

T C O M T A C K L E R S

1979



1986



1995



2003



Archives: By Lorna Swanger

Over the Years the Super Bowl Game is known better for the wild and wacky commercials being shown than which teams made it to the Super Bowl. Companies have noticed the increase in viewers during the Super Bowl and jumped at the opportunity to advertise during the game. The increase in viewers has been enormous. Here in the above picture from 1979 was the hydroplane boat for Budweiser the slogan that year was “You said it all” easy slogan but a great impact on viewers. In the second picture we have the Refrigerator Perry and Jim McMahon from the Chicago bears doing “New Coke vs. Coke Classic” this was a classic football player versus a rookie a great concept. Next, we have the little boy who sucks on the straw and ends up inside the bottle of Pepsi. This commercial was so funny people talked about it for weeks after the game. This year streaking took on a whole new meaning for Nike. I think this one was one of the funniest commercials for the 2003 Super Bowl season. Over the years these commercials have had a great impact on companies who can get into one of those expensive time slots not only do they leave an impact on people but they also sell products. Since 1970 the calculation of people watching the Super Bowl on CBS was at a whopping 44,270,000 viewers. The price tag for that year’s time slot was approximately \$361,780. Today, FOX Sports has taken over the realm with an audience of 86,801,000 viewers and for a 30 to 60 second commercial a time slot cost at \$1,900,000 dollars. Ad agencies sold over 40 % of the time slots to companies like, Anheuser-Busch, General-Motors Corp., Sony, and Pepsi. The results are in for the 2003 Super Bowl time slots and the costs were anywhere from 2 million to 2.2 million for a 30 second slot. This is about 10% increase for Fox’s last year ratings. The number one advertiser for second year in a row was Anheuser-Busch that bought up eleven spots during the big game. From here it will only get more expensive for advertisers and wackier for viewers, will have to wait and see.

AMERICA’S NEW FAVORITE PASS-TIME: By Jay Skock

Our thirty-seventh year with the Super Bowl has come and gone, many people simply watch for the commercials rather than the game. The Super Bowl has become one of the most watched sporting events in America. ESPN states that, “Ever since the Super Bowl became the biggest sporting event in the country, the expensive spots have been just as anticipated as—and sometimes better than—the games.” As such, many companies have found it very profitable to advertise during them. Some of the most memorable commercials include the “Budweiser Frogs” and the “Cat Herder.” Over time advertising agencies have had to continually think of more creative, humorous, and expensive commercials for the Super Bowl.

Super Bowl commercials have evolved in many ways. The products they try and sell must somehow connect with the consumer by using topics that are popular with the general public. For instance, When Apple Launched it’s “1984” Super Bowl commercial in 1984, they

parodied Orwell's book. The book 1984 was very popular at the time and drew a lot of attention during the Super Bowl.

The Government has also begun advertising during the Super Bowl. Aside from a few political spots here and there, the government hadn't really interfered or contributed to the advertisements during the Super Bowl. However, they did for the first time during Super Bowl XXXVII. The government sponsored a public service announcement informing the nation on the dangers of drug use. This marked a milestone in Super Bowl commercial history because it showed that not only could commercials be humorous ads, but could also carry a positive message with them.

COMMERCIAL CONTROVERSY: By Troy Tice

Will the Government eventually step in and start banning commercials? What lies in the future for super bowl advertisements? Believe it or not, these questions along with many others has been brought up and discussed seriously. Some people feel as if the Super Bowl would not be the same without these commercials and have even admitted to watching the big event just for companies 30 seconds' of fame. Numerous of these commercials are comical while others take a more somber approach. Yet, one thing that no one disagrees with is that not only is more and more money spent every single year, but some of the commercials also get even more controversial and risky as the years go on. From animal rights activists to lesbian support groups thousands of complaints and remarks have been made about recent commercials and what is to come.

Adults, Parents and many others feel that the super bowl ads and the images they portray have changed drastically. One topic that brings up arguments is beer commercials. Now granted, these commercials have been on for a long time but recently have been purposely made to attract underage audiences. One that comes to mind is the commercial known as "The catfight" which was made by Miller Lite. This commercial has two girls wrestling in a pool and then eventually they fall into a mud bath. Women were outraged everywhere stating that this commercial was "very distasteful" and portrayed women as "Dumb Slobs". Although this commercial didn't air for the first time on the Super Bowl it was played during the game. Men and women alike, shun on Miller Lite for using such a sexual ad just to attract younger male audiences. Miller Lite has not been affected by the criticism and has in fact; made sequels to this ad and feel these ads benefit them. Laura Ries is quoted for saying, "Every time I see it, I cringe. It's explicit. It's degrading. It has no real message, except all men are idiots and all they think about are girls mud wrestling."

Another commercial that caused a stirrup was the "Coors light twins" ad where they pose and blow kisses at the camera with their arms around each other. People claimed that this showed a terrible image of America, which we do not need for any reason. Since these commercials where "over the top" and aimed at younger male audiences the public are trying to do something about it. The only problem is that any publicity is good publicity. Numbers have increased at both breweries since the commercials aired. If this is happening now, many wonder what offensive commercials or ads will be out in the years to come. A lot of citizens feel that this will keep breaking barriers and getting more drastic until the Government steps in and makes some regulations

Cultural Impact: By Caleb Thusat

The cultural impact of commercials on society is a major issue in the world of television. Commercials are usually made to persuade people to buy something, but they are also made to scare people from taking part in certain activities. This is a type of propaganda that the government pushes onto the television industry. Super Bowl commercials run along the same path as normal commercials trying to sell products and ideas.

