

**Q4 2012** | GLOBAL BRANDS





# REPORT OVERVIEW

## Q4 2012 HIGHLIGHTS

- **Facebook** retained the top spot in Q4 2012 after joining the rankings just last quarter. The social networking company even increased its lead over the competitors in the Impact Media Value rankings while many criticized it for copying Snapchat to produce the new Facebook Poke app.
- **Google** and **Amazon.com** both overtook **Apple** this quarter in spite of the release of the iPad Mini.
- **Adobe**, which did not even place in the top 20 last quarter, rose to sixth for Impact Media Value, and **Intel**, which ranked fifteenth in Q3, jumped up to seventh.
- As a result of Hurricane Sandy's devastation in October, **Zurich Insurance's** Perception Media Value fell 565.5 percent this quarter. The company estimated it would face claims of \$700M.

## MEDIA VALUE WEIGHTINGS

Media Value measures the sentiment-adjusted purchase equivalent value of brand exposure across the Internet. General Sentiment has derived two types of Media Value, which differ notably by the weightings attributed to sentiment.



### IMPACT MEDIA VALUE

Impact Media Value assigns positive value to all mentions on a scale determined by sentiment, adhering to the adage that "all news is good news." Impact Media Value measures a brand's reach, placing a value on the overall level of discussion and exposure.



### PERCEPTION MEDIA VALUE

Perception Media Value isolates the effects of sentiment on brand value by assigning positive value to positive mentions and negative value to negative mentions. Neutral mentions are not given value. Perception Media Value measures a brand with a focus on the quality of the exposure created.

## TABLE OF CONTENTS

Report Overview .....	Page 2
Impact Media Value Top 20 .....	Page 3
Impact Media Value Analysis .....	Pages 4, 5
Perception Media Value Winners .....	Page 6
Perception Media Value Losers .....	Page 7
Contact Us .....	Page 8

## REPORT GOALS

The quarterly Global Brands report series provides critical insights by measuring the purchase equivalent value of a brand's exposure as determined by the sentiment, frequency and exposure of news mentions and social dialogue. General Sentiment ranks the brands using Media Value metrics and lists the top ten in each of three categories: brand impact, biggest winners and biggest losers.



# IMPACT MEDIA VALUE TOP 20 GLOBAL BRANDS

Company*	News Media	Social Media	Twitter	Total	IMV Trend	Notable Source
1. Facebook	\$179,532,869	\$63,211,403	\$494,457,906	<b>\$753,479,010</b>	↑	scribd.com
2. Google	\$174,305,360	\$85,909,864	\$273,282,625	<b>\$558,001,239</b>	↑	scribd.com
3. Amazon.com	\$49,633,821	\$308,216,876	\$112,512,594	<b>\$479,643,008</b>	↑	facebook.com
4. Apple	\$172,174,529	\$53,058,356	\$182,716,250	<b>\$443,839,160</b>	↓	New York Times
5. Microsoft	\$109,527,753	\$80,246,483	\$69,777,594	<b>\$276,430,939</b>	↑	Earth Times
6. Adobe	\$103,268,731	\$103,739,976	\$13,981,281	<b>\$222,344,882</b>	↑	scribd.com
7. Intel	\$89,943,342	\$84,046,437	\$11,890,688	<b>\$190,176,260</b>	↑	softpedia.com
8. Disney	\$36,200,092	\$9,178,542	\$122,695,375	<b>\$171,507,133</b>	↑	Los Angeles Times
9. Starbucks	\$15,174,061	\$3,586,273	\$138,756,813	<b>\$158,880,295</b>	↑	Financial Times
10. Samsung	\$32,810,068	\$29,533,993	\$73,455,375	<b>\$147,045,680</b>	↓	New York Post
11. Honda	\$22,910,994	\$99,602,624	\$14,792,469	<b>\$139,113,841</b>	↑	scribd.com
12. Hewlett-Packard	\$52,129,363	\$45,945,220	\$27,260,844	<b>\$133,416,777</b>	↑	scribd.com
13. Toyota	\$30,742,724	\$77,107,346	\$11,595,063	<b>\$123,259,020</b>	↑	dailymotion.com
14. Chrysler	\$25,063,250	\$84,401,761	\$5,362,031	<b>\$118,632,605</b>	↑	bing.com
15. Netflix	\$27,018,239	\$3,623,269	\$79,539,813	<b>\$112,763,182</b>	↑	New York Daily News
16. CBS	\$48,988,273	\$5,682,465	\$41,394,406	<b>\$100,811,383</b>	↑	New York Times
17. Nike	\$16,264,850	\$6,290,890	\$63,011,656	<b>\$98,987,974</b>	↑	Arizona Republic
18. Sprint	\$60,896,626	\$5,983,974	\$17,756,969	<b>\$91,392,267</b>	↑	Los Angeles Times
19. eBay	\$17,871,758	\$14,633,550	\$50,363,094	<b>\$89,127,621</b>	↑	scribd.com
20. Yahoo!	\$20,437,298	\$11,784,843	\$50,380,375	<b>\$88,832,325</b>	↓	Los Angeles Times

