

Super

Thanks for asking

A play by play of everything Super Bowl

Added Appeal

by Deanna Symoski

Super Bowl XXXV managed to give new meaning to the phrase "Bud Bowl" as Anheuser-Busch purchased a total four minutes of advertising this year for Budweiser and Bud Light. At a record-breaking \$2.3 million for every thirty seconds, it was the single biggest advertiser at the event. It was also quite possibly the most entertaining. The company's flagship "Wassupp" slogan was conspicuously spoofed in the "What are you doing?" ads. But the real showstopper was Cedric and the date-gone-wrong. This favorite in the 13th Annual USA Today Ad Meter Poll scored highest not just of Bud ads, but out of all the ads, among the 119 adult volunteers.



Pepsi-Cola Co. scored three minutes of precious Super Bowl ad space, replacing the two-year-old "Joy of Cola" theme with a new "Joy of Pepsi" slogan. Subtle. Missing from this year's spots was Hallie Eisenberg who in the past channeled voices and sang with divas. Instead Bob Dole resurrected his product-pushing days to inspire a little life in Pepsi.

Last year Electronic Data Systems Corp. brought us cat herders, this year it was the running of the squirrels in a clever piece about competition—a word the dot-coms might know something about. After dominating Super Bowl XXXIV with 17 online companies, fledgling upstarts were noticeably absent from the action this year. Three online companies did make it back, however. E*Trade again employed the dancing ape from last year, and Monster.com and HotJobs.com tackled a weary stock market and devised a new game plan (to actually make money), allowing them to return. In total, dot-com ads only comprised ten percent of the 30 available minutes.

Taking the place of electronic business was first-time Super Bowl advertiser Volkswagen, the only car company to show up. In a charming little spot, two guys throw sticks at a tree until their car falls out. Satisfactory for their first attempt, but the spot failed to stand out amidst heavy-hitters like Budweiser. Lackluster spots are what kept other car companies from playing, according to Scott McGraw, head of sports sales for CBS. Their ads couldn't stand up against the tough analysis that Super Bowl ads are subjected to.

Also debuting was Levi Strauss & Co., which kicked off its new line of jeans with a strange spot featuring a sickly man who is revived after receiving jeans from an unconscious donor. But perhaps the most disturbing ad was for the new mobile phone company, Cingular Wireless. One of their spots featured a mentally challenged man painting via headgear. The ad communicated that despite his difficulty, he was intelligent and actually very lucky as it intercut with his paintings. Moving, until the blatant exploitation of the wireless company became clear at the end when they slapped their name on the ad.

The variety of tactics of Super Bowl advertisers point to a common theme, however—emotional appeal. With 130 million viewers worldwide, the biggest TV audience of the year, the idea is to make some sort of connection, whether it's to make viewers laugh or just really think. And that's really how this whole thing got started. Apple's 1984 "Big Brother" pitch, which introduced the Macintosh computer, was so epic that Madison Avenue found a way to jump on board. With everything from Pepsi's "Just one look" spot to the Budweiser frogs, Super Bowl audiences tune in as much for the ads as for the football, making advertising for the event more than just a game. It's big business.

But that wasn't always the case. When Super Bowl I kicked off in 1967, approximately 46 million fans tuned in. Both NBC and CBS televised the last of the post season games from Los Angeles. Then, advertisers paid only \$42,000 for a 30-second spot, and football enthusiasts could catch the game in person for \$6 to \$12. But the times, they are a-changin'. Last Sunday each second of ad space sold for \$76,667.

Fumble!

Even the Giants scored more points than the half-time show

If you looked closely, you could actually see the exact moment Steven Tyler sacrificed his dignity for his fame. It could have been when N'Sync approached the stage to perform first, it even might have been when Britney emerged (wearing Mr. Socko on her arm). But I think it officially happened when the entire ensemble destroyed "Walk This Way."

The E*Trade Half-time show, a debacle featuring Aerosmith, N'Sync, Mary J. Blige, Britney Spears and Nelly, was supposed to unite generations, entertain sports fans and basically make a lot of money for MTV's sister station, CBS. What it actually did was create an air of hostility in living rooms around the country.

There is no doubt that "Walk This Way" is a song meant for numerous interpretations, the best of which of course was the Aerosmith-RunDMC original. A great runner up was when

Kid Rock helped out at the MTV movie awards. But to think the popsters could be 'hard' enough to hold their own for this legendary crossover was certainly a mistake.

The popularity stunt (presumably for Aerosmith) made the rockers look nothing more than old and made the popsters look ridiculous trying to keep up. Nelly's animated theatrics seemed to unnerve the rest of the crew and upstage the only thing anyone really wanted to hear—Aerosmith perform "Walk This Way." The only performer to maintain an air of class on stage was Blige who let the show unravel without her.

In fact, the best part of the show came in the first minute and a half when Ben Stiller, wearing a "maniac" T-shirt, Adam Sandler, and Chris Rock, appeared to help out the performers. Should've put them on instead. --by Deanna Symoski

You kiss Justin with that mouth?

by Katrina Everett
staff writer

Oops! She did it again. In a related story, half-time queen Britney Spears demonstrated just how eloquent her vernacular can be. At a recent performance at the Rock in Rio Festival in Brazil, Miss Spears threw an exuberant but quite impressive swearing tantrum.

Her obscene pre-show was apparently the result of there being no opening music before her performance. According to her own website www.britneyspears.com, the teen diva was quoted as saying, "Don't tell me they're just letting the audience f---ing stand out there like that. Oh my God," she says. "Okay, let's hurry ya'll, seriously...They told me they were gonna do a vamp." A 'vamp' being musician slang for the opening music, which is usually repeated before an artist enters the stage.

Spears went on to say, "Oh s---! Oh, nooo, what are they doing? (Squealing) Oh, my pants are too short! I grew! I thought they were gonna f---ing vamp!"

Brit's sing-song tantrum spread like wildfire, vastly heating up the internet. Her dirty words became the hot new Napster MP3. Fans wanting their own copy of Spears' new single can simply search under "Britney Spears" and "Rio."

Eminem must be pleased.



TMS Campus
Aerosmith's Steven Tyler smooches potty-mouth Spears at the Super Bowl XXXV half-time show.

'Eye' see you

If Keanu Reeves were going to leave a legacy, no doubt it would be *The Matrix*. With innovative effects and pageantry, the film kicked off the new way to impress audiences. So it was only a matter of time before sports, leaning a bit closer to entertainment these days, picked up on the trend for the big game.

Super Bowl XXXV was privy to the exact technology that catapulted *The Matrix* and certain swinging GAP commercials into the mainstream. It's called "Eye Vision," a more advanced virtualized reality, and it made a huge impact on Jamaal Lewis' third-quarter touchdown. In fact, replays may never look the same again.

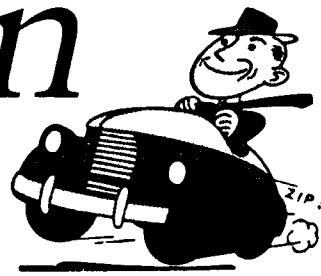
The idea is to create a three dimensional image of the action. To do that, 33 cameras were set up in seven degree intervals and timed as if to rotate around the players. The technology for such an idea was developed by the Carnegie Mellon Robotics Institute and Carnegie Mellon professor Takeo Kanade. Kanade, one of the primary creators of virtualized reality, warned prior to the game that the system is very much in its preliminary stages. Ken Aagaard, senior vice president of operations at CBS, hoped to be able to use the technology just three or four times.

Virtualized reality proved much more successful, however. Eye Vision was used numerous times both for replays and to get a better glimpse at the half-time extravaganza. But those involved are not settling just yet. Aagaard believes the technology will greatly develop by next year, making Superbowl XXXVI not only a sporting event, but a technological breakthrough. Eye Vision should be able to broaden its horizons for other events, such as NCAA tournaments and the U.S. Open.

--by Deanna Symoski

R'Erin To Go

by Erin McCarty



What Game?

The Super Bowl was no match for its ads

All right, I admit it. When it comes to football, I fit right in with all those stereotypical women depicted in the funnies this past Sunday. I just don't get it. So when I watched the Super Bowl last week, it wasn't the game coverage I was interested in. Oh, I could certainly appreciate the irony when the Giants finally managed to score a touchdown and the Ravens turned around and scored one for themselves just seconds later. And the pre- and mid-game shows were entertaining, but they seemed to be more spectacle than substance. The notable exception was Ray Charles, whose moving rendition of "America the Beautiful" was about as patriotically classy as you could get.

