



Super Bowl XLVI Report

*Social Media Measurement and Analytics of the
Brands, Commercials & Fans*



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Top Super Bowl Themes

With low scoring and no successful Hail Marys at the last minute, the game itself was not the most exciting for social viewers. Instead, conversations around the commercials and the Madonna halftime show took home the MVP awards for top themes.

- 42% of the conversation was about the commercials
- 32% of the conversation was about Madonna and the halftime show
- 15% of the conversation was about Tom Brady (and how attractive his wife is – this is the Internet after all)
- 4% of the conversation was about Eli Manning
- 2% of the conversation was about the Giants winning
- 0.5% of the conversation was about Victor Cruz and his “salsa” moves
- 0.3% of the conversation was about Ahmad Bradshaw and his attempt to sit down on the field

Top Brands – Share of Voice

	Advertiser	Share of Voice
1	Doritos	14%
2	Budweiser	13%
3	Coke	11%
4	Pepsi	8%
5	Acura	6%
6	GoDaddy	5%
7	Samsung	5%
8	H&M	4%
9	Audi	3%
10	Kia	3%

- ❖ Bud Light was rolled into Budweiser
- ❖ Brands are encouraged to contact Networked Insights for deeper category analysis

Deep Dive Brand Analysis

Bud Light Platinum – The latest product from AB Inbev and one of the largest Super Bowl advertisers, this beer was predicted to make some noise. However, the social reaction to this beer was very mixed (+5%, -4% sentiment):

- ❖ 29% of the conversation was from people who've already tried the beer and did not enjoy the flavor
- ❖ 23% was about how people need to try it out
- ❖ 1% of the conversation directly compared Bud Light Platinum to Crystal Pepsi (and not in a fun, retro way)

GoDaddy.co – Featuring the Pussycat Dolls, body paint and QR codes, GoDaddy's launch of its new ".co" domain puzzled many viewers and was seen as yet another of the company's overly sexual commercials. Several viewers positioned GoDaddy as "never fails to disappoint" (+3%, -20% sentiment):

- ❖ 13% of the conversation was about how terrible the ads are and that GoDaddy needs to stop making them
- ❖ 8% of the conversation inquired whether GoDaddy is a porn site
- ❖ 4% of the conversation was among people confused about what GoDaddy actually sells



Deep Dive Brand Analysis (cont.)

Audi S7: The Vampire Slayer – Overall this ad was well received by viewers (+34%, -10% sentiment). Most of the comments were specifically about how “sick” the car looked, and a much smaller percentage were actually about the vampires. The only negative comments were from viewers who said they’re so tired of seeing vampires all over the place:

- 21% of the conversation was about the ad featuring vampires
- 17% of the conversation actually used the ad’s promoted hashtag “#SoLongVampires”
- 6% of the conversation was about the LED headlights advertised
- 2% of the conversation was about people complaining that they were suffering from vampire fatigue

Top 5 Celebrity Endorsements

	Celebrity	Share of Voice	Net Sentiment	Comments
1	David Beckham (H&M)	39%	+23%	4x more conversation than H&M
2	Clint Eastwood (Chrysler)	21%	+9%	3x more conversation than Chrysler
3	The Darkness (Samsung)	11%	+28%	Slightly less conversation than Samsung
4	John Stamos (Dannon)	9%	+21%	4x more conversation than Dannon
5	Adriana Lima (Teleflora & Kia)	7%	+31%	2.5x more conversation than Teleflora Slightly less conversation than Kia

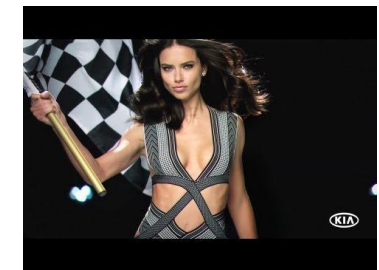
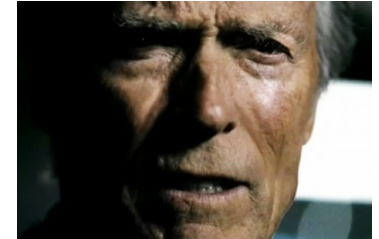
Celebrity Analysis

Placing celebrities in Super Bowl ads has long been a popular strategy. And on a certain level, it's a risky one in the sense that a celebrity's presence is unlikely to provide a brand with a positive lift in conversation and usually ends up better serving his or her personal brand.

In this Super Bowl, all the top celebrities did help their brands overall, and a few were outstanding. David Beckham and The Darkness were great brand endorsers. Beckham earned praise while putting H&M in the top 10 brands. The Darkness had great synergy with the Samsung ad since the tech brand and the band were very strongly associated with each other.

