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I do not recall the game but weren't the ads great?

After an over indulgence of potato chips, dip and beer, feet were propped up on the table and discussions of Super Bowl XLIV's ads dominated the atmosphere. The most buzzworthy ad was an ad promoting the The Late Show With David Letterman. The ad consisted of the late night host himself bickering and appearing bored alongside Oprah Winfrey and rival Jay Leno at a Super Bowl party all squeezed together on the sofa watching the game.

Snack brand Dorito's was also a big hit with their slap heard in a record breaking 106.5 million viewers homes. According to TiVo, the ad was the most stopped and replayed ad in homes with their digital recording service. 15 percent of households stopped and replayed the ad. The ad featured a single mothers hostile young son slapping her new date across the face and warning, "Keep your hands off my mama and keep your hands off my Dorito's." Justin Perry 24, "He showed power, testicular fortitude!" Young women in the vicinity simply thought it was adorable how the little boy was being protective of his mother.

Male college students also enjoyed the Hyundai ad mocking Brett Favre's irresolute attitude towards retiring. A grey haired Brett Favre receives an MVP award after finally winning another Super Bowl in the year 2020. While poking fun at his old age and does not acknowledge whether or not he will return the following season in the ad. Sense the sarcasm? Men found the ad highly amusing and this is not the first time a company has used Brett Favre's issue to make up his mind in ad before.

Women on the other hand preferred the catty E-Trade ad where an infant couple is having typical trust issues. The infant boyfriend explains his reason for not calling last night was due to the fact that he was "Building a diversified a portfolio with E-Trade" online. The girlfriend then goes on to jealously ask "And that Milkaholic Lindsay wasn't over?" In which infant Lindsay appears in the left side of the explaining boyfriends computer screen and retorts "Milk-a-what?" Every woman found this hilarious being that every woman could relate to being the "jealous girlfriend" and the cattiness among other women when the opposite sex is involved. Funny thing is, although they enjoyed the ad, when asked the few could not recall exactly what type of service the ad was providing and what it was about, Nicole Pickens, 23, "I don't know what this company does but that hit right on the nose for me"

All three ads were next day newsworthy and discussed and favorited on sites like YouTube and Facebook. Viewers around preferred ads that held their interests and ads they could relate to. Ads that some could identify with and ads that entertained and poked fun at a discussions viewers already had the liberty of doing in their own homes. The true question is, although the viewers may have enjoyed these ads, are they actually going to purchase the products and services advertised?