

# Bucs win, but who wins advertising battle?

**Gail Pennington**  
St. Louis Post-Dispatch

The Super Bowl has officially gone to the dogs. And baboons. And a rogue squirrel.

With hype for the commercials now exceeding hype for the game, advertisers who shell out up to \$2.2 million for 30 seconds of air time covet buzz both before and after the fact. A clever concept helps, but so does a familiar face.

Thus, Pepsi packed Ozzy, Kelly and Jack Osbourne, Donny and Marie Osmond and "Brady Bunch" mom Florence Henderson into a sales pitch for Pepsi Twist. (The wacky twist this time: The Osbourne kids turn out to be the Osmond siblings, and when Ozzy yells for wife Sharon, he gets Carol Brady instead.)

Tax preparers H&R Block called on the familiar face of Willie Nelson (and covered it with foam) in a spot playing on his past tax problems. Asked to sell shaving cream, Nelson declines before learning he

owes the IRS billions. Then, he lathers up.

But celebrity spots can go wrong as easily as they go right. The megabucks that Gatorade spent on an existential ad featuring Michael Jordan (circa 2003) shooting hoops with his younger self was money well spent only if audiences are able to put one and one together quickly enough to recognize both Jordans (plus a third, who appears at the end).

Likewise, Visa Check Card may have erred in assuming most viewers could easily identify NBA star Yao Ming in a spot that played on confusion between his name (pronounced Yow) and a clerk's "Yo!"

But everybody can identify a zebra, and that's what Anheuser-Busch counted on in rolling out the most clever commercials of Super Bowl XXXVII.

A-B scored big in opening the night with a spot featuring dueling Clydesdales. Here, while the big horses stand impatiently, viewers see a zebra with his head in a box.

Finally, the camera pulls back to show that the fellow in stripes is painstakingly viewing an instant replay.

A later, laugh-out-loud spot had a man dying to go into a bar for a Bud Light but hampered by his dog and a "no pets" policy. His solution? Put the black, curly dog on his head and use a Jamaican accent, mon.

Pepsi also put out a casting call in the animal kingdom, and found the Jack Nicholson of baboons for a Sierra Mist spot in which the clever ape builds a catapult to bounce him into the polar bear pool on a steamy day.

Another funny Sierra Mist spot featured a dog that lifts its leg to open a fire hydrant and give himself and his master a cooling shower.

The squirrel came from Trident, explaining its old sales pitch asserting that "four out of five dentists recommend sugarless gum for their patients who chew gum." Why not the fifth dentist? The spot suggests that a squirrel ran up his pants leg at an

inopportune moment, causing him to shriek, "Oh, no!"

Bison aren't cute; maybe that's why Levi's flopped with a stylish but vague pitch for Type 1 jeans featuring a bison stampede toward a city and past young people clad in historic (yet contemporary) denim.

And not all spots featuring humans were disappointing. Quizno's scored in introducing its leader, "Chef Jimmy" (real-life founder Jimmy Lambatos), who is so obsessed with perfecting toasted sandwiches that he sometimes forgets other things. Such as his pants.

FedEx had a funny (if somewhat dated) takeoff on the movie "Castaway" in which a Tom Hanks-type delivers a package after years stranded on an island. Turns out the box holds a mobile phone, GPS locator and other useful tools.

And speaking of islands, how about Gilligan and his pals turning up for AT&T Wireless? The spot, using computers to merge scenes from the TV series with new footage, en-

visions what would have happened if Gilligan had come equipped with an "m-life." (In short, "Gilligan's Island" would have begun and ended on the same day.)

After last year's post-Sept. 11 shift to a patriotic, touching tone for Super Bowl commercials, humor was back in a big way this year. Anheuser-Busch was particularly big on laughs, as in a spot in which an upside-down clown drinks a beer through what seems to be the wrong orifice. (The punch line: He tries to order a hot dog.)

Ads from the Office of National Drug Control Policy were among the few to shift the mood. In one, a man on a subway is confronted by people who accuse him of murdering them with the money he spent for drugs; in another, a young teen is pregnant, victim of impaired judgment caused by marijuana.

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## Marine

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she'll be at Camp Pendleton, where she'll be deployed for duty, or how long she'll have to stay before she gets to go home. Her exercise and sports science major will remain unfinished; once she returns, Sanchez hopes to get her bachelor's degree within five terms and then head to Oregon Health & Science University or Portland State University for a physician's assistant program.

