



## AMERICAN BRANDSTAND 2005

#### INTRODUCTION

American Brandstand is a research project from Agenda Inc., a brand strategy agency based in San Francisco and Paris.

Since 2003 American Brandstand has been a report on the brands that appear in the lyrics of the top 20 songs in the Billboard chart.

Agenda Inc. offers consulting services to brands and companies which operate in an accelerated media-saturated marketplace; with a particular focus on luxury brands. Our bespoke services are entirely tailored to the needs of each client.

Our clients – past and present - include: Cadillac, Condé Nast, Dom Pérignon, Juicy Couture, Lexus, LVMH, Mini Cooper, MTV and Sony.

Find out more about Agenda Inc: http://www.agendainc.com/carlos.pdf

If you have any questions about who we are or what we do, email us anytime – inbox@agendainc.com

Download American Brandstand PDFs

2005	http://www.agendainc.com/ brandstand05.pdf
2004	http://www.agendainc.com/ brandstand04.pdf
2003	http://www.agendainc.com/ brandstand03.pdf

#### THE YEAR IN BRANDSTAND

2005 was the year in which hip-hop moved even more squarely into the mainstream - Kanye West made the cover of Time in August, and Snoop Dogg played croquet in the pages of Vanity Fair...

In the Brandstand, it was the year that Missy Elliott's Jell-o made the boys say hello, the year in which Mariah tottered back with a bottle of Bacardi, and the year in which the widest possible range of brands were showcased in the Billboard chart; from George Foreman Grills, to Froot Loops, to Listerine...



Hip-hop is rapidly becoming synonymous with youth culture – in a rapidly growing number of global markets. And hip-hop is now influencing the whole of luxury culture in ways that was unimaginable only a few years ago.

It was a lively year for the American Brandstand chart... Mercedes emerged as the top brand of the year, and 50 Cent outbranded the rest to become the top brand-dropping artist... Meanwhile, weapon brands surged...

• With 100 mentions, Mercedes takes back the top position that it enjoyed in 2003 before being eclipsed by Cadillac in 2004. It wins by a huge margin - 37% more mentions, than runner-up Nike at #2.

• 50 Cent dropped 20 brands this year, a big jump from the 5 he mentioned last year, and far ahead of runner-up artists Ludacris and The Game at #2 who both mentioned 13. Last year's winner Kanye West drops to 5<sup>th</sup> place.

• In the post-bling environment of hip-hop 2005, the total brand count falls from 1215 to 1129, a drop of 6%. 35% of the 106 songs in the Billboard chart in 2005 contained brand references, compared to 40% in 2004.

• Runner up brands ... 2<sup>nd</sup> Nike (63 mentions), 3<sup>rd</sup> Cadillac (62 mentions), 4<sup>th</sup> Bentley (51 mentions), and 5<sup>th</sup> Rolls Royce (46 mentions)

• Runner up artists... 2<sup>nd=</sup> Ludacris and The Game (13 brands)

• Fashion brands fell 9% from 230 to 211, automotive brands also dropped 5% from 448 to 425, while the fastest drop is in beverage brands sliding 36% from 227 to 145. The fastest growing category in 2005 was weaponry... The weapon count jumped 19% from 57 mentions in 2004 to 70 in 2005.

• The hottest new entry brand this year is pistol-brand Beretta mentioned by Dem Franchise Boys and The Game, which jumped into the Brandstand chart in 13th place. Surprisingly, some heavy-hitters from previous years dropped out of the Brandstand this year, including Gucci (5<sup>th</sup> in 2004), and Lexus (11<sup>th</sup> in 2004) neither of which were mentioned at all.

• Until this year, branded lyrics have been almost exclusively the domain of hip-hop lyrics. But in 2004, they spread over into R&B tracks, and this year moved into more pop-oriented tracks, such as Gwen Stefani's *Rich Girl* ...

"Think what that money could bring



I'd buy everything Clean out Vivienne Westwood In my Galliano gown" *Rich Girl,* Gwen Stefani ft. Eve

... and the various fashion brands in hip-hop-lite *My Humps* by The Black Eyed Peas.

• Overall the brands associated with lyrics this year have moved away from the ostentatious bling of 2004 towards brands with a more understated appeal.

• This year, rappers have been less guilty of plugging their own products; only Pharrell Williams in *Drop It Like It's Hot* mentioned his own brand – Ice Cream Sneakers.



