

February 6, 2012

## 2nd Annual Wharton Future of Advertising Super Bowl Ad "Tweet Meet" Awards "Best Commercial" to Chrysler

Doritos and GE also among winners in categories of Business Impact and Societal Impact

**What:** The second annual "[Wharton Future of Advertising Super Bowl Ad Tweet Meet](#)" (#whartonfoa) which brought together advertising industry thought leaders during the Super Bowl to tweet about commercials that amused, disappointed or otherwise provoked them, announces that Chrysler won the voting for "Best Commercial." Other winners include:

- Best Word of Mouth (wom): Will members of the public really love it and will they talk about it online and offline? Winner is Chrysler, followed by Acura Transitions
- Best Creative Excellence (ce): Is the ad creatively excellent? Winner is Chrysler followed by Kia
- Best Business Impact (bi): Will this achieve the advertiser's business objectives? Winner is Chrysler, followed by Doritos
- Best Societal Impact (si): Will this campaign have a positive impact on society? Winner is Chrysler followed by GE

**When:** Super Bowl Monday (day after Super Bowl)

**Where:** The Wharton Future of Advertising Tweet Meet judging results will be available online here: <http://myfoa.net/superbowlads/>

All the videos can be found here: <http://bit.ly/wgvPdP>

**Who:** The Tweet Meet featured a diverse panel of experts and pundits that included Wharton marketing faculty, advertising executives, students and journalists. Among those who weighed in with praise, criticism and/or befuddlement:

- Scott Goodson, Founder and Chairman, Strawberryfrog (@scottfrog)
- Brandon Berger, Chief Digital Officer, Worldwide, Ogilvy & Mather (@brandonberger)
- Faith Popcorn, Founder & CEO, BrainReserve (@FaithPopcorn)
- Cheryl Burgess, Managing Partner, Blue Focus Marketing
- Catharine Findiesen Hays, Managing Director of the Wharton FoA Program (@catharinehays)
- Jennifer Rooney, CMO Network Editor, Forbes (@jenny\_rooney)
- Kartik Hosanagar, Associate Professor, the Wharton School

### Contact:

Catharine Findiesen Hays, a Wharton MBA alumna with years of marketing industry experience, is available to provide her views of Super Bowl advertising, her panelists' Tweet Meet comments and overall industry trends. To book her for TV or phone interviews contact Peter Winicov, Wharton Communications: 215-746-6471 or [winicov@wharton.upenn.edu](mailto:winicov@wharton.upenn.edu).

### About the Wharton School and the Wharton Future of Advertising Program

[The Wharton School of the University of Pennsylvania](#)—founded in 1881 as the first collegiate business school—is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. The most comprehensive source of business knowledge in the world, Wharton bridges research and practice through its broad engagement with the global business community. The School has more than 5,000 [undergraduate](#), [MBA](#), [executive MBA](#), and [doctoral students](#); more than 9,000 annual participants in [executive education programs](#); and an [alumni network](#) of 88,000 graduates.

The Wharton Future of Advertising Program. Led by Dr. [Yoram \(Jerry\) Wind](#), in the [SEI Center for Advanced Studies in Management](#), the Program provides an intellectual hub to study, debate and influence the global trends and innovations in the broadly-defined advertising field and their impact on business results, consumers' lives and society. At the heart of the FoA Program is a Global Advisory Board of more than 65 forward-looking thought leaders from across industry and academia who come together, along with others from their networks of influentials, to share and debate innovations, insights and trends.

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