

www.Kellogg School of Management
Advertising Review
February 1, 2009
Rankings by Grade

| ADVERTISER | 2009 GRADE |
|-------------------|-------------------|
| Monster.com | A |
| Doritos | A |
| CareerBuilder.com | A |
| Denny's | A |
| E-Trade | A |
| Cheetos | B |
| Cars.com | B |
| Hyundai | B |
| Anheuser-Busch | B |
| Pepsi | B |
| Taco Bell | B |
| Coke | C |
| Audi | C |
| Hulu | C |
| GE | C |
| Gatorade | C |
| Bridgestone | C |
| Cash4Gold | C |
| Pedigree | C |
| Teleflora | C |
| Frosted Flakes | C |
| Castrol | D |
| Toyota | D |
| Vizio | D |
| GoDaddy.com | D |
| H&R Block | D |
| Sobe | D |