

ADS

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"I like that one," said Venia Anderson of Pontiac, a laughing Colts fan sandwiched between Bears fans, Sherry Walker of Pontiac and Cynthia Threats of Auburn Hills. Mark Boyes of Pontiac found it a favorite.

But on the other side of the table, Terri Green of Rochester Hills said of the same commercial, "That was nasty!"

The group at the Mill Street party roared unanimously over a quick spot that featured Oprah Winfrey and David Letterman sitting on a couch eating popcorn, advertising the "Late Show."

They also agreed that the Bud commercial in which a male teacher tells members of a non-English-speaking class to say they don't speak English when someone asks for a Bud was one worth mentioning.

"That was very good," said Christine Wright of Macomb Township.

Rashad Flemming of Pontiac enjoyed the Chevy "American Revolution" commercial, which featured a diverse group of cars and their drivers.

Palmer-Mehta, who teaches a course on persuasion, has a special interest in the commercials.

"The ads can be very funny and imaginative. If they are well-liked, they are talked about the next day around the water cooler. If they fail, they are a costly mistake," Palmer-Mehta said.

"Anheuser-Busch consistently produces crowd-pleasing ads. Perhaps that is why they have invested the most in Super Bowl advertising this year," she said, noting it paid for five minutes in airtime. Palmer-Mehta had a sneak preview of some of the ads she said were "leaked" to YouTube, an Internet site that allows people to share videos.

"It looked like Anheuser-Busch has produced another successful advertising campaign this year," she said.

Palmer-Mehta also found

favor with the "American Idol"-type move by Dorito in making its Super Bowl commercials.

The Doritos brand offered consumers the opportunity to create their own 30-second commercials in what they called the "Crash the Super Bowl" competition.

Five finalists were selected from more than 1,000 entries and posted online, where consumers voted for their favorite commercials to be shown during the Super Bowl.

"This is a really a clever way to make the most out of a 30-second spot on Super Bowl Sunday," Palmer-Mehta said.

Commercials are such a fun topic that Bernacchi will host his Super Bowl Ad Nauseam at noon today in the Albright Room in the Life Science Building on the University of Detroit Mercy's McNichols campus.

Bernacchi, who has held the after-Super Bowl discussion since 1985, actually tells his students to forget what is happening on the field because the real game is during the commercial breaks.

Once again, professors in the Michigan State University Department of Advertising, Public Relations and Retailing gathered to watch the game and judge the commercials.

"So far, Bud has the best commercial with the English class," said Professor Bob Colt, who hosted the party. "Beer is doing really well. A Toyota spot was also in the top five," said Colt at around 9:15 p.m. before the game was over.

"No one knows how to do it like Anheuser-Busch," said Russ White, MSU spokesman, who teaches an occasional class in the department. "It seems like no one's done anything new for a long time."

As far as the Snickers commercial that got mixed reactions at Mill Street, White said: "We are scratching heads. We are not sure what they were thinking there — maybe a 'Brokeback' garage ad."

"That's what they want — to make people talk about it," said White, who also said the Coca-Cola ads were faring well among the professors.