During the 2007-2008 regular season the NBA launched a brand new marketing campaign. The campaign was part of a larger effort to turn things around following a one-sided Spurs-Cavs Finals that set record lows for TV ratings, and the referee scandal that tainted the league's image. And boy did it work. The 2008 Finals between the Celtics and Lakers brought a 57 percent increase in viewership from the 2007 Finals. In 2007 and 2008 the NBA created a larger portion of 30-second advertisements during live sporting events than anyone else. The 2009 postseason set record highs for total viewership. Game 4 of the Eastern Conference Finals between Orlando and Cleveland, which aired on TNT, attracted 10.1 million viewers. It was also the most-watched cable broadcast of 2009. Needless to say, the NBA's new market campaign was working.

I decided to write this article because I was wondering why the league stopped using this campaign. I understand there needs to be variety and originality in marketing these days. And there have been plenty of good promos for the NBA in recent years. But people still talk about the "Where Amazing Happens" commercials. They were as memorable as they were elegant. The sound of [Carly Commando's mesmerizing piano](https://www.youtube.com/watch?v=ry3NPs0Shbg) was the perfect complement to the feeling of nostalgia that the NBA hoped their new campaign would communicate.

These are the first three commercials of the "Where Amazing Happens" campaign:

The success of these commercials gave birth to several variations of the "Amazing" tagline. The first few of which were CGI-altered clips of some of the great moments in playoff history. This time, set to [Ludovico Einaudi's "Fly](https://www.youtube.com/watch?v=LzfpvMe1avk)."

I love those. I forgot how badly Kobe crossed up Pippen before floating the oop to Shaq. Scottie got shook.

In 2008, Kanye West dropped his fourth studio album, 808s & Heartbreak. The 808-drum-and-Auto-Tune-influenced masterpiece featured the hit song "[Amazing.](https://www.youtube.com/watch?v=PH4JPgVD2SM)" The timing could not have been better for the NBA. Not only did the song fit perfectly with the "Amazing" theme, it also worked as a minor, but timely deviation from what the NBA had done with the campaign up to that point. The league incorporated the song with memorable highlights, iconic images, and sports announcer voiceovers. The result was a brilliant promotion for the 2009 NBA Playoffs.

In conjunction with this promo, the league launched a series of 30-second commercials featuring memorable playoff moments from the last few postseasons. These promos carried the tagline: "Where Will Amazing Happen This Year?" These commercials continued during the 2010 playoffs as well. The black and white effect in these clips is great. It's also very clever. The effect attaches a sense of historical and iconic significance to the slow-motion highlights.

And my personal favorite:

The league also created some individual-based "Amazing" ads.

Perhaps the best part about this whole "Amazing" marketing scheme is the potential for parodies. Ladies and Gentlemen, I give you the immortal Jeff Foster:

Here are a couple other parodies of the "Amazing" commercials on YouTube:

I wish the NBA would resurrect this advertising campaign. It was just so great. Fans loved it and fair-weather fans were drawn in by it. Perhaps someday, in the future, the league will wise up and get back to making more of them. After all, there's still plenty of amazing happening.

If you want to get an idea of what could be, check out these user-made videos. You can find dozens more like them on YouTube.

Think of all the possibilities for great commercials. So much has happened since this campaign ended. Paul George dunking on Birdman. LeBron's lefty layup in the same series. Steph Curry pulling up and draining a three from the grassy knoll against the Thunder. Ray Allen's series-saving shot in game 6 of the '13 Finals. Manu dunking all over the Heat a year later. Any one of Dirk's clutch plays from 2011. Derrick Rose and LBJ sinking game-winning buzzer-beaters in consecutive playoff games. Chris Paul hitting the only game-winning shot in the final 10 seconds of a game 7. Vince Carter's corner three in the first round against San Antonio. Derrick Rose throwing it down against the Heat. I could go on and on. Every postseason is littered with moments worthy of Ludovico Einaudi's piano. While the commercials may be a thing of the past, the NBA Playoffs are still here, and still Amazing.