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Media Writing

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Super Bowl Sunday

Super bowl Sunday has came and gone, personally not a big a deal for myself. I will admit that I tuned in, along with 111.3 million other viewers, although just to watch the commercials. For me, it was a typical Sunday; I slept in, had a killer breakfast, hit the gym, ran some errands, and turned on the television. As usual the commercials never fail to give you a good laugh, or even some food for thought. From the funny Doritos and Taco Bells to the ability of an American beer company, Anheuser-Busch, and a single Clydesdale to bring a little tear to your eye. Not to mention my grandmas’ favorite radio celebrity, Paul Harvey, teaming together with Dodge to make an ad that revolved around the heart of this country, the farmers in this country, just to sell you a truck. The favorite ad for all the girls came down to 15 seconds of some very fit guy standing around in his underwear, thank Calvin Klein for that one. Like every other year, the super bowl ads definitely did not let me down. Maybe I’m getting older but I tended to lean towards and enjoy, the more serious commercials this year over the funny ones. I think the messages that Budweiser and Dodge were able to put out there struck a more serious nerve in people and should have sparked something in them to lean towards their products in the future. Don’t get me wrong; the game was great as well. We all expected to see the 49er’s lose until the lights went out and they made a killer comeback. Even with the power glitch the networks were still able to put together a great show and entertain the millions. I would label it a very successful day for any football fan.