

Measuring the Social Media Chatter of the 2011 Super Bowl Commercials

Who Were the Real Winners?

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Measuring the Social Media Chatter of the 2011 Super Bowl Commercials. Who Were the Real Winners?

Study Compiled by Social Strategy1

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"Many tools and services are emerging to help an enterprise manage its online and offline reputation, but effective strategy should precede any focus on technology as a savior."

- Gartner

The 2011 Super Bowl turned out to be the most viewed television event in history, with 111 million people in the US tuning in to watch Green Bay defeat Pittsburgh. Big brands spend millions of dollars producing ads to run during the Super Bowl, and then spend millions more buying ad time during the event. But who are the true brand winners weeks after the event?

Much discussion has taken place around the value of Super Bowl commercials; costs of production, cost to air the commercials, how to measure the return on investment, and of course who are the real brand winners and losers. This year, Social Strategy1 took a new approach to measurement by analyzing the staying power of commercials shown during the event, based on social media buzz. Using the power of Social Strategy1's platform coupled with analyst input, Social Strategy1 set out to measure the longevity of those ads shown during the Super Bowl, including the reach, frequency and velocity of the hundreds of thousand Twitter conversations leading up to the game and then for two weeks later.

Social Strategy1 examined the effectiveness of Super Bowl advertisers, measured through social media activity, to develop meaningful and possibly revenue affecting insight. We first looked at the game day, social media buzz of the commercials. Then, we tracked those same ads for the following week to determine which ones made lasting impressions. Finally, we generated insight from the conversations – what were people actually saying and what can we learn or conclude from those conversations. We reviewed hundreds of thousands of actual mentions and conversations, looking not only for the buzz winners and losers, but also looking at whether the ad resonated with the intended audience and whether the audience responded in ways the advertisers likely wanted them to respond. In other words, did the audience get it? The results were extremely interesting and not always consistent with the results we saw from other media sources.

The findings were across the board, however pre-game there were several Tweets specifically mentioning the upcoming Super Bowl commercials, similar to this one: *"#superbowl commercial cant wait for em."* Many posts professed no interest in the game, and many viewers tuned in solely for the commercials.

The Data

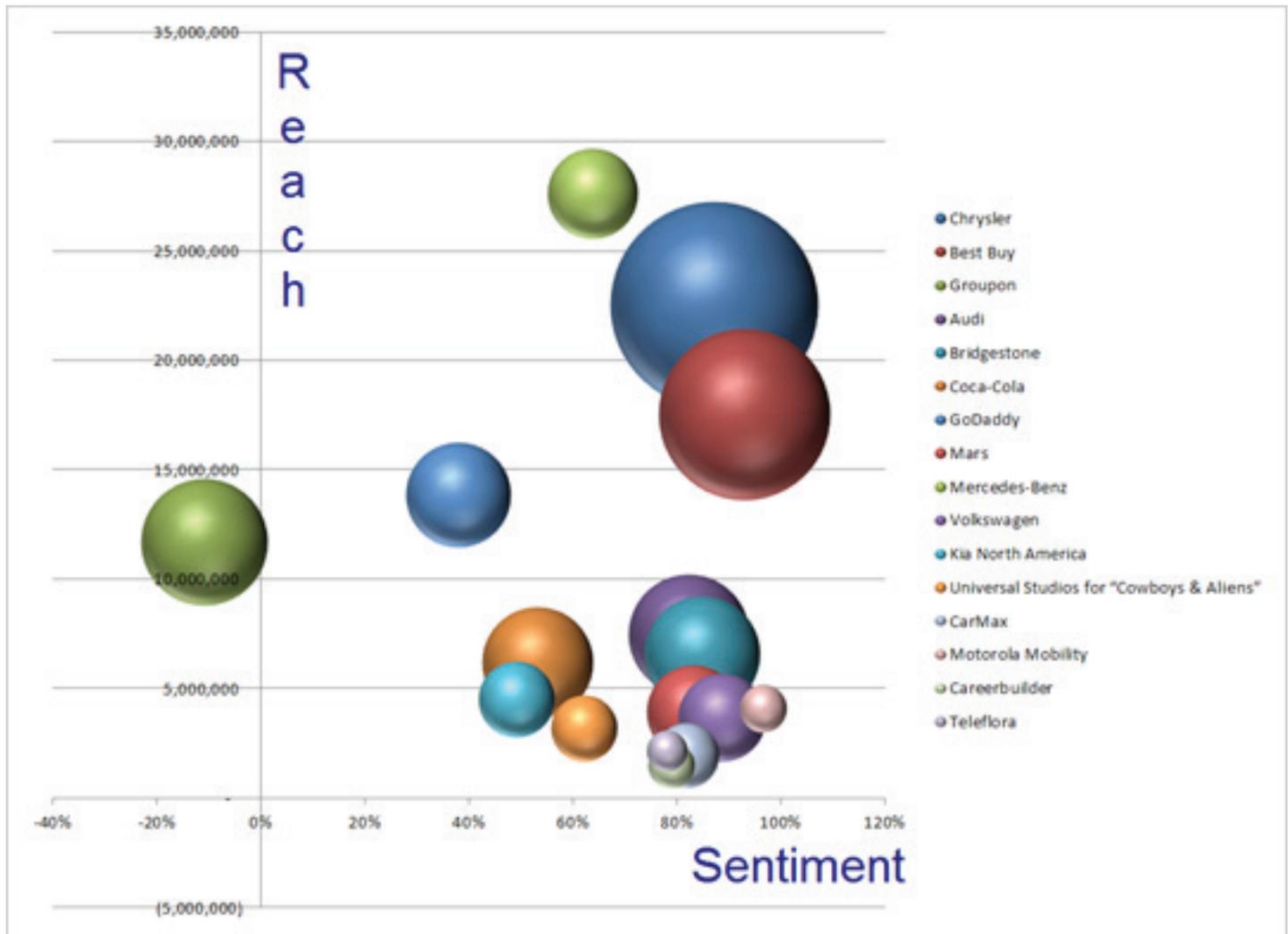
Social Strategy¹ compiled data from two time periods: first, game day activity, examining what caused buzz from 10 minutes before the game to 10 minutes after the game. Then, using the same search terms and keywords, we tracked the buzz and conversation for seven days following the Super Bowl. In other words: which ads made a more lasting impression? The first thing that logically jumps out from the game day data is that Twitter was the dominant game day source of social media activity. Viewers who were mobile enabled seem to prefer Twitter for real time conversations. YouTube and other sources had much more impact the week following the game, although Twitter was a strong player in both periods.

