

**Q4 2010** | GLOBAL BRANDS





# THE CONCEPT

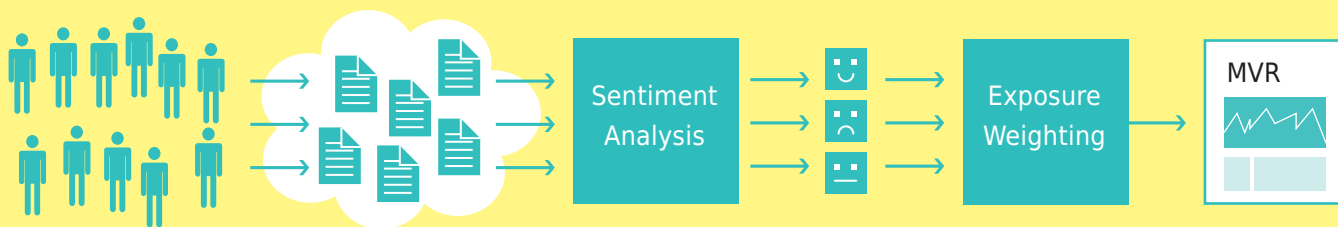
## OVERVIEW

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 Q4 2010 Report you're holding.

## WHAT WE DO:

The General Sentiment Custom 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. Media Value reports are fully customized to the needs of individuals, companies and brands.

## WHAT YOU'RE HOLDING:

General Sentiment develops and operates technology based on five 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 CEO, GREG ARTZT



“In 2010, technology companies dominated the big stories. The top technology brands – Apple, Google, Microsoft – have topped our Impact rankings for over a year now, and they will remain at the forefront of the news for years to come. However, as our Perception Value demonstrates, exposure is not only about size; it’s about quality as well. BlackBerry fought back this quarter with strong positive Sentiment swings, primarily driven by consumers’ anticipation for the Playbook tablet and strong Q3 earnings.”

## 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 2010 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.

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## HIGHLIGHTS:

- Apple and Google are in the top spots again this quarter, continuing to strengthen their hold as the top brands in the technology sector.
- BlackBerry and Accenture were the top Perception Value winners, and SAP was the top Perception Value loser for the quarter.
- The announcement that Ford was recalling thousands of F-Series pickup trucks in January 2011 and installing Auto Start-Stop technology in all vehicles by 2012 caused a lot of buzz across the Web. Even with the negative Sentiment caused by recalls, Ford was the top car company in our list.



# IMPACT VALUE TOP 20 GLOBAL BRANDS

Values in Thousands

Company*	News Media	Social Media	Twitter	Total	MV Trend	Notable Source
1. Apple	\$254,384	\$569,832	\$117,241	\$941,457	↓	The New York Times
2. Google	\$336,318	\$475,054	\$64,460	\$875,832	↓	cnet.com
3. Microsoft	\$197,268	\$463,928	\$41,353	\$702,549	↑	San Francisco Chronicle
4. Yahoo	\$260,646	\$209,905	\$24,072	\$494,623	↑	New York Daily News
5. Ford	\$127,678	\$62,008	\$9,929	\$199,616	↑	The New York Times
6. Intel	\$54,492	\$119,656	\$4,614	\$178,763	↓	Denver Post
7. Mercedes-Benz	\$122,064	\$26,705	\$4,892	\$153,661	↑	San Francisco Chronicle
8. Hewlett-Packard	\$56,142	\$81,728	\$11,309	\$149,180	↓	The New York Times
9. Oracle	\$59,078	\$82,811	\$6,140	\$148,028	↓	San Jose Mercury News
10. eBay	\$39,318	\$77,143	\$20,393	\$136,854	↓	The New York Times
11. Sony	\$35,122	\$80,257	\$9,620	\$125,000	↓	San Francisco Chronicle
12. IBM	\$39,335	\$71,681	\$5,665	\$116,681	↓	The New York Times
13. Toyota	\$68,182	\$43,542	\$4,602	\$116,327	↑	Denver Post
14. Disney	\$51,903	\$43,679	\$18,132	\$113,714	↑	Los Angeles Times
15. Nokia	\$17,808	\$81,395	\$5,968	\$105,171	↓	The New York Times
16. Samsung	\$20,092	\$72,077	\$6,708	\$98,877	↓	cnet.com
17. Thomson Reuters	\$71,140	\$13,040	\$156	\$84,336	↑	Los Angeles Times
18. Citi	\$61,670	\$16,589	\$3,324	\$81,583	↑	The New York Times
19. GE	\$46,118	\$25,116	\$2,738	\$73,972	↑	forbes.com
20. Starbucks	\$29,921	\$22,503	\$20,733	\$73,157	↑	Arizona Republic

