

## **Super Bowl Commercials: The Gift That Keeps On Giving**

Tim Vantress  
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Super Bowl commercials are always the talk of the water cooler the following Monday; and though this year's lineup had its fair share of memorable moments, it was an overall mixed bag of hits and misses.

The companies that won big on Super Bowl Sunday were Doritos, Snickers, Google, and Careerbuilder.com, despite its single appearance. They all brought something fresh, unique, and memorable to the table, whether it was an overprotective son or old people playing a mean game of backyard football. You heard right: old people playing a good old-fashioned game of tackle football in the mud. "I thought it was very clever," said one viewer, Laura Vantress. Even though she was eventually lulled to sleep from the rest of the broadcast's events, she found time to be impressed by Snickers' use of Betty White getting down and dirty.

Kudos goes out to Doritos as well, with an aggressive, yet effective advertising strategy of placing their product absolutely everywhere, even during the game. Despite such redundancy, every one of their spots garnered attention – two of them in particular. The earlier spot shows a young boy telling his mom's boyfriend the rules of the house: keeping his hands off his mom, and his Doritos. Many people considered this ad to be their favorite of the entire evening.

The other Doritos ad of note had a samurai named Tim protecting his stolen stash of Doritos by throwing a Dorito shuriken at the unsuspecting culprit, then hollered a terrifying victory screech!

By the end of the broadcast, the commercials that were all the rage surprisingly did not belong to the beer commercials or the GoDaddy.com commercials. Usually perennial powerhouses, they delivered material that were short of memorable, with a sense of having seen them before.

A common theme found in Bud Light ads are men unexpectedly – or expectedly – choosing their alcohol instead of more important things, such as a chance to be saved from a deserted island. A plotline often used in their commercials, it did not work here.

Other commercials that fell flat were either ones that were seen on other channels, or even earlier in the broadcast. "They repeated a lot, and a lot of them looked like commercials you'd see every day," said one viewer, Kimberley Diaz. Laura Vantress's husband, Rob, even got up off the couch during the commercials for snacks, waiting for the game to resume.

The general consensus for this year's batch of advertisements is that if the commercial brought out the funny, the consumers brought out the money. This has been true for many years ever since commercials became synchronous with the Super Bowl. If a Super Bowl commercial isn't funny, it isn't effective.