

Really ADing to the SUPER BOWL



by Josh Allen

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Every middle of winter, some large men meet on a field of artificial turf to decide who gets to hold up the Vince Lombardi trophy and call themselves Super Bowl champions. It's an event so entrenched in American tradition that some people are probably already counting the days until Super Bowl XLI.

Over 40 percent of the TV-owning US population tuned in, according to Bloomberg. That's almost 50 million people. Consequently, it was the day of truth for the advertising world. They starve us with bad commercials for eleven months out of the year, only to surprise us with the best-of-the-best come Super Sunday.

And given the relative lack of excitement in this year's big game, we needed a little extra entertainment.

So how did this year's commercials stack up? Could any of them possibly compare to last year's "Terry Tate: Office Linebacker?" Which ones did you miss while taking a fridge break? Allow me to catch you up with ten of the most memorable (and forgettable) commercials:



1.) Bud Light (3/4 footballs)

It just wouldn't be a Super Bowl without a Bud Light commercial. Or four Bud Light commercials. All in the first quarter! The bear chase and the guy falling through his roof provided some cheap laughs, but the "magic fridge" is what most football fans will

remember from this year.

The Budweiser commercial featuring the streaker leads several online polls for the most popular Super Bowl ad. In the midst of a football game between farm animals, a shaved sheep runs out into the middle of the field and struts around, to the thrill of the other animals. An on-looking ranch hand mutters to his friend: "Didn't need to see that."



2.) FedEx (4/4 footballs)

In my opinion, this was the best commercial of the night. A caveman attaches a bone to a pterodactyl (a la a carrier pigeon), but shortly after its flight begins, it's viciously snatched out of the air by a T-Rex. The caveman despondently informs his "boss" also a caveman -- that the package didn't arrive. The boss fires him, saying he should've used FedEx, despite the caveman's insistence that FedEx doesn't exist yet. The caveman angrily storms out of the office (a cave), kicks a lizard aside in frustration, and immediately gets stamped by a woolly mammoth. Bad karma.

3.) Gillette Fusion (1/4 footballs)

You may recall seeing some trailer-style ads recently claiming that "Fusion was coming" on Feb. 5, 2006. Those were pretty lame, but the revelation of what Fusion actually is was lamer. Gillette took this \$2.5-million opportunity to announce a revolutionary 5-blade razor, complete with plenty of corny and unnecessary sci-fi fanfare. Nice try, Gillette, but I think I'll stick with my Mach 3.

4.) Mobile ESPN (3/4 footballs)

Sports Heaven: who doesn't dream about it? You're walking down the street, weaving in and out of a pack of dirt bikes, stepping over a set of bowling pins, ducking beneath a

baseball thrown by Cardinals outfielder Jim Edmonds...what more could you ask for? This ad shows what Sports Heaven might be like, if it existed. Since it doesn't, at least you can have 24-hour access to all things sports related.

Hmm, that must cost money.

5.) Dove (3.5/4 footballs)

Usually, Super Bowl ads have to be comedic in order to have a significant effect, but this commercial was an exception; sometimes emotional impact is good enough. Kudos to Dove for starting what they call a "Self-Esteem Fund," intending to help young girls with self-confidence issues. I was a bit surprised to see it promoted in the middle of a football game, but nevertheless, its message was positive and clear.



6.) Hummer H3 (0.5/4 footballs)

If this is how Hummers come into existence, I definitely don't want one now. Two giant monsters, one a hideous lizard and the other a robot that looked suspiciously like Iron Giant, are in the midst of destroying a city. Their rampage halts when they meet eyes and instantly fall in love. They hold hands, sit on the shores of the ocean, and gaze at the stars. Nine months later (I presume), the lovers give birth to a car. This one gets points for originality, but it's just too dog-gone creepy.

7.) Michelob (3.5/4 footballs)

This ad featured the best one-liner of the night. A group of friends are playing football, and one girl gently trash-talks her defender, quipping, "Throw it to me! I'm gonna be *wide* open!" to her defender just before the snap. He is not amused. Sure enough, she catches a deep pass, but is immediately taken out by her unsportsmanlike counterpart. He taunts, "You were open, and

now you are *closed!*" Not to worry, though. She exacts her revenge by tackling him later on in a bar.



8.) Burger King (2/4 footballs)

This commercial introduced the "Whopperettes," a group of dancers dressed up as burger ingredients who perform a musical number. Its climax is reached when the dancers literally fall from trapezes on top of each other to actually construct a human burger. Finally, Brooke Burke and her hamburger-bun-shaped dress crowns the creation.

9.) Ameriquest (4/4 footballs)

Who?

Another great ad. In a clear infraction of any hospital's health code, a doctor shocks a fly to death with a defibrillator. The dead fly plunges to its demise and lands on an unconscious patient's chest. The doctor proudly proclaims, "That killed him." Little does he know that the patient's wife and daughter just walked in the door. Now, that's what you call awkward.

10.) Sprint/Nextel (3/4 footballs)

Our streets would be a lot safer if everyone carried a Sprint phone around.

In this ad, two men argue about whose Sprint phone has more features. They go back and forth, each of them trying to one-up the other, until one of them brags that his is a "crime deterrent." To demonstrate, he invites the other guy to try and steal his wallet. As soon as he reaches for the wallet, he takes a cell phone right to the face. I guess the crime deterrence system only works if you have a good arm.

If you want to see any of these commercials (and many others) a second time, you can watch them on Google Video.