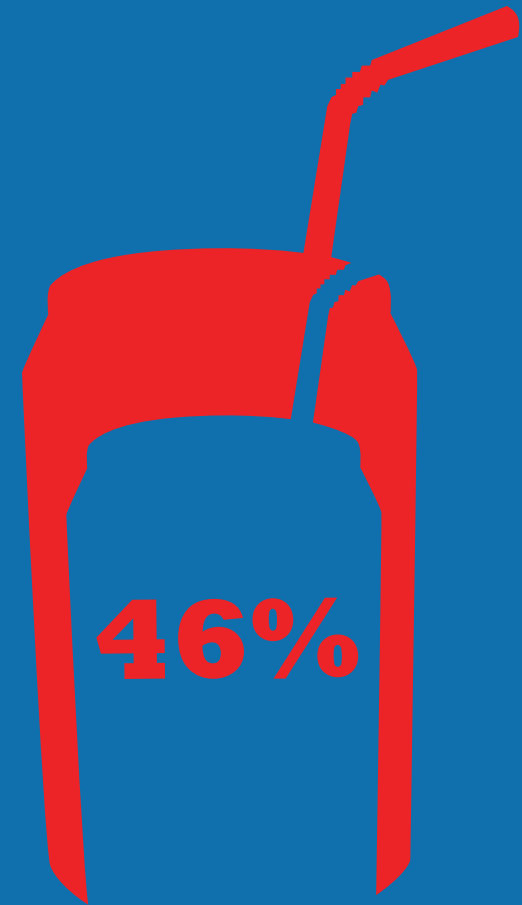


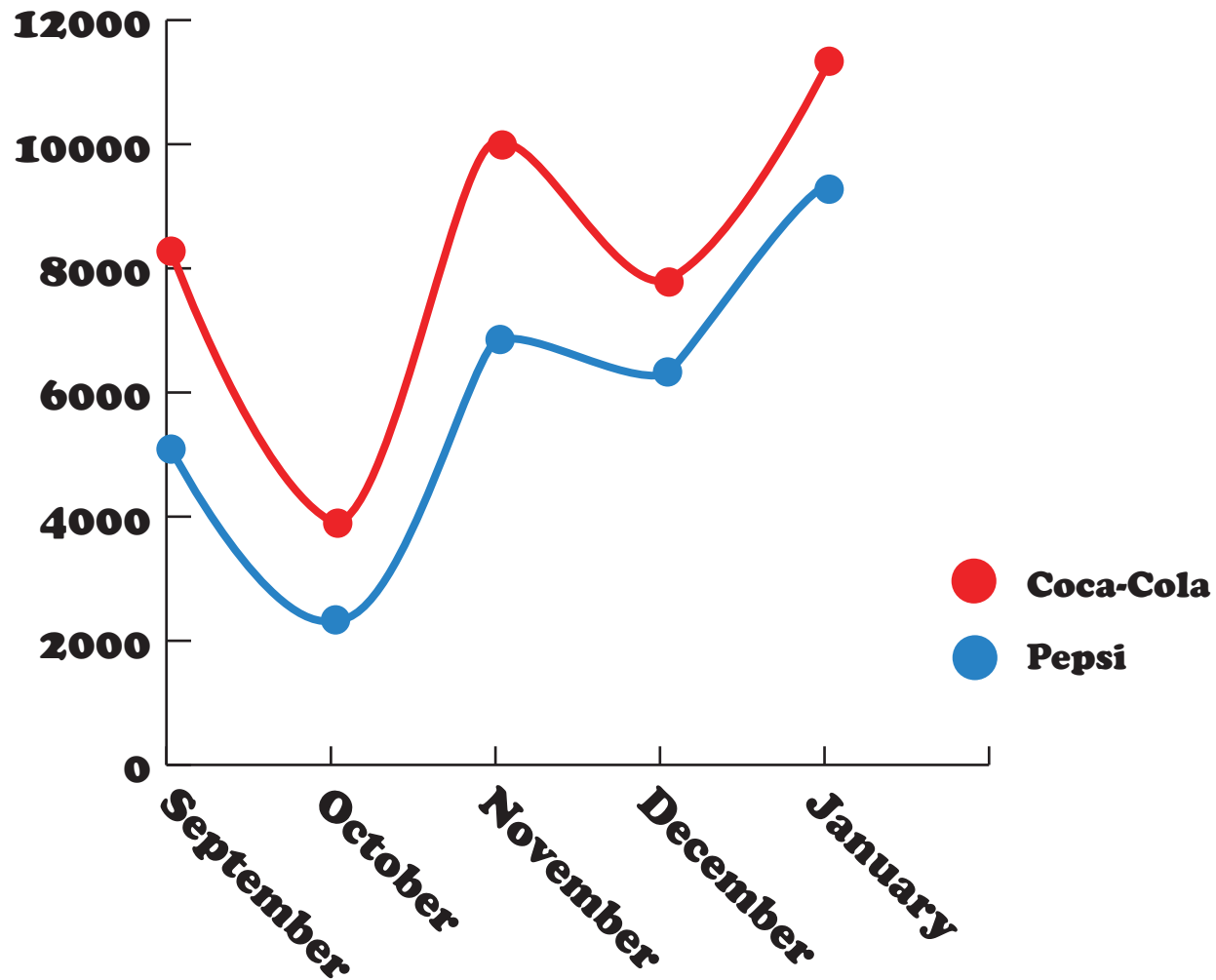
in Super Bowl 2010

Measuring the Effectiveness of Advertising Using Social Media
www.statsit.com