Representing this through bubble graphs of the data, we segmented the data sets into categories: companies and brands that had multiple commercials (greater than two) such as Doritos, Pepsi Max and General Motors, and those that had two or fewer commercials, which we refer to as single commercial, such as Chrysler, Groupon and Best Buy. We looked at the data considering three data points – the number of times a brand or company was mentioned (“Buzz”), whether such mention was positive or negative (“Sentiment”), and the (“Reach”) of the mentions, in other words how many eyeballs potentially saw or participated in the conversation, for example, with Twitter, the number of followers associated with each tweet.

Game Day Comparisons

The accompanying graphs represent the top companies/brands of each category, multiple or single. The x-axis shows the Reach of the mentions/conversations, the relative size of the bubbles represents the Buzz, (the number of mentions), and the movement along the y-axis represents the relative positive vs negative Sentiment of the mentions.

Single Companies/Brands running 2 or fewer ads during the Super Bowl



In looking at this data from the single ad group, it is clear that Chrysler scored big during the game with its Detroit/Eminem commercial. Not only did it cause meaningful buzz, but also in those conversations where sentiment was projected it was over 93% positive. This ad created an emotional connection unlike any others. There were thousands of conversations like this: *"That Chrysler commercial actually gave me a chill"* and *"Dude, I am all about that Chrysler ad. Kinda makes you believe that Detroit *will* rebuild. Nice"*. In addition, there were conversations that appeared to inspire people to purchase like these *"OMG! I loved the Chrysler 200 commercial with Eminem! I loooove the car too! I am 100% sure that will be my next car!!!"* and this one *"Liked that Chrysler commercial... Motor City... M makes me want a 200"*.

This was a direct score, the ad resonated with the audience, provided a good feeling about the brand and city and appears to inspire people to actually want to purchase. Home Run.

On the flip side, Groupon's first entry into Super Bowl TV advertising was a dud. While it did cause a reasonable amount of buzz, the sentiment was largely negative. As a matter of fact it was one of only two companies/

brands whose sentiment was over 50% negative, coming in at 56% negative. Most of the negative sentiment looked like this: *"So is Groupon making fun of genuinely unfortunate situations? I don't get it."* and this one *"Groupon ad: screw Tibet, save money on fish curry"* and some even mocked the Groupon business model *"That @groupon commercial? 50% off having a clue how to spend millions on a Super Bowl spot."* While most found the ads offensive, audience responses like the last entry show that the brand and its business model is widely known.

Certain commercials, while not necessarily creating tons of buzz relative to other brands, did seem to resonate with their target audience. One of the brands that seemed to win in this regard was Audi. It was clear that their audience got the essence of the commercial as seen in conversations like this one: *"Escape the confines of old luxury. Audi, well done."* It also will likely lead to the action that the company was looking for as seen in conversations like these *"I want an Audi A8..."* and *"The Audi A8 is so sexy"*. Another interesting observation in reviewing these conversations was that there was a higher level of sophistication with these mentions, less slang, few lol's and other social acronyms which would indicate that the ad was hitting an older demographic and likely its target audience.

The big buzz single ads that also stood out were Volkswagon (VW), Mercedes Benz, Best Buy, and GoDaddy. VW was different that the other three (no celebrities) and clearly hit a home run with its kid Darth Vader ad. The buzz was overwhelmingly positive and though the ad ran in the second quarter, it generated buzz throughout the game. The conversations generally looked like this: *"VW + Star Wars is as good as Mean Joe and Coke"*. As you can see from this mention, the ad created a connection to previous Super Bowl ads that had meaningful, long lasting and positive impact.

The Mercedes Benz ad created meaningful buzz and this ad combined the traditions of Mercedes' 125-year history with a current celebrity, P Diddy. While the ad was generally viewed positively with the nostalgic look at the classic cars appealing to many, many were confused with P Diddy's role. We saw a number of conversations that looked like this: *"Beautiful mercedes ad. Puzzling Puff Daddy cameo. Did the ad department come in wildly underbudget or something?"* and this *"I DIDN'T UNDERSTAND THAT BENZ COMMERCIAL WITH DIDDY"*. In general the ad was positively received and much of the buzz looked like this *"Ok. I liked the mercedes commercial. Maybe I should test drive one..."*

Best Buy and GoDaddy both went for humor and big celebrity names. Both created meaningful buzz but may not necessarily have been the buzz they were looking for. Best Buy was promoting a buyback plan and GoDaddy was promoting the .co extension. In reviewing thousands of mentions not a single time was the buy back or .co extension mentioned. For brand promotion, they probably hit the mark but for product or service promotion they missed.

GoDaddy seems to be rubbing a number of people the wrong way and the trashy nature of the campaign is getting old as seen in these conversations *"GoDaddy really needs a new schtik"* and this one *"GoDaddy...go"*

away and take Joan Rivers with you" In addition certain conversations were directly negative and adverse to GoDaddy's business like these *"Joan Rivers just made me HAPPY AS HELL that none of my domains were bought through"* and *"Not registering my next domain with GoDaddy"*.

As for Best Buy, Ozzy fans came out of the woodwork and while they did not always appreciate that he was doing an ad with teen idol Justin Bieber, many called him a sellout, most enjoyed the ad and *"What's a Bieber"* may be the single most remembered line from this year's ads. Here is a sample of some of the conversations *"Dear god, Bieber and Ozzy in the same commercial. WHY GOD WHY"* and *"OMG, the Best Buy commercial... priceless. :) #WhatsABieber?"* The conversations were largely positive and created a meaningful amount of buzz.

Kia jumped in this year with an epic ad with plenty of special effects. While the reaction to the ad itself was mixed some liked it, some didn't, overall from the conversations we saw the message did not resonate and some were simply confused by the ad. A sample of the confused conversations looked like this *"Kia is getting serious w/ the special effects! But the ad itself was rather confusing"* and this *"what the hell was that commercial?? the Mayans need a Kia?"* Finally there were many who seemed to like the ad but were still not inspired to make a purchase and those conversations looked like this *"I'm not even gonna lie that kia commercial was mean...but I still wouldn't buy it"*. Overall given what I am sure were enormous production costs, they probably did not get the reaction they were looking for.