One of the most prominent of the propaganda that are being made currently is the Anti-drug campaign. Obviously, there are many other types of commercials that have different effects on our culture, but they are all basically selling something. Whether it is a car, tennis shoe, or a belief about drugs, they are all products in the same context. The government is spending countless millions of the taxpayers money on ads that are supposed to show the harmful effects of drugs and the consequences these drugs can have if one was to use them. Many people feel that these ads are helpful in encouraging children and teens not to use drugs, but the truth in statistics is quite different. Recently, it has been found that the anti-drug campaign has had little to no effect on the use of drugs in the country. This is a very important discovery that may prove that television commercials, even Super Bowl commercials, do not have as much of an impact on the minds of our youth.

The Cost and Hype of the Super Bowl Commercials: By Priscilla Thornton

To millions of Americans, half the fun of watching the Super Bowl is the commercials. Companies promote their product during this great American sporting event and spend millions of dollars each year doing it. Companies spare no cost to make their commercials the most memorable. This year and like other years, the game was interrupted periodically so that those 130 plus million viewers could sit around and soak in the very expensive commercials. Super Bowl commercials are one of the most expensive in the business, but are well worth it to the industry. "The cost of an ad is still valuable because of the added buzz that a commercial receives when it premieres during the Super Bowl," Caristi said. Its great advertisements for many companies because "Newspapers, newscasts, magazines and radio talk shows discuss the advertising for weeks before and after the game (Caristi N.P.). Of course, a commercial must be produced before it can be broadcast, and production costs often run into hundreds of thousands of dollars. "Advertising on the Super Bowl, which cost a robust \$2.1 million for 30 seconds this year, has proven appealing to big-budget companies not only because of the size of the audience but because it's the one day a year people actually make a point of watching commercials" (Mary Ethridge N.P.). For the business, this is just the level of spending that is required when competing speakers are trying to persuade a vast television audience. "A recent study found that nearly 100 percent of adults 18-49 watching the Super Bowl hang around for the commercials" (Marc Ransford N.P.). The Super Bowl is traditionally one of the most watched events of the year, queuing advertisers to debut costly and original ads to thousands of viewers. "A survey from Eisner Communications in Baltimore found that a record 14 percent of respondents said they would watch the game primarily for the commercials, compared with 2 percent who said so in the survey in 1995" (Mary Ethridge N.P.). Overall, the hype of the Super Bowl is self-explainable and can be seen that it is, at least for now for the commercials.

Commercial Importance: By Jason Schiavoni

Super bowl Sunday is the day to watch commercials. What company is going to have a good commercial and which is going to have a bad one? According to Mary Ethridge of the Star

Beacon the 2001 super bowl had each company paying \$1,900,000 for a 30 second commercial slot and whether the commercial does good or not is the creativity of the company. When you have 84 million people watching a football game on television and a part of those people are only watching the game because of the commercials that is a lot of weight on the commercial creators hands. This fad didn't just get popular in the past couple years it has been a tradition since the beginning. With the super bowl being the best time slot for commercials since 1967 many companies were thinking of it as an investment because everybody is going to be watching the game and just might notice the commercial. Even if people aren't watching the game because it might be a blow out or even just a boring game people still tune in to watch the commercials. With the prices and attendance rising companies are always looking to out do what they did last year and maybe even it's the first year they will have a commercial during the super bowl they are hoping to get lucky and have one of the good commercials that come out. Commercials have played and will always play a big role in the super bowl.

Priscilla Thornton

The Cost and Hype of the Super Bowl Commercials

To millions of Americans, half the fun of watching the Super Bowl is the commercials. Companies promote their product during this great American sporting event and spend millions of dollars each year doing it. Companies spare no cost to make their commercials the most memorable. This year and like other years, the game was interrupted periodically so that those 130 plus million viewers could sit around and soak in the very expensive commercials. Super Bowl commercials are one of the most expensive in the business, but are well worth it to the industry. "The cost of an ad is still valuable because of the added buzz that a commercial receives when it premieres during the Super Bowl," Caristi said. Its great advertisements for many companies because "Newspapers, newscasts, magazines and radio talk shows discuss the advertising for weeks before and after the game (Caristi N.P.). Of course, a commercial must be produced before it can be broadcast, and production costs often run into hundreds of thousands of dollars. "Advertising on the Super Bowl, which cost a robust \$2.1 million for 30 seconds this year, has proven appealing to big-budget companies not only because of the size of the audience but because it's the one day a year people actually make a point of watching commercials" (Mary Ethridge N.P.). For the business, this is just the level of spending that is required when

competing speakers are trying to persuade a vast television audience. “A recent study found that nearly 100 percent of adults 18-49 watching the Super Bowl hang around for the commercials” (Marc Ransford N.P.). The super Bowl is traditionally one of the most watched events of the year, queuing advertisers to debut costly and original ads to thousands of viewers. “A survey from Eisner Communications in Baltimore found that a record 14 percent of respondents said they would watch the game primarily for the commercials, compared with 2 percent who said so in the survey in 1995” (Mary Ethridge N.P.). Overall, the hype of the Super Bowl in self explainable and can be seen that it is, at least for now for the commercials.

Works Cited: Lorna Swanger

<http://www.adage.com/page.cms?pageId=968>. AdAge.Com. Super Bowl Statistics.
03.17.02

http://www.superbowl-info.com/super_bowl_commercials.htm Superbowl info.com
Superbowl Commercials.03.17.02

<http://ad-rag.com/sb.php?year+2003&p=11> Superbowl Archives.03.17.02