

2000 SB ADVERTISERS
DOING 2010 SB

- An Busch
- E-Trade
- Mars Candy
- Monster
- Motorola
- US Census Bureau
- Universal Studios

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UNDER THE MIKE-ROSCOPE

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NEWBIES, NOSTALGIA & NO SHOWS

A TENTATIVE STARTING LINEUP 4 2010

- EATING & DRINKING - **9 min** ± (Led by **A-Busch's 4½ M±** and **Coca Cola 1½ min**, **Dennys & Doritos** each do **1 min** ±, *UPDATE: Papa John's*; maybe.)
- AUTOS - **5½ min^a** (**Audi, Bridgestone, Cars.com, Honda, Hyundai & Kia**, *UPDATE: Dodge & VW* are in [**Ad Age & NYT**])
- MOVIES - **3 min** ± (**Disney, Viacom, Universal**)
- "OTHERS" - **6 min** ± (**Vets Career Bldg, E-trade, Go Daddy** and **Monster** anchor this group)

The 2010 **Super Bowl** ad TEAM is an interesting combo of vets & rookies, high tech products & nostalgic appeals AND, of all things, blockbuster NO SHOWS. With about **3** wks to **SB XLIV's** kickoff in Miami we have a sense of who some of the players will be and what their game plans might look like. Using **Ad Age's** insight we are able to account for about **2/3** of the **30-32** mins of **SB** advertising. The **2** biggest stories that relate to **SB** ads this yr though, are about those who have benched themselves. **Pepsi** has gone into temporary **SB** retirement. After **23 yrs** of continuous **Super Bowling** it has decided NOT to play this year b/c its enormous **SB** ad spend on its beverages does not fit its current "refresh" mission. (The REFRESH PROJECT is a social responsibility/cause marketing initiative that is meant to put **\$20M** into community grants to *refresh* and renew American communities. These grants are from **\$5,000** to **\$250,000**). The **2nd** biggest story of this **Super Bowl** season has to be the CONTINUING absence of 2 of the 3 domestic autos. For the **2nd** consecutive yr **Ford & GM** will leave their games on their practice fields. Last year **GM** managed to dash onto the field after **SB XLIII** to present **Santonio Holmes** with his **MVP** vehicle. No such dash this year, though, the domestics have been seen on the playoff road to the **SB** and **GMC** is still the **NFL's** vehicle sponsor, but NO **Super Bowl**, NO **SB!**

2000 & 2010

The year was 2000, the **US Census** measured about **281½ M** population. **Mad Cow** disease and the infamous "hanging chad" became part of our vocab. A **1st** class stamp was **34 ¢**. The **Fed'l Surplus** was **\$236.2 B**. (At the end of fiscal 2009 the **Fed'l Deficit** was **\$1.4 T**.) The biggest merger in the US' history occurred as **AOL** bought **Time Warner** for **\$165B**. It quickly became the biggest flop. **SB's** marquee price was b/t **\$2.1M** & **\$2.2M** (vs. **\$2.75M±** in 2010). Here, are some other 2000-2009 **SB** ad comparisons by categories of advertiser.

a. **4 min** revised to **5½ min** based on update.

EATS & DRINKS

- **An-Busch** – In 2000 **Bud** won the **Ad Meter** as the dog, Rex recalled his worst day. **A-B** had **8 SB** ads including **Wayne Gretzky Zamboni** driving and the “**Wassup**” **Guys**. 2010 plans are unknown.
- **Coca Cola** – **Coke** did NOT appear in **2000 SB**, though **Pepsi** did with **3** ads including **Ad Meters’ #2** and **#3** ads (**Mt Dew** biker runs down cheetah and **Tropicana** Sr works out). **7-UP** was, also, a 2000 **SB** player. **Coke** reappears for the **4th** consecutive yr and will likely leverage its ads into the **Wter Olympics** where it is a longtime sponsor. **Pepsi** is out of the **SB** b/c of its “refresh” project.
- **Dr Pepper** is a ROOKIE and will probably re-air its ongoing “Trust Me, I’m a Dr” campaign with old rocker **Dr Love** (**Gene Simmons**) of **KISS** as it promos its “new” cherry flavor. **Dr P** has previously intro’ed van-cherry + choc cherry w/o much success.
- **Denny’s** – **Denny’s** was a ROOKIE in 2009 with its **Grand Slam** Bkfst (**2M** shows on Feb 3). There were NO restaurant ads in **2000 SB**.
- **Diamond Food’s Pop Secret** is a ROOKIE. (There were no snack foods save **M&Ms** in 2000.)
- **Doritos** – **M&Ms** aside, there were no **SB** snack food ads in 2000. **Doritos** “Crystal Ball” won 2009’s **Ad Meter**, and it is sponsoring the user-focused “Crash the **SB**” contest, again, this yr.
- **Mars** played in the 2000 **SB** with a female **M&M** walking down the street. **Ad Age** wonders if the **Snickers** “hungerize” campaign will show on Feb 7th?