\*General Sentiment used the Top 100 Global Brands from the 2009 Interbrand Report as a prescreening step in its Media Value computation. Of the 100 Brands analyzed by General Sentiment, this MVR details the Top 20 by Media Value for Q4 2010.



# IMPACT 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 during this quarter. These brands have generated the largest exposure online and reached the most consumers, as measured by our Impact Value.

The technology sector continues to dominate the Top 10 Global Brands. Consumers follow these companies closely and discuss new technology products heavily in Social Media sources, including forums, social networking sites and blogs. Ford and Mercedes-Benz cracked the top 10 as the only non-technology sector companies to do so.

Apple and Google have become the two giants in the technology industry, with Microsoft as a close third. Interestingly, many of the top News and Social Media stories in the top 10 are closely intertwined because technology companies are competing across a narrower segment of the market. Notably, tech giants are moving into cloud computing and trying to make their respective presences felt in that marketplace. Smartphone and tablet PC hardware and operating systems are also driving innovation in these companies.

## IMPACT VALUE TOP 10: (VALUES IN THOUSANDS)

### COMPANY HIGHLIGHTS



#### 1. APPLE

\$941,457

Apple sold 3 million iPads in the first 80 days and 4.19 million by the end of the quarter. However, Apple's success with the iPhone and the iPad has made it a target. McAfee has noticed trends in 2010 that lead them to believe Apple will be exposed to increasing malware threats and that data and identity exposure will become more pronounced in 2011. Apple was also hit with a privacy class action lawsuit for allegedly violating privacy and computer fraud statutes through their apps by transmitting user data without a user's permission.



#### 2. GOOGLE

\$875,832

During December, Google announced its Chrome browser had been optimized for businesses. Chrome now offers controls that enable IT administrators to easily configure and deploy the browser on Windows, Mac and Linux. Google launched personalized recognition for voice search for Android, which can be disabled at any time and which will improve the accuracy of the software. Also, Facebook unseated Google as the most visited website in the United States during 2010.



#### 3. MICROSOFT

\$702,549

Microsoft is planning on developing a special version of Windows for low-power mobile devices, like tablets, over the next two years. However, Microsoft already has a new version of Windows designed for mobile devices: Windows Phone 7. The company also scored a victory in the increasingly competitive field of cloud computing, signing a deal with the U.S. Department of Agriculture to supply e-mail, collaboration and other online applications to the agency's 120,000 employees.



4. YAHOO \$494,623

Yahoo announced in December it would cut 4 percent of its workforce. While Yahoo remains one of the world's most popular online destinations, the Web portal is facing increasing competition from Google and Facebook. The company is offering severance packages and outplacement services to the effected employees. Yahoo also plans to cut underperforming products, including Yahoo! Buzz.



5. FORD \$199,616

At the end of December, Ford announced its Auto Start-Stop technology, which turns off a car's engine when it comes to a stop, would be added to non-hybrid cars by 2012. The new Auto Start-Stop for gasoline engines can improve fuel economy by at least 4 percent. Also, Ford recalled around 20,000 vehicles in North America, primarily its heavy duty pickup trucks. Ford informed the owners of these vehicles on January 10.



6. INTEL \$178,763

On January 5, Intel launched its long-awaited second generation Core processor, codenamed "Sandy Bridge." Sandy Bridge includes Intel's final push to unify its desktop and mobile lines under an identical 32-nanometer production process. During December, the U.S. Federal Trade Commission cleared Intel's proposed acquisition of security software company McAfee, helping the \$7.68B deal, which is scheduled to close in 2011.



