



Super Social Marketing Bowl

Advertiser	TV Ad	Digital Footprint	Social Media Engagement	WOM/Intangibles	Total
(Example)	4	1	0	2	
	Comments: The concept worked well with their online platforms. Sure to facilitate significant buzz both online and off.				
Denny's	38	0	2	30	70
Monsters vs. Alien animated movie	33	3	15	17	68
Pedigree	38	1	14	14	67
PepsiCo	40	0	15	12	67
Teleflora	40	1	11	12	64
E-Trade Financial	40	1	13	9	63
Frito-Lay (Doritos)	33	2	19	6	60
NBC Universal Pictures	26	0	13	19	58
Hyundai	36	0	9	12	57
Bridgestone	33	2	10	9	54
Audi	26	5	13	7	51
Anheuser-Busch	33	2	7	6	48
General Electric	30	0	5	10	45

Career Builder	26	1	9	9	45
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Cars.com	32	1	5	6	44
GoDaddy	16	2	10	12	40
Coca-Cola	35	0	3	0	38
NFL	22	2	6	7	37
H&R Block	19	0	4	10	33

