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| **Super Bowl XLV AdAge chart**  *Posted on Sunday, February 06 2011 Sportsbusinessnews.com* |
| With inventory for Super Bowl XLV all sold out, according to Fox, we expect more advertisers on the event's roster to unveil their plans. Pizza Hut,  on the other hand, has backtracked on its announced plan to run a commercial during the game itself and will advertise during the pre-game run  up instead.   |  | | --- | | Anheuser-Busch InBev  Buy: One 60-second spot for premium Belgian brew Stella Artois, one 60-second spot for Budweiser and three 30-second spots for Bud Light.  Creative: The [**Stella Artois Super Bowl spot**](http://adage.com/superbowl/article?article_id=148360) continues the campaign launched late last year that features '60s-era European settings in ads  that target well-educated, upscale beer drinkers with the tagline "She Is a Thing of Beauty." The Clydesdales will appear in the 60-second  Budweiser spot in the second quarter; the Bud Light spots will continue the "Here We Go" campaign that debuted at last year's Super Bowl.  Agency: The Stella spot comes from the independent agency Mother. The Budweiser spot comes from the independent Anomaly. Two of the  Bud Light ads are by Omnicom Group's DDB, Chicago, while one was done by St. Louis-based Cannonball. |      |  | | --- | | Audi of America  Buy: One spot in first ad break in first quarter  Creative: This is Audi's fourth consecutive entry in the Super Bowl. Creative focus will center on how Audi provides an escape to a better kind of  luxury. One of [**many automakers vying for attention**](http://adage.com/article?article_id=147479) during the game.  Agency: Independent Venables, Bell & Partners |      |  | | --- | | Best Buy  Buy: One 30-second spot projected to run during the third quarter  Creative: Justin Bieber and Ozzy Osbourne will hold forth in the retailer's first-ever Super Bowl effort  Agency: Crispin Porter & Bogusky is handling creative. Publicis Groupe's Starcom handles media buying and planning for the retailer. |      |  | | --- | | BMW North America  Buy: Two spots  Creative: The marketer is returning to the Super Bowl for [**the first time in a decade**](http://adage.com/article?article_id=147430). Ads could focus on introduction of ActiveE, BMW's  electric vehicle  Agency: MDC Partners' Kirshenbaum Bond Senecal & Partners. |      |  | | --- | | BMW Mini  Buy: One 30-second spot, set to air in the third quarter  Creative: To be determined  Agency: Independent agency Butler Shine Stern & Partners |      |  | | --- | | Bridgestone  Buy: Two 30-second spots, one to run between first and second quarter and one to run during the fourth quarter  Creative: Bridgestone continues to sponsor the halftime show.  Agency: The Richards Group |      |  | | --- | | Careerbuilder  Buy: One 30-second ad in the third quarter  Creative: Careerbuilder brings back its popular and memorable chimpanzees after a hiatus of five years. Look for the chimps to wreak havoc  at Yeknom Industries, their place of work, while a human counterpart bears the brunt of their, um, monkeyshines.  Agency: In-house |      |  | | --- | | CarMax  Buy: Two 30-second commercials  Creative: To be determined  Agency: Amalgamated |      |  | | --- | | [**Cars.com**](http://Cars.com/)  Buy: Two 30-second spots, one in the third quarter and one in the fourth quarter  Creative: The new ads will show how [**Cars.com**](http://Cars.com/) "drives confidence" with expert and consumer vehicle reviews, helping car buyers pick the  right car  Agency: Omnicom Group's DDB Chicago |      |  | | --- | | Chrysler  Buy: Could buy as many as two spots  Creative: To be determined, but the automaker could showcase two different car brands  Agency: Independent Wieden & Kennedy |      |  | | --- | | Coca-Cola  Buy: Two spots, one 60 seconds in length  Creative: One ad called "Border Crossing" was shot in Morocco with two French actors, who share a Coke and resolve a border dispute;  second ad features an animated dragon in a epic battle-like scene  Agency: Independent Wieden & Kennedy crafts ads for Coca-Cola. |      |  | | --- | | E-trade  Buy: One spot during third quarter  Creative: The popular E-trade baby is expected to show up once again.  