




Female, 47 Ohio

Did everyone "get" the Chrysler commercial with Eminem, or only us Rust Belt people?

February 6, 2011

 4 people like this.



## How Representative Listening Can Answer Ad Effectiveness Questions


*Did Chrysler + Eminem + I Heart Detroit = Super Bowl Victory*



Female, 28 Michigan

Chrysler that was a bad ass Detroit ad...only ad to quiet the room and get a round of applause. Bell (sic) yeah motor city.

February 6, 2011


 11 people like this.

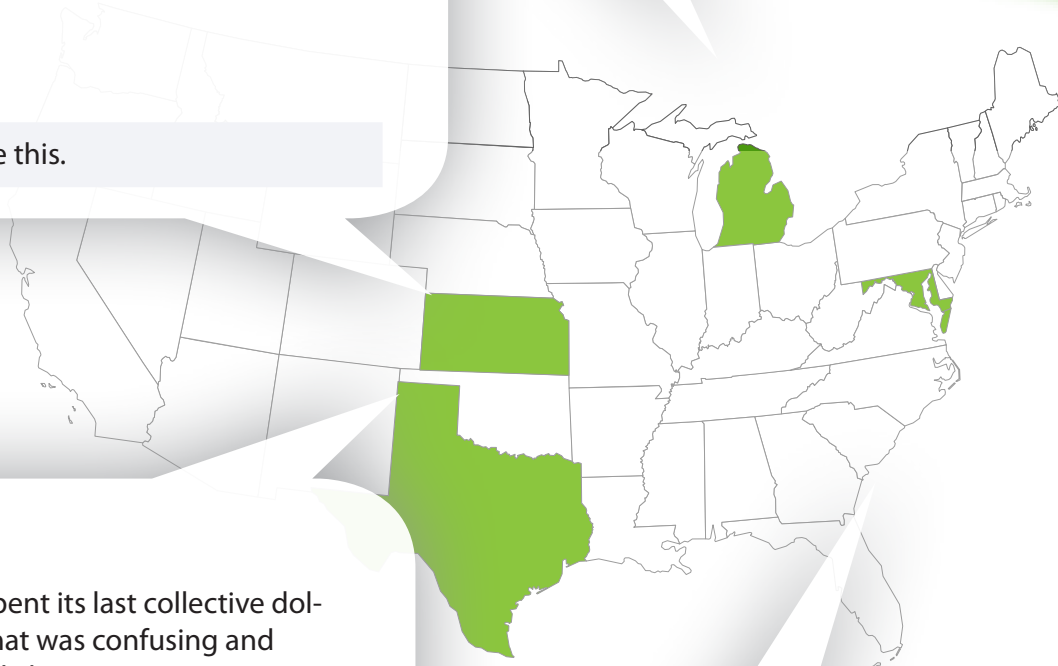


Male, 32 Kansas

Chrysler needed Fiat USA to accomplish that, NFL.

February 6, 2011

 4 people like this.



Male, 24 Texas

So I see that Detroit spent its last collective dollar on a commercial that was confusing and showcased a seemingly burnt out Eminem. It was pointless. Was it a car commercial? No clue.

February 6, 2011

 5 people like this.



Female, 46 Maryland

Wow, Chrysler Motor City (Detroit) commercial just kicked you know what! Made my hometown look AWESOME!

February 6, 2011

 14 people like this.



### It's a good question.

When Chrysler finished its two-minute ode to Detroit on Super Bowl Sunday, I had just one word—"wow." As a working class kid who has spent quite a bit of time in Detroit, I was rooting for a comeback. As a former ad agency executive, I was impressed by the storytelling, the production value, and the big, bold brand promise.

But a day later, as a senior consultant in our brand practice, I needed to understand whether people outside the Great Lakes area experienced the same emotional reaction that I had.

Advertising insiders tended to agree with my initial assessment that the Chrysler ad was among the best. In many measurements, Chrysler was listed in the top 10 best liked ads. Additionally, Forbes measurements placed the Chrysler ad among the 10 most buzzed about commercials, better than all but one other automotive advertiser (apparently even Eminem can't defeat Darth Vader).

