

Super Bowl makes cash for ads

Advertisers give viewers something to rave about

Mike Guidice
The Clackamas Print

Super Bowl XXXIX was one for the books, and if one remained conscious long enough to watch the game in its entirety, one also got to see some great marketing schemes in action, broadcast via the television.

If the nail-biting, edge-of-your-seat action on the field wasn't enough to quench your thirst for entertainment, Super Bowl XXXIX had more than its fair share of comical and sometimes even shocking advertisement plugs.

With an excess of 80 million people watching, this year's batch of zany commercials did not disappoint. With each 30-second bid costing \$2.4 million, huge conglomerates and smaller internet businesses alike had their shot at getting their product out.

Even with all the usual suspects making their mark (beer, chips, pop and car manufacturers), the big corporations were overshadowed, at least to me, by some lesser-known acts.

Ameriquist, a mortgage company, had two very witty and shocking spots. One involved a man looking as if he'd slaughtered his cat, and another where a man is sprayed with mace, beat with a baseball bat, and electrocuted by a taser.

Both created commotion and conversation, and livened up the atmosphere. CareerBuilder.com had some entertaining ads by portraying chimpanzees in an office scene partaking

in what can only be referred to as "monkey business."

MC Hammer and Dennis Rodman also had cameos in helping to sell products, thereby dispelling the assumption that the two of them had

either died or fallen off the face of the earth.

Perhaps the most enjoyable commercial, at least for the predominantly male audience (me included), was produced by a website entitled

GoDaddy.com.

The short snippet featured a very attractive and voluptuous woman wearing a tiny t-shirt with the website's address across the chest.

She was the pitch girl for the company, and demonstrated to the panel of elderly legislators how she would advertise the product. While doing so, the strap snapped on her shirt, an almost Janet Jackson-like indecent exposure.

The best part is when the head legislator states, "Surely by now you must realize you're upsetting the committee. The camera then zooms onto another member on the stand, breathing in an oxygen mask.

However, amongst all the raunchy references and silly side shows, my personal favorite was a relatively basic one, made possible by Anheuser-Busch.

It showed an airport and a group of American troops walking along with their baggage. All around people started clapping, obviously applauding them for their efforts outside the country in protecting us all while protecting their own lives in danger.

The message was simple, but powerful; thank you. This gives me hope that maybe Americans have their priorities straight; either that or they're out of scantily clad women and talking animals. You decide.

If you would like to view all of this year's Super Bowl commercials in their entirety, and ones from years past, visit dyn.ifilm.com/superbowl.



Internet Photo

Frito Lay pulled out the big guns on Super Bowl Sunday with this commercial showing that once again MC Hammer is too legit to quit and that his dance moves prove that "You can't touch this!" Hammer was just one of many celebrities to make a cameo in the Super Sunday Ads.

A not-so Super Sunday

Super Bowl XXXIX was a game that I soon forgot, even if that's not what I was aiming for

Michael McCormack
Co-Sports Editor

I awoke on Monday morning not knowing what had happened. I was on my brother's couch, still fully clothed from the previous night and looked around the room in a hung over daze.

I looked at my watch and saw that it was time to get going to school. I had a bio mid-term at 11 a.m., and the truth of the matter is I hadn't studied one lick the day before. It had been Super Bowl Sunday and I just assumed that I would be able to study after a few beers and vodka tonics. Boy was I wrong.

As the game time grew closer, so did my passing out point. I had anticipated this game for quite some time now; the Eagles finally getting a shot at the big game

and on the other side were the Patriots knocking on destiny's door. I couldn't have been more ecstatic for Super Bowl XXXIX.

It's kick off time and I am feeling pretty good. I have a constant smile on my face as I converse with the people around me. Then the inevitable

happened, my head began to spin and my words started to slur. I wasn't going to make it; and if I wasn't going to make it, what would I write on this week?

As the first quarter came to an end so did my day. The last thing I remember were the Eagles scoring first on a pass from Donovan McNabb to L.J. Smith; the rest would be read in morning.

How did I let this happen? The biggest game of the year and a football fan's climax.

I embarrassed myself in front of 30 people and worse yet, I missed out on history. The Patriots became a dynasty on Sunday and I can't tell you about it because it wouldn't be prudent.

I learned a valuable lesson on Super Sunday: the lesson of humility. I had big things to do for school on Monday and I put them aside, all because tipping the bottle was more important than anything. I now can't talk to my friends and brothers about the game, and I can't tell people what I did on Super Bowl XXXIX, because the truth of the matter is, I didn't do much.



CHANGE LIVES



MAKE A DIFFERENCE

DEGREES FOR HELPING PROFESSION CAREERS

- BA ANTHROPOLOGY
- BA COMMUNICATION STUDIES
- BA CULTURAL AND HISTORICAL STUDIES
- BA HUMAN STUDIES
- BA INTERDISCIPLINARY STUDIES
- BA MUSIC THERAPY
- BA PSYCHOLOGY
- BA RELIGIOUS STUDIES
- BA SOCIOLOGY

PROFESSIONAL CERTIFICATES

- CONFLICT RESOLUTION AND MEDIATION
- GERONTOLOGY
- PUBLIC RELATIONS
- TRAINING AND DEVELOPMENT

YEAR-ROUND ADMISSION

To work with an advisor, e-mail studentinfo@marylhurst.edu or call 503.699.6268.

★US News & World Report BEST COLLEGES 2005
"Number one in the Northwest for small classes"

MARYLHURST UNIVERSITY

Northwest Commission on Colleges and Universities accredited
17630 PACIFIC HIGHWAY (HWY. 45)
MARYLHURST, OREGON - JUST 10 MINUTES SOUTH OF PORTLAND
Serving students since 1893. www.marylhurst.edu 800.634.9987