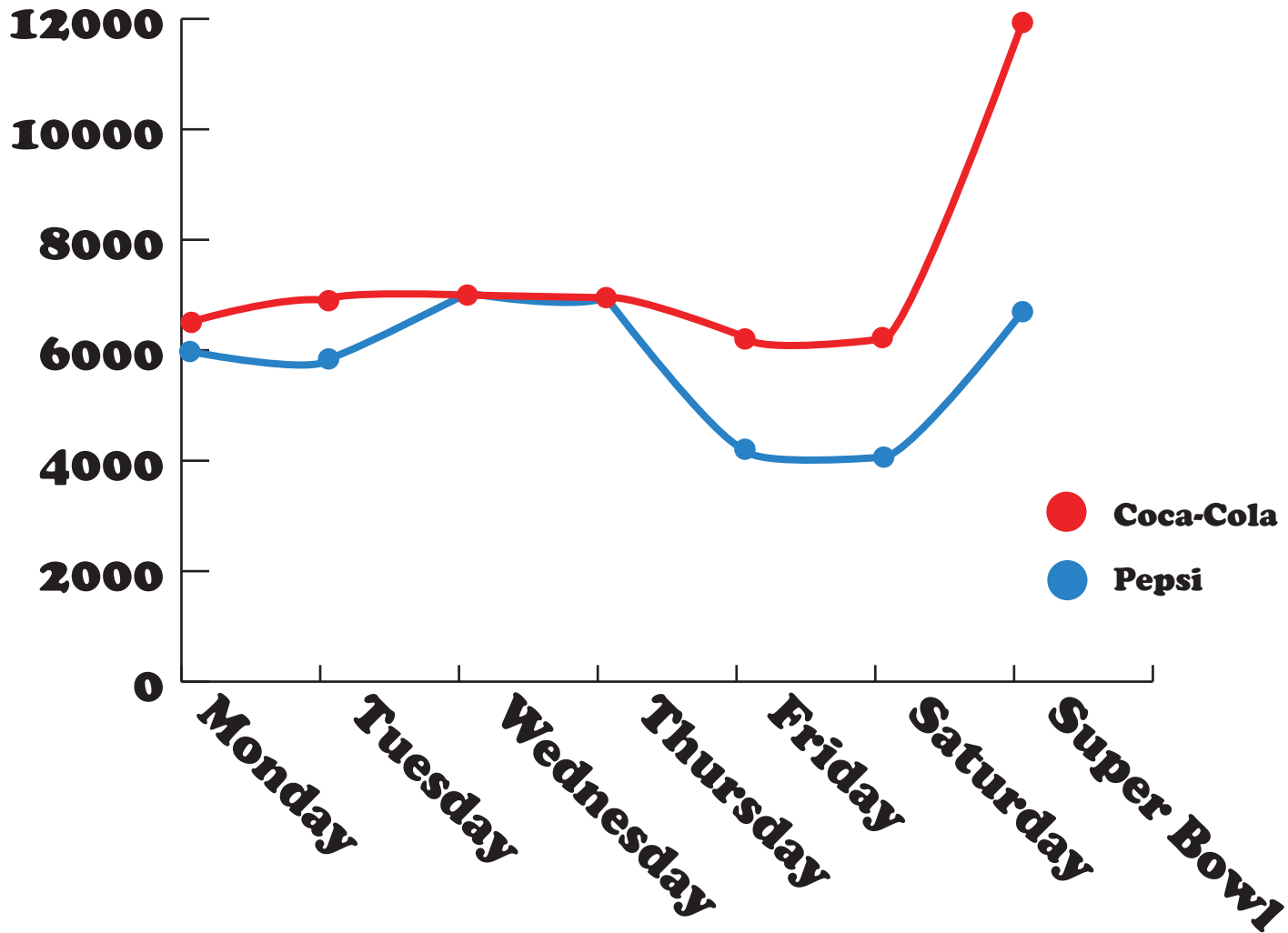
Pepsi Announces “no Super Bowl ad this year, money instead to social media” and people talk about it together with Super Bowl almost as much as about Coke.

