Super Bowl Ads Assignment

Jessica Szczechowicz

02/05/14

**Three Best Commercials:**

1. Coca Cola’s “America the Beautiful” commercial may have received quite a bit of backlash, but I found it to be completely inspirational. I admire Coke for creating a true picture of America and its entire population by including those who are multilingual, gay, and those who are proud of their ethnic background. I believe that many Americans forget that the United States is a “melting pot” nation and that although most of us speak only English that may not have been true for our ancestors who first moved here. It was a beautiful tribute to our country and it made me feel proud to be an American and an avid Coke consumer.
2. Microsoft’s “Empowering” commercial offered a touching view on how the use of technology has changed society for the better. From creating prosthetic legs for children to allowing former NFL player Steve Gleason to communicate with his son despite having ALS, the commercial’s focus on the use of technology warmed my heart. This advertisement also gave a refreshing outlook on life in this digital age and definitely made it seem as though we are moving in the right direction of using our innovative knowledge to help others.
3. TurboTax’s commercial with the metaphor between the Super Bowl and Prom may have been the ultimate non sequitur of all time but I thought it actually worked brilliantly. They followed a story that many people could relate to and completely grasped everyone’s attention into this sad but true yet absolutely hilarious analogy and just when we were starting to wonder what this commercial was even for they hit us with the most surprising and completely unexpected company name. However, it totally made the commercial memorable and with tax season just beginning the timing for the ad couldn’t have been any more ingenious. The commercial linked to the brand because just as the audience was surprised that the commercial was for TurboTax, the audience will be surprised by how quickly and well done their taxes will be with TurboTax.

**Three Worst Commercials:**

1. Volkswagen’s “Wings” commercial tried to be funny with their idea that for every Volkswagen that hits 100,000 miles a German Engineer gets his wings; however, the humor was overtaken by the actors in the commercial. The engineers did not have happy facial expressions when they received their wings as a result of their customers long lasting cars. In fact, their expressions and actions made it seem like such an occurrence was an inconvenience to them and their work. Therefore, the commercial got lost in trying so hard to be funny that they missed the point of trying to promote their brand.
2. Audi’s Doberhuahua commercial honestly gave me the creeps. They had a great message about buying an Audi because it won’t be a scary hybrid monster, but I was so caught up in the awful behavior of the dog – especially when it was attacking poor Sarah McLachlan and her guitar – that I couldn’t really focus on that overall message. It just frightened me out of ever wanting to buy a purposefully mixed breed dog.
3. The second part of Wonderful Pistachio’s Stephen Colbert Commercial took it just a little too far. The concept of trying to overdo the branding to boost sales was funny at first but when they ended the commercial with Stephan Colbert cracking his own head open like a pistachio it was creepy. His little green head and cracked actual face looked bizarre, which took away the humor of the commercial.