\* General Sentiment used the brands included in Interbrand's 2011 and 2012 Global Brands reports as well as selected brands from the S&P 500 as a prescreening step in its Media Value computation. Of the more than 200 brands analyzed by General Sentiment, this list details the top 20 by Media Value for Q4 2012.



## IMPACT MEDIA VALUE TOP 10 ANALYSIS

1



The social network released the Facebook Poke app in December. Many criticized Facebook for blatantly copying Snapchat, a photo- and video-sharing app that became popular in 2012. After buying Instagram in September, Facebook was also implicated in the uproar that followed Instagram's attempt to update its Terms of Service, which would have allowed the company to sell users' photos.

**\$753,479,010**

2



In mid-December, Google released a new Google Maps app for the iPhone. For many, the new app was a welcome alternative to Apple's failed Maps app. The search giant was also in the news during Q4 as a result of the Federal Trade Commission's ongoing antitrust investigation. In late December, the F.T.C. postponed the inquiry, delaying it until January.

**\$558,001,239**

3



In November, Amazon introduced its \$7.99 per month Amazon Prime deal. Many saw the new month-to-month offering as an attempt to compete more effectively with competitors Hulu and Netflix. Amazon Web Services also made headlines as the company's cloud computing services suffered a widespread outage that lasted hours and affected Netflix on Christmas Eve.

**\$479,643,008**

4



In late October, Apple attempted to corner the smaller tablet market, unveiling the iPad Mini. A month later, a federal judge dealt the company a blow, dismissing a lawsuit Apple filed against Google that claimed patent abuse. In December, Apple announced that it would invest \$100M in producing computers in the United States.

**\$443,839,160**

5

**Microsoft**

In late October, Microsoft released the Windows 8 operating system, Windows Phone 8 and the Microsoft Surface, a tablet that is technically the first computer the company has produced.

**\$276,430,939**

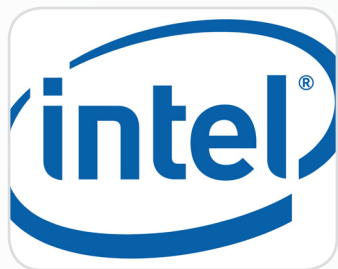
6



Near the end of the quarter, Adobe acquired a social portfolio platform called Behance with plans to integrate it with the relatively new Adobe Creative Cloud subscription service.

**\$222,344,882**

7



Intel announced in November that CEO Paul Otellini will retire in May 2013, and rumors about the company's future offerings persisted. Sources claimed that Intel will soon offer a set-top box and virtual cable.

**\$190,176,260**

8



Disney overhauled its website and bought Lucasfilm for \$4B in October. In December, the company unveiled New Fantasyland: the largest expansion of the Magic Kingdom at Disney World in Orlando.

**\$171,507,133**

9



In the last days of 2012, Starbucks received some backlash after employees in Washington, D.C. were instructed to write "Come Together" on customers' cups as part of a campaign to support bipartisanship.

**\$158,880,295**

10



Samsung's disputes with Apple continued unabated. In October, the U.S. Patent Office ruled that one patent should never have been granted. In December, Apple withdrew patent claims against one Samsung phone.

**\$147,045,680**



## PERCEPTION MEDIA VALUE TOP 10 WINNERS

Company*	News Media	Social Media	Twitter	Total	\$ Change	Δ PMV/IMV
1. Chevron	\$540,561	\$151,752	\$339,438	\$973,204	\$38,277,611	<b>344.3%</b>
2. Viacom	\$108,892	\$60,624	\$93,250	\$306,004	\$4,032,321	<b>131.1%</b>
3. Goodyear Tire	\$66,543	\$155,944	\$81,250	\$318,721	\$1,948,144	<b>88.5%</b>
4. U.S. Bank	-\$500,128	-\$31,848	-\$2,875	-\$504,178	\$1,072,814	<b>73.6%</b>
5. Anadarko Petroleum	\$24,687	\$2,844	\$2,688	\$47,834	\$129,636	<b>59.2%</b>
6. DirecTV	\$866,690	\$311,847	\$193,813	\$1,490,950	\$5,298,792	<b>53.7%</b>
7. Analog Devices	\$346,433	\$345,471	\$29,438	\$762,371	\$618,858	<b>52.1%</b>
8. H&R Block	\$0	\$195	\$81,125	\$81,488	\$75,580	<b>47.5%</b>
9. Charles Schwab	\$1,035,332	\$47,430	\$104,500	\$1,256,018	\$1,016,059	<b>47.5%</b>
10. Aimco	\$23,316	\$336	\$1,500	\$30,450	\$25,047	<b>46.9%</b>

1



Chevron announced that it would move 800 jobs from San Ramon, California, to Houston, Texas. Officials also ruled that the pipe Chevron used to replace the damage from last quarter's fire met industry standards and fire codes.