**Coke or Pepsi mentioned together with "Super Bowl"
but exclusive of other**



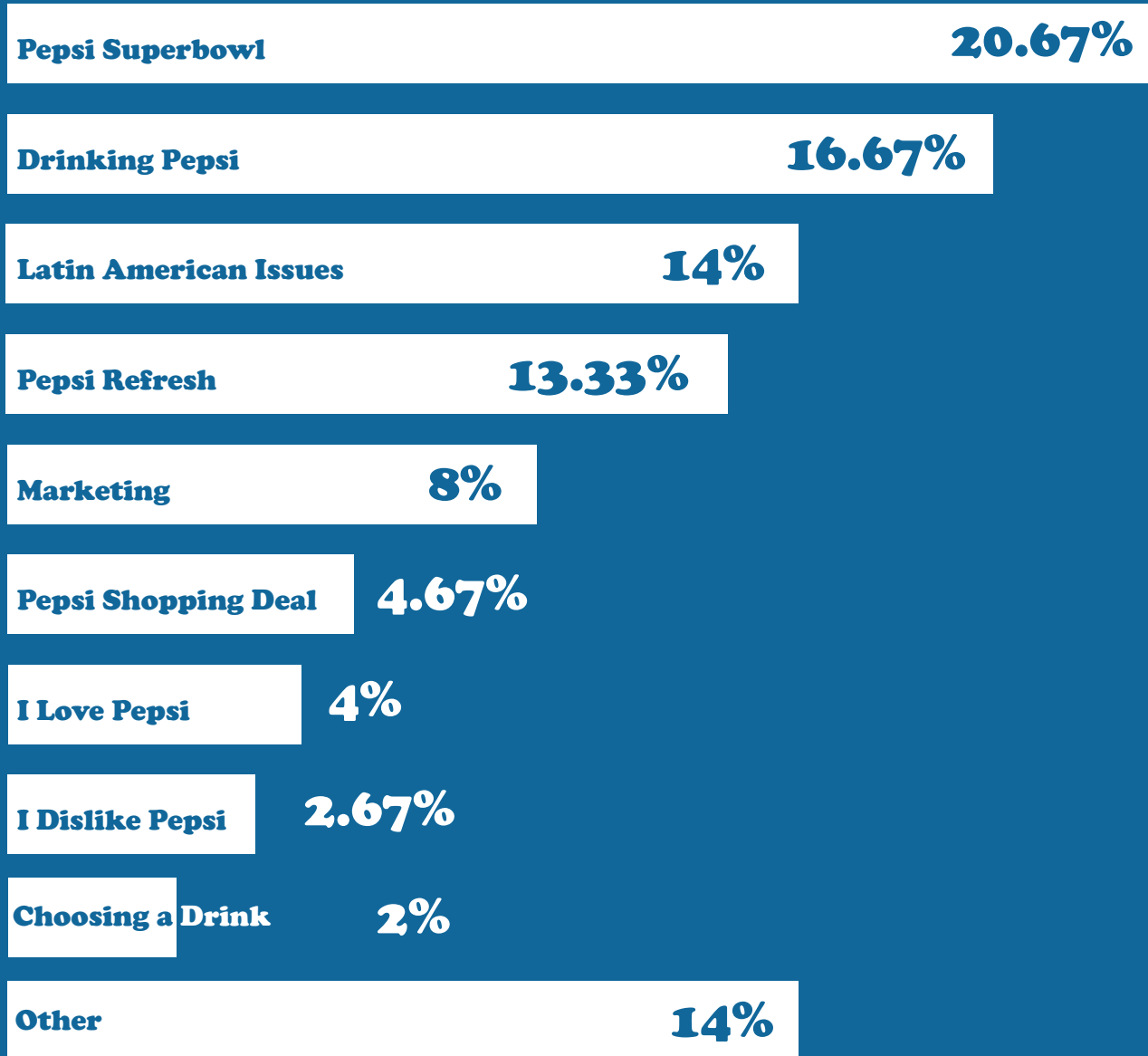
Do you need an ad spot to be part of the talk?

