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# GM Super Bowl Commercials A Blend of Humor, Creativity

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The ad finished 30th in the USA Today Ad Meter.

made it the second most-watched Super Bowl ever.

More than 93-million viewers are estimated to have watched the broadcast in the U.S., which

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The Indianapolis Colts have been crowned Super Bowl XLI champions, and the talk around the watercooler about the commercials has subsided.

But, the effects of the commercials could last for months, even years, and that's what General Motors Corp. hopes for after it spent several million dollars with a bevy of in-game spots.

GM ranked 18th overall in the USA Today Ad Meter, with its advertisement in the 2nd quarter of the National Football League championship game titled "Robot."

Parts of the Robot ad were filmed in GM's Lansing Grand River assembly plant, where GM builds the Cadillac CTS, CTS-V, STS, STS-V and SRX vehicles.

And, a Chevrolet ad aired based on a concept submitted by Katie Crabb of Wisconsin - where several bare-chested men washed an HHR - who won a contest for college students held by the GM brand.

**U OF D MERCY** Professor Michael Bernacchi calls on a student during his annual post-Super Bowl AD Naseum presentation.

- photo: Bruce A. Pollock