Other Observations

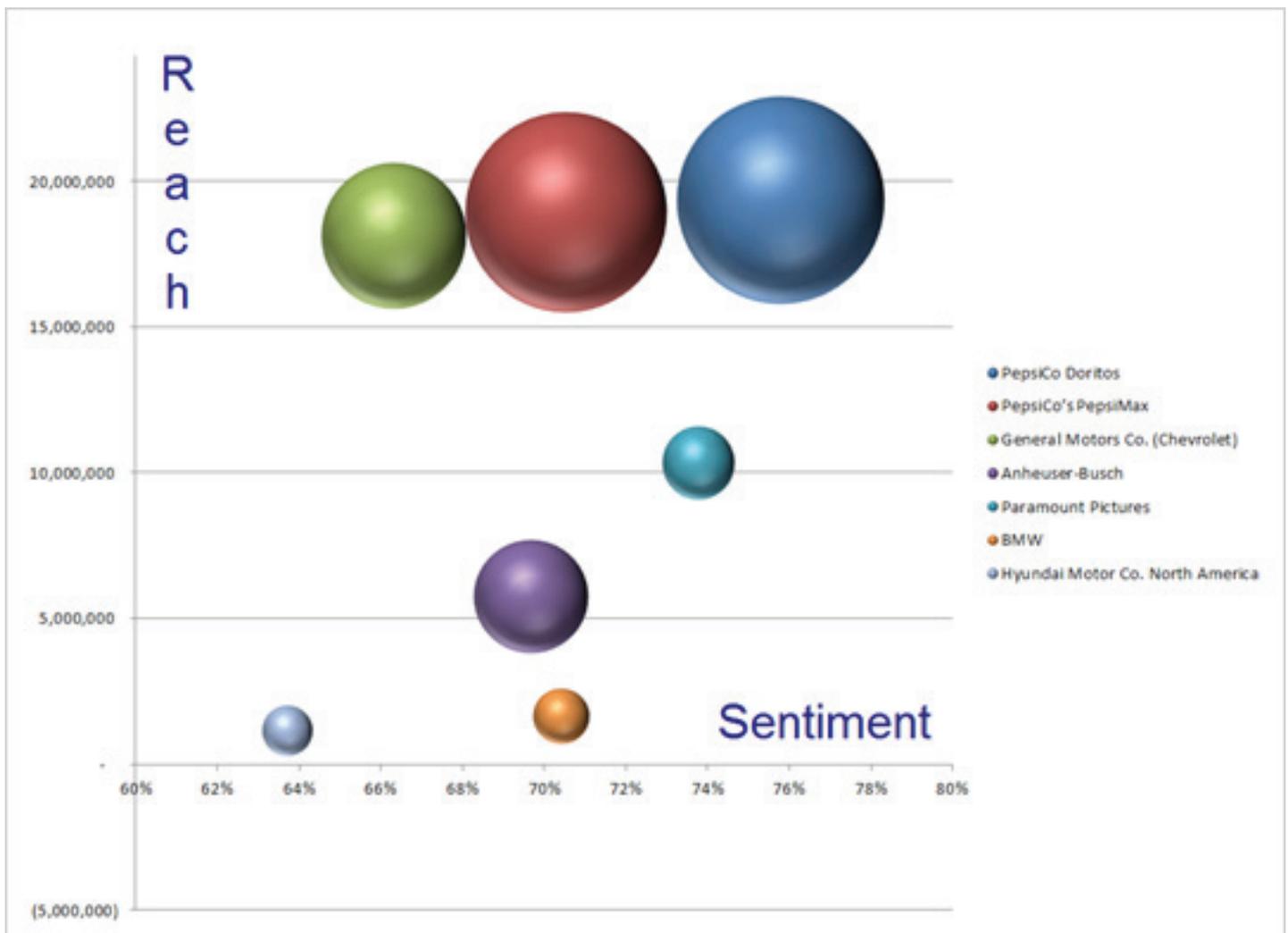
Some general observations can also be made from looking at the conversations. We were somewhat surprised that of those conversations or mentions where a sentiment could be determined over 85% of the sentiment was positive. We assume this means that people are generally looking forward to the game and the event including the role the ads play on game day. Some traditional thinking held form like using kids (VW) or animals - dogs (Bud Light, Doritos), beavers (Bridgestone) and even monkeys (CareerBuilder) generally will yield positive sentiment and a fair amount of game day buzz. Another observation from looking at the data reveals that if you are looking for game day buzz, you must be original. Over 60 ads were presented throughout Super Bowl Sunday and those that had the least game day buzz were those that had familiar themes or ones people had already seen, like movie trailers. This mention summed up the general consensus of rerun ads *"does not support companies who can't even make a new commercial for their super bowl spot"*. Even familiar campaigns that had been successful in the prior year's Super Bowl, etrade baby, CareerBuilder and the Snickers ad for example did not resonate as before. A sample of some of this insight looked like this – *"That Snickers commercial was sooo last year"* and this one *"CareerBuilder with the chimps again? Really?"*

In comparing the results of the social media data compiled in this study to *USA Today's Ad Meter*, which was a study, conducted with 282 adult volunteers, we found remarkable differences. For the Ad Meter study, the volunteers used handheld meters to record how much they liked or did not like the ads during the game. While certain of the social media winners like the VW Darth Vader ad and the Pug Doritos ad were the same

as Ad Meter. Certain ads that scored high with social media buzz in particular the Chrysler ad, #1, scored a remarkably low #44 on the Ad Meter. Another one that scored with social media sentiment was Best Buy, #4, and it came in at #53 on the Ad Meter list.

While I cannot definitely state why the meaningful differences, I think it does point out the natural bias in a limited sample size of 282 people compared to meaningful scope of those using social media. While we know there are natural bias in the demographics of active social media users as well, but it is safe to say that social media insights will likely give advertisers a much broader perspective on the effectiveness of their campaigns.

Companies/Brands running 3 or more ads during the Super Bowl



For a number of the larger brands, humor was the primary way of promotion. While deciphering insight from the thousands of mentions that talked about how hard they laughed is difficult, a few of the humorous plots brought racial and homosexual sentiment in the conversation.