Twitter Mentions During Super Bowl Week “Coke” vs “Pepsi”



Significant Difference Only on the Game Day

Themes around Pepsi the week of Super Bowl



You don't need a spot to get people talking

Themes around Coke the week of Super Bowl

Drinking Coke

30.19%

Messing with Coke

10.06%

Coke Super Bowl

9.09%

Coke Products

7.14%

I Love Coke

7.14%

Pumped on Coke

6.17%

Social Media

4.22%

I Dislike Coke

4.22%

Coke Health

2.6%

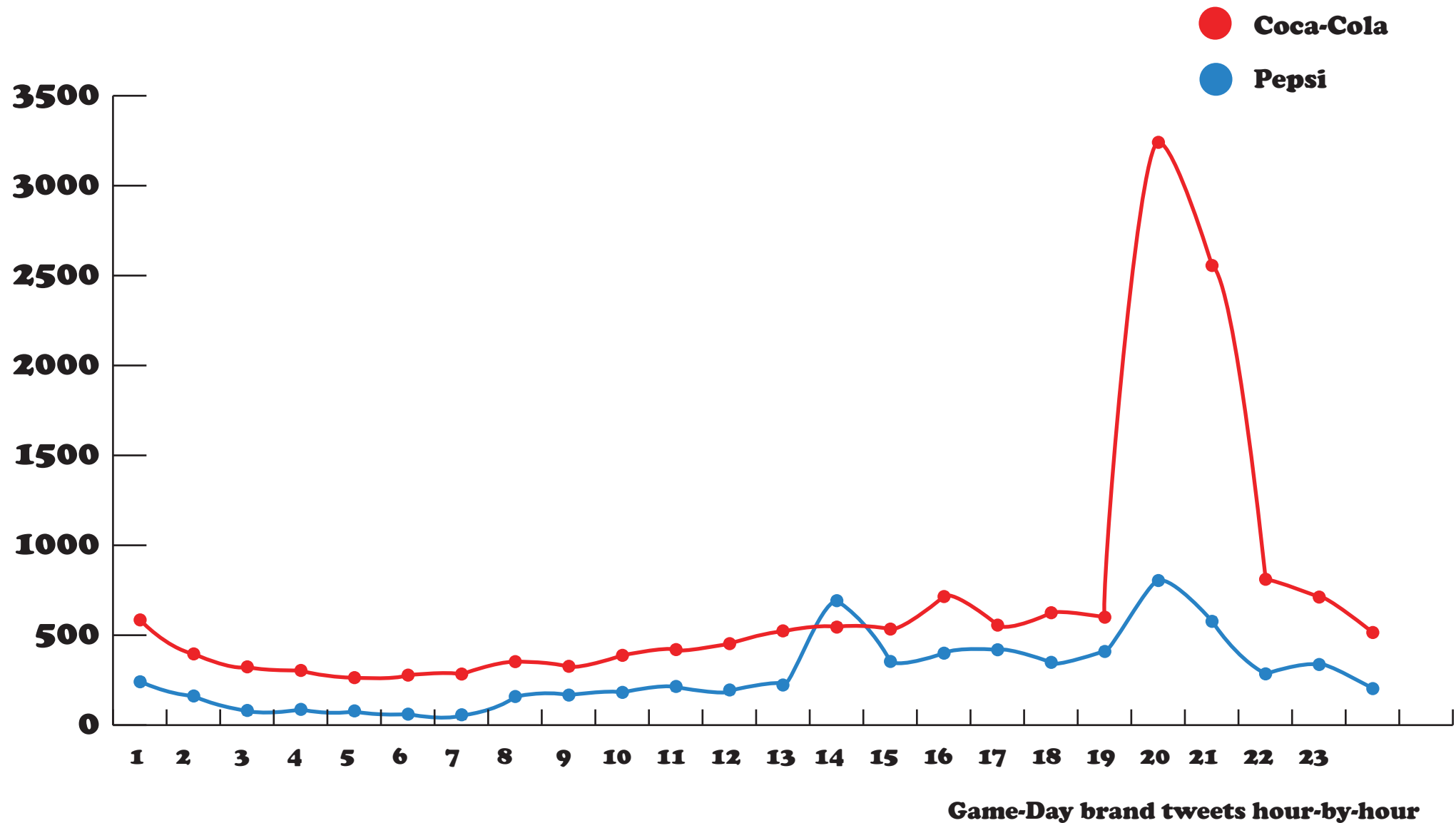
Other

19.16%

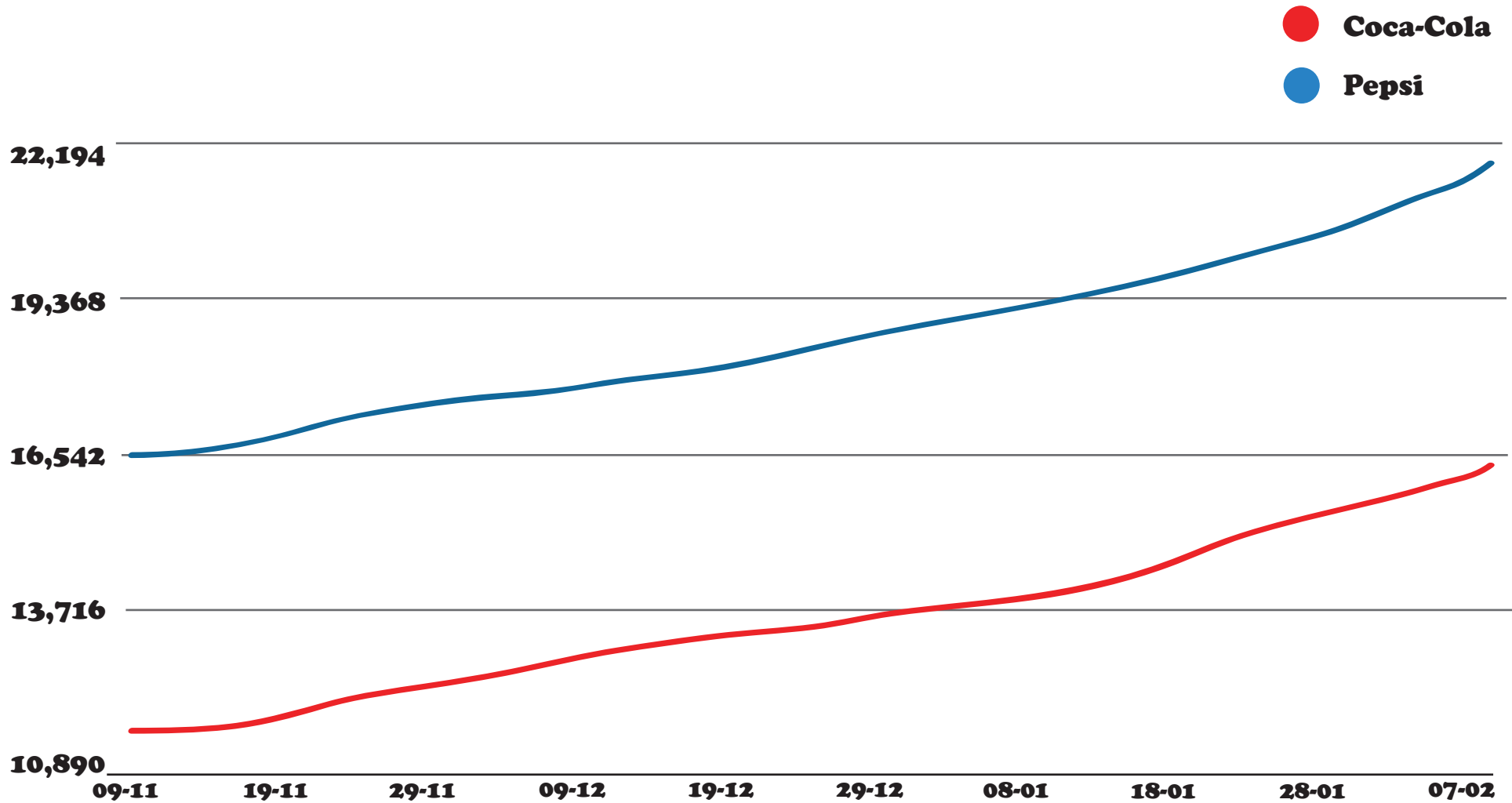
Nor Does Having one guarantee people will talk

