

**Kellogg School of Management
Advertising Review
February 3, 2008
Rankings by Grade**

ADVERTISER	2008 GRADE
Tide	A
E-Trade	A
Coca-Cola	A
FedEx	A
Budweiser	A
Victoria's Secret	B
Pepsi	B
T-Mobile	B
Toyota	B
Hyundai	B
Zantac	B
Taco Bell	B
Bridgestone	B
Doritos	B
Cars.com	C
White House Drug	C
Icebreakers	C
Under-Armour	C
Sunsilk	C
Nissan Murano	C
Gatorade	C
Planters	C
Dell	C
Amp Energy	C
GoDaddy.com	C
Audi	C
Cargill	C
Vitamin Water	C
SoBe Life Water	C
GM Yukon Hybrid	D
Careerbuilder.com	D
Salesgenie.com	D