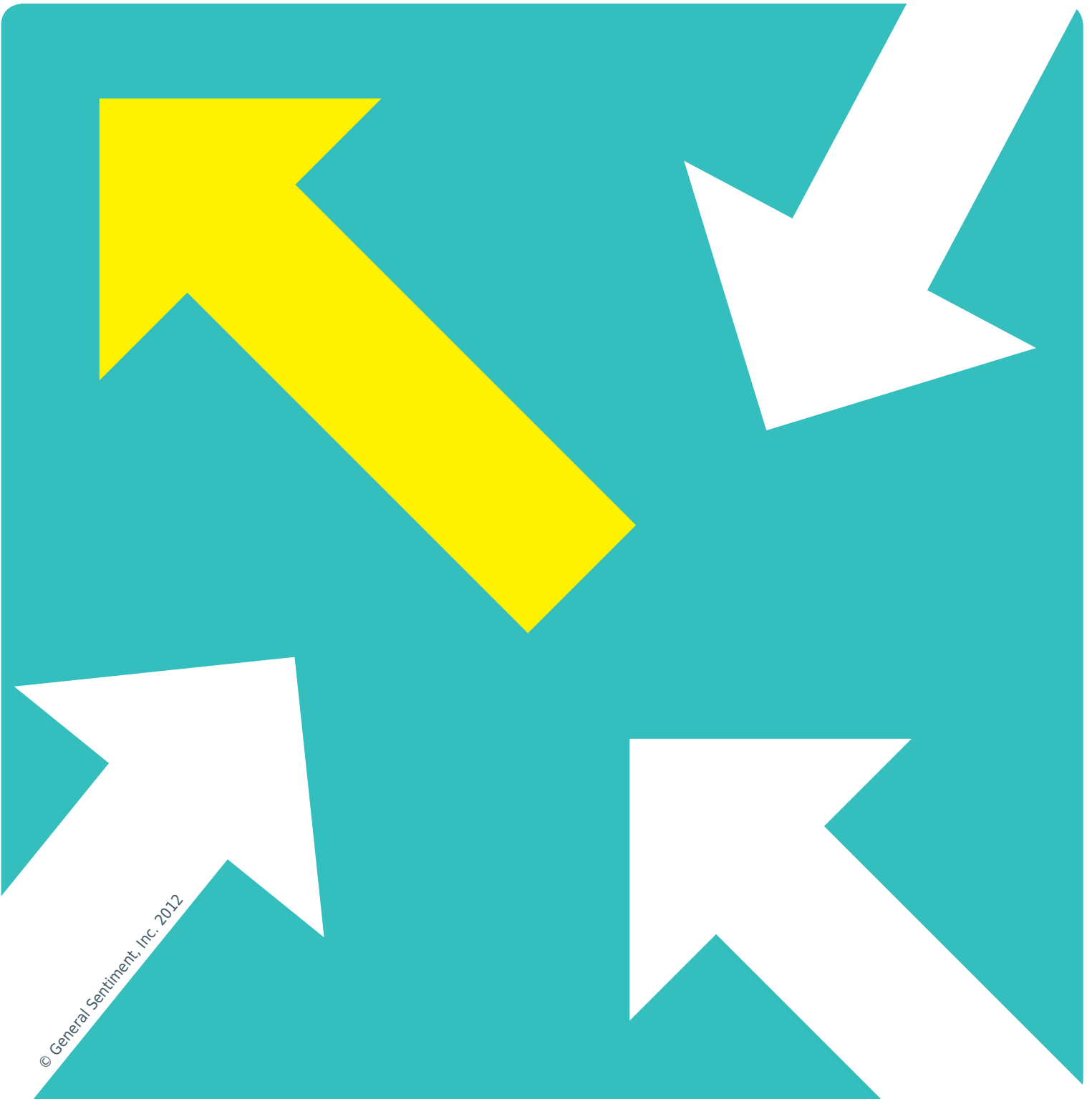


Q4 2011 | GLOBAL BRANDS





THE CONCEPT

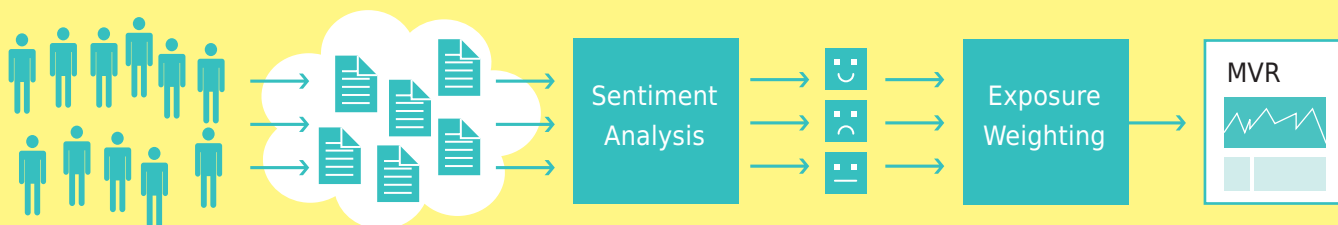
OVERVIEW

Across the Internet, in news, blogs, tweets and other social media, millions of people are talking about brands. This “buzz” can be created by product launches, ad campaigns, PR events, earnings reports, a single consumer’s product experience, and many other triggers, even scandals. The Volume and quality of this buzz are predictors and influencers of brand performance; these exposures “count” in the real world, sometimes even more than the advertising-derived exposure typically measured.

Marketers wonder: How much would it cost to attract the same media exposure through traditional advertising?

The Answers are here: The General Sentiment Media Value Report calculates the dollar value of the buzz, content and conversation online.

THE CONCEPT



Many news and social media publishers create new documents every day.

Sentence by sentence, General Sentiment detects the Sentiment in each document related to a topic...

...and weights the viewership of that document to create the report you're holding.

WHAT WE DO:

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.

WHAT YOU'RE HOLDING:

General Sentiment develops and operates technology based on eight years of research conducted at Stony Brook University. The system automatically determines the Volume of mentions and Sentiment value regarding a brand, company or person. Combining this data with website traffic and online news readership figures, the MVR determines the purchase equivalent dollar value of brand exposure across the Internet.



REPORT OVERVIEW

A WORD FROM OUR CSO, GREG ARTZT



“In our Q4 2011 Global Brands Report, we wanted to see if Google could strengthen its lead over Apple after two straight quarters at the top. However, with the successful iPhone 4S release, Steve Jobs’ sudden death and record-setting profits, Apple reclaimed the top spot. If anybody thought the loss of Jobs would derail Apple, think again. Apple is as strong as ever, and all signs point toward a major play in the TV market in 2012. The ‘hobby’ could get really serious this year. Another company to pay attention to is Samsung, which has become a formidable competitor to Apple and has been trending upward for the last two quarters.”