7. MERCEDES-BENZ \$153,661

Mercedes-Benz production reached a new record high of more than 1.2 million cars in 2010, exceeding the previous record of 1.19 million cars produced in 2008. Demand for luxury cars collapsed in 2009 amid a broad industry downturn. However, sales volumes in the premium segment recovered faster than expected this year, primarily due to booming demand in China.



8. HEWLETT-PACKARD \$149,180

Hewlett-Packard, down nearly 20 percent, is the worst performing stock in the Dow Jones Industrial Average this year. Share price had declined since Mark Hurd resigned on August 6. On December 28, Hurd asked a judge to allow him to intervene in a shareholder's lawsuit so he could keep a sealed letter about his departure confidential. HP also beat out Lockheed Martin for a \$2.5B contract to supply NASA computer equipment and IT services.



9. ORACLE \$148,028

During December, a federal judge ruled SAP had to pay interest on the \$1.3B award Oracle won against it in a November copyright infringement case, calculating the payment based on an average of historical treasury yields. Oracle also introduced a cloud-based suite of business applications, Oracle Cloud Office, hoping to compete with rivals Microsoft and Google.



10. EBAY \$136,854

eBay, the biggest marketplace on the Web with 93 million active users, is going all in on mobile shopping, a booming market that is projected to top \$119M by 2015. The company bought mobile app developer Critical Path Software to help their position in this market. eBay shoppers used their mobile devices to buy fashion items, gadgets and toys this year, with over 30 million downloads of eBay's mobile apps worldwide. During the holiday shopping season, eBay generated nearly \$100M in mobile GMV in the U.S. and \$230M in mobile GMV worldwide.



# PERCEPTION VALUE TOP 10 WINNERS

The Top 10 Winners list is compiled using 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. We believe this is the closest metric to true value for brands of a certain size and stature, like those in the Q4 Report, where the old PR adage “all news is good news” doesn’t hold true.

## PERCEPTION VALUE TOP 10 WINNERS:

Values in Thousands

Company*	News Media	Social Media	Twitter	Total	\$ Change	Δ PV/IV
1. BlackBerry	\$3,692	\$19,392	\$962	\$24,046	\$48,002	70.3%
2. Accenture	\$2,338	\$2,971	\$83	\$5,393	\$3,241	35.7%
3. Hermès	\$1,130	\$4,588	\$120	\$5,838	\$4,299	33.0%
4. Philips	\$1,173	\$6,665	\$217	\$8,055	\$4,490	32.3%
5. Colgate-Palmolive	\$3,059	\$930	\$37	\$4,025	\$2,500	30.9%
6. 3M	\$1,535	\$4,750	\$158	\$6,443	\$3,956	26.4%
7. Danone	\$1,734	\$396	\$14	\$2,144	\$1,118	25.8%
8. Goldman Sachs	\$13,549	\$2,967	\$52	\$16,568	\$14,199	24.9%
9. Audi	\$4,254	\$8,606	\$471	\$13,331	\$7,477	24.1%
10. Ikea	\$3,871	\$884	\$236	\$4,991	\$2,764	21.5%

- In Nielsen’s list of the most popular phones in the United States in 2010, BlackBerry maker RIM had three of the top ten phones. The list was not limited to just smartphones. However, Android phones outsold BlackBerry on Verizon Wireless this quarter, and Verizon BlackBerry sales are down 45 percent from last year. BlackBerry investors are hoping for the success of the Playbook, which is set to be released in early 2011.
- Accenture had an earnings per share of \$0.81 this quarter, which constituted a 20-percent increase over the same quarter last year. The company has an outstanding balance sheet and continues to produce excellent cash flows that it has used to reward shareholders through stock buybacks and dividend increases. Accenture also secured a 42-month contract from the Nagaland government for implementing the state’s public service portal. The project will begin sometime in January 2011.
- Philips Electronics entered a new decade of energy efficiency, celebrating its eleventh anniversary as the official Lighting Partner to the Times Square Ball. The recent upgrade of the ball to LED lighting reduced its energy usage by 88 percent more than the halogen technology it replaced. Today’s ball remains lit year-round and uses just 12 percent of the energy that would have been required to light it with the original technology.
- Colgate-Palmolive CFO Stephen C. Patrick announced he would retire in 2011, naming Dennis Hickey, the consumer products company’s corporate controller, as his successor. Hickey took on the new role on January 1. Patrick will continue to assume the role of vice chairman until his retirement in March.

