

80°

BUSINESS

# Tackling the best of the bowl ads

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Apparently there's a sporting event connected to the Super Bowl. For some, the more compelling game is the advertising and marketing blitz on the TV screen between plays. This year, CBS sold out early, charging between \$2.5 million and \$3 million per 30-second spot. Some advertisers paid more than for last year's telecast, despite the sour economy. The usual assortment of sexy models, furry animals and home-made ads were present, along with a highly anticipated advocacy spot from Colorado's Focus on the Family. The Denver Post invited a panel of advertising experts to pick the winners.

Our panel: susan jung grant, *assistant professor of marketing, Leeds School of Business, University of Colorado at Boulder*; mike sukle, *Sukle Advertising + Design*; darrin duber-smith, *an expert in "Marketing Through Sports" and a visiting assistant professor of marketing at Metropolitan State College of Denver*; pocky marranzino, *chairman of Karsh/Hagan, and gregory l. wagner, longtime adman and lecturer, University of Denver Daniels College of Business.*

### Tim Tebow

Company: Focus on the Family

#### Description:

As Tim's mother begins to explain their story, she is knocked down (via special effects) by her Heisman Trophy-winning son.

#### From the panel:

**Duber-Smith:** "Really tame. If not for the 'Focus on the Family' at the end, I wouldn't have gotten what it was about."

**Grant:** "Anticlimactic. After all the pregame chatter, I was expecting heated sanctimony. This was more like a warm washcloth. The undertones of Pam Tebow's decision not to terminate her life-threatening pregnancy lingered in her motherly expressions of concern for her son, but it was difficult to find the spot objectionable."

**Wagner:** "Her pro-life message, though relevant, didn't really cut through. Confusing at best."

### Dove Men+Care

Company: Unilever Dove

#### Description:

A 45-second male life journey from birth to fatherhood, set to the William Tell Overture, introduces Dove's first moisturizing product for men.

#### From the panel:

**Grant:** "Dove makes no appeal to men wanting to recapture their virility. Rather, it suggests that accepting your situation brings peace. This message makes sense for Dove. It was the brand that introduced its 'real beauty' campaign during the Super Bowl a few years ago, daring to suggest that women look inward for their beauty and catching positive regard for it."

**Wagner:** "Don't know if real men are ready for such an honest message."

### Green Police



This image provided by Dove shows part of a television ad scheduled to air during the 2010 Super Bowl. (AP Photo/Dove) NO SALES (Dove | )

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- Sexy 'flight attendants' make rounds at hot bar
- Arvada Center riding into 'Sunset' with a star
- Old home, new church and eternity on the Internet for Ted Haggard
- John Ramsey, Beth Holloway Twitty an item?
- Dave Matthews saves Colorado's Mile High Music Festival
- Meet 'Mermaid' cast and crew
- When it comes to the arts, where is Denver's money muscle?

#### FRONT PAGE

- Elbert County mired in crises
- Despite school bans, the Silly Bandz fad plays on
- 90,000 Coloradans to share in insurer's \$20 million settlement
- Census Bureau: U.S. poverty rate hits a 15-year high

#### FRONT PAGE: LOCAL NEWS

- Colorado education chief a finalist for Nevada superintendent job
- 7th District candidates trade jabs over tax stance
- Johnson: Marrow donor saw a chance to save a child
- Littwin: Ken Buck toeing the punch line

#### MOST-COMMENTED, PAST HOUR

- Broncos rookie WR Thomas in line to play vs. Seahawks 20
- Paige: Internet babble aboil 8
- Tancredo: Risk of too much of Denver in Colorado 5
- Kansas cop: Maes' slip blew probe 4
- Questions remain about Broncos' battered offensive line 4

#### RECENTLY RECOMMENDED

1. Greene: Cab startup getting burned (about 1 hour ago)
2. Paige: Internet boils over regarding McDaniels (about 2 hours ago)
3. 3 hurt when helicopter crashes near top of Pikes Peak (about 2 hours ago)
4. Homosexuality on display (about 3 hours ago)
5. Coloradans deserve robust debates with top candidates (about 3 hours ago)

Company: Audi

**Description:**

An enforcement team protects the environment, starring the Audi A3 TDI.

