

# SUPER BOWL XXXVIII ADVERTISERS

MARKETER	BUY	CREATIVE	AGENCY
American Legacy Foundation	One :30	Likely to be a new execution in the "Connect-truth" campaign. A :60 will appear in the MTV pregame show.	Arnold Worldwide, Boston; Crispin Porter & Bogusky, Miami
Anheuser-Busch Cos.	Five minutes total: <b>Eight</b> :30, <b>One</b> :60; three spots in Q1, and <b>two</b> each in remaining quarters.	Spots split between Budweiser and Bud Light, with one responsibility spot. One :60 spot after kickoff, as usual, likely Bud Light. One spot being considered stars a donkey that gets his wish to become a member of Budweiser's famed Clydesdale team.	Goodby, Silverstein & Partners, San Francisco, for donkey spot; other agencies competing to submit spots from which A-B will choose. Those that handle Bud and Bud Light include DDB, Chicago and Toronto; Fusion Idea Lab, Chicago; Hill, Holliday, Connors Cosmopolos and Modernista, both Boston; plus multicultural shops Del Rivero Messianu DDB, Miami; Dieste Harmel & Partners, Dallas; and Ornelas & Associates, Dallas.
America Online	Three :30	Sponsor of half-time show. Spots promote Top Speed, a technology that AOL says improves download times for both broadband and dial-up users.	Wieden & Kennedy, Portland, Ore.
Bayer and GlaxoSmithKline	One :30	Erectile-dysfunction drug Levitra bows at the Bowl.	Quantum Group, Parsippany, NJ
DaimlerChrysler	One :30	A Dodge model will be featured.	BBDO, Troy, Mich.
FedEx	One :30	Spot will focus on service.	BBDO Worldwide, New York
Frito-Lay	One :30	Likely a new Lay's potato chip spot.	BBDO Worldwide, New York
General Motors Corp.	One :60, Two :30	A :60 Cadillac epic with multiple models, special effects and once again use a Led Zeppelin tune. Caddy is the official car of the game. And a pair of :30 spots for Chevrolet, one in Q1, one in Q2 for its "An American Revolution" umbrella brand campaign.	Chemistri, Troy, Mich., for Cadillac; Campbell-Ewald, Warren, Mich., for Chevrolet
H&R Block	One :30	Yet another celebrity does the bookkeeping.	Campbell Mithun, Minneapolis
Monster Worldwide	Two :30	A new "Today's the Day" spot with images of people getting ready to start their day, the day when they finally hear the words "you're hired." With a newly designed mascot.	Deutsch, New York
National Football League	Three :30	A United Way related spot; one for NFL Network; and a spot with a volunteerism theme. All being shot over the next couple of weeks, including one that will be shot in Houston when the NFL people arrive there later this month.	Y&R, New York, for United Way; other two are in-house
Pepsi-Cola Co.	Three minutes total: <b>one</b> :60 in Q1; 120 seconds total in Q2; <b>one</b> :30 in Q3.	Pepsi and Sierra Mist focused spots, including one promoting its iTunes promotion. Spots still being shot.	BBDO Worldwide, New York
Philip Morris USA	One :30	A new execution in its corporate responsibility, anti-smoking campaign.	Leo Burnett, Chicago
Procter & Gamble Co.	One :30	Charmin, winner of P&G's derby for its first-ever Super Bowl spot, will highlight its ad icon bear, appearing on packages for the first time.	Publicis Worldwide, New York
Sony Pictures	Two :30	Likely one spot for "Spider Man II", opening in July, or "50 First Dates", an Adam Sandler comedy.	In-house
Touchstone Pictures	One :30	Likely for "The Alamo," a spring release.	In-house
Universal Studios	Two :30	Studio could promote "The Chronicles of Riddick", with Vin Diesel, "The Bourne Supremacy", with Matt Damon or "Van Helsing".	In-house
Visa USA	One :30	A branding spot for the credit card.	BBDO Worldwide, New York
Warner Bros.	Two :30	Lots of possibilities: "Starksy & Hutch" coming in spring; "Scooby Doo II" also in the spring; "Cat Woman" with Halle Berry a summer release; "Troy" with Brad Pitt as Achilles; or summer release "Harry Potter and the Prisoner of Azkaban".	In-house
White House Office of National Drug Control Policy	One :30	The drug office is in the big game for the third year in a row. Also expected to run a spot after the game.	Ogilvy & Mather, New York

## PRE- AND POST- GAME SUPER BOWL ACTIVITY

MARKETER	BUY	CREATIVE	AGENCY
General Motors Corp.	One :60, <b>three</b> :30 pre-game; <b>three</b> :30 post-game	Cadillac has name entitlement of Post Game Show with three 30-sec. spots and signage, plus on-field presentation to MVP of whatever Cadillac model he chooses. GMC has one 60-sec. and two 30-sec. spots pre-game. Saturn has one 30-sec. spot pre-game.	Lowe, New York, for GMC, Goodby, Silverstein, San Francisco, for Saturn; Chemistri, Troy, Mich., for Cadillac
Pizza Hut	One :30, pre-game	Spot in the pre-kick space to promote a new pizza product.	BBDO Worldwide, New York
Subway Restaurants	One :60, post-game	Spot to appear directly after the game ends and before trophy is presented that makes a tongue-in-cheek explanation of its new ad campaign. Apparently, consumers took the ads a bit too literally that if they ate Subway, they could dress up as a cheerleader. Subway pokes fun at itself and tries to clear up the message.	Fallon, Minneapolis