MEDIA VALUE WEIGHTINGS:

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



IMPACT VALUE:

Impact Value assigns positive value to all mentions on a scale determined by Sentiment, adhering to the adage that “all news is good news.” Impact Value measures the brand reach and places a value on the overall level of discussion and exposure for the brand.



PERCEPTION VALUE:

Perception 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 Value measures the brand with a focus on the quality of the exposure created.

Q4 2011 MEDIA VALUE REPORT GOALS:

The quarterly General Sentiment Media Value Report (MVR) 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. The brands are ranked using two Media Value metrics developed by General Sentiment to generate our top 10 rankings in three categories: Brand Impact, Biggest Winners and Biggest Losers.

TABLE OF CONTENTS:

The Concept	Page 2
Report Overview	Page 3
Impact Value Top 20 Global Brands	Page 4
Impact Value Top 10 Analysis	Page 5
Impact Value Top 10 Analysis (cont.)	Page 6
Perception Value Top 10 Winners	Page 7
Perception Value Top 10 Losers	Page 8
Brands Spotlight: Apple, HP and Yahoo!.....	Page 9
About General Sentiment.....	Page 10
Contact Us	Page 11

HIGHLIGHTS:

- Apple reclaimed the top spot thanks to media coverage of the iPhone 4S release and Steve Jobs’ death (page 5).
- A top Perception Media Value Loser last quarter, L’Oréal bounced back with the acquisition of Pacific Bioscience Laboratories (page 7).
- Panasonic was a top Perception Media Value Loser for the second straight quarter as competition stiffened and losses increased (page 8).
- Significant quality and production issues struck a blow to Honda this quarter. The Japanese automaker lost \$27M of Perception Media Value from Q3 (pages 8, 9).