Doritos scored big with the Pug dog ad, bringing Grampa back from the dead and the “you left the best part” ads. All three ads were generally well received and had people talking. The “left the best part” ad was by far the most controversial as thousands of mentions discussed what they perceived to be homosexual overtones, but they still liked it. Most of subtle conversations looked like this *“Doritos finger licking commercial..AWKWARD and hilarious! Lol”*. There were hundreds that were not so subtle. For many including shock jock Howard Stern it was one of his favorite ads as he tweeted this *“best commercial so farthe doritos guy sucking that dudes finger.”* Overall the Doritos ads struck home with people talking about eating Doritos like this tweet *“YOU CAN’T WATCH A SUPERBOWL WITHOUT EATING DORITOS #FACT”* and that they produce great ads every year as expressed by this one *“love superbowl commercials :) doritos always has the best ones”*.

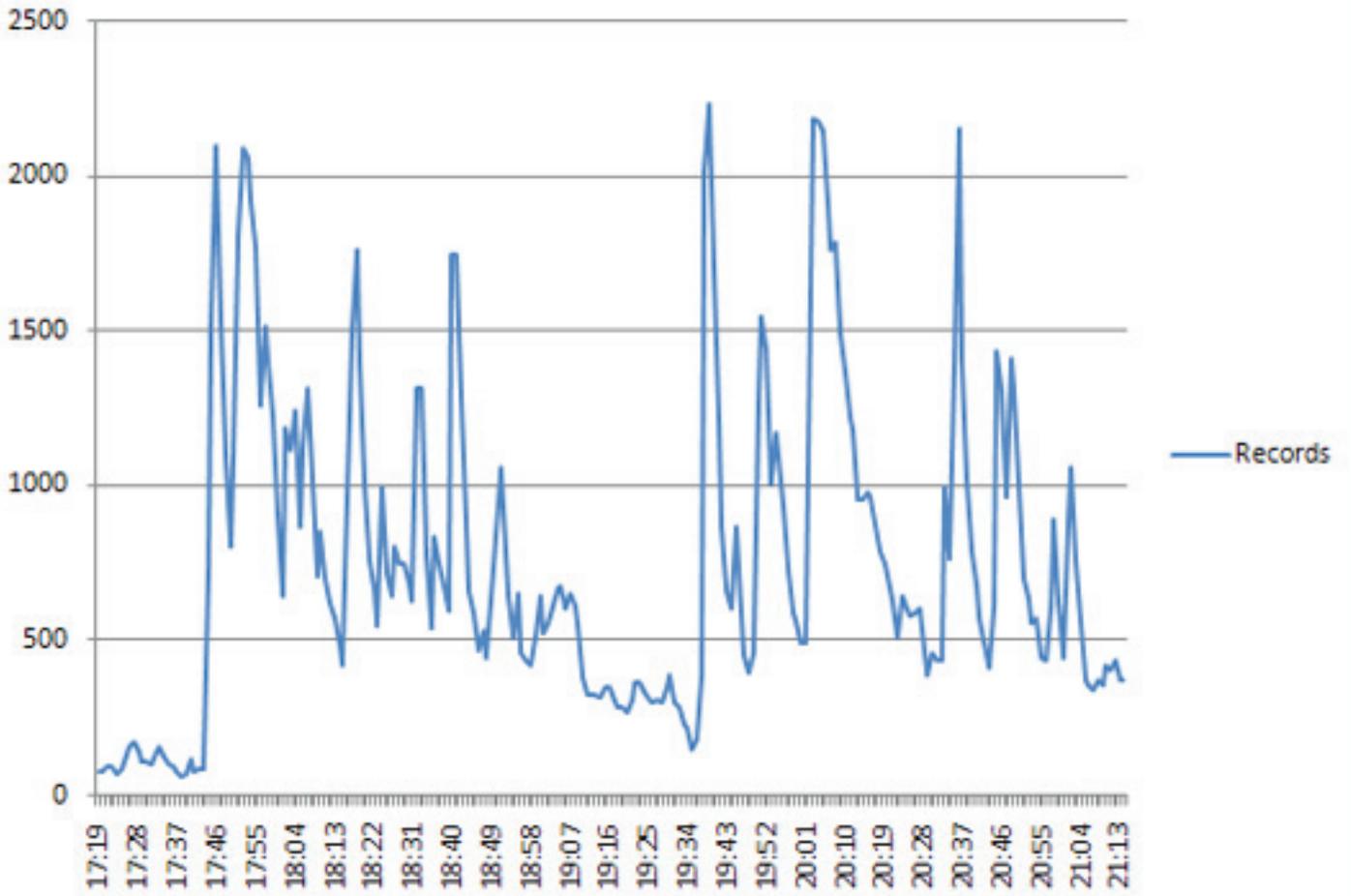
The Pepsi Max commercials also generally scored well although not without some element of controversy. This controversy revolved around the perceived violence and some racial undertones. In the most discussed ad, the final scene shows an African American couple on a park bench drinking a Pepsi Max when a cute white woman jogs by, sits on the next bench and catches the attention of her boyfriend, jealous the girlfriend tries to throw her Pepsi Max can at her boyfriend who ducks and the can hits the other young woman in the head. This led to thousands of conversations that looked like this from Keith Olbermann: *“Nice racial stereotypes Pepsi #superbowl”* and in talking about the violence of the ads many expressed sentiment like this *“So far, the hardest hit of the night has been taken by a blonde chick in a Pepsi Max ad.”* and one even talked out the impression is left on kids *“Right after that pepsi commercial Eli threw a toy bus right by Lauren’s head. #fb”*. In spite of the controversy of the ads, the overwhelming sentiment was positive and people thought the ads were extremely funny.

The clear loser of this group was Hyundai. While people generally understood the message of the ads, they found them to be boring, uninspired and strange. A number of comments looked like this *“Ok, that Elantra commercial was just weeeeeeeird”*.