## THE TOP 10 BRANDS OF 2005

1		<b>2005 - 1<sup>st</sup> place (100 mentions)</b> 2004 - 3 <sup>rd</sup> place (63 mentions)
	MERCEDES BENZ	2003 - 1 <sup>st</sup> place (112 mentions)
	22	2005 – 2 <sup>nd</sup> place (63 mentions)
2	NIKE	2004 – 11 <sup>th</sup> place (24 mentions) 2003 – 16 <sup>th=</sup> place (26 mentions)
		2005 – 3rd place (62 mentions)
3	<i>Cadillac</i> CADILLAC	2004 – 1st place (70 mentions) 2003 – 4th place (46 mentions)
		2005 – 4th place (51 mentions)
4	BENTLEY	2004 – 9th place (26 mentions) 2003 – 14th place (28 mentions)
	ROLLS	2005 – 5th place (46 mentions)
5		2004 – 4th place (62 mentions) 2003 – 60 <sup>th</sup> place (5 mentions)
	and the second s	2005 – 6th place (44 mentions)
6	Hennessy	2004 – 2nd place (69 mentions)
	HENNESSY	2003 – 8th place (35 mentions) 2005 – 7 <sup>th</sup> place (40 mentions)
7		,
	CHEVROLET	2004 – 8 <sup>th</sup> place (28 mentions) 2003 – 10 <sup>th</sup> place (33 mentions)
	¥ & ¥	2005 – 8 <sup>th=</sup> place (35 mentions)
8=		2004 – 60 <sup>th</sup> place (6 mentions) 2003 – 19 <sup>th=</sup> place (22 mentions)
	R	2005 – 8 <sup>th=</sup> place (35 mentions)
8=	CRISTAL	2004 - 7 <sup>th</sup> place (29 mentions) 2003 - 7 <sup>th</sup> place (37 mentions)
	GRISTAL	2005 – 10 <sup>th</sup> place (33 mentions)
10	The first day	2004 – $14^{\text{th}}$ place (23 mentions) 2003 – $54^{\text{th}=}$ place (7 mentions)



#### **TOP 5 BRAND-DROPPING ARTISTS OF 2005**



50 CENT

#### 2005 – 1<sup>st</sup>= place (20 brands)

 $2004 - 12^{\text{th}}$ = place (5 brands)  $2003 - 1^{\text{st}}$  place (31 brands)

20 brands in 7 songs

Bentley x2, Beretta, Cadillac, Chevrolet, Cristal x2, Daytona, Dom Pérignon x2, Hennessy, Jacob the Jeweler, Lamborghini, Mercedes x2, Nike x2, Porsche, Range Rover, Teflon



2

1



LUDACRIS

THE GAME

## 2005 – 2<sup>nd=</sup> place (13 brands)

 $2004 - 4^{\text{th}}$ = place (10 brands) 2003 - 5th place (9 brands)

13 brands in 6 songs

Armor All, Bentley, Cadillac x2, Chevrolet, Coco-Puffs, Cristal, Hummer, Kool-Aid, Nike x2, Patrón, Pelle Pelle



2004 - N/A 2003 - N/A

13 brands in 2 songs

Bentley, Beretta, Cadillac, Chevrolet, Cristal, Daytona, Jacob the Jeweler, Lamborghini, Mercedes, Nike x2, Range Rover, Teflon







**CIARA** 



JAMIE FOXX



**KANYE WEST** 



LIL' JON

## 2005 – 4<sup>th</sup> place (10 brands)

 $2004 - 23^{rd}$  = place (3 brands) 2003 – N/A

10 brands in 4 songs

Armor All, Cadillac x2, Hummer, Jello, Lamborghini, Mercedes x2, Nike, **Rolls Royce** 

## 2005 – 5<sup>th=</sup> place (6 brands)

 $2004 - 23^{rd}$  place (3 brands)  $2003 - 19^{\text{th}}$  place (3 brands)

6 brands in 1 song

Datsun, Geico, Hyundai, Louis Vuitton, Mercedes, Tyco

## 2005 – 5<sup>th=</sup> place (6 brands)

2004 – 1st place (19 brands)  $2003 - 19^{\text{th}}$  = place (3 brands)

6 brands in 1 song

Datsun, Geico, Hyundai, Louis Vuitton, Mercedes, Tyco

## 2005 – 5<sup>th=</sup> place (6 brands)

2004 – 3rd place (15 brands)  $2003 - 17^{\text{th}}$  = place (4 brands)

6 brands in 2 songs

AK47, Bentley, Cristal, Hennessy, Patrón, SK-19



5=

5=

Δ







## 2005 – 5<sup>th=</sup> place (6 brands)

2004 – 15<sup>th</sup>= place (4 brands) 2003 – N/A

6 brands in 2 songs

AK47, Coco-Puffs, Cristal, Hennessy, Kool-Aid, SK-19

#### OUR FAVORITE BRANDED RHYMES OF THE YEAR...

"I can tell around the block how sexy you are I drink Red Bull so I keep stamina." *Grind With Me,* Pretty Ricky

