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CHRYSLER IS THE WINNER IN BRANDBOWL2011

Twitter Users Select Chrysler as Most Effective Brand and Cars.com as Least Effective Advertiser on this Year's Super Bowl Telecast

Mullen, Radian6 and Boston.com Combine to Create Real-Time Digital Super Bowl TV Commercial Ranking Experience

BOSTON, MA, February 6, 2011 - According to the 250,000+ tweets monitored by [BrandBowl2011](#), Chrysler was the most effective brand to advertise on the Super Bowl telecast on the FOX Network this year. Cars.com was the least effective Super Bowl advertiser, according to the results.

Chrysler won with a powerful two-minute long spot starring the pop star Eminem cast in an ode to his native Detroit. The spot appeared during the third quarter of a closely contested game between the Green Bay Packers and the Pittsburgh Steelers.

[Mullen](#), a Boston-based advertising and social media agency, [Radian6](#), a leader in social media measurement and engagement, and [Boston.com](#), teamed up to present [BrandBowl2011](#) a Twitter/Super Bowl experience that used tweets about the ads to inform real-time metrics. It allowed the public to view immediate rankings of the most and least effective brands on the Super Bowl this year.

The Radian6 platform determined the results by pulling in the full data stream from Twitter. The results were measured on not only the volume of conversations, but also the positive/negative sentiment surrounding the conversations. BrandBowl2011 is able to rank the ads using some of the most comprehensive social media metrics available. During the broadcast of Super Bowl XLV, over 250,000 tweets were counted to determine the winners of BrandBowl2011.

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"We've reached a point where advertising, even the outbound interruptions, is social," said Edward Boches, chief innovation officer at Mullen. "Consumers want to talk about the ads and marketers are starting to realize that the greatest value of their Super Bowl buy is the conversation that takes place online."

"Social media lets advertisers see the impact of their ads in real time," said David Alston, CMO at Radian6. "The top advertisers on the Super Bowl prove how a traditional TV spot can potentially be leveraged on the social web."

TOP SCORERS

When all was said and done, the top ten brands (a combination of volume and popularity) were:

- 1. Chrysler**
- 2. Doritos**
- 3. Volkswagen**
- 4. Pepsi Max**
- 5. Best Buy**
- 6. Lipton Brisk**
- 7. Coca-Cola**
- 8. Go Daddy**
- 9. Motorola**
- 10. Chevrolet**

MOST POPULAR

The most popular brands (those with the highest number of "positive" tweets) were:

- 1. Volkswagen**
- 2. Bridgestone**
- 3. Audi**

MOST VOLUME

The most talked-about brands (those with the highest number of overall tweets) were:

- 1. Doritos**
- 2. Chrysler**
- 3. Volkswagen**

The Five Least Effective Brands on BrandBowl2011

- 1. Cars.com**
- 2. HomeAway**
- 3. Hyundai**
- 4. Salesforce.com**
- 5. BMW**

About Mullen

Mullen is a full-service agency, integrating disciplines from creative to digital marketing, public relations and social influence, media planning and buying, mobile marketing, direct response and performance analytics. With an “unbound” approach to marketing, Mullen specializes in working with culturally relevant experiential brands. Agency clients include JetBlue, Zappos, Olympus, General Motors, Alberto Culver’s TRESemmé, FAGE, Match.com, Timberland, Four Seasons Hotels and Resorts, MassMutual, U.S. Department of Defense, Stop & Shop/Giant, CSX, HSBC and LendingTree. Headquartered in Boston, Massachusetts, the agency operates offices in North Carolina; Detroit and Pittsburgh. Mullen is an independent brand within the Interpublic Group of Companies. For more on Mullen, visit www.mullen.com.

About Radian6

Radian6 is the leading provider of social media monitoring, measurement and engagement solutions. Radian6’s customers include Dell, GE, PepsiCo, Microsoft and UPS, as well as the world’s leading public relations and advertising agencies. Find out more at www.radian6.com.

Additional Resources

- A short tour of the Radian6 solution: <http://www.radian6.com/get-started/what-we-do/>
- The Radian6 Social Strategy Blog: <http://www.radian6.com/blog/>
- The Radian6 Platform Blog: <http://www.radian6.com/platform-blog/>
- What customers are saying: <http://twitter.com/radian6/favorites>

About Boston.com

Boston.com is one of the most visited regional portals in the U.S and is wholly owned by The New York Times Company, a leading media company with 2010 revenues of \$2.4 billion, which includes The New York Times, the International Herald Tribune, The Boston Globe, 15 other daily newspapers and more than 50 Web sites, including NYTimes.com, Boston.com and About.com. The Company’s core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

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