Adriana Lima, on the other hand, was a little less helpful based on the soft response to her Teleflora ad and how that affected her conversation in the KIA ad that appeared much later in the evening. While both brands did benefit from her presence, her personal brand gained the most from the dual appearances. John Stamos also was a spotlight hog as his conversation blew Dannon's out of the water. Social viewers commented more on Stamos's appearance than on the yogurt he was pushing.

Clint Eastwood had the most interesting performance of the bunch because Chrysler seems to be making a habit of selling Detroit's revival over its own brand (in 2011 Chrysler featured Eminem). In social conversation, this ad was perceived by many like a Clint Eastwood PSA for Detroit, and conversation about him was three times that about Chrysler. Clint was still a great pick for a brand endorser, though. Chrysler actually built a lot of positive brand reputation with him rather than a throwaway celebrity like John Stamos or Adriana Lima.



What Viewers Thought about Madonna's Performance?

- Overall, Madonna's halftime performance received mixed reviews (+28%, -21% sentiment). Comments and reactions from social viewers were typically short and specifically about Madonna. In general, hard-core Madonna fans were very pleased with her performance, but Super Bowl fans were not that impressed at all (and they still struggled with her appearance and her desire to wish "world peace" to everyone). The big winners here were actually the artists sharing the stage with Madonna, who were not negatively affected by her polarizing personality.
- 7% was about Nicki Minaj's performance (+26% net sentiment); viewers just couldn't get enough of her.
- 6% was about LMFAO's performance (+14% net sentiment), particularly about one of the band members who started to "vogue."
- 4% was about Cee Lo Green's performance (+6% net sentiment), but a number of people found his very white teeth a bit off-putting.
- 3% was about MIA's performance (+6% net sentiment); Nicki Minaj totally stole the spotlight from MIA, but viewers would love to see more collaborations between just the two of them in the future.



What Viewers Thought about Madonna's Performance? (cont.)



- 2% of the conversation was about Madonna's final message #WorldPeace (-12% net sentiment). While many people passed on this sentiment, there were more individuals making snarky comments about how Madonna was "blown up" for world peace, or how it just felt tacked on at the end without being a fully explained theme.
- 2% was about Madonna's appearance (0% net sentiment). There was a lot of mixed sentiment around this topic. Many thought she had a killer body for her age, but others talked sarcastically about her appearance and felt that her overly "veiny" arms were scary.
- 1% was about "Like a Prayer" (+11% net sentiment). Viewers who were Madonna fans loved that she performed this.
- 1% was about Justin Timberlake and Janet Jackson (+38% net sentiment), with many viewers believing their 2004 halftime show was the best in recent history. Of course, some of the commentators who thought the pair had set the bar high were referring to the famous wardrobe malfunction, and they tied their comments back to how they don't find Madonna very attractive.

What Viewers Thought about Madonna's Performance? (cont.)

- 1% was about the song "Vogue" and voguing (+8% net sentiment). Many argued that "Vogue" is not an appropriate Super Bowl song (and these are clearly the Super Bowl fans who had earlier grumbled about the decision to get Madonna). However, others were very happy with the novelty of it all, as many social viewers were too young to have seen Madonna perform "Vogue" live when it debuted in the 1990s.
- 1% was about the Black Eyed Peas (+3% net sentiment). Many commented that Madonna's halftime show was much better than "BEP's" performance last year. However, that's faint praise considering how poorly last year's show was received.
- 0.3% was about Madonna's new song (-15% net sentiment). Except for the presence of Nicki Minaj and MIA, the song was not very well received.
- 0.1% was about how the artists were lip-syncing (+10% net sentiment). While it is common knowledge that this is done, the topic emerged because RuPaul quoted his own show ("RuPaul's Drag Race") by tweeting "Lipsync for your life Madonna!"
- 0.03% was about Cirque du Soleil (+28% net sentiment), which says a lot about how much people noticed them.



Facebook Advertising Analysis – Fan % Growth

Top 10 Brands by Overall % Growth

	Advertiser	%Δ (1/30-2/6/12)
1	History Channel	16%
2	Teleflora	11%
3	Doritos	9%
4	Toyota	7%
5	Bridgestone	6%
6	CareerBuilder	6%
7	Chevy	6%
8	Bud Light Platinum	5%
9	Lexus	4%
10	Cadillac	4%

Beyond mentions by brand advocates, brand detractors and viewers who simply enjoy Super Bowl commercials, how do brands benefit in social media from this advertising? Facebook fan growth is a key metric. Similar to acquiring contact information in direct or email marketing, a Facebook “Like” gives brands the ability to serve up messages in news feeds.

