

Kantar Video's Super Bowl Ad Study Shows Top 10 Performing Ads Earned Over \$1 Million in Media through Online Video in the First Three Days

Surpassing 20 million in total online views, Volkswagen's "The Force" ranks 1st for viral effectiveness through earned media, generating over \$538,000 in additional media impressions.

Other findings include how the Creative attributes performed, as well as share of online video viewing and social activity by category.

NEW YORK, NY, February 10th, 2011—Kantar Video, a division of WPP's insight, information, and consultancy network, Kantar, has released the results today of a comprehensive study on the viewership and social activity of Super Bowl ads online. The study ranks the 60+ Super Bowl ads by media effectiveness. In the 3 days after the Super Bowl aired, the top 10 ads have earned a total of over \$1 million in media impressions through online video. Volkswagen's "The Force" campaign topped the list, earning the brand \$538,000 in media due to its successful creative and viral strategy by launching the week prior to the Super Bowl and generating heavy press coverage.

The study, which leverages the Videolytics™ BETA platform and Kantar Video's multi-media researchers not only tracks viewership and social metrics (comments, favorites, ratings) generated wherever a video is originally posted or shared online, but seeks out patterns and trends that have impact on advertisers' campaigns. The study began the week before the Super Bowl, tracking commercials that were leaked ahead of the game. These results are based on data through Wednesday February 9, 2011 and also include commercial spot and pod data from sister company, Kantar Media.

Kantar Video Super Bowl Ad Rankings: Earned Media			
<i>*Mean Index calculated by average of total online Super Bowl ad views with mean standardized to equal 100</i>			
Ranking	Advertisement	Earned CPM	Mean Index by Total Viewership*
1	Volkswagen - The Force	\$538,470	1629
2	Doritos Pepsi Max - Pug Attack	\$94,291	285
3	Chrysler - Imported From Detroit	\$89,908	272
4	Doritos Pepsi Max - The Best Part	\$77,043	233
5	Brisk - Eminem Spot	\$73,376	222
6	Best Buy - Big Game Spot	\$64,780	196
7	Volkswagen - Black Beetle	\$64,701	196
8	Doritos Pepsi Max - Love Hurts	\$52,503	159
9	Doritos Pepsi Max - House Sitting	\$51,272	155
10	Doritos Pepsi Max - First Date	\$40,358	122
11	Bridgestone - Reply All	\$39,576	120
12	Paramount - Transformers 3	\$36,199	109
13	Audi - Release the Hounds	\$33,057	100
14	Bud Light - Hack Job	\$31,239	94
15	HomeAway - Test Baby	\$30,774	93
16	Doritos Pepsi Max - Torpedo Cooler	\$30,284	92
17	Sketchers - Kim Kardashian	\$29,193	88

18	<i>Bridgestone - Carma</i>	<i>\$28,679</i>	<i>87</i>
19	<i>eTrade - Tailor</i>	<i>\$27,695</i>	<i>84</i>
20	<i>Chevrolet - Misunderstanding</i>	<i>\$25,698</i>	<i>78</i>
Source: Kantar Video		www.KantarVideo.com	

Other findings include:

- The Movie Trailer category generated the most online views per video on average followed by Automotive
- Automotive ads had the most social activity of all ads, lead by the success of Volkswagen's "The Force" and Chrysler's "Imported From Detroit." Both used emotionally evocative creative executions.
- Ads placed in the Second Quarter captured more online viewing attention than other positions, while halftime slots produced the fewest
- *Funny* creative executions were over 2 times as effective at driving viral viewing activity.
- An average of 32.5 separate versions of the ads were found uploaded by viewers, contributing to greater total viewership and social activity.
- Over 195 versions of Volkswagen's "The Force" located through Videolytics platform.

"As a result of increased access to the creative through online video, social platforms, and buzz generating strategies, this year's Super Bowl Ads are among the most viewed and most discussed advertisements in history," said Andrew Latzman, SVP Research for Kantar Video. "And, while people can pre-occupy themselves with what types of executions garnered the best results, what is clear is that there are ways for brands to capitalize on the complementary relationship between online video and TV. Some brands looked at their Super Bowl creative as an event to be surrounded with a campaign and they used their full array of marketing strategies. These strategies were led by the use of new media platforms."

For the full report contact KantarVideoMarketing@kantar.com

The Kantar Videolytics™ platform is currently open as a public, self-service beta now available for a free trial at <http://www.KantarVideo.com>. The Company expects to launch a general release of Videolytics™ this Spring.

About KANTAR Video

Kantar Video is the New York-based business unit of Kantar, a division of WPP, the world's leading media and marketing services company, built to accelerate global online, mobile, and multi-channel video innovation. At general release, its comprehensive Kantar Videolytics™ online and mobile video advertising and program platform will offer content identity, syndication, tracking, measurement, analytics, and optimization for marketers and their agencies, media companies, and content creators and distributors. Kantar Videolytics™ is specifically designed for on-demand ease of use and efficient workflow and analysis to promote better decision-making. Learn more at www.kantarvideo.com.

About KANTAR

Kantar is one of the world's largest insight, information and consultancy networks. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 27,000 employees work across 95 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. For further information, please visit us at www.kantar.com.

About WPP

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For more information contact:

Trevor.Wolfe@kantar.com

Marketing Manager, Kantar Video