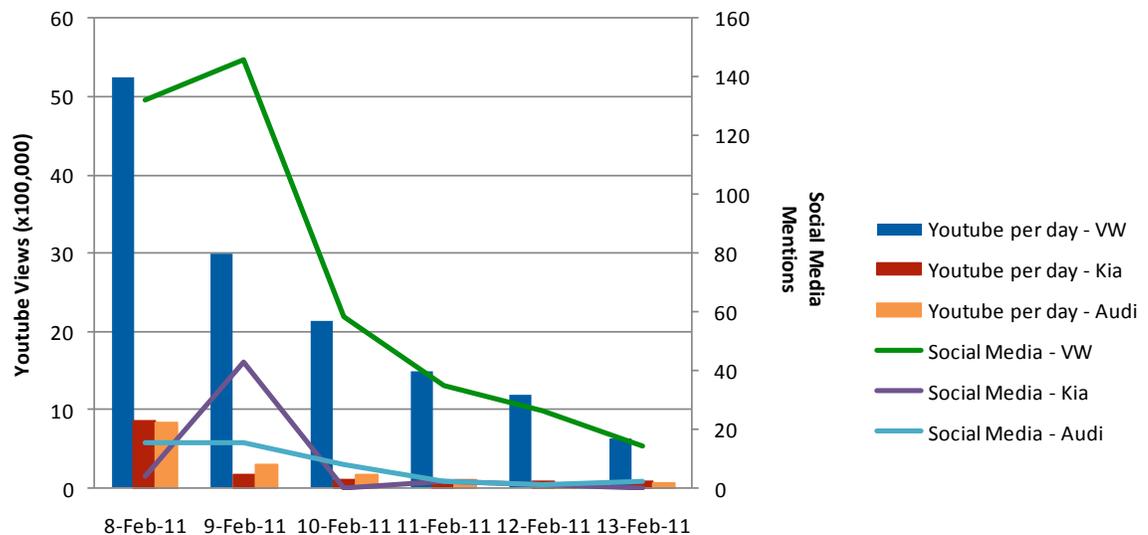
VW – “*The Force*” had over 85 per cent of YouTube views within the category Auto. This is comparable to the frequency of mentions seen in *Auto - Facebook and Twitter* (page 10). This subcategory was the one with the most exposure overall, in both social media and on YouTube.

Kia – “*Epic Ride*” and Audi – “*Big Game*” had almost the same percentage of views, at 6.5 and 7 per cent respectively.

Figure 8 compares the number of social media mentions for the Auto category with the number of YouTube views during the study period. Due to the large numbers of views, YouTube is shown as a factor of 100,000.

Social media comprises both Facebook and Twitter mentions.

Figure 8: Auto – YouTube vs. Social Media Over Time



As seen in *Top Categories - Social Media and YouTube* (page 8), the number of social media mentions trailed YouTube views. Once more *VW* dominated coverage with its social media mentions peaking on Feb. 9, a day after “*The Force*” hit its YouTube high-water mark. Both measurements dropped sharply after their peak, then descended steadily until the end of the study period.

Of note is the Feb. 9 spike in social media mentions of *Kia*, which dropped off immediately and were almost nonexistent for the rest of the study period.

YouTube views of *Audi* were highest on Feb. 8, while social media mentions of the car company’s commercial remained even over Feb 8 to 9. Exposure dropped across the board after this, with few mentions or views later in the study period.

Some examples of the “Bieber” coverage are:

