

## **Super Bowl 44 Commercials**

### **Opinion Column**

The most talked and tweeted about commercials of the 2010 Super Bowl were Google, Tim Tebow's Focus on the Family, and Doritos, according to an experiment done by the Boston ad agency Mullen, which monitored tweets sent out during the game to determine the best and the worst of the anticipated ads. According to the results thus far, Doritos won the title by means of dominating the overall volume of tweets, which was enough to keep them ahead of Google. Google's ad received a higher percentage of positive tweets, though it was still less discussed among Twitterers.

The most popular ads by volume of strictly positive tweets were McDonald's, Dr. Pepper, and Universal. Oddly enough however, none of these brands had the total number of tweets to make the top-ten list, but the tweets about these brands were significantly and tremendously positive.

On the other hand, the ad that brought in the most consistently negative tweets was Anheuser-Busch's Budweiser Select55. In a press release issued early Monday morning, Mullen explained its tactics for monitoring tweets that referenced Super Bowl ads. By keeping track of which ads got the most hits on Twitter, Mullen could offer a booby prize to the least popular ad in the game: It would offer marketing advice to that company in an effort to better their future advertising strategies.

But while Budweiser did have the least popular commercial, tweeters also gave positive feedback to the company for bringing back the famous Clydesdales horses Budweiser got much praise for in past Super Bowl advertisements.