

Super Bowls Ads: A Distant Memory or A Distraction?

By Keith Bryant

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“The Saints won dude.... who cares about the commercials,” exclaimed Saints fan Kevin Bryant! Seconds after the Saints claimed Super Bowl victory; the Super Bowl ads became a distant memory in the back of some people’s mind.

“The Super Bowl commercials this year just sucked,” said Erik Lopez. One Super Bowl ad that dissatisfied many of the partygoers was the Go Daddy ads featuring racecar driver Danica Patrick. “The Go Daddy ads never makes sense... are they trying to sell sex, cars or women,” said Lopez confusingly.

Another ad that left Super Bowl watchers displeased was the Bud Light commercial that showed scientists having fun before an asteroid destroys the world. “The Bud Light ad lacked flare,” stated Jamill Hill. The Bud Light ad was unsuccessful in drawing support from the energetic crowd people. “Simply the ad was not fun or creative,” said Hill.

On the other hand, other Super Bowl ads scored a touch down with spectators at the party. “I absolutely loved the Doritos ad, with the little black boy,” chuckled Renee Hill. The Doritos ad with the little boy was a knock out with the people wearing their Saints jerseys proudly. “The boy in the Doritos ad seemed so cute and sweet,” laughed Emily Frake.

Another Super Bowl ad that was relatable to viewers watching the game was the Dockers ad. Jerry Bryant exclaims, “I feel proud to be not wearing pants!” The Dockers ad told a story of men singing “I wear no pants” and being proud of it. “I related to the guys in the ad because I feel free when I am not wearing pants,” said Bryant

One of the ads that garnered mixed reviews from the New Orleans supporters was the E*Trade ads with the talking babies. “The E*Trade ads were definitely the funniest of Super Bowl ads,” giggled Jessica Espinoza. “The talking babies are really cute and cuddly.”

However, Kevin Young had a critical perspective of the E*Trade ad. “The ad seemed dull, repetitive and trite,” said Young. “The ad lacked creativity, originality and spark to draw the viewer in.”

Another ad that gathered various opinions was the Career Builder ad. “The Career Builder ad was just disgusting,” expressed Poelene Silla. “Seeing overweight and pasty white males was just a turn off.” Kyle Stover seemed to have a positive reaction towards the ad. “The ad was completely hilarious and creative.”

In the end, the last thing on these fans minds was not the Super Bowl ads but the Saints winning the Lombardi trophy. “The Saints made Super Bowl history by bringing the trophy to the city of New Orleans,” said loyal Saints supporter Tanisha Owens. “The Super Bowl is not about watching the ads but watching to see the Saints cream the Colts.”