So, based on those measurements, the initial ruling seemed to be that Chrysler was a big winner. But there's more to measurement than volume and sentiment. So we threw the challenge flag and asked for a booth review.

To better understand whether Chrysler's ad was truly effective, we tapped into our Research Lifestreamers—over 30,000 Harris Poll Online panelists who allow us to unobtrusively "listen" to their private Facebook conversations.

During and immediately after the Super Bowl, FB conversations regarding Chrysler dramatically outpaced those for any brand other than the ever-popular Doritos, which executed three extremely different and engaging ads. In fact, Chrysler's buzz volume (23%) was a near dead heat with Doritos (24%). Chrysler conversations also invited more commentary than those for any other ad, as this string suggests: Great Chrysler ad.

- » Eminem music is a documented trigger to teen killers. Not a fan. I say fail.
- » I thought it was a great ad because it commanded my attention before I knew who it was for or what it was about.
- » Well, if you put it that way, it was interesting!
- » Eminem and a new Chrysler model are going to save Detroit? Um, okay.
- » Well, no Blake, I doubt it. But I like the way they attack the perception that nothing luxurious could ever come from a place like Detroit. That perception is very real. Too much plastic in a lot of American cars' interiors.

Again, on the surface, Chrysler's ad seems worthy of celebration. However, one of the key advantages to Research Lifestreaming is our ability to execute "representative listening"—that is, to have access to extraordinary levels of demographic and behavioral information in order to define who is talking. By analyzing posts using our Research Lifestreamers rather than just executing system wide listening (blogs, tweets and message boards), we knew hundreds of facts about the consumers doing the talking - including where they live, which in this case, was a critical factor.

As I reviewed each of the threads to pull some "nuggets" for a press release, I looked at our detailed consumer information: Michigan. Michigan. Michigan. Both genders, all ages, all socioeconomic levels, but the vast majority from Michigan.

Before jumping to an entirely wrong conclusion, we cut the data by Michigan vs. the remainder U.S. We learned that...

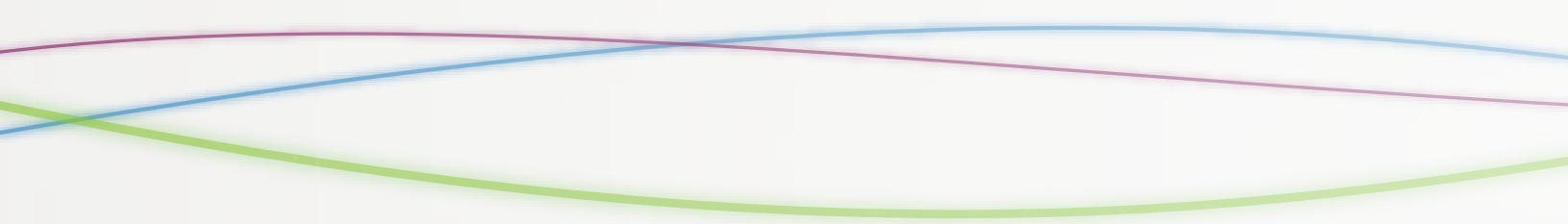
- 41% of all posts regarding Chrysler came from the state of Michigan
- Michiganders' engagement with the Chrysler ad was so strong that they were responsible for 14% of all Super Bowl advertising posts; only California and Texas Facebookers were more active.
- Many of the non-Michigan posts actually came from...well...ex-Michiganders:
- The sentiment score for Chrysler ads in Michigan was .68 (well above average); in the rest of the U.S. it was about .39...still positive, but not exceptionally high relative to other ads. Non-Michiganders were far more critical, especially related to the bailout:

And finally, there were comments about the Chrysler 200 itself:

- "A 5% rebadged Sebring"
- "Eminem would have looked better in a CAMARO"
- "So good. But I wish it was a Ford ad"

After further review, Research Lifestreaming seems to overturn our initial ruling. Perhaps the moment for Chrysler's anthem advertising may not quite have arrived – at least outside of Michigan.

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