IMPACT MEDIA VALUE TOP 20 GLOBAL BRANDS

Values in Thousands

Company*	News Media	Social Media	Twitter	Total	MV Trend	Notable Source
1. Apple	\$301,007	\$309,190	\$289,765	\$899,962	↑	The New York Times
2. Google	\$198,225	\$345,117	\$228,988	\$772,330	↓	The New York Times
3. Microsoft	\$79,156	\$209,289	\$78,189	\$366,634	↓	cnet.com
4. Hewlett-Packard	\$34,824	\$86,717	\$173,747	\$295,289	↑	The New York Times
5. Yahoo!	\$118,164	\$123,223	\$48,587	\$289,974	↑	The Financial Times
6. Sony	\$36,382	\$83,992	\$121,584	\$241,957	↑	cnet.com
7. Samsung	\$30,027	\$102,936	\$94,723	\$227,686	↑	The Washington Post
8. Disney	\$44,045	\$37,014	\$82,567	\$163,625	↑	reddit.com
9. Intel	\$28,001	\$80,001	\$15,921	\$123,923	↓	The New York Times
10. BlackBerry	\$21,421	\$34,616	\$63,107	\$119,145	↑	engadget.com
11. Starbucks	\$19,529	\$16,894	\$80,959	\$117,381	↑	The New York Times
12. IBM	\$31,677	\$40,586	\$35,907	\$108,170	↑	San Francisco Chronicle
13. Dell	\$11,315	\$50,575	\$46,205	\$108,095	↑	cnet.com
14. Nike	\$20,085	\$28,621	\$42,883	\$91,589	↑	forbes.com
15. Canon	\$3,327	\$37,029	\$50,554	\$90,910	↑	cnet.com
16. Mercedes-Benz	\$45,693	\$18,681	\$23,631	\$88,005	↓	The Washington Post
17. eBay	\$15,285	\$42,981	\$28,758	\$87,024	↑	The New York Times
18. Oracle	\$27,435	\$44,949	\$11,567	\$83,951	↓	The New York Times
19. MTV	\$17,420	\$12,395	\$52,477	\$82,292	↑	Chicago Tribune
20. Panasonic	\$2,471	\$26,459	\$45,621	\$74,551	↑	The New York Times

* General Sentiment used the Top 100 Global Brands from the 2011 Interbrand Report as a prescreening step in its Media Value computation. Of the 100 Brands analyzed by General Sentiment, this list details the Top 20 by Media Value for Q4 2011.



IMPACT MEDIA VALUE GENERAL SENTIMENT INSIGHTS

Conversation measurement allows us to monitor the pulse of public attention, and the public's interest focused on the technology industry this quarter. The brands below generated the most exposure online and reached the most consumers as measured by our Impact Media Value.

The technology sector again dominated the Top 10 Global Brands list. Apple, Google and Samsung continued to expand their market share in different industries. Struggling brands Yahoo! and BlackBerry generated a great deal of Impact Media Value this quarter as speculation swirled about their future.

Apple rose to the top spot as the company released the iPhone 4S and mourned the passing of iconic Co-Founder and CEO Steve Jobs. Google introduced an online music store while extending its reach into the online travel industry with a new flight search service. Microsoft terminated its Zune franchise and created buzz about its new "superphone," which is expected to debut next fall. Hewlett-Packard's new CEO Meg Whitman boosted confidence in the company, while Yahoo! continued to lose market share to Google in mobile advertising.

IMPACT MEDIA VALUE TOP 10 (VALUES IN THOUSANDS)

COMPANY HIGHLIGHTS



1. APPLE

\$899,962

Apple reclaimed the top spot this quarter as a result of huge amounts of Impact Media Value generated in October. Over a span of several days, Apple carried out its biggest product release of the year and mourned the death of former CEO Steve Jobs. The release of the iPhone 4S and the death of Jobs generated more than \$151M of Impact Media Value in just three days. The company set new sales and profit records for the quarter and fiscal year, breaking the \$100B mark. Apple's plans to change the television industry also generated buzz at the end of the year.