Analysts at Networked Insights measured the brands with the largest percentage increase and total number of fan growth over the Super Bowl weekend.

Facebook Advertising Analysis – # of New Fans

Top 10 Brands by Overall Raw Fan Growth

	Advertiser	New Fans (1/30-2/6/12)
1	Coke	683,961
2	BMW	245,953
3	Doritos	234,440
4	H&M	206,233
5	Pepsi	171,835
6	Audi	127,430
7	Bud Light Platinum	125,667
8	M&M's	96,881
9	Samsung	72,238
10	Kia	51,717

The Voice

NBC, Unscripted Competition

Summary

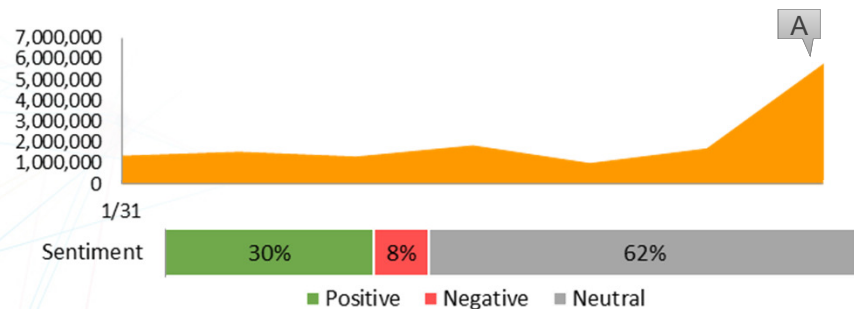


“The Voice” was last summer’s breakout hit because of its social TV integrations, which connected all the judges, performers and viewers in a real-time feedback loop. Because of this success, NBC chose “The Voice” to be the show that immediately followed the Super Bowl.

Recommendations

- ✓ Christina Aguilera was considered a polarizing celebrity in social conversations. A deeper dive into what audience is driving her positively trending conversations is recommended before pursuing her as a brand endorser.
- ✓ Blake Shelton appears to have one of the stronger, positively trending fan bases in the show. He would be a safer choice as a brand endorser.

Conversation



TOTAL IMPRESSIONS:
14,376,778

- A. (2/6/12) – Season 2 premiere; Betty White also appears in a promo for the show during the Super Bowl

Snapshot

“Christina, put your boobs away children watch this show. #thevoice”

- [Twitter.com/_faithberry](https://twitter.com/_faithberry)

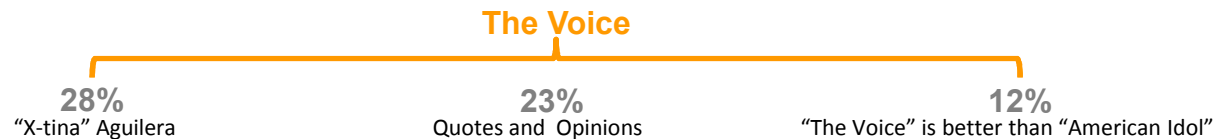
“They were all fighting over him and it was touch and go there for awhile. What with Cee Lo calling him “brother,” Xtina accusing Cee Lo of playing up the fact that they are the same color and then Cee Lo letting her know, “We’re all the same color when the lights are out, Christina.” Ha! True, true.”

- 3kidsandabreakdown.com

“I LOVE The Voice. Blake Shelton is such a hottie!”

- Weightwatchers.com

Themes (Around the Premiere)



- ✓ Of all the judges/mentors, Christina claims the largest share of the conversation, primarily because she’s so polarizing – some people think she’s very attractive, while others wish she would just disappear.

- ✓ Viewers liked recapping their favorite parts of every episode to one another. The season premiere highlights with social viewers were the talented singing of Chris Mann and Cee Lo quipping about racial equality.

- ✓ Within TV genres, particularly in unscripted programming, there is always an overlap in audiences. However, it’s a particularly positive sign to see strong fan advocacy in a TV show.

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Enjoyed this analysis? Download our media optimization guide: [Make Every Ad Perform Like a Super Bowl Ad](#)

- Which musical artists do Super Bowl fans really want to see and hear at halftime?
- Retaining your reach with NBC's "The Voice"
- How media buyers can reach NFL fans without an NFL media budget
- How to use real-time data to overcome a media lockout
- Leveraging social data to understand a TV show's audience before it airs!
- Boost TV marketing with real-time audience intelligence

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