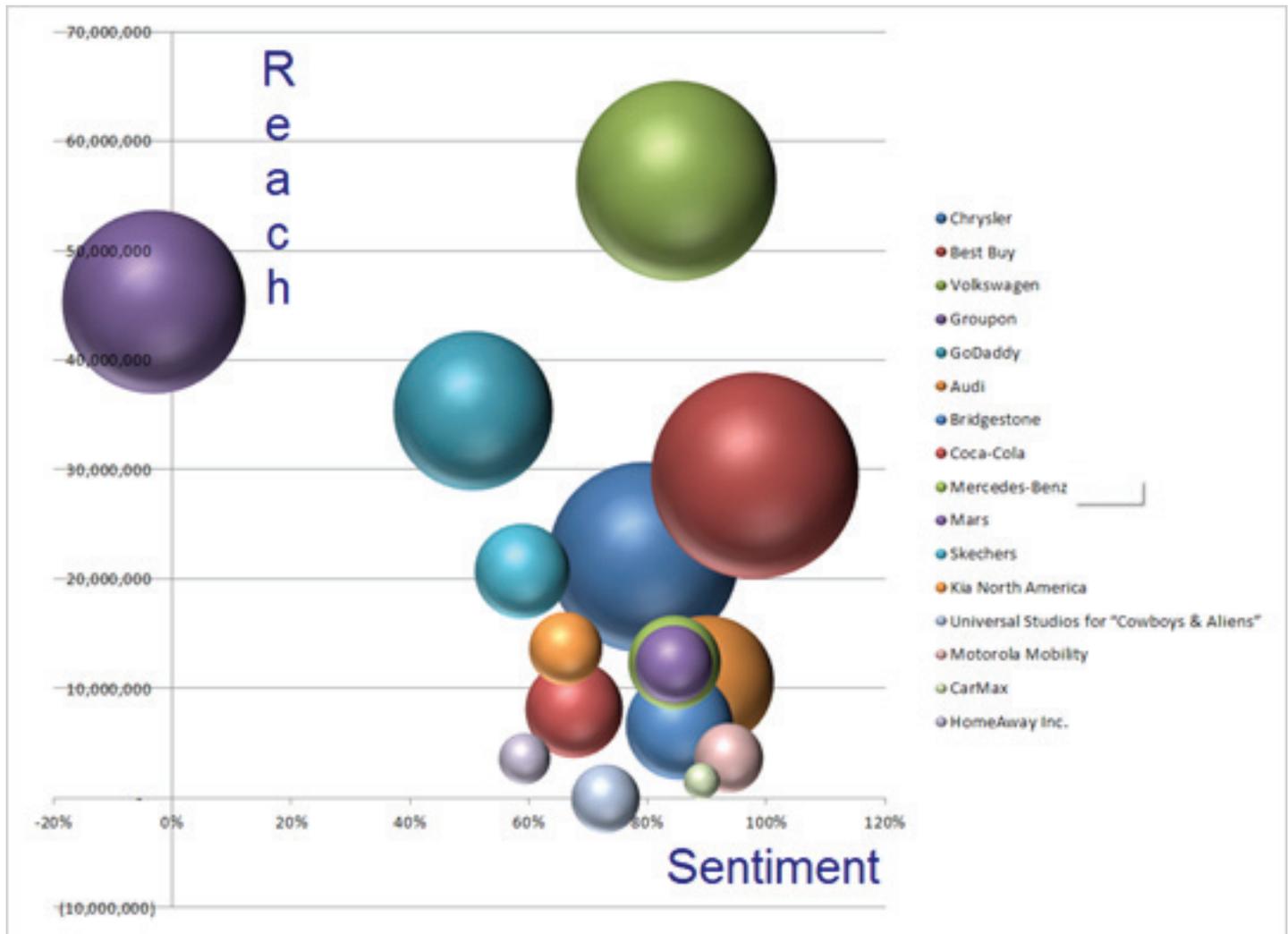
Minute by Minute look at the game time conversations

One interesting note from the game time conversations, there was plenty of activity during game action. The chart below shows the minutes-by-minute chatter. The peaks represent the commercial breaks, but as you can see by the chart, the only time the chatter really fell off was during the halftime show and near the end of the tight game. Even the peaks in the fourth quarter were not as high as the previous peaks. The data lends additional credence to the fact that millions of people are just as, or more, interested in the commercials than the game itself.

Records



Single Companies/Brands running 2 or fewer ads for the week after the Super Bowl



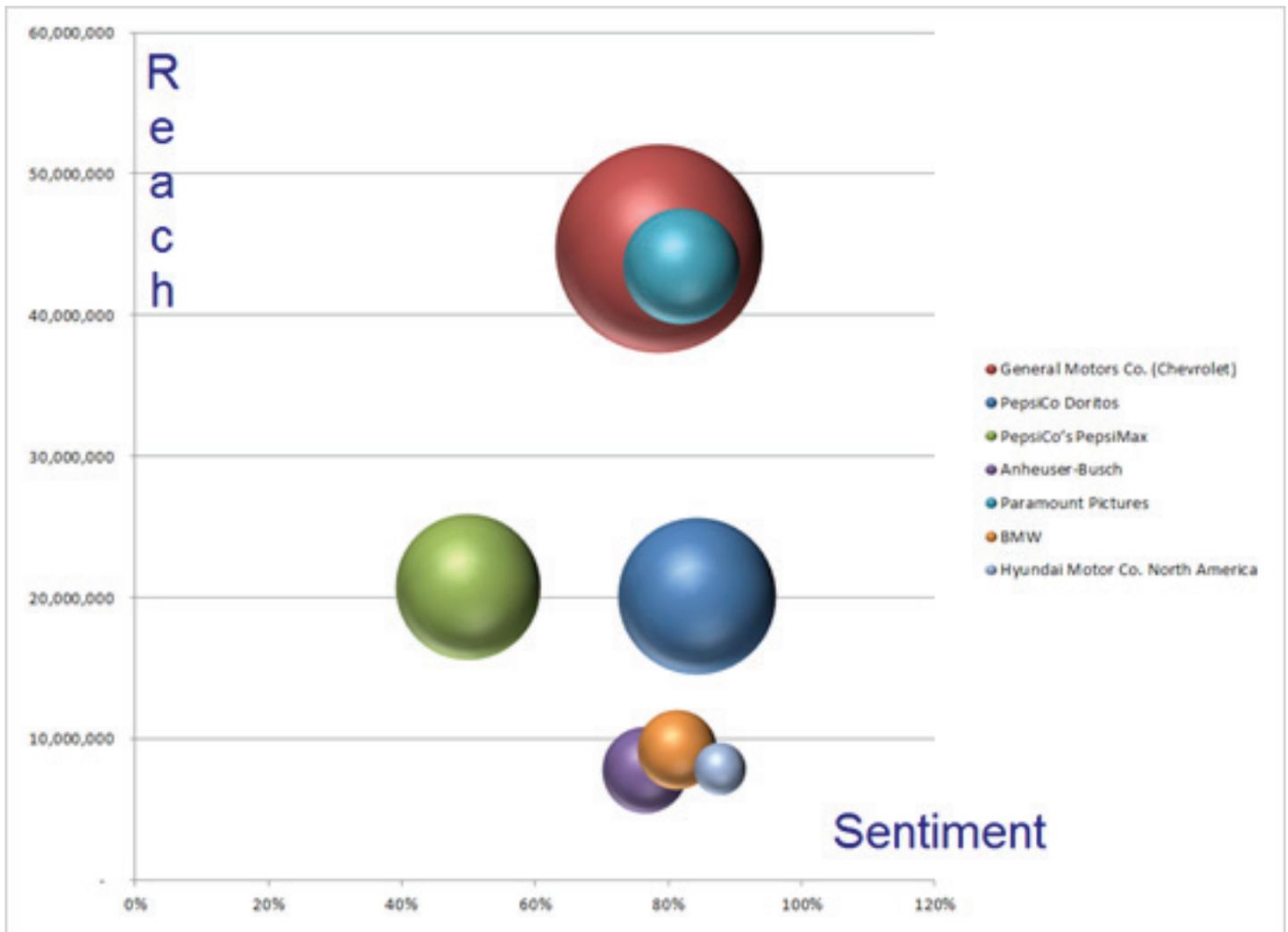
In comparing the game day activity to the activity for the 7 days following, there were not many surprises. In this instance, first impressions seemed to make lasting impressions. Good campaigns got stronger like with the VW ad and poor campaigns like Groupon and Homeaway.com still showed poorly.