2. GOOGLE

\$772,330

News and Social Media discussion about Google fell significantly this quarter as the company did not recreate the buzz from its Q3 Motorola Mobility and Zagat purchases. However, Google continued to pursue growth in several industries, introducing an online music store to compete with Apple's iTunes and Amazon's music store. Google also raised eyebrows with its new flight search service, which extended its reach into the online travel industry. The company ended 2011 with more than 150 million users per month, making it the top digital US Web company.



3. MICROSOFT

\$366,634

Discussion about Microsoft remained relatively unchanged from last quarter as the company sought to generate buzz about future products. At the end of the year, a great deal of conversation surrounded the company's new "superphone," which is expected to debut next fall. Many sites theorized that the new phone would be a worthy competitor to Apple's iPhone 5. In October, Microsoft terminated its Zune franchise as a result of the Zune's struggle to compete with other MP3 players. The company's search engine, Bing, also overtook Yahoo! in December.



4. HEWLETT-PACKARD

\$295,289

Hewlett-Packard was still associated with former CEO Mark Hurd as discussion about his alleged sexual harassment of a former employee generated the most significant Impact Media Value spike for the company this quarter. However, Sentiment for the company improved as a result of Hewlett-Packard's recent success and new CEO Meg Whitman's decision to hold onto the PC division.



5. YAHOO!

\$289,974

Speculation about Yahoo!'s future continued to swirl as Chinese investment firm Alibaba expressed interest in purchasing Yahoo! in the near future. Buzz about Alibaba's interest in Yahoo! generated more than \$19M of Impact Media Value in just two days. The company continued to face stiff competition from Google in mobile advertising as Google's share of the mobile advertising space was expected to soar several percentage points.



6. SONY

\$241,957

Sony leapfrogged Samsung into the sixth spot this quarter as a result of buzz about the company's new handheld gaming device, the PlayStation Vita. While the new handheld generated significant discussion during the holiday season, its poor sales in Japan generated more buzz. Sales of the PlayStation Vita dropped 78 percent during Christmas week. That does not bode well for the device's North American release. Sony dropped its support of the Stop Online Piracy Act at the end of 2011.



7. SAMSUNG

\$227,686

Samsung's Impact Media Value trended upward despite the company falling behind Sony in the rankings. The company continued to strengthen its lead as the top handset manufacturer in the US and announced that the new Galaxy Note would ship to the US in February. Buzz also surrounded whether or not the company would offer an Android 4.0 update to Galaxy S and Galaxy Tab customers.



8. DISNEY

\$163,625

Disney's new theme park, Cars Land, generated a significant amount of buzz this quarter as the company released sneak previews of the attraction. Problems with the Disneyland fireworks show at the end of the year also elicited media exposure. Disney implemented a succession plan for its top executives as current CEO Robert Iger agreed to step down in 2015 to become chairman of the board. The company also faced a backlash and was accused of promoting unhealthy body images.



9. INTEL

\$123,923

Oracle accused Hewlett-Packard of secretly paying Intel to produce the Itanium line of processors, and the story generated a great deal of Media Value for Intel. The company also announced that Intel-based tablets featuring Windows 8 would be released in 2012. Intel will release its speed- and capacity-increasing Thunderbolt port for PCs in April 2012.



10. BLACKBERRY

\$119,145

BlackBerry continued to struggle amid talks of a takeover. This fall, BlackBerry's share fell from 19.7 to 16.6 percent of all smartphones used in the US. BlackBerry's parent company, Research in Motion, suffered a 75-percent loss in the firm's share price in 2011, but denied any intention to sell. BlackBerry's most significant press of the quarter came after its customers suffered worldwide service outages.



PERCEPTION MEDIA VALUE TOP 10 WINNERS

The Top 10 Winners list is compiled using Perception Media Value, which 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 the brand with a focus on the quality of the exposure created. We believe this is the closest metric to true value for brands of a certain size and stature, like those in this report, for which the old PR adage “all news is good news” does not necessarily hold true.