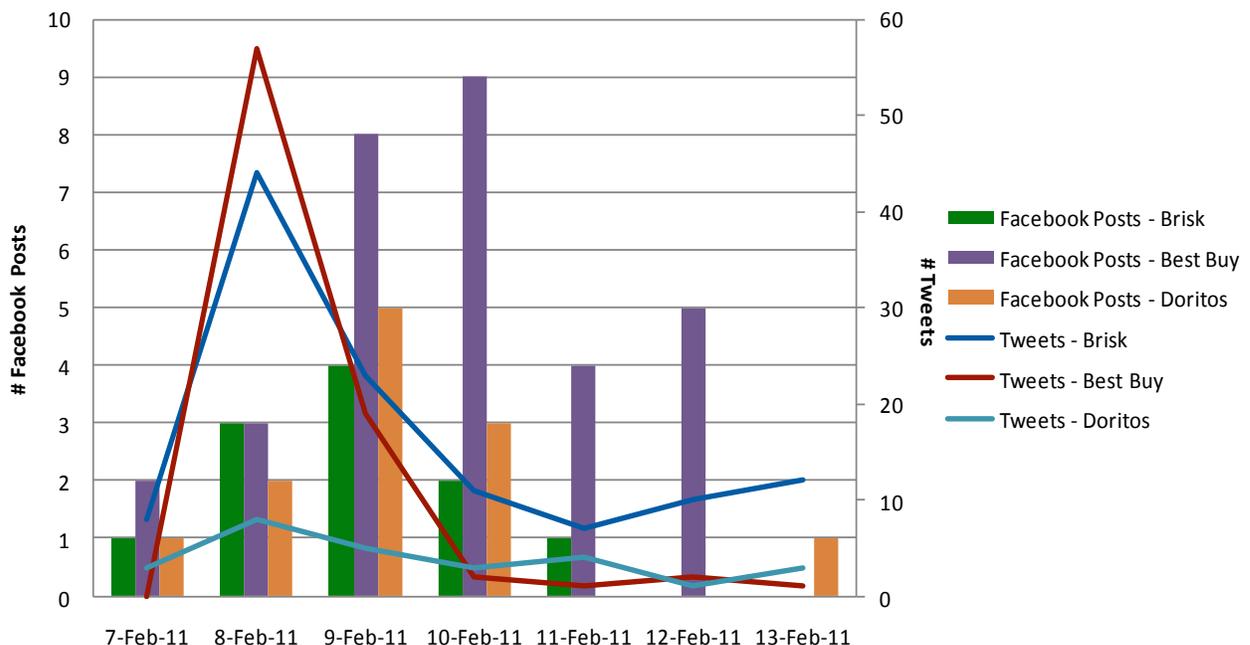
- Twitter: @cassiocardoso, Feb. 08, 2011 – “#Superbowl Ads: Best Buy (with Ozzy Osbourne & Justin Bieber) http://www.YouTube.com/watch?v=yTe3Zp7Z_Z8”
- Facebook: Tea Wonderful, Feb. 12, 2011 – “What’s a Bieber? This was one of the few ads from the Super Bowl that made me laugh. <http://www.YouTube.com/watch?v=k52bxMjQnso>”

Doritos – “The Sauna” ranked a definite third with 14 per cent of mentions in the study period. Some examples are:

- Twitter: @Randy_Ros, Feb. 08, 2011 – “The Sauna - 2011 Doritos Superbowl Commercial Ad <http://t.co/JsG4JWY> via @YouTube U like that?! :D”
- Facebook: Craig Bebob Gibson, Feb. 09, 2011 – “Now this is a Super Bowl commercial that made the game really worth watching. Thanks @ Dwayne Vernon <http://www.YouTube.com/watch?v=B1yk85zbpY> (The Sauna - 2011 Doritos Superbowl Commercial Ad by philprincephims Crash the Superbowl here: www.crashthesuperbowl.com)”

Figure 10 shows the change in Facebook mentions vs. Twitter mentions for each of the top categories, graphed over time. It also shows the daily differences in mentions of the Auto and Other commercials.

Figure 10: Other – Facebook vs. Twitter Over Time



In the category Other we saw a continuation of the previous trend, namely Facebook mentions following Twitter mentions.

Although it ranked second in frequency of mentions, *Best Buy* had the highest peaks in social media mentions with its Twitter peak preceding a two-day rise in Facebook mentions. Some examples are:

- Twitter: @ Kingkwabena, Feb. 10, 2011 – “*I favorited a YouTube video -- Brisk Eminem Super Bowl Commercial 2011* <http://youtu.be/1DHo8fYFsd0?a>”
- Facebook: Juston Classified, Feb. 10, 2011 – “*Pretty much the best superbowl commercial except for kid vader* <http://www.YouTube.com/watch?v=1DHo8fYFsd0>”

While *Brisk* had the greatest total frequency of mentions, it had fewer Facebook mentions than *Best Buy*. Its Twitter peak occurred at the same time as *Best Buy* – on Feb. 8 – but wasn’t as high. The peak in *Brisk* Facebook mentions occurred a day after its Twitter peak but, again, wasn’t as high as *Best Buy*’s peak.

