

Comparing Top Five Super Bowl Ad Scores from 2008 through 2010

<u>Top Five Ads 2008</u>		<u>Top Five Ads 2009</u>		<u>Top Five Ads 2010</u>	
FedEx - Pigeons	80.71	Budweiser - Horse Circus	77.02	Budweiser – Bull	72.78
Budweiser - Rocky	80.25	Budweiser - Horse Fetch	74.61	Snickers - Betty White	70.95
Coca-Cola – Balloons	78.51	Coca-Cola – Nature	72.53	Denny’s - Grand Slam	67.12
Diet Pepsi - What is Love	76.66	Bridgestone - Potato Head	71.73	Doritos - Hands-Off	66.82
Bridgestone – Squirrel	75.87	Budweiser - Coming to America	71.48	Flo TV- Generation	66.03