



collective intellect

Turning *Social Media* into *Actionable Intelligence*

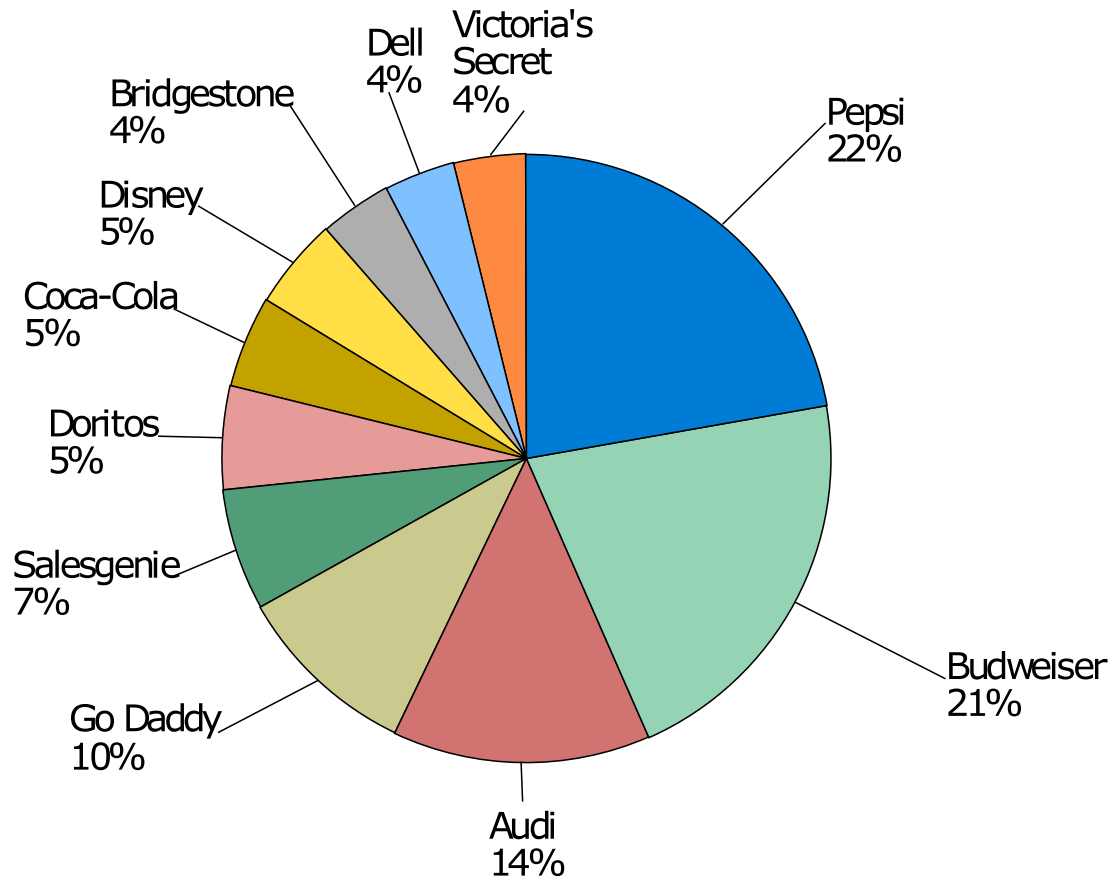
Super Bowl XLII Advertiser blog buzz during and after the game