Frequency of mentions in *Brisk*’s case were driven up during the later part of the study period. Twitter mentions later in the week didn’t drop as far as *Best Buy* or *Doritos*, instead sitting between five to ten tweets per day. Some examples of this coverage are:

- Twitter: @ lupcheong, Feb. 10, 2011 – “*Confession: After @JustinBieber made fun of himself in BestBuy's Superbowl ad, I actually like the dude now.* <http://bit.ly/fWCzE3>”
- Facebook: Susan Anderson, Feb. 11, 2011 – “*Superbowl Commercial. Pretty Funny! Ozzy Osborne & Justin Bieber* http://www.YouTube.com/watch?v=_pxChVDym4o”

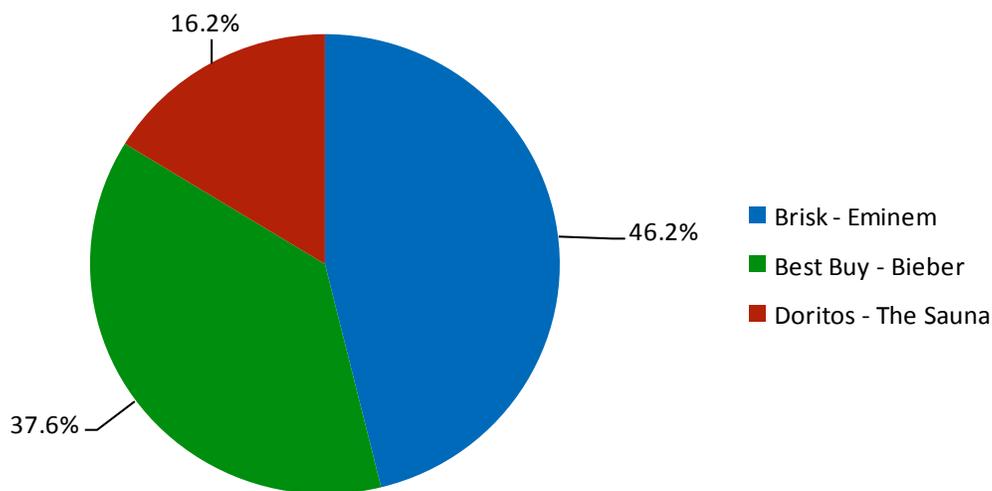
Doritos had a small spike in Twitter mentions on Feb. 8, and a smaller secondary spike on Feb. 10. It followed the same trend of Facebook peaking a day after the first Twitter spike. Its number of Facebook mentions dropped after Feb. 9, with no mentions on Feb. 12 and 13. Some examples are:

- Twitter: @thekoolaIdmom, Feb. 09, 2011 – “*I liked a YouTube video -- The Sauna - 2011 Doritos Superbowl Commercial Ad* <http://youtu.be/B1yk85znbpY?a>”
- Facebook: Andrew Nguyen, Feb. 08, 2011 – “*Hilarious doritos commercial! lol* <http://www.YouTube.com/watch?v=B1yk85znbpY> (*The Sauna - 2011 Doritos Superbowl Commercial Ad by philprincephims Crash the Superbowl here: www.crashthesuperbowl.com*)”

Other - Social Media and YouTube

Figure 11 illustrates the percentage of YouTube views garnered by advertisements in the Other category. The percentage of views is taken from the total number of views of the commercials in the data set during the study period.