\*General Sentiment used the Top 100 Global Brands from the 2009 Interbrand Report as a pre-screening step in its Media Value computation. Of the 100 Brands analyzed by General Sentiment, this MVR table details the Top 10 Winners by Perception Value for Q4 2010.



# PERCEPTION VALUE TOP 10 LOSERS

The Top 10 Losers list is compiled using 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. We believe this is the closest metric to true value for brands of a certain size and stature, like those in the Q4 Report, where the old PR adage “all news is good news” doesn’t hold true.

## PERCEPTION VALUE TOP 10 LOSERS:

Values in Thousands

Company*	News Media	Social Media	Twitter	Total	\$ Change	Δ PV/IV
1. SAP	-\$19,557	\$10,225	\$217	-\$9,115	-\$19,762	-44.7%
2. HSBC	-\$902	\$1,096	\$0	\$194	-\$4,805	-29.4%
3. Barclays	\$4,402	\$1,735	\$129	\$6,266	-\$5,263	-22.9%
4. Nescafé	\$13	\$68	\$12	\$94	-\$63	-20.3%
5. Hewlett-Packard	\$4,566	\$22,442	\$1,397	\$28,406	-\$28,842	-19.3%
6. Tiffany & Co.	\$7	\$29	\$46	\$82	-\$55	-18.3%
7. UBS	\$1,636	\$1,171	\$34	\$2,841	-\$4,206	-18.0%
8. McDonald’s	-\$2,252	\$2,656	\$866	\$1,271	-\$7,943	-17.5%
9. JPMorgan Chase	\$440	\$230	\$43	\$713	-\$3,261	-17.2%
10. Dell	\$4,665	\$20,029	\$623	\$25,317	-\$9,926	-14.0%

- In December, regulators issued warnings to the South Korean units of Barclays and JPMorgan Chase for selling currency derivatives that broke local regulations and asked them to punish the responsible officials. According to the Financial Supervisory Service, Barclays incurred losses from selling currency derivatives to three exporting companies between June 2006 and November 2007.
- A former UBS private banker pleaded guilty in December to helping wealthy American clients evade taxes through hidden Swiss accounts, an admission obtained in part by prosecutors’ secret recording of a meeting between the banker and an important client. The former banker, Renzo Gadola of Zurich, conspired to defraud the U.S. when he urged his client not to disclose his undeclared Swiss offshore account to the IRS.
- During December, a Sacramento mother and the Center for Science in the Public Interest filed a lawsuit against McDonald’s, alleging that its practice of giving toys with children’s meals is deceptive to children. The organization had been threatening to sue McDonald’s since last summer, claiming that the Happy Meals toys constituted a method of circumventing parental control and taught children unhealthy eating. The complaint also accuses the company of false advertising.
- Morgan Stanley ended JPMorgan Chase’s two-year run as the top banker for stock sales after charging the lowest fees and winning deals from the U.S., China and Brazil to arrange offerings by state-owned companies.

\*General Sentiment used the Top 100 Global Brands from the 2009 Interbrand Report as a pre-screening step in its Media Value computation. Of the 100 Brands analyzed by General Sentiment, this MVR table details the Top 10 Winners by Perception Value for Q4 2010.

