

By: Courtney Gray

Super Bowl XLIV cheesy?

“Super Bowl XLIV ads were way too cheesy this year,” said Jessica Roberts of Livermore. Each year the Super Bowl is watched for one of two reasons. Either to watch the game or to watch the commercials and this year was no different. While observing a room full of people, some die-hard football fans, and others there to just enjoy a great reason to gather together everyone was a critic when it came to the ads. Chicago Tribune touched on the idea of addressing morality when it came to the selection of ads, but the audience just wanted to see a well put together ad, that either worked for the company or had humorous elements, especially because these companies are paying so much for air time. Adage.com reported that CBS had been seeking between 2.5 million and 3 million dollars for a 30 second spot in Super Bowl XLIV.

People at this gathering seemed to favor the Doritos ad more than any other ad. This commercial depicted a young boy meeting his mom's date for the first time. As the date sat down he was talking to the young boy about his video games and there sat a bowl of Doritos chips on the table. As the date grabbed a chip the young boy slapped her across the face and gave her two rules portrayed with hand gestures, “keep your hands off my mama, keep your hands off my Doritos.” Alaina, a young mother herself said, “That commercial was the best one of the night, reminds me of my son.”

The least favorite commercial of the night portrayed townspeople building a bridge using humans as the only means of support or structure to help a Budweiser delivery truck get to the town. Driving over a bridge of humans did not seem to be a popular way of winning over the audience. Jeremy Klith, a Budweiser drinker himself stated, “This was dumb and super cheesy, I am not impressed.” Others also agreed.