Super Bowl ads avoid politics, shock value

2018-02-05

China Daily USA |  
 Updated: 2018-02-05 10:44

NEW YORK - This year's Super Bowl advertisers are minding their manners. They're trying hard to steer clear of everything from politics to the #MeToo movement with lightly humorous ads that don't offend.  
The goal was to capture the attention of the 111 million-plus viewers who were expected to tune in Sunday when the Philadelphia Eagles took on the New England Patriots. Thirty-second slots went for more than $5 million for airtime alone.  
Last year, ads that tackled political issues fell flat, like an 84 Lumber ad about immigration. And some thought the recent Grammy Awards' low ratings were because the show contained too many political moments, such as Hillary Clinton reading from Fire and Fury, a book critical of US President Donald Trump.  
People are in the mood for "political-free entertainment," said Kim Whitler, a marketing professor at the University of Virginia.  
Several ads took a light-humor approach with mostly male celebrities. PepsiCo brands Doritos Blaze and Mountain Dew Ice were showcased in two 30-second linked spots showing Morgan Freeman and Peter Dinklage in a lip-sync rap battle.  
In a Pringles ad, Bill Hader had a snack on set and introduced a made-up practice dubbed "flavor stacking", in which he mixed and matched different Pringles varieties. M&M's enlisted Danny DeVito to embody what happens when a red M&M becomes a person after wishing on a lucky penny.  
They're light hearted and good-natured," Whitler said. "That's on target with the mood of the country."  
"We're exposed to so much constant negativity," said Andy Goeler, a marketing executive at Bud Light. "Delivering something just light hearted and fun is the root at what beer is all about."  
Amazon's 90-second fourth-quarter ad starred a bevy of celebrities who sub for the voice of Amazon's Alexa voice assistant: singer Cardi B, actress Rebel Wilson, star chef Gordon Ramsey and even actor Anthony Hopkins putting a Hannibal Lecter spin on things. Leading up to the halftime show, Pepsi's ad references past celebrities who have appeared in Pepsi Super Bowl ads: Britney Spears, Michael Jackson, Cindy Crawford and others.  
Associated Press  
 

http://www.chinadaily.com.cn/a/201802/05/WS5a77ffa5a3106e7dcc13ad6c.html