Figure 11: Other – Percentage of Views



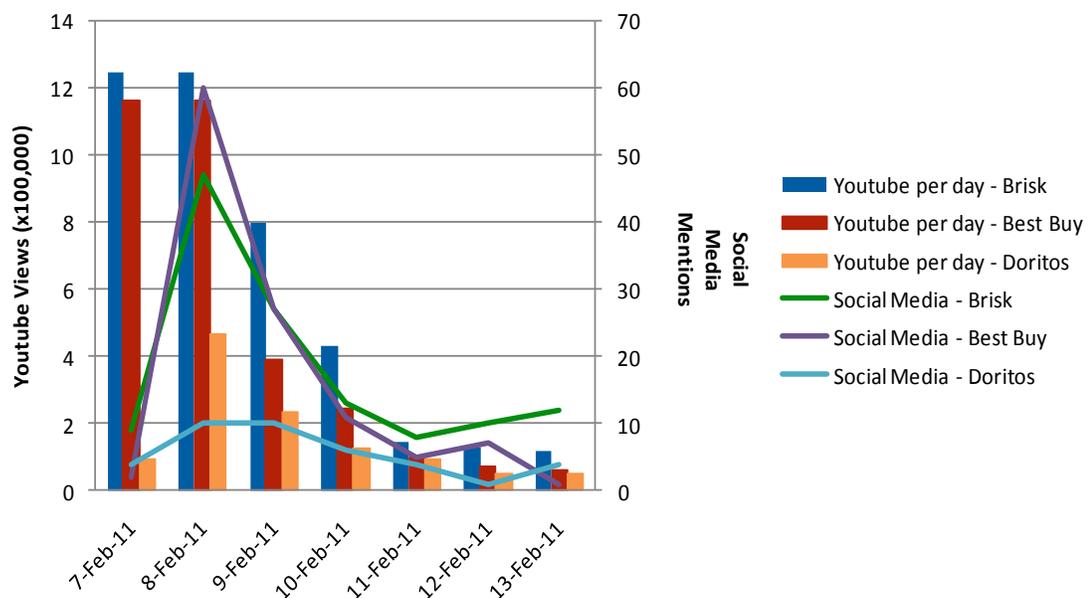
The percentage of views is comparable to the frequency of mentions for the commercials in Other, with *Brisk – “Eminem”* ranking first at over 45 per cent of views. With the highest frequency of mentions and percentage of views, ***Brisk* was the commercial categorised within Other with the greatest exposure during the study period.**

Best Buy – “Bieber” had the second greatest percentage of views at over 35 per cent and *Doritos – “The Sauna”* ranked third, at over 15 per cent of views. With both the lowest frequency of mentions and percentage of views, *Doritos* had the least exposure among Other commercials during the study period.

Figure 12 compares the number of social media mentions with the number of YouTube views during the study period. Due to the large numbers of views, YouTube is shown as a factor of 100,000.

Social media comprises both Facebook and Twitter mentions.

Figure 12: Other - YouTube vs. Social Media Over Time



YouTube views seemed to coincide with social media mentions in the category Other. Peaks in YouTube views for *Brisk* and *Best Buy* appeared a day earlier than those in social media mentions, but remained through Feb. 8 when the greatest numbers of mentions occurred.

Both YouTube views and social media mentions were more balanced for Other than in Auto. Instead of a single commercial dominating exposure, *Brisk* and *Best Buy* were relatively even.

Although *Best Buy*'s greatest spike in coverage was larger than that of *Brisk*, both commercials showed a similar trend in social media mentions and YouTube views. Both commercials dropped in exposure after Feb. 8, with *Brisk* rising slightly over the last day of the study period.

Doritos had less exposure than the other two commercials in *Other*. Mentions and YouTube views followed a similar trend, however, with coverage peaking Feb. 8–9 and decreasing toward the end of the week.

Summary and Conclusions

Table 1 compares the six videos used in the analysis and ranks them by greatest to least exposure.

Table 1: Commercial Exposure Comparisons

Commercial	Youtube Views	Twitter Mentions	Facebook Mentions	Total Social Media Mentions	Rank
Volkswagon - The Force	28257223	328	174	502	1
Brisk - Eminem	5358405	115	11	126	2
Best Buy - Bieber	4367183	82	31	113	3
Audi - Big Game	2304703	39	7	46	4
Kia - Epic Ride	2137241	47	4	51	5
Doritos - The Sauna	1884083	27	13	40	6

The commercials can be broken into two groups, the first comprising *Volkswagen*, *Brisk* and *Best Buy*, all of which had more than 100 social media mentions and over four million YouTube Views. The second group, comprising *Audi*, *Kia* and *Best Buy*, had much lower numbers of mentions and views.

For all six commercials, Twitter mentions outweighed Facebook mentions by more than 100 per cent.

In answer to the overarching research question – “**Which Super Bowl commercial created the most brand awareness through social media?**” – the analysis shows that, based on its large numbers of YouTube views and social media mentions, *Volkswagen* – “*The Force*” had the most exposure and therefore created the most brand awareness.

In answer to **H1: *Twitter mentions will drive mentions on Facebook*** – Based on the trend charts showing Twitter mentions peaking with or before Facebook mentions, the analysis shows this to be **true**.

In answer to **H2: *Social media mentions will drive the views on YouTube*** – Based on the trend charts showing YouTube views usually peaking before social media mentions, the analysis shows this to be **not true**.

