
Super and not-so-super commercials

Monday Posted Feb 6, 2012 at 12:01 AM
Updated Feb 6, 2012 at 6:19 AM

Let's face it. Many of us watched the Super Bowl for the commercials. The fact that it was a close game, well, that just made it that much better. One local advertising agency weighed in on the best and worst Super Bowl commercials.

Let's face it. Many of us watched the Super Bowl for the commercials. The fact that it was a close game, well, that just made it that much better. Throw in Kelly Clarkson's flawless performance of the National Anthem and Madonna's halftime show, then you have yourself a televised event that many agree didn't disappoint.

One local advertising agency weighed in on the best and worst Super Bowl commercials. Here's Lorraine Kessler's take. She's a positioning strategist at Innis Maggiore in Jackson Township.

Top Five Super Bowl XLVI commercials:

1. **Chevy Silverado: "Apocalypse."** This humorous "end times" spot is on point and on culture. Survivors of the Mayan Apocalypse gather after the devastation. "Where's Dave?" asks the one man. "Dave didn't drive the longest lasting, most dependable truck on the road. Dave drove a Ford," glumly responds his friend. It's a serious throwdown to Ford, and from a positionist's point of view, it works!

2. **Audi: “Vampire Party.”** “Daylight, now in a headlight.” Audi capitalizes on the “Twilight” vampire phenom (with apologies to Anne Rice who may have started it all) to deliver a strong product difference in a highly dramatic way.

3. **Chrysler: “It’s Halftime in America.”** You know the voice even in the shadows. When Clint Eastwood whispers, people listen. This isn’t just huckstering celebrity power. Clint, in this case, is the message. When he says, “This country can’t be knocked out with one punch. We get right back up again, and when we do the world is going to hear the roar of our engines,” you believe it!

4) **VW: “The Dog Strikes Back.”** This year, about 20 of the roughly 36 Super Bowl advertisers put their TV commercials online before Sunday’s broadcast. ... This year, VW is back with the new Beetle. We watch as an overweight dog goes on a diet and exercise regimen just so he can get out his doggy door to chase the new VW Beetle.

5) **Teleflora.com: “Adriana Lima.”** Contrary to what most people think, sex doesn’t always sell. It’s tricky. This time it works. Brazilian Victoria’s Secret model Adriana Lima is coy and chic, sensual and sexy, without being sleazy or cheesy. Her single line, “Guys, Valentine’s Day is not that complicated. Give and you shall receive,” plus the pan back to reveal a vase of flowers pretty much says it all.

Honorable Mentions

1. **E*TRADE Baby: “Fatherhood”**

2. **Honda CR-V: “Matthew Broderick”**

3. **Fiat 500 Abarth: “Seduction”**

The Losers

1. **Bud Light Platinum**

2. **Pepsi**

3. **TaxAct.com: “Bathroom Break”**

4. Chevy Camaro: “Happy Grad”
.....

5. Acura NSX: “Jerry Seinfeld”
.....

6. Chevy Sonic: “Stunt Anthem”
.....

— *Lorraine Kessler, Innis Maggiore’s principal client services and positioning strategist*