**From the panel:**

**Marranzino:** "The worst ad for the money was Audi trying to make their diesel green."

**Duber-Smith:** "The old adage is, just because it's funny doesn't mean you remember the name. They should have reinforced the brand."

**Grant:** "Unbearably holier-than-thou," and "a questionable departure from the German automaker's more established positioning around sportiness and luxury."

**Bud Light**

Company: Anheuser-Busch

**Description:**

The "bridge is out!" and the sendup of the ABC series "Lost" join the Clydesdales among the five minutes' worth of commercials.

**From the panel:**

**Marranzino:** "Bud Light gets my award for greatest advertiser comeback after the uninspiring 'drinkability' campaign."

**Grant:** "I like this ad because its unfolding is clever, it fits with the American values of Budweiser's brand — resourcefulness, community, hard work — and suggests the lengths to which people will go to get their Budweiser beer."

**Wagner:** " 'Lost' parody was my favorite. Entertain before you sell."

**Sukle:** " 'Lost' was a nice surprise and entertaining. I think people forget how difficult that is."

**"Crash the Super Bowl" amateur ads**

Company: Doritos

**Description:**

Frito-Lay again offered cash prizes to budding filmmakers.

**From the panel:**

**Wagner:** "All in all, Doritos amateur spots did very well. Simple stories, good punchlines. Remember my name and like me."

**Sukle:** "Not very good. I've seen the funeral idea before."

**Talking Baby**

Company: E\*Trade

**Description:**

The campaign, a hit since 2008, returned, complete with what baby boy's mother described as his "milkaholic" girlfriend.

**From the panel:**

**Duber-Smith:** "It's not interesting enough to keep our attention after a couple of years. They needed to do something more creative with the babies. A sign of agency malaise."

**Grant:** "It's all fun and giggles, but the enchanting effects ultimately distract from the ad's purpose — connecting the viewer to the benefits of E\*Trade."

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**MOST POPULAR: NEWS: PAST 3 DAYS**

- Fort Carson major charged with bribery
- Evans cops: Family birthday bash turns into violent melee
- AF Academy cadet dies; investigation under way
- Darkness slows battle against Loveland wildfire
- Coroner IDs couple in Westminster murder-suicide
- Colorado Republicans come out against tax-slashing measures
- Spoiled system: Eating healthier comes with a price for families
- Reservoir Road fire started by slash burning
- Financial hardship may have haunted Aurora man accused of killing friend
- Belize mob torches Aspen couple's home, crocodile sanctuary

**Post Poll - Phoenix Rising?**

Casey Affleck recently revealed that the erratic behavior of Joaquin Phoenix over the last few years including his attempt to launch a rap career and a bizarre appearance on Letterman was all an act as part of a film project. **(Read article.)** What do you think of Joaquin's latest act?

- Love it. As a hoax it was hilarious and well executed.
- Hate it. He tarnished a once promising career and embarrassed a lot of people.
- I'm indifferent.

**Vote!**

**MOST POPULAR: OPINION: PAST 3 DAYS**

- One-track mind on I-70 solution
- Best option for GOP: Undervote for governor
- Denver is not a sanctuary city
- Bennet's attack on Buck unfair
- We're not naive, Mayor

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POST COMMENT

» **SHOW OLDEST COMMENTS FIRST (CURRENTLY NEWEST COMMENTS ARE FIRST)**


*benjamin wrote:* Of course, the real message is the lefties want to control what you see and hear.



Yeah, because they are the ones trying their hardest to tell women what to do with their bodies!!

 **Shaupen 1** | 8:09 PM on Monday Feb 8

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I think Focus on the Family played the progressive talk shows, NOW and all the PC police groups who tried to stop people from seeing the ad. They all come off looking like fools for talking about things they knew nothing about. The ad was positive for the family and women.

 **ab truth** | 2:12 PM on Monday Feb 8

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Yeah Adam R - you and I must have been watching different games, but I was watching the Super Bowl.



You noted, if you were watching, a number of ads which were slid in during BRIEF stops in the action, not punts, after scores, kickoffs, etc etc. Those, along with the "regular" ads, killed the continuity. When there are 2 plays then an ad, 3 plays then an ad, no matter how short (along with the interminably long breaks), the flow of the game is disrupted.

