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This year's Super Bowl commercials were, for the most part, dominated by perennial advertisers like Anheuser-Busch trotting out the same tired old themes, with a few notable exceptions.

The Beverage maker, which spent the most advertising dollars on the Super Bowl, delivered some memorable ads, but the majority of them were forgettable. It is difficult to pinpoint the best and worst of their ads because of the sheer number of them, and according to David Sweet of MSNBC.com they shot twice as many commercials than they aired. One of Anheuser-Busch's few popular ads was a spoof of the hit sitcom "Lost" in which castaways are unmoved by the discovery of a radio but become elated when they found a beverage cart full of Bud Light. On the other end of the spectrum, one of their many uninspired offerings showed the relationship between a horse and a bull and culminated with the bull breaking through a fence and running alongside the horse. The only spoken words during the ad were a ranch hand saying; "nothing comes between friends, especially fences." You could almost hear the collective groans of America when this one aired. Companies like Anheuser-Busch spent tens of millions of dollars in order to inundate consumers with their commercials in an attempt to make an impression with the sheer quantity of their ads. A newcomer to Super Bowl advertising made just as big an impression on Sunday, and they did so with a single commercial that cost a fraction of what Anheuser-Busch spent on their cheapest ad.

Google entered the fray of Super Bowl advertising this year and did so with a brilliantly constructed and delivered ad that chronicled a love story using Google searches. It began with searches like "study abroad in Paris" and "how to impress a French girl" and culminated with "how to assemble a crib." This ridiculously simple ad was tremendously memorable and it has been discussed right up there with the best offerings from companies like Anheuser-Busch, that put far more money and resources into their ad campaigns. Perhaps Google's success will usher in a new era of quality Super Bowl commercials and advertisers will realize that a few good, well placed ads are more effective than inundating the consumer with mediocre ones.