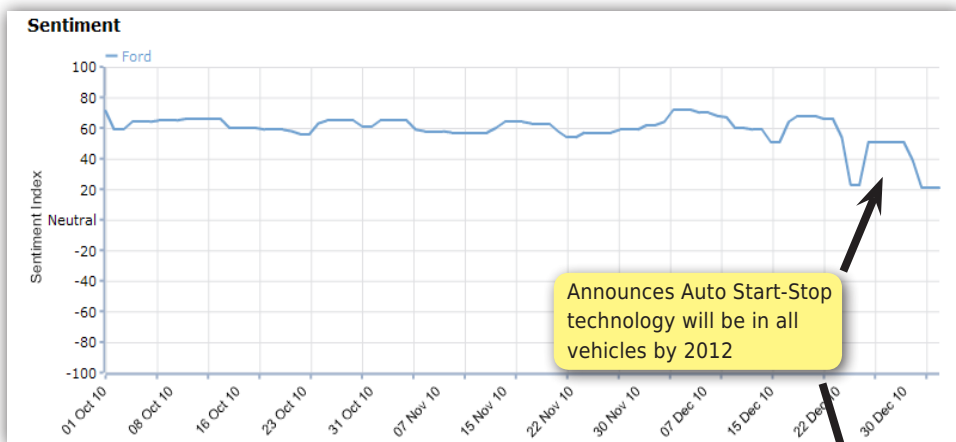




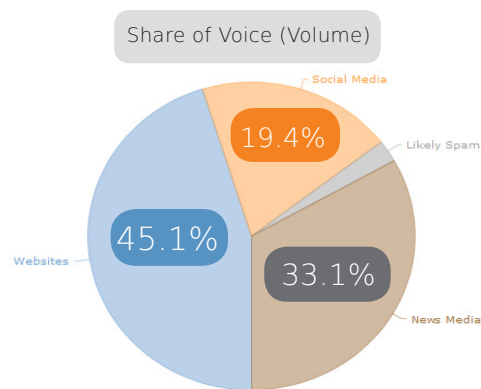
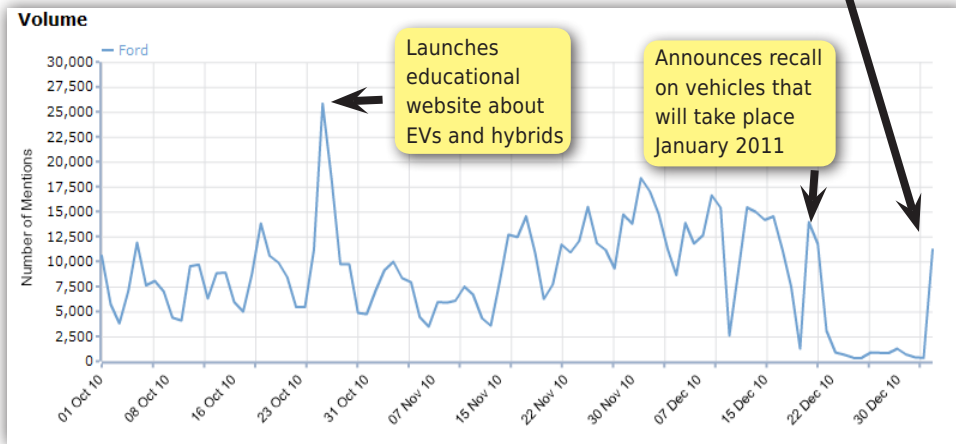
# EVENT ANALYSIS: FORD - RECALLS & AUTO START-STOP

Ford had a strong quarter with respect to sales and profits. Its patented Auto Start-Stop technology in hybrid vehicles will soon be in gas-powered vehicles as well. This technology has received positive reviews and should significantly benefit the environment. Ford is also recalling approximately 20,000 vehicles in North America early in January 2011 due to electrical shorts, mainly in F-Series pickup trucks.

## SENTIMENT AND VOLUME ANALYSIS: October 1 - December 31, 2010



Ford's Sentiment has remained relatively steady throughout this quarter. The only notable changes occurred when Ford announced that it would recall many vehicles in 2011 and that its Auto Start-Stop technology would be added to gas-powered vehicles. Ford's Volume also spiked when they launched an educational website during October. As evidenced by the article clip and Sentiment words below, many customers are excited about the new technology, but they are disappointed by another recall. Additionally, customers do not often discuss their Ford vehicles in Social Media.



### Auto Start-Stop System is Not Just For Hybrids Anymore

www.benzinga.com - 31 Dec 2010

Sentiment +

For the driver, Ford Auto Start-Stop provides extra fuel efficiency without inconvenience, as it works completely automatically. Those who have experienced Ford's Auto Start-Stop technology often describe it as "smooth, quiet and seamless."

