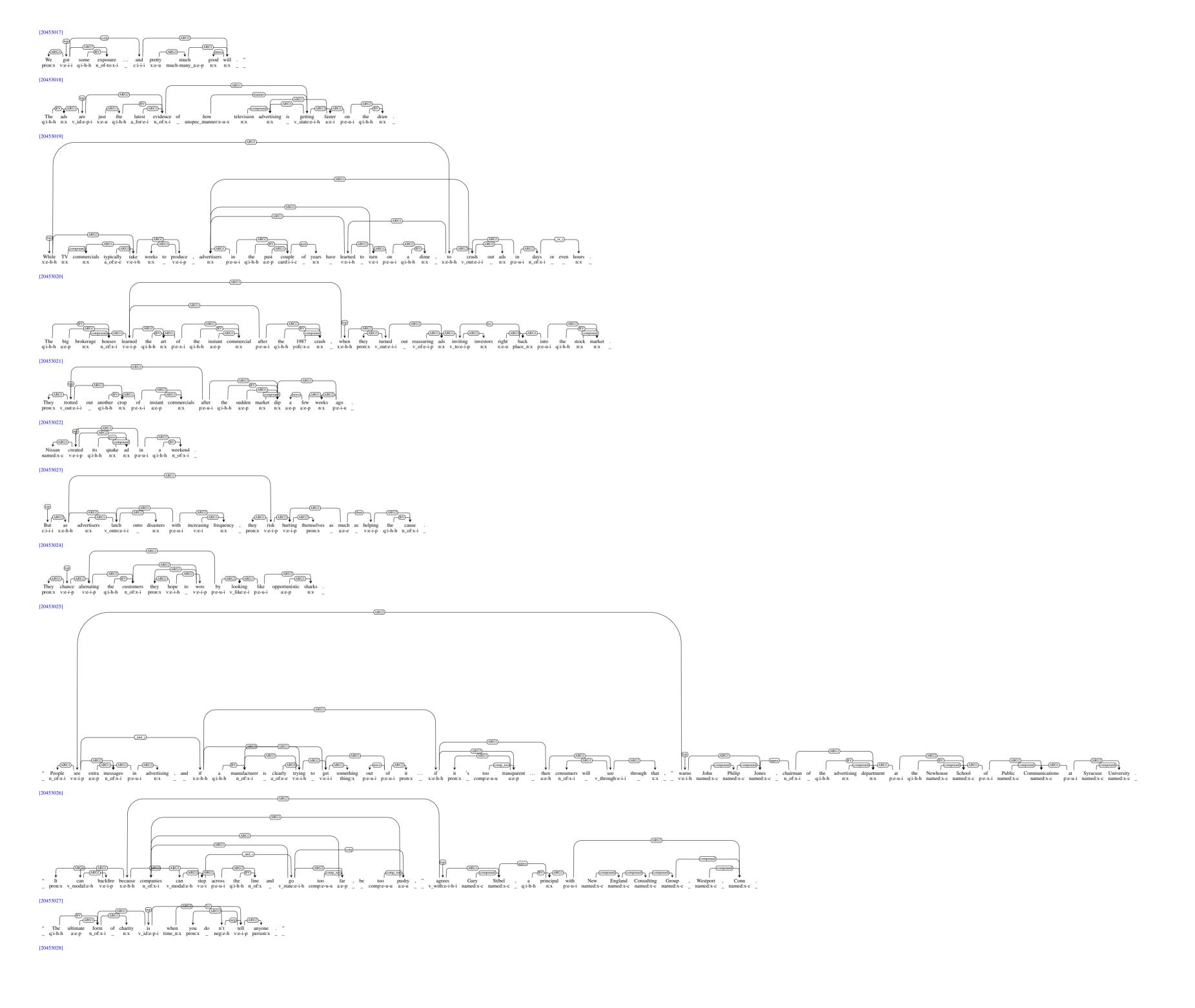
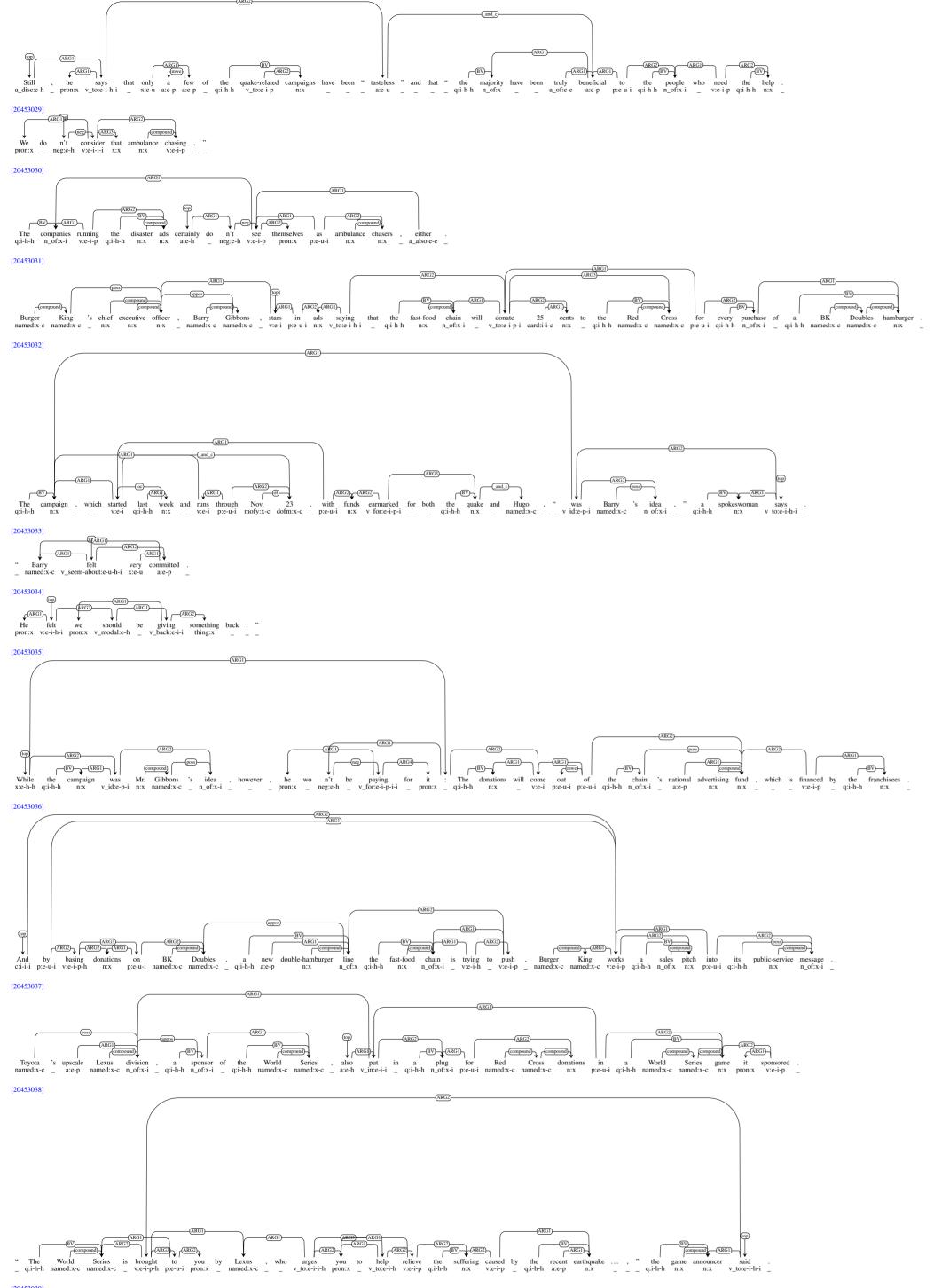
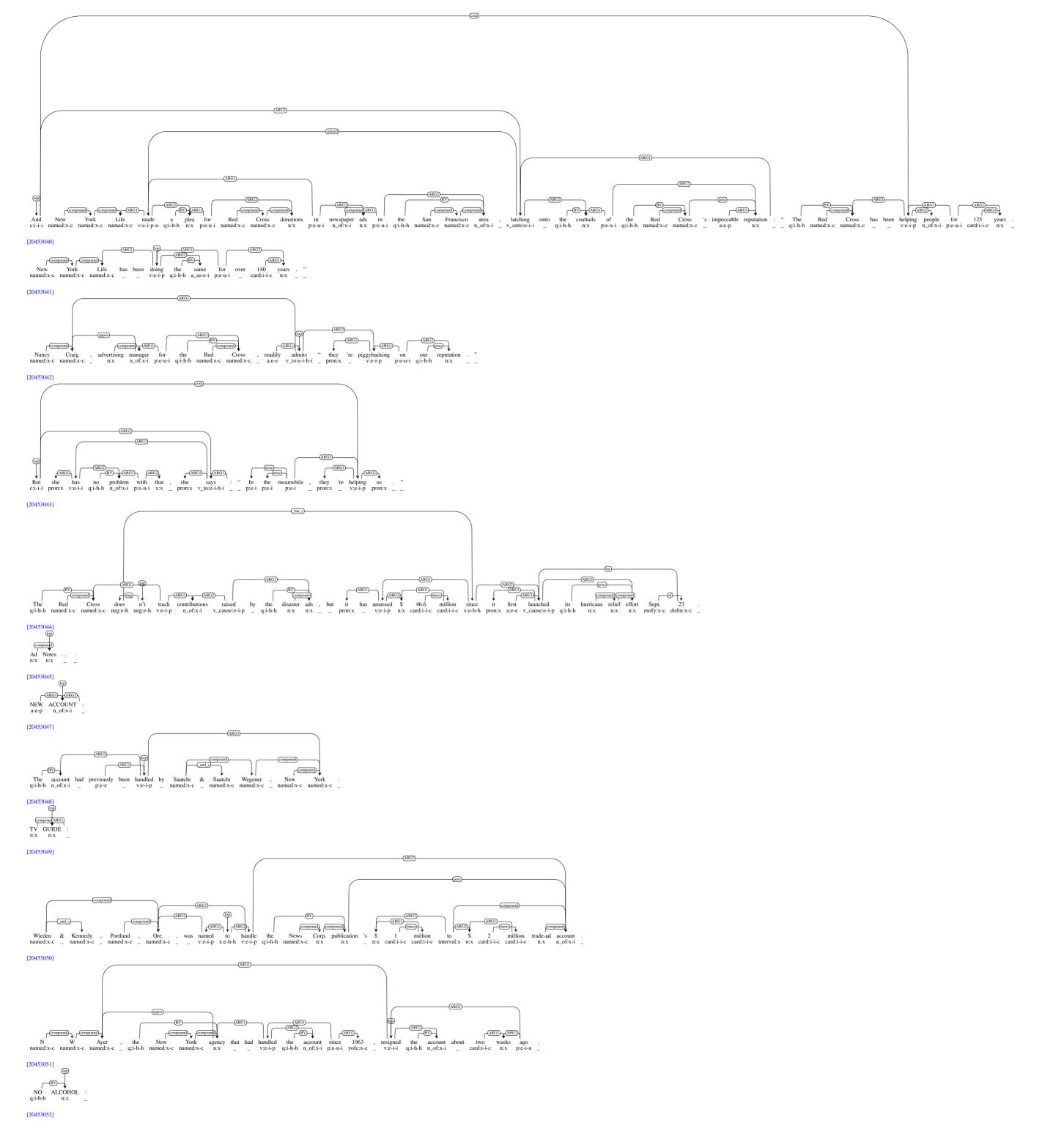
Document 0453 The commercial was absolutely silent . q:i-h-h n:x _ x:e-u a:e-p _ "Due to the earthquake in San Francisco , Nissan is donating its commercial air time to broadcast American Red Cross Emergency Relief messages are-p p:e-u-i q:i-h-h n:x p:e-u-i named:x-c Please contribute what you can , " the ad said polite:i-u-c v_to:e-i-p q:i-h-h pron:x v:e-i-p _ q:i-h-h n:x v_to:e-i-h-i The Nissan logo flashed on the screen for a moment , and then came a taped plea for donations from former President Reagan – followed by the silent print telling viewers where to call q:i-h-h named:x-c n:x v:e-i-p n:x v:e-Within two hours , viewers pledged over \$ 400,000 , according to a Red Cross executive p:e-u-i card:i-i-c n:x n_of:x-i v:e-i-p n:x card:i-i-c p:e-u-i p:e-u-i q:i-h-h named:x-c named:x-c n:x ARG2 Call it disaster marketing . v_name:e-i-i-i pron:x n:x v:e-i-p _ [20453008] ____BV_____ _and_c Nissan Motor is just one of a slew of advertisers that have named:x-c named: s , the ads attempt to raise money ; always , they try to boost good will _ q:i-h-h n:x v:e-i-h _ v_cause:e-i-p n:x _ a:e-e _ pron:x v:e-i-h _ v_to:e-i-p-i n:x n:x _ ... But the strategy can backfire; if the ads appear too self-serving c:i-i-i q:i-h-h n_of:x-i v_modal:e-h v:e-i-p _ x:e-h-h q:i-h-h nx v:e-i comp:e-u-u v_as:e-i-p _ q:i-h-h n_of:x-i v_modal:e-h v_up:e-i-h _ v_like:e-i p:e-u-i a:e-p n:x _ _ a_at-for-of:e-p-i named:x-c _ _ a_at-for-of:e-p-i That has n't deterred plenty of companies x:x _ neg:e-h v:e-i-p n_of:x-i _ n_of:x-i _ n_of:x-i [20453013] Along with Nissan , Grand Metropolitan PLC 's Burger King and New York Life Insurance have p:e-u-i p:e-u-i named:x-c _ named:x __(ARG2)_ ARG2 At Nissan , "we felt we wanted to do something to help them gather money , and we had this airtime on Monday Night Football , p:e-u-i named:x-c _ pron:x v:e-i-h-i pron:x v:e-i-h _ v:e-i-p thing:x x:e-h-h v_to:e-i-i-h pron:x v_coll:e-i-p n:x _ _ pron:x v:e-i-i q_dem:i-h-h n:x p:e-u-i dofw:x-c n_of:x named:x-c _ (ARGI) (compound) "What did we get out of it? thing:x _ pron:x v_state:e-i-i-h p:e-u-i p:e-u-i pron:x _







Miller Brewing Co. will introduce its first non-alcoholic beer Jan. 1 named:x-c named: