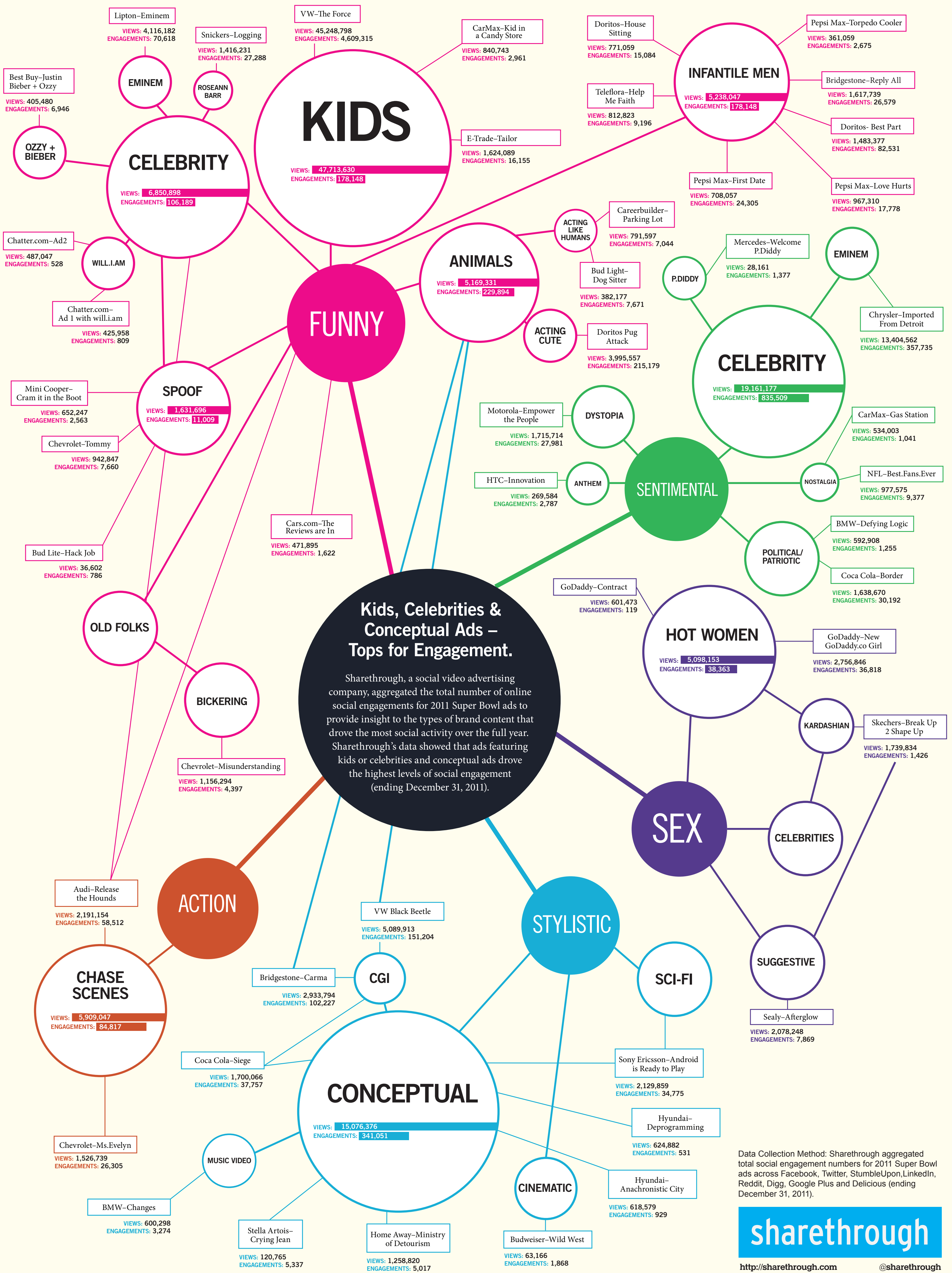


What Types of Super Bowl Ads Get Shared the Most?



Data Collection Method: Sharethrough aggregated total social engagement numbers for 2011 Super Bowl ads across Facebook, Twitter, StumbleUpon, LinkedIn, Reddit, Digg, Google Plus and Delicious (ending December 31, 2011).