AUTOS & RELATED

- In 2000 **GM** launched its **Alero**; **Volvo** showcased its trucks; and **AutoTrader.com** was an online autotrader. **SB 2010** features **Audi**, **Bridgestone** and **Cars.com** (**3rd** consec yr. Last yr’s **SB** ad ran for all of 2009 with **David Abernathy**.) **Honda** is introducing the **Accord Crosstour**. **Hyundai** (**3** consec **SB** yrs) is fresh from its “smash hit” sales year of 2009 when it **SB**ed twice with its “Assurance” & “Car of the Yr Ads.” This yr **Hyundai** will be the **Kick Off** sponsor (the best non in-game **SB** ad placement). While its ads did not **Ad Meter** well, **Hyundai** had a *great* year. Stablemate **Kia** is a ROOKIE this yr. (**UPDATE: Dodge & VW** are in.)
- **Bridgestone**, already mentioned, is, also the $\frac{1}{2}$ time sponsor for the **3rd** consecutive yr. It obviously is, still, not *tired* of the **SB**. (’09’s **Mr & Mrs Potato Head** was a Top 10 **Ad Meter** ad.)

MOVIES

- There were **5** movie trailers in 2000 (**Nutty Professor II** & **Gladiator** were blockbusters. **Mission to Mars**, **U-571** and **Titan AE** were not. **5** of **8 SB** 09’s trailers became blkbusters.) Possible blockbusters for 2010’s **SB** include **Tim Burton’s Alice in Wonderland**, **Despicable Me**, **Iron Man II** and **Toy Story 3**.

“OTHERS”

- 2000 saw **Pets.com**’s hand puppet (**#5** on **Ad Meter**). **Fed Ex** had a delivery to the **Land of Oz** and **EDS** herded cats (both **AD Metered** in the Top 10) **Monster.com** was there as was **Nuveen** with a “walking” **Christopher Reeves**. and **E trade** had money coming out of a patient’s *wazoo*. The **WWF** featured beauty contestants wrestling. **Our Beginning.com** showed brides fighting and **Muhammad Ali** shadow boxed for **Healthon / WebMD**. **OnMoney.com** showed a man fighting a paper monster and 1 of **Motorola**’s 2 ads, had a snake crawl up the leg of a man’s pants. (Abounding Violence, NO?)
- Among the REST that will be likely in 2010’s **SB** are 2000 advertisers **E-Trade** (with 2010’s “Talking Baby”) **Monster** with its **NFL Director** of **Fandemonrum** contest and the **US Census Bureau**. Others include **Boost Mobile**; a ROOKIE, **Career Bldr** with another user contest and **Dockers** and its “Back 2 Basics” Khaki pants campaign. **Go Daddy** (**6** in a row, WOW) has another **Danica Patrick** ad and ROOKIE **Home Away**, a vacation service firm, will ad with **Chevy Chase** and **Bev D’Angelo** (**Mr & Mrs Griswold** in **Nat’l Lampoon’s Vacation** movies). **Teleflora** will be hawking **V-Day** blooms for the **2nd** consecutive yr. Perhaps, the most interesting *new product* line to be **SB**ed this yr will be offered by **Dove** as it intros “Men & Care.” 4 men “who feel comfortable in their own skin.” (Remember in ’06 when **Dove** promoted **Girl’s Self Esteem**.)