

Jessica Green
Super Bowl Commercials

The most anticipated sports event of the year has audiences running to their televisions to witness what's happening between plays.

New Orleans Saints were busy celebrating after being named champions of Super Bowl XLIV, Sun. Feb. 6, while viewers flock to their computers to watch and re-watch their favorite ads.

"Men are turning into girls. It's good to be green, but even better to laugh about environmentalism," said Derek Thompson, staff writer for editorial magazine The Atlantic. "The Super Bowl is an acceptable place to talk about baby politics and compoundable interest on debt. Also, we're all going to die, so we might as well drink Bud Light."

The demographics of Super Bowl viewers is so large that it's hard for advertisers to target a specific audience.

Although most commercials are meant to be humorous and memorable, they often play as an interesting reflection of culture. To be memorable, you have to shock without offending. That means you have to swim well within the mainstream but also against the current, said Thompson.

"I think the Super Bowl is that of a family viewing and commercials should be screened as though," said Marci Green, Super Bowl viewer. "GoDaddy.com commercials are out of control, what is it anyway?"

Conservative group Focus on the Family persuaded CBS to revise its long standing policy against controversial ads and purchased one of the \$3 million ad slots for a commercial regarding the Pro Life movement, said Latoya Peterson, staff writer for The Atlantic.

The commercial featured Heisman trophy winning college football star Tim Tebow and his mother, Pam Tebow. The most interesting effect of Tebow's appearance is how the Pro Life movement has learned to harness the power of pop culture and mainstream media to reach new audiences, Peterson said.

"There was also, unfortunately, an ad from that debt riddled government about the Census," said Thompson. "Nice use of \$3 million, government!"

Preliminary results of the 2010 Super Bowl Ads Study conducted by Visible Measures, the independent third party measurement firm for internet video publishers, advertisers, and viral marketers, show that ads have been viewed over 90 million times, spread to nearly 3,000 total unique video placements across more than 30 videos having networks and have generated more than 60,000 comments and 90,000 ratings over the course of two weeks.