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'Going All The Way' Super Bowl Ad Featuring Ashwaubenon Ranked in Top 10

February 3, 2014

Below are excerpts from an online article by USA TODAY's Bruce Horovitz. As the table shows, Coke's 'Going All The Way' commercial, featuring Ashwaubenon and Lambeau Field, ranked 9th. The commercial's director, Jake Scott, also directed the #1 ranked commercial - Anheuser-Busch's 'Puppy Love' for its Budweiser brand.

For the 26th consecutive year, USA TODAY's Ad Meter reached out to consumers to vote for their favorite Super Bowl commercials. This online audience of 6,272 preregistered panelists voted from across the country. The game featured nearly 50 commercials that cost advertisers a record \$4 million per 30-second slot for airtime on the Fox telecast, which was expected to be watched by up to 110 million viewers.

Super Bowl 2014 may have marked a serious turning point for those Super Bowl advertisers. Out were ads created just for cheap laughs or lookie-loos. In were ads with fewer words, do-good messages and cinematic credibility.

*Sure, some of the commercials were overdone, but many told **honest-to-goodness stories** — with a beginning, middle and end. There seemed to be a rediscovery among advertisers that Super Bowl viewers love nothing more than a story told well.*

*It was the night that **advertisers fell in love with America** — and American symbolism. Anheuser-Busch did with a soldier's return. So did Coke.*

*The winner, Budweiser's 'Puppy Love', was created by the ad agency Anomaly, which also was responsible for last year's winner. Some 60 scenes were shot for the winning ad by director **Jake Scott** — son of Ridley Scott, the director of the Super Bowl commercial that started it all 30 years ago, Apple's "1984" spot.*

*This also was the Super Bowl where simple was good — sometimes even great. In Anheuser-Busch's puppy ad, the simple message: Dog loves horse. For Hyundai's ad: Dad saves son. For Chrysler and **Coke's** offerings: America is good.*

On Sunday night, for a change, so were some of America's ads.



TOP 10

Company	Spot	Quarter	Score
Budweiser	Puppy Love	4	8.29
Doritos	Cowboy Kid	4	7.58
Budweiser	Hero's Welcome	3	7.21
Doritos	Time Machine	1	7.13
Radio Shack	Phone Call	1	7
Hyundai	Sixth Sense	1	6.87
General Mills Cheerios	Gracie	1	6.75
Microsoft	Technology	4	6.65
Coca Cola	Going All the Way	4	6.42
Pepsi	Soundcheck	HT	6.3

For the complete USA TODAY Ad Meter rankings, visit <http://admeter.usatoday.com/story/sports/ad-meter/super-bowl/2014/02/03/ad-meter-story-final-ad-meter-rankings/5173807/?sf22359773=1>