I'd like to see a comparison of actual football broadcast time vs commercial broadcast time during last night's game. I suspect they may have been equal, or the commercials won...

Anyway, enjoy the show. I'll read about it next year.....

And yes, echoing many of the posters, the ads lacked creativity and appeal.

 **m f** | 10:45 AM on Monday Feb 8

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The FoF ad worked because it got all the "choice" groups in a tizzy demanding we not be

- Homosexuality on display
- Is metro area attractive to outside business?
- Of mosques, Mount Rushmore and DIA
- Parker: 'Hi, my name is Glenn, and I'm messed up'
- Ballot item could cripple Colorado

## NEWS: RECENT COMMENTS

- **Comment on Littwin: Ken Buck toeing the punch line** (21 minutes ago)  
*...and yet no snarky remarks about Sharron Angle in Nevada? I can tell you Harry Reid isn't laughing...*
- **Comment on Bore hole for rescue reaches trapped Chile miners** (33 minutes ago)  
*What sweethearts! Capitalism at its finest. I hope the miners and their families get a chance to, ahe...*
- **Comment on Teen boys hit home run with topless next-door neighbor** (46 minutes ago)  
*I read about Concerned Dad's situation once...in Penthouse forum. And it ended up very well for the...*
- **Comment on Colo declares victory in effort to bring back lynx** (1 hour, 1 minute ago)  
*"Colorado's native Lynx died out in the early 1970s because of trapping, poisoning and developm..."*
- **Comment on Despite school bans, the Silly Bandz fad plays on** (1 hour, 8 minutes ago)  
*Nah. Everyone knows that the best spitballs came from the sandpaper toilet paper issued to all schoo...*
- **Visit the news forum for more discussion**
- **More recent comments on Denver Post news articles**

allowed to see it. That was more important than the actual ad. Of course, the real message is the lefties want to control what you see and hear.

I think it was brilliant in its simplicity.



**Ben Albertson** | 10:19 AM on Monday Feb 8

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*fmikey wrote:* Whatever the opinion of each individual ad is, as a group they did an excellent job of destroying the continuity and drama of the game with their clearly excessive number. Way too many commercials, and at inappropriate moments.

What are you talking about? The commercials aired only when the ball changed hands, after a score, kickoff, punt, or after a timeout. The GAME dictated when the commercial breaks took place, not the other way around. I thought CBS did an excellent job broadcasting this game. It was over before 8:00! Anyone who would complain that the commercials disrupted the play of the game must have been watching a different game.



**adam r** | 9:37 AM on Monday Feb 8

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*casefile wrote:* I'm glad to see the FoF folks wasted their money on a bizarre ad. It had no message to speak of.  
The majority of the ads were quite lame, imo. Even the baby ones (and I've always loved that idea) weren't all that good.  
Looks like people are running out of originality and ideas.

Except for a couple of commercials that peaked my interest a little, this was the worse Super Bowl for ads. They were not funny, creative or exciting. On top of that CBS went over its head advertising their shows (which by the way I don't watch and after last night will not even try) with the same lack of imagination as the ads. Last year was not any better so next year I will skip the ads and concentrate on the game like I usually do during regular games. The mystic of the Super Bowl ads is dead for me!



**Justin** | 8:40 AM on Monday Feb 8

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**KC E** | 8:11 AM on Monday Feb 8

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Whatever the opinion of each individual ad is, as a group they did an excellent job of destroying the continuity and drama of the game with their clearly excessive number. Way too many commercials, and at inappropriate moments.  
We understand, of course, that as big money sources for the NFL, commercials will take a dominant place in the Superbowl venue, but they make the whole thing far less enjoyable now than in the past when commercials were second to the game itself....clearly the positions have reversed at this point. And, frankly, not many of them are really anything other than silly and stupid, and several did a poor job of advancing their brand.  
For me, this is probably the last Super Bowl I'll watch, due to the commercials. Just my opinion, but I'll read about it the next day.....  
Last comment - what a waste of money the Tim Tebow/ Focus on the Family spot was. We doubt anyone's mind was changed or whether it advanced any discussion. 2.5 million dollars which could have been used for HELPFUL social action.....



**m f** | 7:55 AM on Monday Feb 8

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The scary thing is: in ten years there will probably be a real 'green police'. :shock:



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