PERCEPTION MEDIA VALUE TOP 10 WINNERS

Values in Thousands

Company*	News Media	Social Media	Twitter	Total	\$ Change	Δ PV/IV
1. L'Oréal	\$234	\$490	\$610	\$1,333	\$1,608	44.7%
2. Johnson & Johnson	-\$2	\$4	\$97	\$99	\$103	35.7%
3. Heinz	\$588	\$262	\$179	\$1,029	\$1,280	35.0%
4. Cartier	\$890	\$2,408	\$137	\$3,435	\$1,817	28.5%
5. Ikea	\$1,370	\$482	\$520	\$2,372	\$2,565	20.6%
6. Johnnie Walker	\$332	\$273	\$92	\$696	\$414	20.6%
7. Moët & Chandon	\$115	\$251	\$111	\$477	\$304	20.2%
8. Smirnoff	\$468	\$200	\$241	\$910	\$679	18.8%
9. SAP	\$3,334	\$7,664	\$946	\$11,944	\$3,847	16.2%
10. Santander	\$704	\$254	\$5	\$962	\$417	16.1%



Ikea generated positive buzz in the form of discussion about the company's possible expansion into India. Ikea's CEO Mikael Ohlsson made a quiet visit to India in late November. The Swedish furniture company also announced that it would replace wooden shipping pallets with paper equivalents. The new paper pallets will be lighter, thinner and cheaper to use and will decrease the company's transport costs by 10 percent.



A top Perception Media Value Loser last quarter, L'Oréal bounced back with the acquisition of Pacific Bioscience Laboratories, a leader in sonic skin care. The French skin care company continued to support women's groups, and L'Oréal made a targeted effort to give women a second chance at a career with more flexible hours after having children.



Johnson & Johnson's new anticlotting pill, Xarelto, generated positive buzz as the company lobbied the FDA to approve a third purpose for the drug. The company also phased out a formaldehyde-releasing preservative in its baby shampoos, soaps and lotions.



The Cartier Time Art exhibition generated buzz for the French jeweler. The exhibition took the Cartier Collection on the road, demonstrating Cartier's innovation on the global stage. Founded in 1838, the collection contains 1,400 Cartier pieces, including 400 timepieces.

*General Sentiment used the Top 100 Global Brands from the 2011 Interbrand Report as a pre-screening step in its Media Value computation. Of the 100 Brands analyzed by General Sentiment, this table details the Top 10 Winners by Perception Media Value for Q4 2011.



PERCEPTION MEDIA VALUE TOP 10 LOSERS

The Top 10 Losers list is compiled using Perception Media Value, which 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 the brand with a focus on the quality of the exposure created. We believe this is the closest metric to true value for brands of a certain size and stature, like those in this report, for which the old PR adage “all news is good news” does not necessarily hold true.

PERCEPTION MEDIA VALUE TOP 10 LOSERS

Values in Thousands

Company*	News Media	Social Media	Twitter	Total	\$ Change	Δ PV/IV
1. Danone	\$170	\$233	\$57	\$461	- \$1,073	-87.6%
2. Allianz	- \$110	\$52	- \$4	- \$62	- \$642	-49.3%
3. Honda	- \$2,815	\$10,833	\$1,959	\$9,977	- \$27,264	-38.5%
4. Panasonic	\$576	\$22,271	\$4,199	\$27,046	- \$27,055	-36.3%
5. Zurich Financial	- \$117	\$105	\$9	- \$3	- \$155	-34.3%
6. Reuters	- \$8,876	\$1,220	- \$3,424	- \$11,080	- \$18,432	-31.2%
7. Intel	\$8,320	\$48,633	\$1,995	\$58,948	- \$38,314	-30.9%
8. Toyota	\$3,603	\$9,896	\$1,845	\$15,344	- \$16,893	-24.1%
9. Kellogg's	\$179	\$542	\$149	\$869	- \$1,355	-23.4%
10. John Deere	\$547	\$359	\$84	\$989	- \$609	-21.9%

DANONE

Rumors circulated that Danone, currently the world's second largest bottled water producer, met with Japan's Suntory Holdings about selling its water assets. Many analysts predict that Danone will dispose of its water assets to pursue Pfizer / Wyeth's baby food industry.



HONDA

Honda struggled this quarter as it cut production and dealt with defects in older models. The Thailand floods forced the Japanese automaker to reduce production, a significant blow for a company still reeling from the repercussions of the Japanese earthquake and tsunami. Honda also recalled 304,000 vehicles globally for defective airbags.

