Post-Super Bowl Social Media Research Shows Motorola, Doritos, Hyundai, and Dove Most Powerful Ads

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Atlanta, GA (prHWY) February 11, 2010 - The "LBi Social Media Deep Impact" study, released today, shows Motorola, Doritos, Hyundai, Dockers and Dove had the highest increases in social media traffic for their category among almost forty brands advertising during the Super Bowl. The research shows the highest increase in traffic among smaller or new brands, but even large advertisers such as Coca-Cola, Google and Intel saw significant increases in social media mentions.

The study was conducted by LBi Atlanta, the global marketing and technology agency. These results are part of an ongoing study that will examine the lasting effects of Super Bowl ads on digital conversation. The agency will continue posting insights to its blog (http://www.lbiatlanta.wordpress.com) and will examine the impact on conversation volume and sentiment seven days after the Super Bowl, 30 days after and then six months after.

Research highlights from the day after the Super Bowl:

* Every Super Bowl advertiser generated more conversation the day after the Big Game than it had in the previous six months. The smaller, newer or lesser known the brand was, the higher the index of the number of blog mentions the day after compared to the previous six months.
* The ads with the most impact on increase in brand mentions were not necessarily the ones that viewers considered to be their favorites.
* Motorola indexed highest amongst global brands in high consideration categories.
* Budweiser and Doritos indexed highest among CPGs (consumer packaged goods)
* Hyundai indexed highest amongst car manufacturers.
* Census Ad: Considering the timeliness of the subject matter and the relative small size of its digital footprint, the controversial U.S. Census ad did not perform well.

"Great advertising starts conversations that result in increased awareness, sentiment and sales. We expect to see a spike in social media activity for any brand advertising in the Super Bowl. But we want to examine the long tail effects of that advertising by monitoring and analyzing digital conversations," said Joe Schab, CEO and Managing Director of LBi Atlanta. "Social media is changing the very definition of what good advertising is. Over the next six months, we'll determine the winners and losers by examining the lasting impact on each brand - based on the change in ongoing volume and sentiment of social messages on the web."

Methodology

LBi Atlanta used Sysomos, a leading provider of social media analytics, to track the companies' social media impact. Sysomos tracked mentions of brands mentioned in Super Bowl ads in mainstream news articles, online forums, comments, blogs, and other social media sites.

In advance of Super Bowl Sunday, each of the 38 brands was analyzed for their social media mentions over the

last six months (http://www.lbiatlanta.wordpress.com). This created a baseline of how often on average each brand was mentioned daily. Brands were then analyzed in the days leading up to the Super Bowl, on Super Bowl Sunday, and on the Monday after the game.

To gauge the ads effectiveness long-term, the survey will track each brand for several months, reporting back after seven days, one month and six months.

38 Super Bowl advertisers were tracked for the survey including:

Audi
Dockers
Google
Round Up
Boost Mobile
Dodge
Homeaway
Skechers
Bridgestone
Doritos
Honda
Snickers
Budweiser
Dove Men
Hyundai
Taco Bell
Careerbuilder
Dr Pepper
Intel
Teleflora
Cars.com
Electronic Arts
Kgb
Trutv
Census
Etrade
Kia
Vizio
Coca-Cola
Flo Tv
Monster.com
Volkswagen
Denny's
Focus / Family
Motorola
Diamond Foods

Godaddy.com
Papa Johns

Additional research results:
* Generally, CPG brands performed extremely well, with Doritos, Budweiser, Snickers, Dove + Men and Diamond Foods all increasing conversation volume by at least 6.75 times their previous averages. Coca-Cola had the largest social footprint in our baseline period and still managed a healthy 29 percent increase in volume.
* Technology giants Google and Intel outperformed the two industrial giants Coca-Cola and Honda.
* In the automotive category, Hyundai and Audi were clear winners. It will interesting to see how well Audi in particular fared when we look at sentiment given that some bloggers have already pointed out that their Green Police campaign borrowed its name from a less-than-bright moment in German history; the Green Police was a nickname for the Nazi's police force. With Audi being a German company, this may get interesting.

About LBi Atlanta
LBi Atlanta is a full service global digital marketing and technology agency and a member of LBi International AB's worldwide portfolio of interactive agencies, providing award-winning strategy, creative, and technology solutions for leading brands around the world. LBi's clients include Bayer CropScience, Roche Labs, Newell Rubbermaid, Calphalon, Graco, Rubbermaid, and The Ladders. Learn more at http://www.lbiatlanta.com.

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