#### Positive Sentiment Words

Safest

Better

Leader

Entrepreneurial

Industry-leading

#### Negative Sentiment Words

Scandals

Disappoint

Downturn

Endangering

Thoughtless



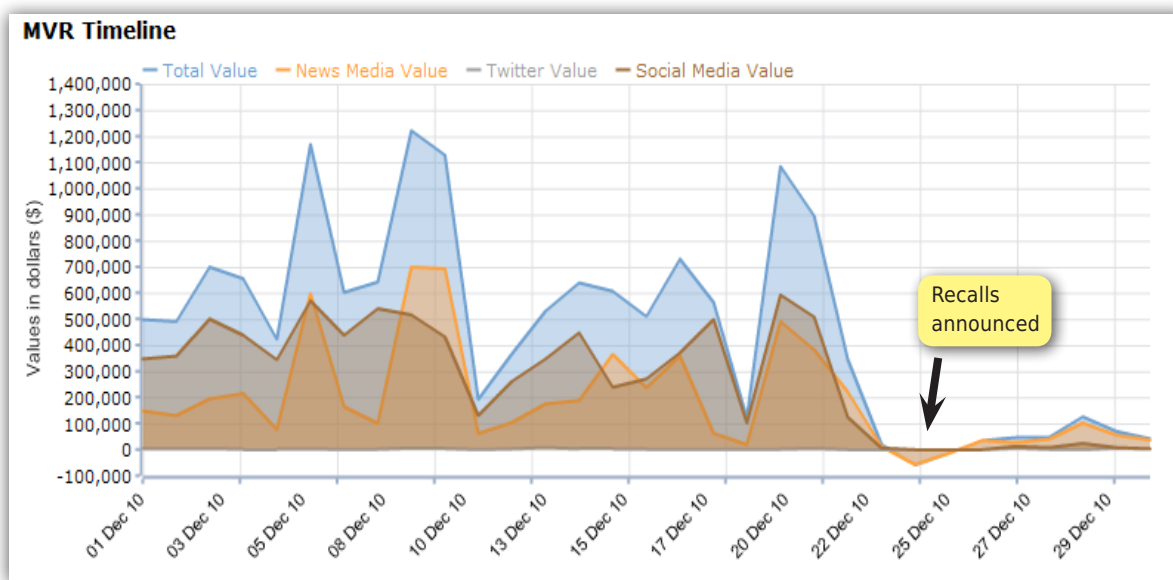
# PERCEPTION VALUE ANALYSIS: FORD MOTOR COMPANY

Perception Value for Ford has been declining throughout the past month. The decline is mainly due to the announcement that thousands of its F-Series pickup trucks would be recalled in January 2011. In the week of December 9-16, Perception Value increased due to the announcement that Ford's Auto Start-Stop technology would be featured in all vehicles by 2012. The important date ranges highlighted below showcase this drastic drop in Perception Value. In just ten days, Ford's Perception Value decreased by over \$1M. Also, the recall announcement caused a spike in Twitter discussion.

Dates	News Media	Social Media	Twitter	Total
December 1-8	\$1,195,347	\$2,733,928	\$220,160	\$4,149,435
December 9-16	\$2,950,616	\$2,250,127	\$176,300	\$5,377,043
December 17-24	\$2,254,664	\$2,569,736	\$32,470	\$4,856,870
December 25-31	\$1,263,454	\$1,638,539	\$163,940	\$3,065,933
<b>Total</b>	\$7,664,081	\$9,192,330	\$592,870	\$17,449,281

\* 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 any value.

Ford Perception Value: December 1 - December 31



Total Media Value, December 20

**\$1,244,331**

Twitter Value, December 28

**\$62,070**

Total Media Value, December 31

**\$203,486**



# SENTIMENT COMPARISON: FORD AND TOYOTA

Though they were two of the top car companies in 2010, Ford and Toyota both finished the year with downward-trending Sentiment. Ford announced recalls scheduled for 2011, and Toyota was fined by the U.S. government for failing to disclose pertinent information about its previous recalls. However, both companies still have overall positive Sentiment and are discussed by very similar sources. Although, Toyota has more Volume from Social Media, whereas Ford has more in News Media.