"Shake it like Jell-o, make the boys say hello 'Cause they know I'm rockin' the beat." *1, 2 Step,* Ciara ft. Missy Elliott

"Summertime white Porsche Carrera is milky, I'm on the grind let my paper stack when I'm filthy, Is funny how a niggas get the screw facing at me, Anyhow, they ain't got the heart to get at me." *Window Shopper,* 50 Cent

"I got the Rolly on my arm and I'm pouring Chandon And I roll the best weed cause I got it going on." *Drop It Like It's Hot,* Snoop Dogg ft. Pharrell

"My mouth piece simply certified a total package, Open up my mouth and you see mo' carrots than a salad, My teeth are mind blowin', givin' everybody chillz, Call me George Foreman cuz I'm sellin' everybody Grillz." *Grillz*, Nelly ft. Paul Wall, Ali and Gipp

"I move fast but at a switch pace, 'N' I pop in a Listerine strip before you get all up on a bitch face." *Karma,* Lloyd Banks ft. Avant



"Girls call me Jolly Rancher, Cuz I stay so hard, You suck me for a long time, Oh my God! I sit back like a playa, And sippin' Grey Goose Feelin' all loose." *Laffy Taffy*, D4L

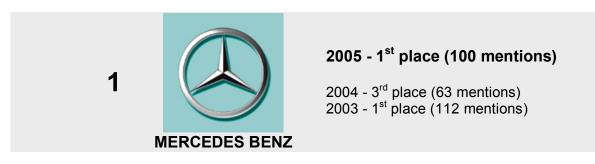
"I came to have a party Open off the Bacardi Feeling so hot tamale." *It's Like That,* Mariah Carey

"When I hit the scene, they take pictures call me Kodak, These hoes goin' crazy like think they need some Prozac." *I Think They Like Me,* Dem Franchize Boys ft. Jermaine Dupri, Da Brat & Bow Wow

Meanwhile, the best non-branded luxury meat reference of the year...

"And I'm sophisticated fun, I eat filet mignon And I'm nice and young, best believe I'm number one." *1, 2 Step,* Ciara ft. Missy Elliott

#### THE BRANDSTAND BRANDS IN DETAIL



Mercedes Benz has been a mainstay brand in hip-hop since the NWA days of "Me and Lorenzo rolling in the Benz-o" but this year it has had exceptional success, both in the Brandstand chart, and in the real world...



Although the brand began the year with depressed sales, they bounced back with renewed interest led demand for B and M class models – and new ad executions which boost their fashion-forward credentials.

In the Brandstand chart it returns to the #1 spot which it had in 2003 (in 2004 it fell to 3<sup>rd</sup> place), despite increased competition in the luxury car category from brands like Rolls Royce and Bentley.

Rappers who have mentioned Mercedes this year include Kanye West, The Game and Ciara.

Our favorite Mercedes rhyme of the year...

"Just because you drive a Benz I'm not goin' home with you. You won't get no nookie or the cookies I'm no rookie." *Goodies,* Ciara ft. Petey Pablo



2005 – 2<sup>nd</sup> place (63 mentions)

 $2004 - 11^{\text{th}}$  place (24 mentions)  $2003 - 16^{\text{th}=}$  place (26 mentions)

2005 has been a fairly solid year for Nike, now standing at 35% market share in the US and with confident expansion beyond its key men's business.

In the Brandstand chart, it has climbed from 11<sup>th</sup> place last year and tripled its presence in the Billboard chart.

"One phone call, have your body dumped in Marcy I stay strapped like car seats Been banging since ma lil' nigga, Rob, got killed for his Barkleys That's ten years, I told Pooh in '95 I'll kill you if you try me for my air-max 95s" *Hate It or Love It,* The Game ft. 50 Cent

"It's a celebration and everyone should invite me Roll with the crew or meet the bottom of our Nikes (blaow!) Explorer like Dora these swipers can't swipe me My whole aura's so MEAN in my white tee

Number One Spot, Ludacris

"Come get, some Pistol grip, pump If a nigga step on my white Air Ones Since red, rum" *How We Do,* The Game ft. 50 Cent



Cadillac's resurgence in 2003 and 2004 was spear-headed by the Escalade as the brand became a staple of hip-hop culture. Since then Cadillac has been very smart about connecting to its core hip-hop audience. In particular, inviting a range of hip-hop celebrities – and others – to offer their early input on the just-released 2007 model.

Cadillac remains a brand that really understands how pop culture relevance is a key part of marketing strategy in this marketplace.

