

Business

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Marketing tops & flops

Treasure Coast professionals rate the Super Bowl ads

More than half of U.S. adults who annually tune in for the Super Bowl are more interested in the commercials than the game, according to Harris Interactive. So which ads did local viewers like best this year? And which scored highest with the professionals? Below are comments on the best and worst posted on TCPalm.com and from creative thinkers at Treasure Coast advertising agencies.



**STEVE NORTH,
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THE TOPS

Anheuser-Busch, "Dalmatian"

Anheuser Busch were also clearly the biggest spenders. Best spot of the bunch, "Dalmatian." This is an endearing and memorable spot, something everyone can enjoy.



Anheuser-Busch, "Dalmatian"

Ford, "Super Duty Truck"

Although it wouldn't typically make good water cooler conversation, the ad was cleverly produced and held my attention throughout. Well done for a not-so-interesting topic.

Snickers, "Mechanic"

Ridiculous, zany, hilarious and kinda stupid but all in good fun. What more could you

asks for to get folks talking about you tomorrow? Now then, isn't that the point?

THE FLOPS

GoDaddy.com, "Marketing"

This ad was again a waste of money in production and media. Not to mention that they ran it three times ... \$7.5 million up in smoke.

Chevrolet. All of their ads were uninspired and totally forgettable. Not Super Bowl worthy.

Van Heusen, "Wardrobe"

This spot was lifeless, did not communicate effectively and the special effects were poorly executed. It's better not to play with the big boys if you can't come out with a bang.