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## Super Bowl ads fight for attention

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The Repository asked three local advertising experts for their opinions on this year's Super Bowl ads.

By Lisa Reicosky

It was the ewwww heard around the world.

Supermodel Bar Rafaeli locked lips with a not-so-hot nerdy-type guy in one of Sunday night's more graphic Super Bowl commercials. It was for Internet host **GoDaddy.com**.

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Memorable? Yes. Effective? Not so much.

In the advertising world, effective and memorable can be two different things. If viewers remember the commercial, but not the product it advertises, well, it's not very effective. A company that spends \$4 million for a 30-second chance to sway millions of consumers, really should get both.

That means winners and losers in the Super Bowl ad wars may not be what average viewers think.

The Repository asked three local advertising experts for their opinions on this year's Super Bowl ads.

The **GoDaddy.com** kiss did not make any list of favorites.  
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“GoDaddy.com commercials are from the Paris Hilton School of Advertising,” joked Bob Isenberg, vice president creative services at WRL Advertising. “They only care about getting noticed, but what are you saying about your product?”

Isenberg said he enjoys the comedic commercials, but the **GoDaddy.com** kiss  
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one leaves a negative impression.

Some favorites using comedy, he said, included the “Goat for Sale” for Doritos; the Hyundai Sonata Turbo, he said, was effective because it was funny and had a clear message as the car sped ahead of unappealing things on the road. (“This is why you want a turbo!” he said with a laugh.)

Both Isenberg and Lorraine Kessler, principal and brand positioning strategist for Innis Maggiore, agreed that the ad for Skechers GOrun was tops in effectiveness, entertainment, and in being memorable.

The ad featured a gazelle running from a cheetah, which was chased down and hog-tied by a guy wearing Skechers running shoes.

“It was simple and effective, and it has positioned Skechers as a performance shoe,” said Kessler.

Not so effective, said Kessler, may be the ad for Mercedes, but not for the reasons most might think.

“It’s fantastic. It makes me want a Mercedes like I have never wanted one before,” she said.

The problem comes at the end when the price is revealed: starting at \$29,999.

“You can’t have a prestigious, affordable car,” Kessler explained. “This could be a mistake.”

Also on her “Best list” was the “Got Milk” ad with Duane “The Rock” Johnson and the USO Jeep ad with Oprah Winfrey.

Beth Butler, an assistant professor of journalism and mass communication at Kent State University Stark Campus took notes Sunday night and will discuss the ads in her classes this week.

She watched her Facebook to gauge ad popularity.

“Everyone was grossed out by **Go.Daddy**,” she agreed, “But I thought the other one (“Sky Waitress”) was well done. **Go.Daddy** always leaves me shaking my head.”

One of her favorites was Taco Bell’s take on “Cocoon,” where senior citizens enjoy the nightlife.

“It could have been cheesy and insulting, but it was done creatively.”

Most car commercials tend to look alike, said Butler, but she and Isenberg and Kessler agreed, the Audi prom commercial was a winner.

“It had a tremendous attitude,” said Kessler, who explained that Audi has been trying to be a prestige car with more attitude. “That came across and it had a great punch line at the end.”

“Bravery: It’s what defines us.”