## SENTIMENT ANALYSIS: December 1 - December 31, 2010

Ford Sentiment Trend



Ford's Top Associations

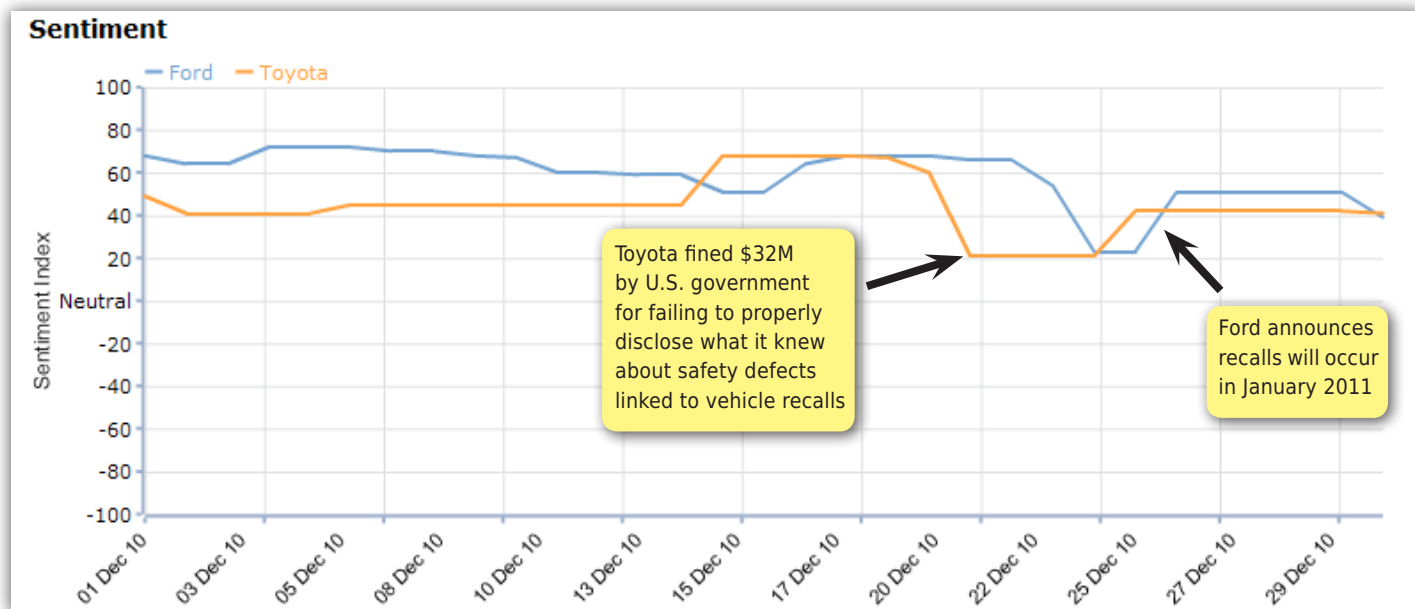
1. Honda
2. Toyota
3. GM

Toyota Sentiment Trend



Toyota's Top Associations

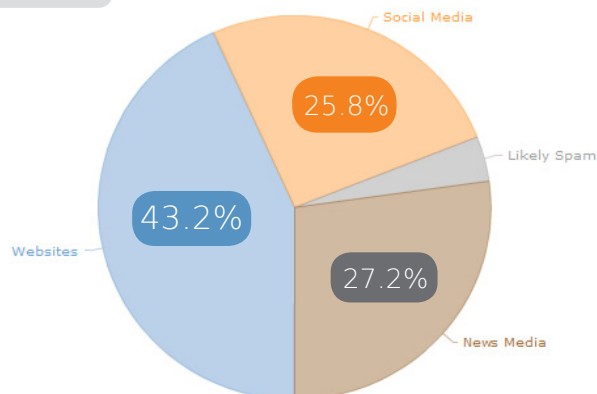
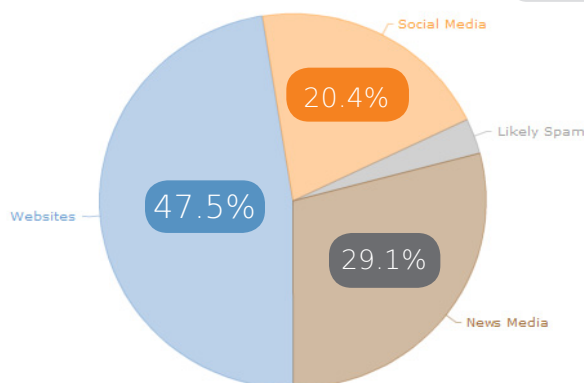
1. Nissan
2. Ford
3. Honda