So if it wasn't the game and it wasn't the entertainment, what was I watching the Super Bowl for? The commercials. And I wasn't the only one. The Super Bowl is touted as the only event on television during which the ads are given as much attention as the actual program. I found last year's crop of commercials to be pretty disappointing overall, so I wasn't sure what to expect this time around. I began to feel hopeful pretty early on. For starters, the number of dot-com companies was reduced and unlike last year, I really couldn't point to an ad in which I had no clue what was being advertised.

I counted at least 25 commercials that impressed me and only four - plus one company's entire string of commercials - that really turned me off. The first commercial I labeled "bad" was the monster.com ad depicting a man in his cubicle lustily inhaling a business card. A little too weird for me, as it reminded me of the guy who blows the aroma of french fries through his office with a mini-fan.

Accenture's commercials all featured innovations of some kind, then the caption "now it gets interesting." I got that they were some sort of consulting company, but I really didn't understand what their commercials were trying to convey. I think the worst ad was for Levi's, in which a man is killed at the beach and his jeans are rushed to a sickly-looking, underwear-clad man in his home for a jean transplant. Very poor taste.

But these low points were made up for by a host of terrific ads. Led by Budweiser. Bud's greats included several "wassupp" ads and an ad in which the dog eats everything in the fridge to make room for the Bud Light. The notable "wassupp" ad depicted several nerds sitting around talking on the phone, drinking an unknown beverage and saying "what are you doing?" The second was a George Lucas-style scene in which an alien is beamed aboard the mother ship and sheds his dog disguise to impart the wisdom he learned from Earth. I'm not sure which is more disturbing: the concept that our dogs could be alien spies, or that "wassupp" would be what an alien would bring back as his impression of Earth.

The cat-herders of yesteryear became the squirrel-fighters of 2001 in the ad for eds.com, a hilarious parody of the running of the bulls in Spain reminiscent of Monty Python's killer bunny scene. This dot-com promises to deal with the quick and nimble competitors as well as the big, tough ones. Schwab showed us Fergie telling her daughter a bedtime story about how she would grow up to marry a white knight and live in a beautiful castle...but just in case it didn't work out she would have to know about PE ratios. Snicker's Crunch gave us two entertaining examples of things not to do when we felt the need to crunch something. Cingular wireless provided a series of ads about self-expression, from the one quoting everyone from Kermit the Frog to Homer Simpson to the one featuring the ballet dancing football players to the inspiring one about the handicapped artist. I still don't think wireless communication is directly related to the kind of self-expression detailed there, but they got the point across.

The best, though, were both parodies of famous commercials. Second place in my book goes to Bob Dole on the beach, talking about a product that has brought joy back into his life. I rolled my eyes through most of it, thinking that I thought I had seen the end of Bob talking about his intimacy problems - something I definitely did not want to hear about. But when he introduces the world to his "little blue friend," it turns out to be a can of Pepsi. Absolutely hilarious, it was the best in a series of great offerings by Pepsi. (A close second goes to the chess champ who has all the machinery turn on him.)

And number one has to be E*Trade, which parodied the famous 1970s environmental commercial in which a Native American rides through a desolate wasteland and surveys the once beautiful land with a silent tear running down each cheek. Here, it is a chimpanzee, and he is riding through the dot-com ghost town. At one point he even picks up something that looks suspiciously like the Pets.com sock puppet. Another hilarious offering, it was especially pertinent after the demise of so many dot-coms that advertised during last year's Super Bowl.

All in all, I'd say that while this year's game may not have been as dynamic as last year's, the commercials were a hundred percent better. And something tells me that there won't be nearly as many companies who won't be back next year.

New Releases

Movies

Head Over Heels
Valentine
Left Behind
Feb. 2

Video*

28 Days
3 Strikes
Digimon: The Movie
Farscape
Supernova
Where the Heart Is
Gundam Wing: The Movie-Endless Waltz
Sailor Moon S: Pure Hearts
The Love War

Music*

112

DVD*

Digimon: The Movie
Farscape
Gundam Wing: The Movie-Endless Waltz
Sailor Moon S
Dr. T and the Women
Urban Legend: Final Cut

*Release Date: 2/6