February 3, 2008



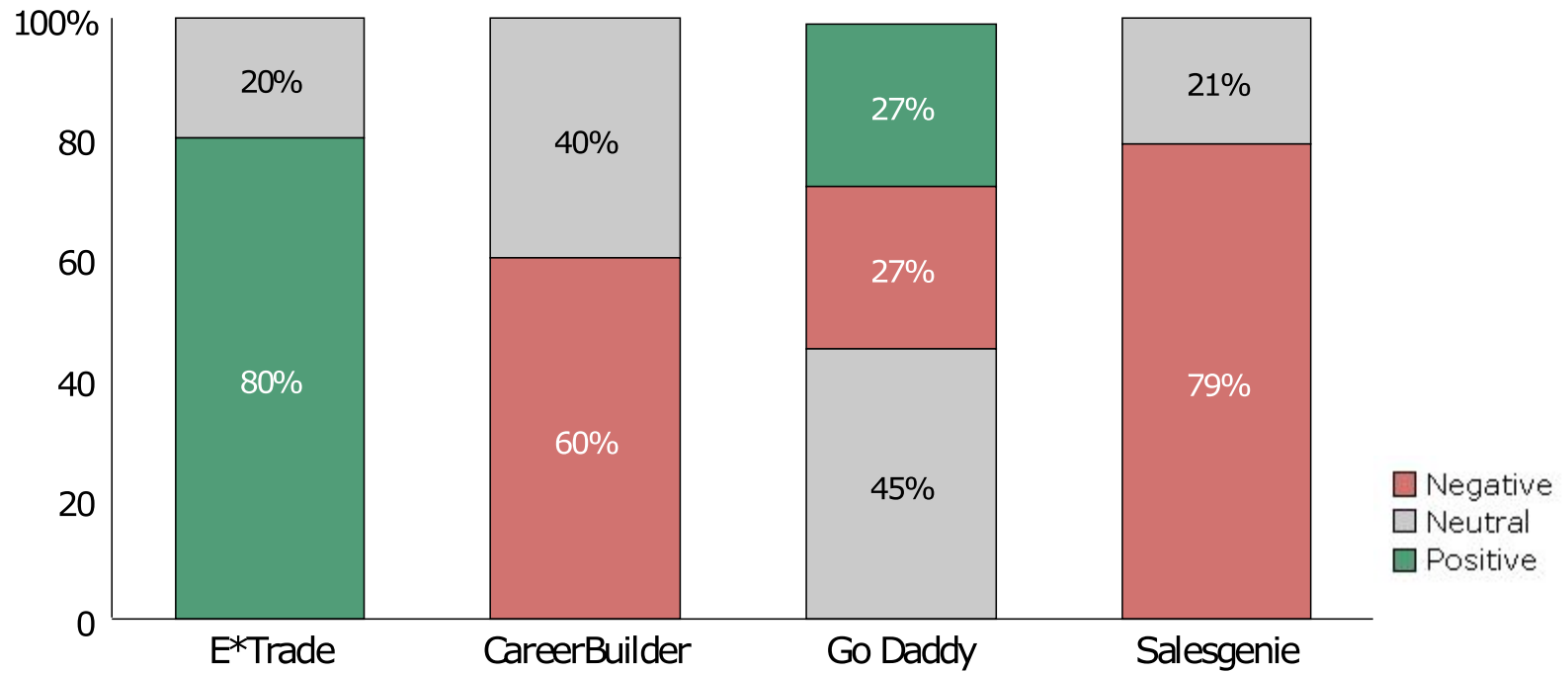


Pepsi had the most share of voice in blog posts during and after the Super Bowl; Pepsi includes the Sobe spot



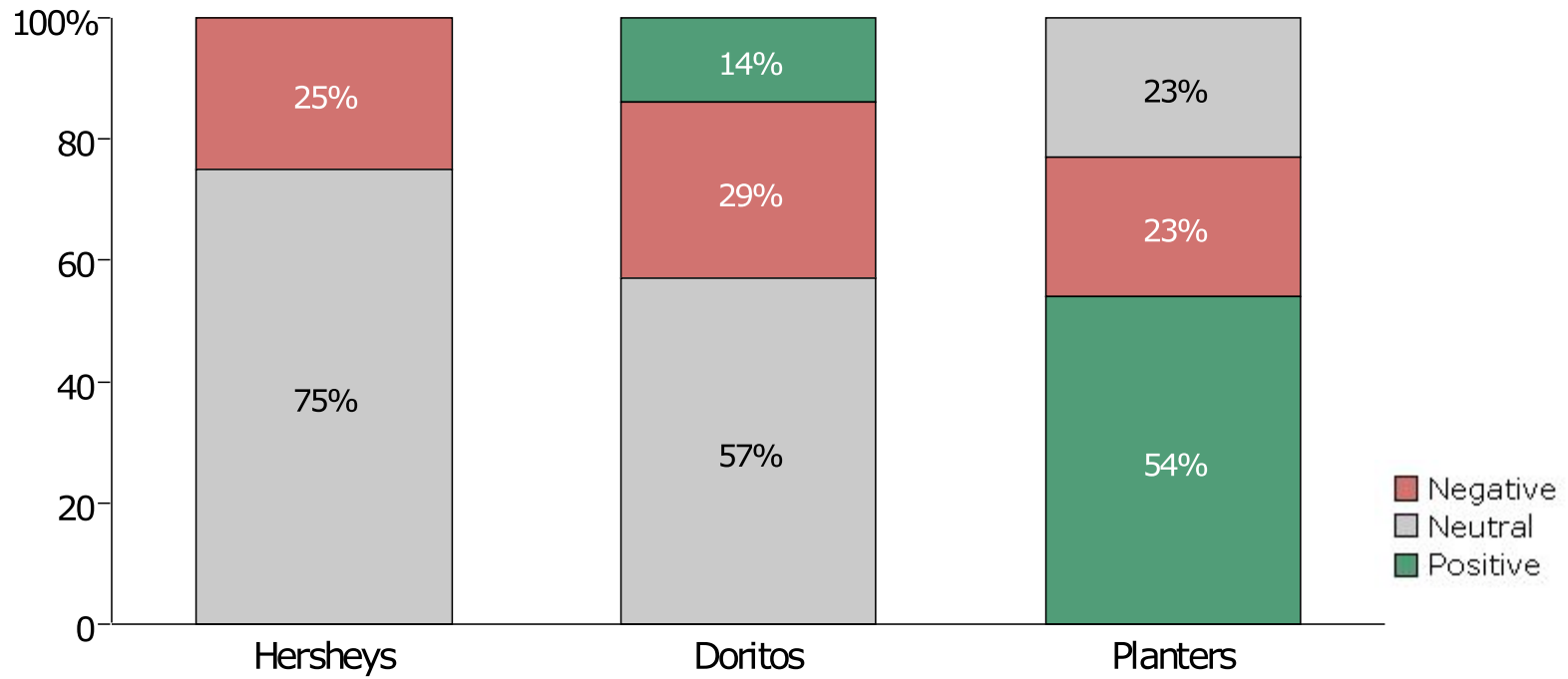


The eTrade baby commercials produced the most positive sentiment across .com advertisers





Hershey's Ice Breaker commercial had negative sentiment overall, while Planter's nut perfume spot was surprisingly positive





Advertiser buzz increase or decrease from before game compared to during and after the game