"There's a lot of things that are up in the air," she said. "Most of us are just looking at this as 'OK, let us go, let us do our job and get us back home. We'll pick up our lives when we come back.'"

Meanwhile, Sanchez's family is picking up after her. Her mother and stepfather, Marilyn and Terry Lorange, spent Saturday cleaning out the OSU student's apartment; after all, they don't know how long she'll be in the field.

"It's an interesting thing to be a parent or the spouse of a reserve," Marilyn Lorange said, "because people who are reservists have jobs and lives and homes that are not focused on the military. So when they are called into active duty, those parts of their lives have got to be put on hold."

Lorange said her daughter was only given three days' notice before she had to report to the marine reserves in Eugene.

"There are incredible demands placed on family members of the reservists to take care of the other pieces of their lives for them," she said. "We have to trust her to go there and do her job and come home safely, and she has to trust us to take care of the rest of her life so she has something to come back to."

As a female engineer in an all-

male platoon, Sanchez is something of an anomaly. She's spent her past two years in the reserves getting used to being one of the very few among the few and the proud.

"The way I see it for females, if you're doing your job correctly, there will be very little differences," Sanchez said. "To the majority of the guys in my platoon and in the company, I'm just another marine. I go there, I do my job, I pull my weight, I carry my own pack."

She acknowledged that there are plenty of difficulties. Sanchez participates in combat exercises but has a separate area to shower. She spends all day tiring herself with drills and procedures but has to sleep in a completely separate area from her fellow marines. She knows how to fire a rifle but isn't ever allowed to be on the front lines. And she's always having to buck the stereotypes that some people have with females in the military.

"There are other girls who give it a bad name," she said. "They either sleep around or get flirty and have the guys carry their pack for them or whatever. But (the guys) aren't going to respect that."

"My goal personally is to not have them look at me and say, 'There's the female.' Instead, it's to say, 'There goes another marine.'"

Sanchez seems almost anxious to fight terrorism somewhere — anywhere, if it will keep her country safe.

"Think back to how you felt during Sept. 11," Sanchez said. "If I can have a part in stopping that from ever happening again, you bet I'll be there. Even if they want me back in the rear, cleaning tools ... it's the right place for me to be."

"None of us wants to go into combat; it's an ugly thing. None of us are saying, 'Yippee, let's get

*"I'm just another marine. I go there, I do my job, I pull my own weight, I carry my own pack."*

**Christine Sanchez**  
Marine corporal

into a gunfight.' It's something nobody wants, but sometimes you have to do it because you have the other side who isn't giving you another option, no matter how hard you've tried."

She added that no matter what faults President George W. Bush may have, she's glad that he's made a decision to fight terrorism and is sticking with it.

Bush has "got the guts to call right right and wrong wrong and say you don't get away with this kind of behavior," she said.

Lorange agreed. While she naturally worries about her daughter's safety, she said there are higher powers at work.

"We're pretty much at peace because she's in the Lord's hands, no matter where she is," Lorange said. She added that she thinks Sanchez is doing the right thing.

"I think back to what happened prior to World War II when Neville Chamberlain, the Prime Minister of Great Britain, thought that appeasing and talking reason and giving into pressure a little bit then and there would forestall a war — because certainly (the other side) would see common sense," she said. "But I think it's naive to think that somebody who has no history of compassion or common sense or reason would all of a sudden see what we would call reason. That past has not worked historically, and



Scott Abts Emerald

Christine Sanchez marches in the Springfield holiday parade in December 2002.

some things are worth fighting for." Steve Arntt, a Portland-based lawyer and one of Sanchez's close friends, said he also supports her commitment to doing what she feels is right.

"She has a tremendous amount of determination, great worth ethic and tremendous loyalty," said Arntt, a captain in the Oregon National Guard who has not been called into active duty thus far.

He added that the situation is a bit strange.

"It's kind of odd. In 13 years, I haven't been deployed to a forward area, and here's someone who's been around for a comparatively short time, and that just

goes to show in a lot of ways it's just about timing."

Sanchez said she knows things will be different when she returns to Oregon.

"One saying we have is Semper Gumby — we're always flexible because everything changes and we have to roll with the punches," she said. "I know when I come back things will be different. But everything has a price. I would have paid a price if I hadn't done this because I would have been sitting back, thinking, 'There's something I should be doing here to support my country.'"

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