Groupon continued to have meaningful negative chatter so much so that by the end of the week following the Super Bowl, Groupon finally relented and pulled the ad from YouTube and stopped the campaign, a colossal failure. Another ad that we did not talk about in the game day discussion but that had a meaningful amount of negative chatter and ultimately got pulled was Homeaway.com. The vacation rental site probably got more than they bargained for in their ad that depicted a clearly toy doll whose face was smashed against a window. Most of the sentiment looked like this "That homeaway.com commercial was vial".

A quick look at the YouTube hits show that the Darth Vader VW ad with well over 31 million views and counting is an absolute winner and may end up being a long term iconic type of ad. Only time will tell if the ad helps

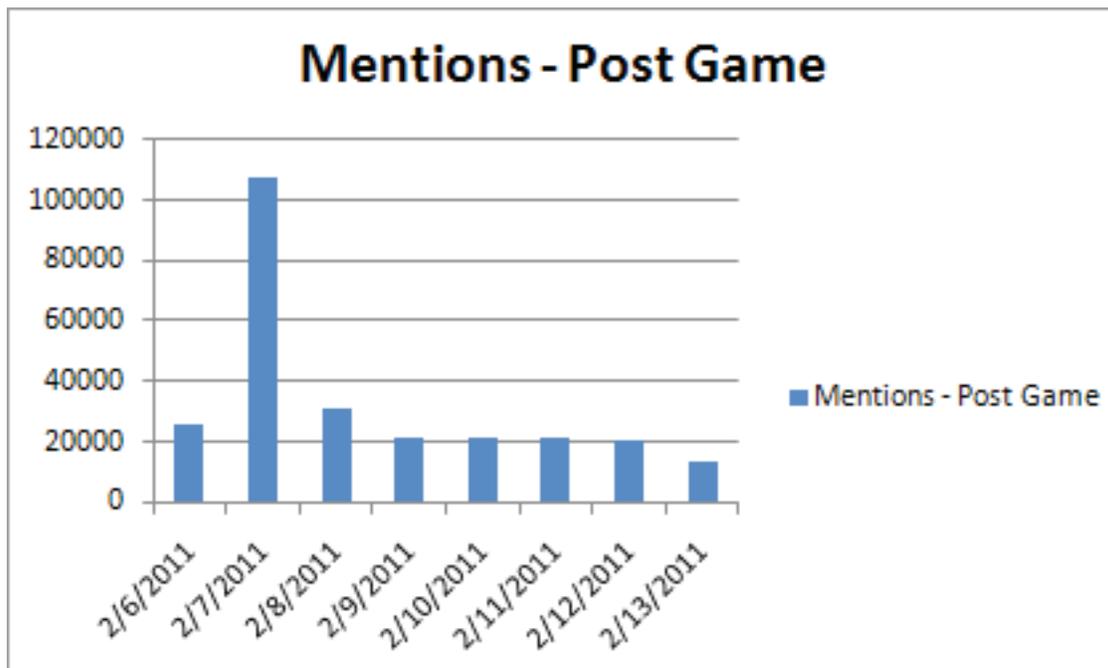
them sell more VW Passats but massive exposure can't hurt. The same can be said for the Chrysler 200, Detroit, Eminem ad. To date there have been well over 8 million views and that type of exposure together with the emotional connection of the ad to so many followers has to be a positive for the brand.

Companies/Brands running 3 or more ads for the week after the Super Bowl



In reviewing the data related to the larger brands, a number of the following week conversations had to do with things other than the super bowl ads. In looking at YouTube views, the Doritos ads continued to resonate with the Pug ad having over 2.3 million views, the "Left the Best Part" ad over 2.2 million views and bringing Grandpa back to life garnering 1.9 million. For GM, the Camaro ad with the school teacher was the most popular with over 1.3 million views and the conversations were largely positive.

A quick look at the data from the seven days following by day starting with 10 minutes after the Super Bowl ended reveals that much of the conversation, over half occurred in the hours immediately following the game.



Conclusion

By most accounts this was a very good year for Super Bowl advertisers. We had a close game that was viewed by the largest audience in TV history. There were, of course, winners and losers as it relates to the specific ads. Volkswagen and Chrysler clearly scored with iconic ads that created an emotional connection. The Doritos and PepsiMax ads most people enjoyed for their humor and minor edginess. There were also clear losers in the ad game like Groupon, Homeaway.com and clearly Hyundai likely did not get their intended results. But in the final analysis, it is clear that the continued growing use of social media will give advertisers and agencies a meaningful leg up on traditional measurement tools like focus groups. Social media analytics provides immediate feedback for buzz analysis but also, the data gives deeper insights into the meaning behind the buzz and whether the ads actually hit their mark with their intended audience. And isn't that the true purpose of the ad?

Acknowledgements

I want to acknowledge the hard work of many employees at Social Strategy 1 who worked long and hard to pull this data together. In no particular order, in our IT team, Darren McDowell and Larry Hill and our senior staff and operations staff, Steve Ennen, Jenny Munoz, Ilona Olayan, Stephanie Arage and Rosa Perez. I truly appreciate all of the hard work.