There is a growing rumor that 2006 will see Snoop Dogg's own line of \$80,000 "Snoop DeVilles," featuring mink-covered seats, and other tricked out pimpifications.

Some Cadillac name drops from 2005...

"Still push a button to let the roof on the 'Lac down I'm on the road doin' shows puttin' my mack down Mississippi to Philly, Albuquerque to Chatt Town" *Bring 'Em Out,* T.I.

"So, so, come on, come on. Don't get swung on, swung on. It's the knick-knack-patty-whack still riding Cadillacs. Family off the streets, made my homies put the baggies back." *Get Back,* Ludacris

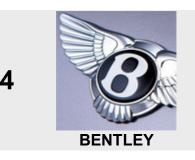
"Just because you drive a Benz I'm not goin' home with you. You won't get no nookie or the cookies



I'm no rookie." *Goodies,* Ciara ft. Petey Pablo

"I put Lamborghini doors on that Escalade Low pro's so low look like I'm riding on blades In one year man, a nigga's so paid I have a straight bitch in the telly goin' both ways (Ah!)" *How We Do,* The Game ft. 50 Cent

"We like them boys that be in them 'Lacs leanin' (leanin') Open they mouth, they grill gleamin' (gleamin') Candy paint, keep that whip clean and (clean and) They always be talkin' that country slang we like." *Soldier*, Destiny's Child ft. T.I. & Lil Wayne



#### 2005 – 4th place (51 mentions)

2004 – 9th place (26 mentions) 2003 – 14th place (28 mentions)

Bentley has had a very busy year – being bought by VW, getting a new, more British brand personality, and being soaped up by Paris Hilton in that Carl's Jr. commercial (an appearance which, the brand says, came, as a surprise.)

Its hip-hop appeal has grown as hip-hop has moved into a less ostentatious 'old money' mood – so we're not surprised that it has been a strong year for the brand in the Brandstand chart.

"Homie you can catch me swoopin' Bentley coupe and switchin lanes. U see me rollin, you know I'm holdin, I'm about my paper, yeah. Nigga I'm serious, I ain't playin', I'm embeded in ya brain, I'm off the chain." *Disco Inferno,* 50 Cent

5



#### 2005 – 5th place (46 mentions)

2004 - 4th place (62 mentions) 2003 - 60<sup>th</sup> place (5 mentions)

#### **ROLLS ROYCE**

The dedication that Rolls Royce has shown to bespoke customization is an important part of the brand (it now offers 45,000 different shades of paint finish).

Its 'Pimp My Ride' approach to customization has captured the hip-hop imagination, and the brand has been rewarded this year, in lyrics such as Pharrell's custom Phantom with an "exterior like fish eggs / interior like suicide wrist red" in Drop It Like It's Hot.

Or Fat Joe's Roller from Get It Poppin'

"I got the unlimited American Express card Momma You can get whateva ya like. Plus i got that all black Phantom tinted on four sides. Get a kiss so they cant see us inside." Get It Poppin', Fat Joe ft. Nelly

Like Bentley, and many brands that are currently riding high on a hip-hop wave, Rolls Royce is an old money brand which has been updated with a redesign that polishes its luxury credentials. It's an good formula for hip-hop success.

Rolls Royce has been described as a "a car that caters to manners" and these days, hip-hop's manners are impeccable.

"The Phantom, exterior like fish eggs The interior like suicide wrist red I can exercise you, this can be your phys. ed. Cheat on your man, ma, that's how you get ahizzead" Drop It Like It's Hot, Snoop Dogg ft. Pharrell



#### 2005 – 6th place (44 mentions)

2004 – 2nd place (69 mentions) 2003 – 8th place (35 mentions)

#### HENNESSY

Hennessy has been a staple of hip-hop lyrics from Tupac to The Ying Yang Twins: and the brand shows no sign of losing relevance, despite the fast-moving pace of hip-hop culture.

The brand's success in the US is spreading globally in other markets – Hennessy drinkers in Europe are increasingly younger and cooler than they used to be, and

China and Eastern European markets are booming on a current of hip-hop appeal.

In the Brandstand chart this year Hennessy was represented by artists who include Three 6 Mafia...

"We must represent the Tennessee We drink a whole lot of Hennessy." *Stay Fly,* Three 6 Mafia ft. Young Buck & Eight Ball & MJG

... and by mixologist 50 Cent with this champagne and cognac recipe.