Panasonic

Panasonic was a top Perception Media Value Loser for the second straight quarter as Canon and Nikon made headway into areas of the camera industry once dominated by Panasonic and Olympus. In November, Panasonic also predicted that it would lose 420 billion yen in 2011.



ZURICH

An unusually high number of catastrophe claims hurt Zurich Financial in 2011, including claims from the aftermath of the March earthquake and tsunami in Japan. The Swiss insurance giant received a significant amount of criticism, particularly from members of the British Parliament, for its poor handling of claims from the London riots in August.

*General Sentiment used the Top 100 Global Brands from the 2011 Interbrand Report as a pre-screening step in its Media Value computation. Of the 100 Brands analyzed by General Sentiment, this table details the Top 10 Winners by Perception Media Value for Q4 2011.

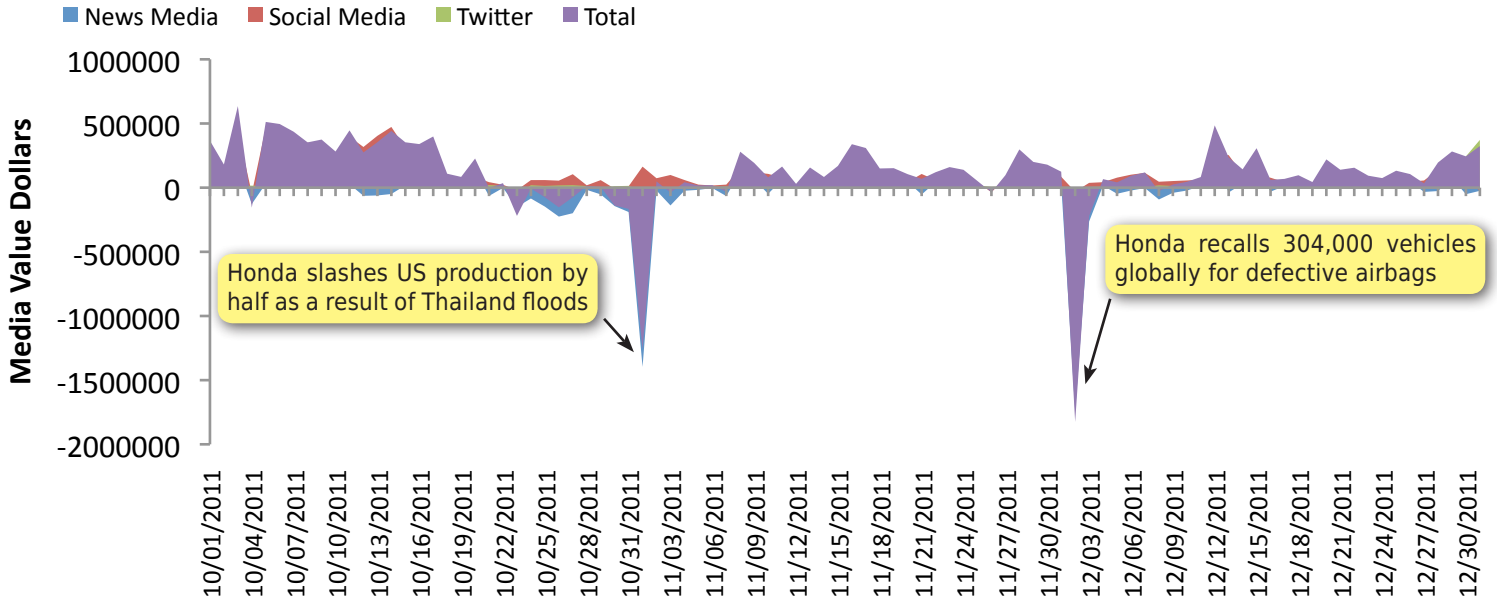


BRAND SPOTLIGHT: HONDA HIT BY QUALITY AND PRODUCTION ISSUES

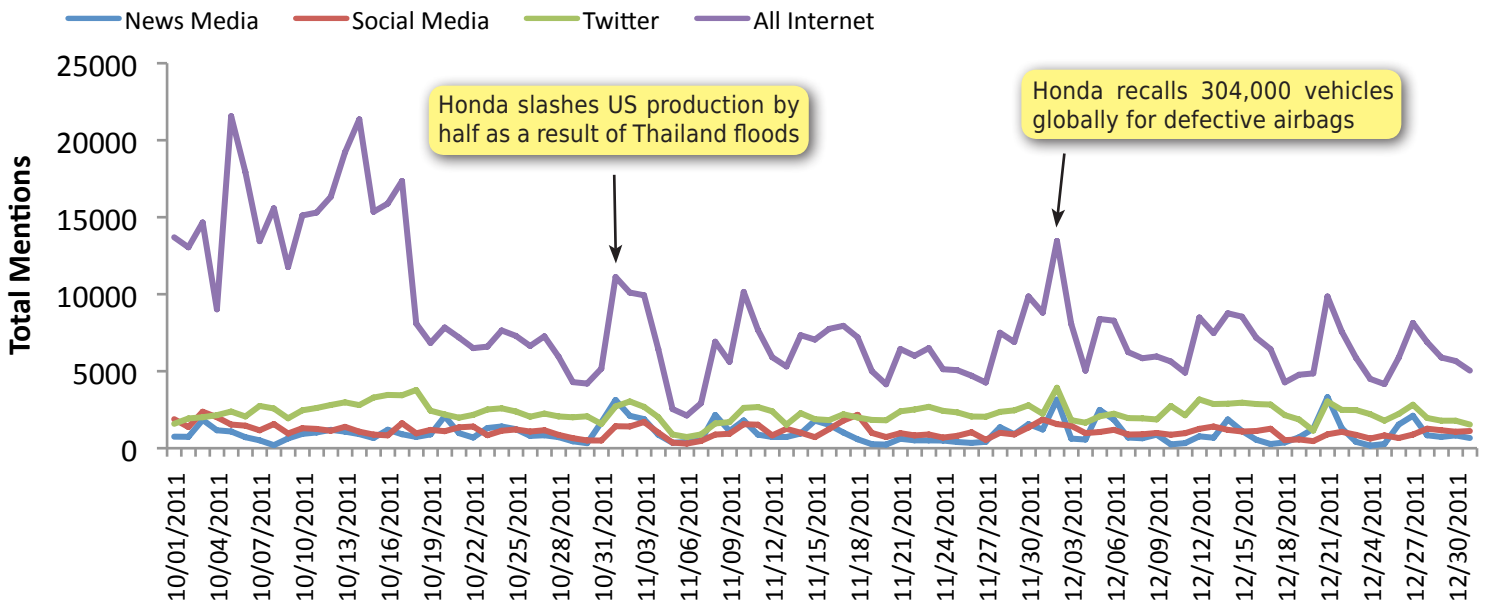
Honda, one of the top Perception Media Value Losers this quarter, suffered from significant quality and production issues this quarter. The Thailand floods struck a blow to Honda's production, and the Japanese automaker recalled 304,000 vehicles globally for defective airbags. These two events resulted in a combined \$3.3M Perception Media Value loss for Honda and accounted for the company's two largest Volume spikes after October.

PERCEPTION MEDIA VALUE AND VOLUME ANALYSIS: October 1 - December 31, 2011

Honda Perception Media Value



Honda Volume



Total Perception Media Value, November 1

- \$1,258,728

Total Perception Media Value, December 2 - 3

- \$2,046,572

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 50 million sources of content to extract Business Intelligence and social insights for marketing professionals, who can adapt to their consumers in faster cycles.

OUR TECHNOLOGY

WHAT DRIVES OUR RESEARCH

Across the Internet, hundreds of millions of opinions are streaming daily in real-time through Social Media. This “buzz” can be created by product launches, ad campaigns, PR events, earnings reports, a single consumer’s product experience and many other triggers, even scandals.

General Sentiment’s key differentiator lies in its ability to convert this Social Media data into actionable Business Intelligence for the marketing professional. Its world-class technology was developed over eight years at Stony Brook University, which is known for its leadership in natural language processing (NLP) and large-scale Sentiment and text analysis.

OUR SERVICES

MEDIA MEASUREMENT DASHBOARD

The Media Measurement Dashboard 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.

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