**+344.3 %**

2



Viacom reached a carriage deal with Cablevision at the end of the quarter, narrowly averting a situation like last July's when DirecTV dropped 26 Viacom networks for nine days.

**+131.1 %**

\* General Sentiment used the brands included in Interbrand's 2011 and 2012 Global Brands reports as well as selected brands from the S&P 500 as a prescreening step in its Media Value computation. Of the more than 200 brands analyzed by General Sentiment, this table details the top 10 by Perception Media Value for Q4 2012.



# PERCEPTION MEDIA VALUE TOP 10 LOSERS

Company*	News Media	Social Media	Twitter	Total	\$ Change	Δ PMV/IMV
1. AmerisourceBergen	-\$128,121	\$63	\$1,375	-\$125,096	-\$187,346	<b>-737.0%</b>
2. Zurich Insurance	-\$168,981	\$1,656	\$4,250	-\$184,428	-\$203,533	<b>-565.5%</b>
3. Abbott Laboratories	-\$624,304	-\$662,825	\$9,625	-\$1,280,296	-\$1,318,416	<b>-192.9%</b>
4. AES Corporation	-\$39,428	-\$56,785	\$8,188	-\$88,101	-\$82,558	<b>-174.4%</b>
5. Avery Dennison	-\$134,123	\$22,759	\$5,563	-\$96,209	-\$408,721	<b>-132.2%</b>
6. AutoNation	\$61,138	\$1,613	\$10,063	\$90,137	-\$276,983	<b>-131.2%</b>
7. Amphenol	\$5,814	\$3,973	\$4,563	\$16,572	-\$45,150	<b>-130.7%</b>
8. Prudential Financial	-\$21,140	\$3,867	\$625	-\$14,041	-\$206,161	<b>-113.1%</b>
9. Heineken	\$227,608	\$98,615	\$396,625	\$760,719	-\$3,625,425	<b>-112.2%</b>
10. General Mills	-\$240,758	-\$479,129	\$65,813	-\$544,683	-\$1,292,705	<b>-104.4%</b>

2



In December, Zurich estimated that it will face claims of \$700M as a result of Sandy. The company began making payouts to customers in early November, and much of the news surrounding it has concerned storm damage.

**-565.5 %**

9



The European Union Court of Justice rejected Heineken's appeal to reduce a fine of \$265M for collusion in an illegal Dutch beer cartel. A Los Angeles artist also filed suit against Heineken for painting over a public mural with a beer ad.

**-112.2 %**

\* General Sentiment used the brands included in Interbrand's 2011 and 2012 Global Brands reports as well as selected brands from the S&P 500 as a prescreening step in its Media Value computation. Of the more than 200 brands analyzed by General Sentiment, this table details the bottom 10 by Perception Media Value for Q4 2012.





# CONTACT US

## EMAIL

Chelsea.Morgan@GeneralSentiment.com

Pete.Moran@GeneralSentiment.com

## TWITTER

@gensent

---

## ABOUT GENERAL SENTIMENT

### OVERVIEW

General Sentiment is a social analytics company whose platform for business intelligence and portfolio of analytics applications help marketing, sales and communications professionals understand their markets for more effective brand management, ad spending and competitive positioning.

The company scours and analyzes over 60 million sources of content to extract business intelligence and social insights for marketing professionals, who can adapt to their consumers in faster cycles.

## OUR SERVICES

### SOCIAL INTELLIGENCE PLATFORM

The social intelligence platform uses innovative tools that present a big-picture, real-time snapshot of public opinion about brands or people important to your business. It is a perfect overview for the executive-level decision maker.

### REPORTING SERVICE

Want to know if your advertising campaign is receiving a positive response online? Is your PR push generating increased volume for your brand? Do you want to know the current trends in your industry and market segment? Our analysts can put together custom reports detailing any number of metrics that analyze what people are saying and where discussion takes place.

### SYNDICATED REPORTING

General Sentiment offers subscriptions to its syndicated industry reports, which include prime-time television reports and the top quarterly Global Brands series.