"Listen pimpin' I ain't new to this, I'm true to this. Pay attention boy, I teach how to do this shit. You mix a lil' Cris with a little Dom Pérignon. And a lil' Hennessy, you know we 'finna carry on." *Disco Inferno,* 50 Cent

"Just gimme the gees an we be clubbin' yo!. Gal a make wi' please and we be thuggin' now. Little Hennesy an' we'll be bubblin', yo. Set we mind at ease we got to take it slow." *We Be Burnin'*, Sean Paul



Chevrolet in 2005 was all about the Impala. With the recent return of the muscle car trend, the Impala has triumphantly returned, to the streets, and to the lyrics of hip-hop songs.

The combination of the retro appeal of the Impala brand combined with an updated design has created a new appeal for the brand. According to industry sources, the Impala was the fourth-best-selling car in the country last year, and it looks set to continue to be as hot in 2006.

In the Brandstand chart, Chevrolet got shout-outs from Ludacris...

"Yes indeed, Ludacris I'm hotter than Nevada Ready to break the steerin' column on yo' Impala

Number One Spot, Ludacris

... The Game...

"Fresh like, unhh; Impala, unnh Crome hyrdolics, 808 drums" *How We Do,* The Game featuring 50 Cent

... and Lloyd Banks

"I'm so used to your Prada Taking trips to Houston its hotta Throwing that AI Green 'n' using that Impala Lay my jewels on my collar." *Karma,* Lloyd Banks featuring Avant



2005 – 8<sup>th=</sup> place (35 mentions)

 $2004 - 60^{\text{th}}$  place (6 mentions)  $2003 - 19^{\text{th}=}$  place (22 mentions)

With a new flagship store in Paris and double digit sales growth this year, Louis Vuitton has proven more successful than ever, and consolidated its position as one of the most successful luxury brands in the world.

Reflecting its ability to connect to luxury culture is its swift move up the Brandstand chart this year, as it has emerged as a clearly dominant hip-hop brand.

The brand got lyrical endorsements in 2005 from Kanye West, and Mariah Carey.

"Met her at a beauty salon With a baby Louis Vuitton Under her underarm" *Gold Digger,* Kanye West ft. Jamie Foxx

"So I packed up my Louis Vuitton Jumped in your ride and took off You'll never ever find a girl Who loves you more than me." *Shake It Off,* Mariah Carey





#### 2005 – 8<sup>th=</sup> place (35 mentions)

2004 - 7<sup>th</sup> place (29 mentions) 2003 - 7<sup>th</sup> place (37 mentions)

For several years, Cristal has been the undisputed heavyweight champagne brand of hip-hop.

But this year, it has had more competition than ever before from both Dom Pérignon and Moët et Chandon reflecting a growing appetite and understanding of champagne brands in youth culture.

So far, Cristal remains strong...

However, early in December 2005, a supermarket chain in the UK announced that they are planning to sell the previously scarce brand, suggesting that the brand may lose some of its cachet in 2006...

Artists who were strong on Cristal in 2005 include some inventive mentions from The Game, Trina, Lloyd Banks and Lloyd Banks.

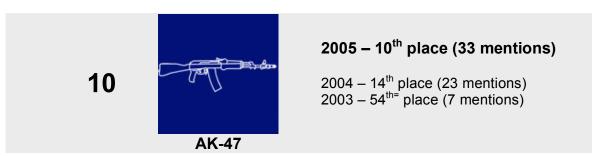
"These G-Unit girls just wanna have, fun Cris and rum Got weed on the ton." *How We Do,* The Game ft. 50 Cent

"You treat me like a random chick You done forgot who introduced you to rocks And poppin' all that Cris' 'n' shit Who letchu hit it from tha back?" *Here We Go,* Trina ft. Kelly Rowland

"Gonna make me blow like a bottle of Cris" I dont know no-one hotter then Twis." *Karma,* Lloyd Banks ft. Avant

"Jacuzzi's hot, Cristal is so cold Neighbors catch contacts, from the blunts that I've rolled." *Number One Spot,* Ludacris





The AK47 is the weapon of choice for guerrilla fighters worldwide, and has been the gun of choice in rap lyrics since at least as far back as NWA's *Straight Outta Compton.* 

Hip-hop has always flirted with images of violence, but the release of the 50 Cent movie and other real-life violent incidents in rap culture have brought the issue sharply back into focus this year.

Everyone from Trick Daddy to T.I. appears to have been packing AK47 heat in 2005.

