

Kellogg School Super Bowl Advertising Review - 2012 Rankings by Grade

National Advertiser	Grade
M&M'S	A
Skechers	A
Dannon	A
Honda	A
Doritos	B
E*TRADE	B
Fiat	B
Chevy	B
Kia	B
Samsung	B
Chrysler	B
CareerBuilder	B
Volkswagen	C
Bridgestone	C
Pepsi	C
Teleflora	C
Audi	C
Budweiser	C
TaxACT	C
Best Buy	C
Chase	C
Acura	C
H&M	C
NFL	C
Coca-Cola	C
Hyundai	C
MetLife	C
Lexus	D
Century 21	D
GE	D
Cars.com	D
Toyota	D
Cadillac	D
Hulu	D
Go Daddy	D