

## Super Bowl XLIV: The game isn't the only thing we're watching

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Some of this year's Super Bowl ads left us dreaming of someday becoming a Doritos Samurai, while others didn't live up to high expectations.

Observed as the most popular of yesterday's ads was the Snickers commercial featuring Betty White. "The Snickers commercial was definitely the best! It was so unexpected to see an old woman get tackled!" shared 23 year-old San Jose State student, Alyssa Flowers. Actress Betty White is known for her ability to embody any character thrown at her, and being a football player was a piece of cake. It's no wonder so many people are raving about Snickers today.

Another popular Super Bowl commercial is the Doritos Samurai. This ad didn't just try to sell us their product, but it told a story that caught our interest, and made us laugh. Viewer Allie Barry, 15, shared that, "[she] enjoyed watching the commercial, and [she] thought it was really creative."

But with favorites, also come flaws. One of the least liked commercials swirling around the Internet was the Dove Soap ad. Although they did have a catchy song that forced us to laugh at all the ridiculous stereotypes of men, some feel they fell short of getting their point across. According to Super Bowl spectator Doug Barry, 50, "the commercial didn't seem to have anything to do with soap. It certainly didn't convince me to go run out and buy some."

Then there was the commercial sponsored by the US Census Bureau. Don't remember it? Not surprising. Yes, this was the only commercial during the Super Bowl that had political vibes, but remembering it is definitely a problem for most. "This commercial was really confusing. It almost seemed like we were watching a parody of the government on SNL or something, and the woman in the ad resembled Sarah Palin. It was forgettable." said Marie Barry, 49.

Even though most of us still haven't taken out the garbage from Sunday's game, it's more than likely that advertisement agencies are already brainstorming how they're going to compete next year. For the ones that did well, they will have to do better, and for those few that flopped, don't be surprised if they come back with a bang for next year's Super Bowl XLV.