"The AK go chop, chop, chop, chop The SK go fire, fire, fire, fire The AK go chop, chop, chop, chop The SK go fire, fire, fire, fire." *Let's Go,* Trick Daddy ft. Lil' Jon & Twista

"On the TV screen and in the magazines If you play me close, you're on a red beam Oh you got a gun so you wanna pop back? AK47 now nigga, stop that!" *Drop It Like It's Hot,* Snoop Dogg ft. Pharrell



THE COMPLETE BRAND CHART OF 2005						
	2005		20	004	20	03
Position		Mentions	Position	Mentions	Position	Mentions
1	Mercedes	100	3	63	1	112
2	Nike	63	11	24	16=	26
3	Cadillac	62	1	70	4	46
4	Bentley	51	9	26	14	28
5	Rolls Royce	46	4	62	60	5
6	Hennessy	44	2	69	8	35
7	Chevrolet	40	8	28	10	33
8	Louis Vuitton	35	60	6	19=	22
8	Cristal	35	7	29	7	37
10	AK-47	33	14	23	54=	7
11	Lamborghini	32	57	7	9	34
12	Dom Pérignon	25	17	21	-	-
13	Beretta	24	-	-	54=	7
14	Dolce &				11=	29
	Gabbana	19	57	7		
15	Calgon	18	-	-	-	-
16=	Datsun	17	-	-	-	-
16=	Geico	17	50	8	-	-
16=	Hyundai	17	-	-	-	-
16=	Jell-o	17	60	6	-	-
16=	Porsche	17	11	24	-	-
16=	Тусо	17	-	-	-	-
22=	7 for All				-	-
	Mankind	16	-	-		
22=	Armor All	16	-	-	-	-
22=	Coca Cola	16	65	3	-	-
22=	Daytona	16	-	-	-	-
22=	Fendi	16	-	-	19	22
22=	Donna Karan	16	-	-	-	-
22=	Hummer	16	46	10	49=	9
22=	Teflon	16	73	2	71=	4
22=	True Religion	16	-	-	-	-
31=	Jacob Jeweler	15	41	12	60	5
31=	Range Rover	15	31	14	11	29
33	Patrón	14	63	4	-	-
34=	John Galliano	12	-	-	-	-
34=	Red Bull	12	-	-	-	-
34=	Vivienne Westwood	12	_	-	-	-
37=	American	11	-	-	-	-

### THE COMPLETE BRAND CHART OF 2005

# AGENDA INC...

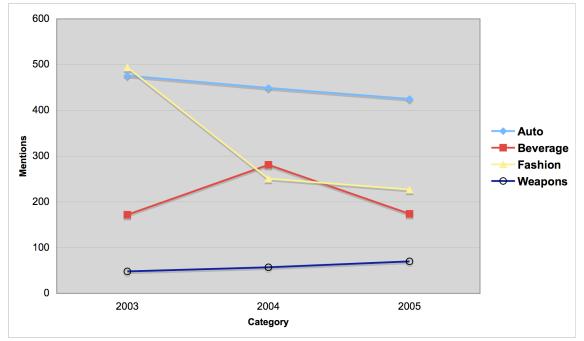
	Express					
37=	Ice Cream				-	-
	Sneakers	11	44	11		
37=	Moët et				-	-
	Chandon	11	44	11		
37=	Rolex	11	14	23	-	-
41	Intratech	10	-	-	-	-
42	Almond Joy	9	-	-	-	-
42	Hershey	9	-	-	-	-
44=	Chick-O-Stick	8	-	-	-	-
44=	Grey Goose	8	48	9	-	-
44=	Jolly Rancher	8	-	-	-	-
44=	Kodak	8	-	-	-	-
44=	Prozac	8	-	-	-	-
49=	Bacardi	7	31	14	16=	26
49=	Bisquick	7	-	-	-	-
49=	Everlast	7	-	-	-	-
49=	Jaguar	7	6	37	71=	4
53	Listerine	6	-	-	-	-
54	BMW	5	22	19	60=	5
55=	Froot Loops	4	-	-	-	-
55=	George				-	-
	Foreman	4	-	-		
55=	Now N Laters	4	-	-	-	-
58=	Prada	3	-	-	-	-
58=	SK-19	3	46	10	-	-
60=	Cocoa Puffs	2	-	-	-	-
60=	Kool-Aid	2	-	-	-	-
62=	Boeing	1	-	-	-	-
62=	Global Express	1	-	-	-	-
62=	Pelle Pelle	1	-	-	-	-



TOP CATEGORIES OF 2005						
2005			2004		2003	
Position		Mentions	Position	Mentions	Position	Mentions
1	Auto	425	1	449	1	521
2	Fashion	211	2	281	2	421
3	Beverage	145	3	251	3	123
4	Weapons	70	4	57	4	41