What's Super Bowl ad worth?

10k tweets in a few hours.



Yet both added the same number of Followers

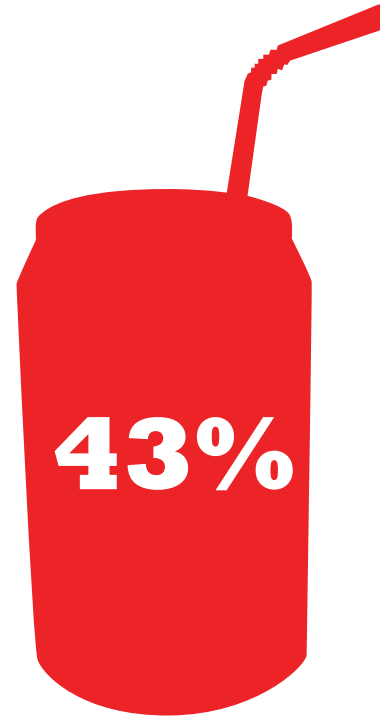
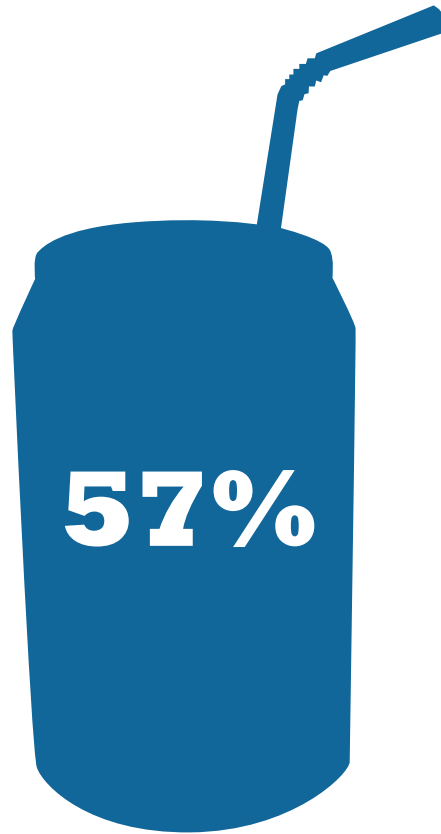




adsofsuperbowl

✓ Following

Sudden surge in Twitter buzz (tweets)
doesn't necessarily mean
engagement



Pepsi is mentioned more often together with Super Bowl than Coke on the week of the Super Bowl

**Social Media is a revolution
in advertising.**

Want to find out how Pepsi and others utilize social media as part of their advertising campaigns?

Get your copy of “The Super Bowl Playbook for Advertisers” available only in print to qualified agencies and the media.

LIMITED COPIES

Get in touch to get yours from john@statsit.com

ANALYTICS IS FUN