Ford (12/1-12/31)

Share of Voice (Volume)

Toyota (12/1-12/31)





# ONLINE MEDIA MEASUREMENT DASHBOARD

General Sentiment offers its cutting-edge technology as a real-time service: the Online Media Measurement Dashboard. The Media Value Report is generated using the same innovative tools that you can use to get a big-picture, real-time snapshot of public opinion with respect to brands or people that are important to your business. It's a perfect overview for the executive-level decision maker.

## PRODUCT FEATURES

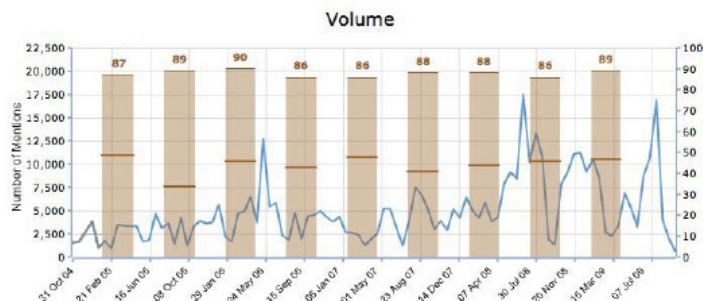
### SENTIMENT INDEX

This is the pulse of public opinion. The Sentiment indicator provides a big-picture view of whether any significant changes in opinion have occurred. Watch this like a stock ticker.



### VOLUME TRACKING

The General Sentiment system uses a natural language processor, which is able to perform entity disambiguation and extraction, accurately identifying and tracking entity mentions across more than 30 million sources.



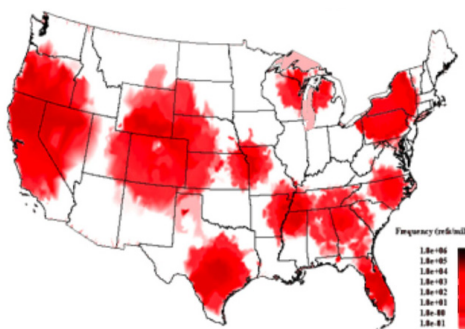
### Q SCORE

Our partnership with Q Scores, a leading poll-based market research company, allows us to complement online Sentiment results with the benchmark survey metric used for measuring overall consumer appeal. This data is provided as an overlay on our dashboard.



### HEAT MAP

Heat maps are a geographical representation of media buzz and incorporate the market size of each publication in its region.



### ASSOCIATIONS

The General Sentiment system helps discover new relationships by analyzing written associations between entities.

Rank	Entity Name	Count
1	GM	19,800
2	Chrysler	19,520
3	Toyota	13,100
4	Honda	8,800
5	Nissan	7,520



## CUSTOMIZE REPORTS FOR YOUR COMPANY

The General Sentiment MVR helps you analyze and assign value to the discussions that are taking place about your product or service every day online. Although this report focuses on the Top 10 brands based on Impact Value and Perception Value, the same information and format is available for your own company.

- Impact Value allows companies to determine ROI for proactive marketing initiatives.
- Perception Value quantifies brand strengths and weaknesses, capturing key Sentiment signals.

After a consultation with our experts, you can customize various aspects of the General Sentiment MVR for an analysis of your company and your competitive marketplace.

- Sentiment Weightings - e.g. "Only positive news is worthwhile to my business."
- Location Value - Specific sources are of particular value to your business.
- Visualizations - Geography, Sentiment source attribution, timelines, pie charts, etc.

General Sentiment provides a customized weekly report, which details your Media Value updates for the previous week. Monitored regularly, these reports will have a significant impact on decision-making as it optimizes your marketing, advertising & PR efforts.

## CONTACT GENERAL SENTIMENT

Contact us at

802-321-0361

or email at

[CONTACT@GENERALSENTIMENT.COM](mailto:CONTACT@GENERALSENTIMENT.COM)

to discuss your organization's needs and learn more about what General Sentiment can do for you.