#### -----

#### **MENTIONS BY CATEGORY 2003 - 2005**



#### **TOP AUTO BRANDS OF 2005**

2005		2004		2003		
Position		Mentions	Position	Mentions	Position	Mentions
1	Mercedes	100	2	63	1	112
2	Cadillac	62	1	70	3	46
3	Bentley	51	6	26	7	28
4	Rolls Royce	46	3	62	17	5
5	Chevrolet	40	5	28	5	33



TOP FASHION BRANDS OF 2005						
	2005		20	004	20	03
Position		Mentions	Position	Mentions	Position	Mentions
1	Nike	63	2	24	7	26
2	Louis Vuitton	35	13	6	8	22
3	Dolce and Gabbana	19	11	7	4	29
4=	7 For All Mankind	16	-	-	-	-
4=	Donna Karan	16	-	-	-	-
4=	Fendi	16	-	-	8	22
4=	True Religion	16	-	-	-	-

#### **TOP FASHION BRANDS OF 2005**

#### **TOP BEVERAGE BRANDS OF 2005**

	2005		20	04	20	03
Position		Mentions	Position	Mentions	Position	Mentions
1	Hennessy	44	1	69	2	35
2	Cristal	35	2	29	1	37
3	Dom Pérignon	25	3	21	-	-
4	Patrón	14	12	4	-	-
5	Moët et Chandon	11	8	11	-	-
	Chandon					

#### **TOP WEAPON BRANDS OF 2005**

2005		2004		2003		
Position		Mentions	Position	Mentions	Position	Mentions
1	AK-47	33	1	23	2=	7
2	Beretta	24	-	-	2=	7
3	Intratech	10	-	-	-	-
4	SK-19	3	3	10	-	-



#### WHO SAID WHAT WHERE

Song title	Artist	Brands
1, 2 Step	Ciara ft. Missy Elliott	Jell-o
Bring 'Em Out	Т.І.	AK47, Cadillac, Intratech, Porsche
Disco Inferno	50 Cent	Bentley, Cristal, Dom Pérignon, Hennessy, Mercedes
Drop It Like It's Hot	Snoop Dogg ft. Pharrell	AK47, Ice Cream Sneakers, Moët et Chandon, Rolex, Rolls Royce
Get Back	Ludacris	Cadillac
Get It Poppin'	Fat Joe ft. Nelly	American Express, Rolls Royce
Gold Digger	Kanye West ft. Jamie Foxx	Datsun, Geico, Hyundai, Louis Vuitton, Mercedes, Tyco
Goodies	Ciara ft. Petey Pablo	Cadillac, Mercedes
Grillz	Nelly ft. Paul Wall, Ali & Gipp	Froot Loop, George Foreman, Now-N-Laters
Grind With Me	Pretty Ricky	Red Bull
Hate It Or Love It	The Game ft. 50 Cent	Jacob The Jeweler, Mercedes, Nike, Range Rover

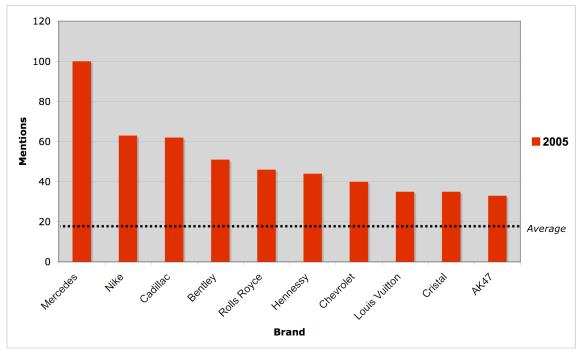


How We Do	The Game ft. 50 Cent	Bentley, Beretta, Cadillac Escalade, Chevrolet, Cristal, Daytonas, Lamborghini, Nike, Teflon
I Think They Like Me	Dem Franchize Boys ft. Jermaine Dupri, Da Brat and Bow Wow	AK47, Beretta, Kodak, Prozac
It's Like That	Mariah Carey	Bacardi
Karma	Avant Ft. Lloyd Banks	Chevrolet, Cristal, Dolce & Gabbana, Listerine, Prada
Laffy Taffy	D4L	Chick-O-Stick, Grey Goose, Jolly Rancher
Let's Go	Trick Daddy Ft. Lil Jon & Twista	AK47, Cristal, Hennessy, SK-19
Like You	Bow Wow ft. Ciara	Mercedes
Lovers and Friends	Lil' Jon, ES Boyz, Usher, Ludacris	Bentley, Patrón
Lose Control	Missy Elliott ft. Ciara & Fat Man Scoop	Lamborghini, Rolls Royce
My Humps	Black Eyed Peas	Dolce & Gabbana, Donna Karan, Fendi, 7 for All Mankind, True Religion
Numb/Encore	Jay-Z Ft. Linkin Park	Boeing, Global Express
Number One Spot	Ludacris	Chevrolet, Cristal, Nike, Pelle Pelle