A larger sample of game time conversations are as follows based on timing:

- RT @Caitlin_Knox: Can't wait to see @justinbieber best buy commercial its gonna be #sexy!!!
- For my money, the VW ad is the one to beat. <http://myloc.me/htCXm>
- I've just about finished a bowl of Doritos. I must say it was rather a super bowl...
- I'm pulling my domains if @godaddy runs another trashy #superbowl ad!
- Groupon's Super Bowl ads go for the cut-price jugular <http://bit.ly/gbtKCD>
- Groupon Trivializes Deforestation With Female Deforestation - So here's the spot Groupon got into the Super Bowl. <http://ow.ly/1bd2Wn>
- Damn that living social commercial destroyed thegroupon one...
- does not support companies who can't even make a new commercial for their super bowl spot.
- Ha! I'd say Living Social spot is far better than Groupon. #brandbowl
- That living social commercial sucked. Groupon trumps.
- Ford Focus! I bought Ford at \$1.50. I'm rich but sleepy with this ad.
- Have eaten the better part of an entire Doritos bag in the span of 20 minutes. I blame you, #Super-Bowl!
- E*trade baby commercials is the only reason I am watching the superbowl
- IM loving this Doritos commercial :)
- Bud Light kitchen ad...score! wingoz – trey wingo 400k followers
- I love that doritos commercial omg!!!!!! awesome!
- Cute pug on the Doritos commercial.
- #Doritos commercial good 1st round...#neverunderestimatethePUG
- YOU CAN'T WATCH A SUPERBOWL WITHOUT EATING DORITOS #FACT
- Audi commercial was LAAAAMMMMEEEE
- Audi commercial was cool
- "Hit 'em with the Kenny G." Classic. #AUDI #NFL
- pug Doritos commercial is my favorite so far. #superbowl
- That audi commercial was tough!!!! (14350)
- SuperBowl commercial lesson #1: GroupOn should have accepted Google's offer.
- Doritos commercials around #superbowl priceless
- Awww kudos to #Doritos for having the cutest commercial ever #pug
- The pug doritos commercial was awesome!
- The Audi A8 is so sexy
- That Audi A8 is sweet
- Audi commercial... clever. #SBXLV
- Audi's Old Luxury ad WINS so far. Genius! (52479)
- Bravo, Audi. 'Escape the confines of old luxury'. Well done.
- I want an Audi A8...
- "Escape the confines of old luxury." Audi, well done.

- This doritos commercial is so gay!
- Boo creepy Doritos commercial!
- hahah that last doritos commercial was classic!
- Wow, what a creepy Doritos commercial.
- BEST DORITOS COMMERCIAL BY FAR!
- What I'm getting from the Chevy Cruze commercial: It's a car for old people.
- Pepsi max!!! Yes
- That Doritos commercial was creepy and hilarious.
- OMG..did Audi just nail Mercedes coffin with their in-your-face #superbowl ad or what?!
- I love that either you absolutely loved the Doritos commercial or were disturbed by it. No in between.
- Doritos is using very emotionally charged ads, I'm expecting a "post-demonstration against a dictator doritos party" ad next.
- Right after that pepsi commercial Eli threw a toy bus right by Lauren's head. #fb
- Haha poor lady she just got pepsi max thrown at her head:)
- Doritos finger licking commercial..AWKWARD and hilarious! Lol
- Didn't like the Pepsi Max ad. Loved pug Doritos ad, kind of ewww over Dorito's lick your finger ad. Chevy Cruz senior home ad was cute too.
- RT @KeithOlbermann: Nice racial stereotypes Pepsi #superbowl
- So far, the hardest hit of the night has been taking by a blonde chick in a Pepsi Max ad.
- Chevy Cruze. Old folks trying to understand a Cruze commercial. They're not the only ones. #brandfail #superbowlcommercials
- I'm not buying any Pepsi Max out of fear that it will attack me
- I love superbowl commercials :) doritos always has the best ones
- Best series of Super Bowl commercials so far have to be the Doritos spots! Hilarious!!
- One thing I've learned from this Super Bowl so far - all I need to live a strong, healthy American life is Bud Light, Pepsi Max and Doritos
- Doritos killing it with a pug and a cheese licker #superbowl
- Cackled out loud at that Doritos commercial. Grandpa?!!
- Wait, that Cowboys & Aliens trailer was a joke, right? Right?
- KIA Epic Ride commercial = Fail.
- Optima commercial was sweet, but a little too much.
- RT @HowardStern: best commercial so farthe doritos guy sucking that dudes finger.
- Too much going on in Kia Optima ad #ccbmk
- Damn kia commercial cost more then wat they paid 2 make the car
- ok that Kia commercial was kinda hot!
- What part of Cowboys & Aliens even makes you think this is a good movie. Does Harrison Ford need the money? #looksbad
- I'm not even gonna lie that kia commercial was mean...but I still wouldn't buy it
- That KIA commercial got me laughing so hard.. don't nobody want a KIA

- Kia is getting serious w/ the special effects! But the ad itself was rather confusing #superbowl #brandbowl
- RT @douggpound: I hope Doritos wins the superbowl.
- RT @thisisdspan: Doritos 14 packers 7 steelers 0
- what the hell was that commercial?? the Mayans need a Kia? #ummmokay
- Anybody else see the irony in a commercial for a \$19k Kia that probably cost upward of a million dollars
- Loved the Doritos commercial with the dead grandpa. #superbowl
- Bridgestone—Reply all. Funny... :)
- Bridgestone—Reply all. Funny... :)
- That Bridgestone commercial was classic!!! I think we've all been there. #replyall
- LOL! I hit reply all on accident all the time. Maybe I should get bridgestone tires.
- that godaddy.co commercial was super lame
- Not registering my next domain with GoDaddy.
- Super Bowl Ad Review: Bridgestone. Funny. Chevy Volt: makes me want one. Go Daddy = Throwing up in my mouth.....
- I love godaddy commercials lls but ewww joan rivers yuck!!!!.
- GoDaddy...go away and take Joan Rivers with you,
- GoDaddy really needs a new schtik. #brandbowl #superbowl
- Joan Rivers just made me HAPPY AS HELL that none of my domains were bought through #godaddy #barf
- Love the Bridgestone #SuperBowl commercial! Again, just wish it was for a diff. product. #advertising
- People liked the Bridgestone "reply all" commercial but don't really see the connection to tires #brandbowl
- The Budweiser Tiny Dancer ad had me laughing in spite of how awful it was.
- Ohhh....Faith Hill/Teleflora....what are you doing...
- Now that Teleflora commercial was actually funny--tasteless, but funny.
- BMW X3 didn't make me want one.
- I think BMW kind of missed their target demo by admitting that their new model is being built in the South. #superbowl
- the new BMW X3 is the shy; the previous ones...eh, not so much.
- BMW ad lacked punch but wasn't bad.
- me too! LOL RT @valdezign: Transformers 3! Already want the new Prime toy. #superbowl
- Hmm... might have to get an X3 this year. The Pathfinder is getting old... #bmw #madeinusa #brandbowl
- Bridgestone, that ad was awesome. Too bad it had absolutely nothing to do with tires.
- Transformers Trailer, best commercial so far!!
- That Transformers commercial set my kids off. #superbowl
- Tv ad exploded with awesomeness when the transformers ad came on.