Highlights:

- *Volkswagen* – “*The Force*” and *Brisk* – “*Eminem*” were the top commercials in their respective categories, and were the top two overall.
- *Volkswagen* ranked number one in terms of exposure during the study period.
 - It had over five times the YouTube views of the next closest commercial, and more than twice the total social media mentions of the next closest commercial.
 - *Volkswagen* was responsible for the high levels of exposure for the category Auto.
- *Brisk* ranked second in terms of exposure.
 - It was the top-ranked commercial in the category Other.
 - It had one million more YouTube views than *Best Buy* but not a significantly larger number of Social media mentions.
- *Best Buy* ranked third in terms of exposure, but was close to *Brisk* in both YouTube views and social media mentions.
 - *Best Buy* had the largest spikes in social media coverage during the study period.
 - Despite large social media spikes, *Best Buy*’s peak YouTube views were below those of *Brisk*.
- *Audi* and *Kia* were both close in Mentions and Views, but didn’t have significant levels of exposure compared to the top three commercials.
 - *Audi* had more YouTube views, with 2.3 million compared to *Kia*’s 2.1 million.
 - *Kia* had more social media mentions, with 51 compared to *Audi*’s 46.
- The advertisement aired by *Doritos* had the least exposure of all six commercials.

Appendix 1 – Tables

Table 2: Top Categories – Social Media - Trends

Date	Tweets - Auto	Facebook Posts - Auto	Tweets - Other	Facebook Posts - Other
6-Feb-11	0	0	0	1
7-Feb-11	73	22	11	4
8-Feb-11	117	34	109	8
9-Feb-11	134	70	47	17
10-Feb-11	42	24	16	14
11-Feb-11	21	18	12	5
12-Feb-11	17	11	13	5
13-Feb-11	10	6	16	1
Totals	414	185	224	55

Table 3: Top Categories – Social Media – Frequency of Mentions

Category	Tweets	Facebook Posts	Total Mentions	% Mentions
Auto	414	185	599	68.2%
Other	224	55	279	31.8%
Totals	638	240	878	100.0%

Table 4: Top Categories – YouTube - Trends

Date	Youtube Views - Auto	Youtube per day - Auto	Tweets - Auto	Facebook Posts - Auto	Social Media - Auto	Youtube - Other	Youtube per day - Other	Tweets - Other	Facebook Posts - Other	Social Media - Other
6-Feb-11	13559472	13559472	0	0	0	3277966	3277966	0	1	1
7-Feb-11	16267412	2707940	73	22	95	3277966	3277966	11	4	15
8-Feb-11	21509710	5242298	117	34	151	3743307	465341	109	8	117
9-Feb-11	24937799	3428089	134	70	204	5165948	1422641	47	17	64
10-Feb-11	27321773	2383974	42	24	66	5968343	802395	16	14	30
11-Feb-11	28973255	1651482	21	18	39	6309210	340867	12	5	17
12-Feb-11	30281770	1308515	17	11	28	6560689	251479	13	5	18
13-Feb-11	31036602	754832	10	6	16	6786125	225436	16	1	17
Totals	193887793	31036602	414	185	599	41089554	10064091	224	55	279

Table 5: Top Categories – YouTube – Percentage of Views

Category	Youtube Views	Youtube Views (x 100,000)	Tweets	Facebook Posts	Social Media Mentions	% Views
Auto	31036602	310	414	185	599	75.5%
Other	10064091	101	224	55	279	24.5%
Totals	41100693	411.00693	638	240	878	100.0%

Table 6: Auto – Social Media - Trends

Date	Tweets - VW	Facebook Posts - VW	Tweets - Kia	Facebook Posts - Kia	Tweets - Audi	Facebook Posts - Audi
7-Feb-11	69	22	1	0	3	0
8-Feb-11	101	31	2	2	14	1
9-Feb-11	80	66	42	1	12	3
10-Feb-11	34	24	0	0	8	0
11-Feb-11	19	16	2	0	0	2
12-Feb-11	17	9	0	1	0	1
13-Feb-11	8	6	0	0	2	0
Totals	328	174	47	4	39	7

Table 7: Auto – Social Media – Frequency of Mentions

Commercial	Tweets	Facebook Posts	Total Mentions	% Mentions
VW - The Force	328	174	502	83.8%
Kia - Epic Ride	47	4	51	8.5%
Audi - Big Game	39	7	46	7.7%
Totals	414	185	599	100.0%

