

## **Doritos, Google lead the way among Super Bowl ad viewers, Finish 1 and 2 in Brand Bowl**

By Mitchell Eastlick  
Wednesday, February 10, 2010

Frito Lay's snack Doritos got the most positive reaction from some Super Bowl viewers with their commercial "Playing Nice," which aired during the first quarter of the big game on Sunday. The Doritos brand was also named the winner of "Brand Bowl 2010", a competition on Twitter to see which brand was most talked about during Super Bowl XLIV, according to BrandBowl2010.com.

"My favorite was the Doritos one with the little black boy slapping his momma's date," said Jamealle Spain, 20, of San Jose. "I laughed the hardest at that one."

Mullen, a leader in social media measurement, along with Radian6 created "Brand Bowl 2010." According to Mullen's website, the Brand Bowl is "a Twitter/Super Bowl experience that combined tweeting, ad reviews and a host of metrics to let viewers generate and view real time ratings of the TV commercials that ran on the big game."

The runner up in the Brand Bowl was search engine leader Google. Focusonthefamily.com, the much criticized ad pre-game featuring Tim Tebow and his mother, came in third. Snickers and Budweiser rounded out the top five.

Winning the Brand Bowl meant that Doritos received the highest of volume of tweets among the 63,000 Twitter users who tweeted on the commercials during the game. After the top three, the amount of volume dropped off drastically, according to the website.

Other viewers like Spain thought that "Playing Nice" was the funniest commercial that aired. Doritos got high praise for each of their four commercials, including, "Dog Collar," "Funeral," and "Tim's Locker."

Google's ad, which featured someone generating all the searches needed to tell their life story, encouraged viewers to "Search On." Snickers spot featured Betty White playing in a pick-up football game and getting tackled into the mud. She also had a witty line about one of the other player's girlfriend.

"The Snickers one with Betty White was absolutely my favorite," Tyler Brown, 19, of San Jose said. "I mean, what's funnier than an old lady being tackled?"

Because they finished in last place, Budweiser Select will receive free creative services to make a better Super Bowl commercial next year. Mullen, who has produced four Super Bowl commercials in the past, will provide the service.

The advertisers during this year's Super Bowl had a large sample size to determine if their commercial was a success. Super Bowl XLIV became the most watched show in American television history with 106.5 million people tuning into CBS to watch.