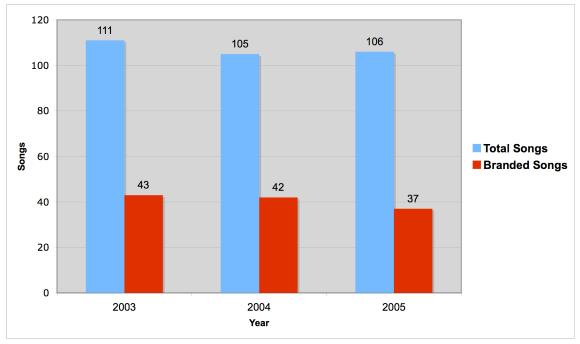
Oh	Ciara ft. Ludacris	Armor All, Cadillac, Nike, Hummer
Outta Control	50 Cent ft. Mobb Deep	Dom Pérignon
Rich Girl	Gwen Stefani ft. Eve	John Galliano, Vivienne Westwood,
Shake It Off	Mariah Carey	Calgon, Louis Vuitton
Soldier	Destiny's Child ft. TI and Lil Wayne	Cadillac, Chevrolet
Some Cut	Trillville ft. Cutty	Almond Joy, Hershey
Stay Fly	Three 6 Mafia ft. Young Buck, Eight Ball and MJG	Hennessy, Mercedes, Rolls Royce
Sugar (Gimme Some)	Trick Daddy ft. Ludacris, Lil' Kim & Cee-Lo	Coco-Puffs, Kool-Aid
Switch	Will Smith	Mercedes
We Be Burnin'	Sean Paul	Hennessy
Window Shopper	50 Cent	Porsche
Wonderful	Ja Rule Ft. R. Kelly, Ashanti	Mercedes, Porsche
Your Body	Pretty Ricky	Bisquick, Everlast, Jaguar



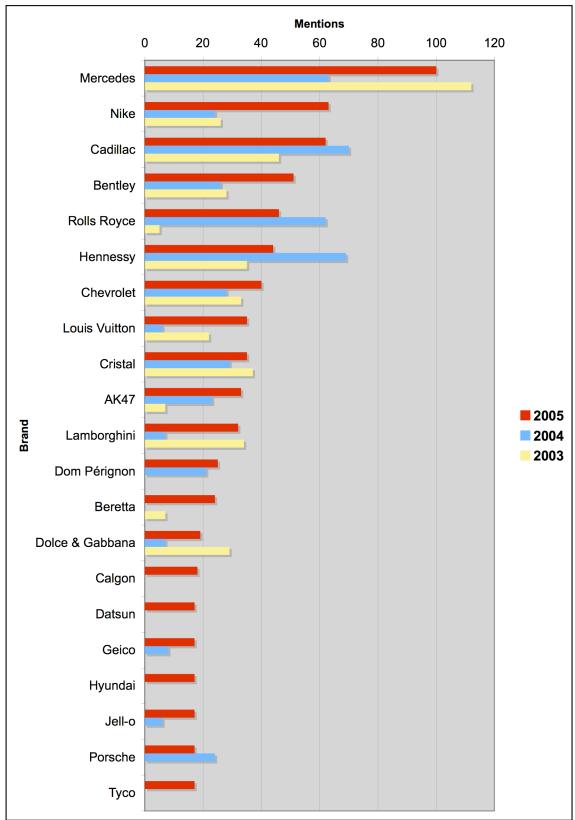


**TOP TEN BRAND MENTIONS AVERAGE 2003 - 2005** 

#### BRANDED SONGS 2003 - 2005







#### TOP BRAND MENTIONS 2003 - 2005



#### AMERICAN BRANDSTAND / AGENDA INC.

American Brandstand has been featured in the following media.

Access Hollywood, AdWeek, BET, Billboard, Blender, Brandweek, Business Week, CNN, Fortune, GQ, Kiplingers, MTV, The London Times, MTV, National Post Canada, Rolling Stone, San Francisco Chronicle, Slate, The Sun UK, USA Today, Variety.

Read press articles about American Brandstand here.

http://www.agendainc.com/brand.html

If you would like more information about American Brandstand or about Agenda Inc., please call or email anytime.

Agenda Inc. 2261 Market Street, Suite 499 San Francisco, CA 94114 USA

Tel +1 415 252 8925

#### Agenda Inc. 10 Place Vendôme 75001 Paris FRANCE

Tel + 331 53 45 54 68

inbox@agendainc.com

More about Agenda Inc: http://www.agendainc.com/carlos.pdf

# AGENDA INC.