Table 8: Auto – YouTube - Trends

Date	Youtube per day - VW	Tweets - VW	Facebook Posts - VW	Social Media - VW	Youtube per day - Kia	Tweets - Kia	Facebook Posts - Kia	Social Media - Kia	Youtube per day - Audi	Tweets - Audi	Facebook Posts - Audi	Social Media Audi
7-Feb-11	14604847	69	22	91	842197	1	0	1	820368	3	0	3
8-Feb-11	5242298	101	31	132	842197	2	2	4	820368	14	1	15
9-Feb-11	2982131	80	66	146	155109	42	1	43	290849	12	3	15
10-Feb-11	2126896	34	24	58	95965	0	0	0	161113	8	0	8
11-Feb-11	1493930	19	16	35	58477	2	0	2	99075	0	2	2
12-Feb-11	1176975	17	9	26	73413	0	1	1	58127	0	1	1
13-Feb-11	630146	8	6	14	69883	0	0	0	54803	2	0	2
Totals	28257223	328	174	502	2137241	47	4	51	2304703	39	7	46

Table 9: Auto – YouTube - Percentage of Views

Category	Youtube Views	Youtube Views (x 100,000)	Tweets	Facebook Posts	Social Media Mentions	% Views
VW - The Force	28257223	283	328	174	502	86.4%
Audi - Big Game	2304703	23	39	7	46	7.0%
Kia - Epic Ride	2137241	21	47	4	51	6.5%
Totals	32699167	305.61926	367	181	548	93.5%

Table 10: Other – Social Media - Trends

Date	Tweets - Brisk	Facebook Posts - Brisk	Tweets - Best Buy	Facebook Posts - Best Buy	Tweets - Doritos	Facebook Posts - Doritos
6-Feb-11	0	0	0	0	0	1
7-Feb-11	8	1	0	2	3	1
8-Feb-11	44	3	57	3	8	2
9-Feb-11	23	4	19	8	5	5
10-Feb-11	11	2	2	9	3	3
11-Feb-11	7	1	1	4	4	0
12-Feb-11	10	0	2	5	1	0
13-Feb-11	12	0	1	0	3	1
Totals	115	11	82	31	27	13

Table 11: Other – Social Media – Frequency of Mentions

Commercial	Tweets	Facebook Posts	Total Mentions	% Mentions
Brisk - Eminem	115	11	126	45.2%
Best Buy - Bieber	82	31	113	40.5%
Doritos - The Sauna	27	13	40	14.3%
Totals	224	55	279	100.0%

Table 12: Other – YouTube - Trends

Date	Youtube per day - Brisk	Tweets - Brisk	Facebook Posts - Brisk	Social Media Brisk	Youtube per day - Best Buy	Tweets - Best Buy	Facebook Posts - Best Buy	Social Media - Best Buy	Youtube per day - Doritos	Tweets - Doritos
6-Feb-11	1246313	0	0	0	1165460	0	0	0	774283	0
7-Feb-11	1246313	8	1	9	1165460	0	2	2	91910	3
8-Feb-11	1246313	44	3	47	1165460	57	3	60	465341	8
9-Feb-11	799251	23	4	27	390596	19	8	27	232794	5
10-Feb-11	430138	11	2	13	247042	2	9	11	125215	3
11-Feb-11	143770	7	1	8	101148	1	4	5	95949	4
12-Feb-11	128826	10	0	10	72898	2	5	7	49755	1
13-Feb-11	117481	12	0	12	59119	1	0	1	48836	3
Totals	5358405	115	11	126	4367183	82	31	113	1884083	27

Table 13: Other – YouTube - Percentage of Views

Category	Youtube Views	Youtube Views (x 100,000)	Tweets	Facebook Posts	Social Media Mentions	% Views
Brisk - Eminem	5358405	54	115	11	126	46.2%
Best Buy - Bieber	4367183	44	82	31	113	37.6%
Doritos - The Sauna	1884083	19	27	13	40	16.2%
Totals	11609671	116.09671	224	55	279	100.0%

About MediaMiser



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Incorporated in Ottawa in 2003, *MediaMiser* is a media monitoring and analysis solution that provides the best-possible technology, content sources, and services to empower clients with media intelligence and the means to share it while delivering the highest possible return on investment. *MediaMiser's* patented software and its customized professional services are used by clients across Canada, Europe, the United States and Australia.

Our analysts use MediaMiser's own social media tools (Twitter, Facebook, YouTube, Blogs, etc.) to gather data based on conversations and trends. They analyze the information and put together reports that are both detailed and meaningful.