- Lame coke ad
- Nice try Coke , but we prefer the polar bears. #SuperBowl #SB45
- So a dragon drinks coke and spits confetti? That's nothing. You should see what I shit when I eat Taco bell! #SuperBowl
- And VW gets laughs and love. May be best one yet. Budweiser is a close second. #brandbowl
- Really #coke - seemed like a lot of work. VW and Darth Vader comm was great!
- VW + Star Wars is as good as Mean Joe and Coke. #brandbowl
- @Szetela VW was Charming as opposed to the over produced BORING, not engaging Coke ad!
- RT @Scobleizer: RT @danshanoff: Volkswagen: And there's your Super Bowl Ad Bowl winner. Period. No contest. Don't need to see the rest.
- I'm embarrassed to use goDaddy for domain management.
- Snickers commercial gets a 6/10. Hitting rosanne with a log GREATLY boosted that score.
- Rosanne in the Snickers' commercial was greatness1
- That Snickers commercial was sooo last year.
- Great Snickers commercial. Not as good as the 1 w/Betty White, though. #gosteelers
- Richard Lewis and Roseanne Barr. Glad to see they're both alive, but the Betty White & Aretha versions were better, Snickers #BrandBowl
- CareerBuilder with the chimps again? Really? #sb45
- So sue me, but the CareerBuilder chimps still make me laugh. #brandbowl
- That chevy commercial bout facebook? #madesmile :D
- Carmax commercial.... *yawn*
- I forgot what the Carmax ad was for half way through #brandbowl
- I totally can see my future kid doing something along the lines of the Darth Vader VW commercial! Hilarious!
- Ozzy and Bieber. Really
- Dear god, Bieber and Ozzy in the same commercial. WHY GOD WHY.
- OMG, the Best Buy commercial... priceless. :) #WhatsABieber?
- Ozzy slamming Bieber made my day
- "What's a Bieber?" -Ozzy The best commercial line so far!
- RT @caissie: Shouldn't that eTrade baby have grown at least a little bit since last year? He may be suffering from failure to thrive. #superbowl
- That Ozzy/Bieber commercial was hilarious. "What's a Bieber?" "I think it's a girl."
- Thanks for the laugh homeaway.com. Loved the test baby getting catapulted into the window. #sb45
- That homeaway.com commercial was vial.
- ok... Test Baby in the HomeAway.com commercial was pretty damned funny, in a sadistic sort of way.
- Ok, that Elantra commercial was just weeeeeeeeird #Superbowl
- Groupon, we laugh at your tragedies. Ha ha ha ha - people are dying. #superbowl
- Woah, poor taste Groupon commercial. #superbowl
- That @groupon ad was very offensive. #sb45

- So is Groupon making fun of genuinely unfortunate situations? I don't get it. #SuperBowl
- Groupon ad: screw Tibet, save money on fish curry.
- SuperBowl commercial lesson #1: GroupOn should have accepted Google's offer
- That @groupon commercial? 50% off having a clue how to spend millions on a Super Bowl spot
- Today's Groupon is \$2 million buy \$4 millions worth of Super Bowl advertising"
- Alright, I liked the Coke ad with the soldiers. Not a classic or anything, but I enjoyed it.
- Ah, peace through carbonated beverages. Nice commercial, Coke.
- #stellaartois commercial was pretty awesome not because of the commercial, just cause its stella artois! Yum!
- I wish I could make chicks cry like Adrien Brody. I applaud the vision. Stella Artois is some good beer if you don't know. #XLV
- Ok. The Chrysler ad just made me want to buy an American car. Wow! #brandbowl
- Chrysler and Eminem.. Smart.
- COMPLETELY impressed by the Chrysler 200 commercial. AWESOME! #BrandBowl
- Chrysler nailed the chic of Detroit! Good for them! (superbowl ad watching)
- That Chrysler commercial actually gave me a chill.
- That Eminem commercial was epic..imma go buy me a chrysler
- Chrysler may be on to something.. new vehicles look sick. #superbowl
- Gotta say, Chrysler with Eminem is the best one I've seen. Love "Imported from Detroit" #brandbowl
- A BIG win for Chrysler with its 200 and Eminem. Go Detroit, Chrysler and Em! #superbowlad
- OMG! I loved the Chrysler 200 commercial with Eminem! I loooove the car too! I am 100% sure that will be my next car!!!
- Liked that Chrysler commercial... Motor City... M makes me want a 200
- Eminem/Chrysler commercial got me fired up.
- Eminem. Chrysler. Detroit to Hell and back. Loves it. #SBads #brandbowl
- Dude. I am all about that Chrysler ad. Kinda makes you believe that Detroit *will* rebuild. Nice.
- Chrysler did it. Loved their commercial. Well done. #SuperBowl
- That "I wanna sleep with her" Pepsi Max commercial was the most honest ad ever made #SuperBowl #SB45 #BrandBowl
- Pepsi Max, "I Wanna Sleep With Her." Definitely Top-5 commercials right there!
- Bridgestone wins again. #Superbowl
- Ok Bridgestone is on fire... lovin' the beaver commercial.
- that last Bridgestone commercial was awesome!!
- Bridgestone commercial had me applauding.
- Nice Mercedes commercial, though there is something WRONG having Puffy and Janis in the same commercial...
- I DIDN'T UNDERSTAND THAT BENZ COMMERCIAL WITH DIDDY
- Beautiful mercedes ad. Puzzling Puff Daddy cameo. Did the ad department come in wildly underbudget or something?

- Ok. I liked the mercedes commercial. Maybe I should test drive one...