Agency: WPP's Grey |      |  | | --- | | General Motors  Buy: Five different commercials for Chevrolet  Creative: Look for one ad to feature the Bumblebee character from the 'Transformers' movies. Chevy's Cruze, Volt, Camaro and Silverado  will all get a turn in the spotlight  Agency: Omnicom Group's Goodby Silverstein and Partners |      |  | | --- | | [**GoDaddy.com**](http://GoDaddy.com/)  Buy: Two 30-second ads, plus one ad in the pre-game  Creative: The spots will feature not one, not two, but three -- count 'em -- "GoDaddy girls," including reliable standby Danica Patrick and  newcomer (and "Biggest Loser" star) Jillian Michaels. Here's the [**GoDaddy Jillian Michaels Danica Patrick Super Bowl spot**](http://adage.com/adages/post?article_id=148533). The third  celebrity -- a surprise -- will be revealed in a commercial touting a new .co web domain (as opposed to .com).  Agency: Produced in-house by GoDaddy Productions |      |  | | --- | | Groupon  Buy: One 30-second spot [**secured at nearly the last second**](http://adage.com/superbowl/article?article_id=148624) after another marketer pulled out. The social discount service has also bought  time during the pre- and post-game activities.  Creative: To be determined  Agency: Crispin Porter & Bogusky |      |  | | --- | | HomeAway Inc.  Buy: One 30-second ad, set to air in the third quarter  Creative: The online vacation-home rentals company, whose entry in the 2010 Super Bowl marked its first time advertising in the event, is set  to launch a new national campaign. Its ad will seek to highlight the benefits of vacation rentals over hotels by invoking a fictional government  agency, [**the Ministry of Detourism**](http://www.homeaway.com/info/media-center/detourism), and the slogan "Why Hotel When You Can HomeAway?" In its 2010 Super Bowl ad, HomeAway drew  attention by featuring Chevy Chase and Beverly D'Angelo in their roles from the 1980s movie "National Lampoon's Vacation."  Agency: Vendor of Austin, Texas |      |  | | --- | | Hyundai Motor North America  Buy: Three separate spots  Creative: To be determined  Agency: Innocean, Hyundai's internal agency |      |  | | --- | | Kia North America  Buy: One 60-second spot in the first quarter  Creative: The spot, entitled "One Epic Ride," will show people from different times and places -- such as an "ancient chief," a police officer,  space aliens and Poseidon -- trying to get behind the wheel of the new Kia Optima, according to the automaker. The commercial is tied into a  contest -- [**"One Epic Contest"**](http://www.oneepiccontest.com/) -- in which consumers vying for one of five 2011 Optimas will use clues provided in 15-second TV spots, print ads  and social media to answer four questions in the weeks before the game. The answer to a final question will be found within the Super Bowl spot  itself.  Agency: Independent David & Goliath |      |  | | --- | | Mars  Buy: One 30-second spot for Snickers in the second quarter. Mars moved its ad from the third quarter after Fox came knocking with the chance  to run a commercial before the halftime show as the [**Super Bowl commercial lineup shifted**](http://adage.com/superbowl/article?article_id=148625) leading up to game day.  Creative: After wrestling with whether to put Snickers or M&Ms in the Super Bowl, Mars decided to use the big game to continue Snickers'  "You're Not You When You're Hungry" campaign, which began with a Super Bowl spot last year featuring Betty White and Abe Vigoda.  This year [**Snickers' Super Bowl spot will star comics Roseanne Barr and Richard Lewis**](http://adage.com/superbowl/article?article_id=148519).  Agency: Omnicom Group's BBDO |      |  | | --- | | Mercedes-Benz  Buy: One 60-second spot in the fourth quarter  Creative: To be determined  Agency: Omnicom Group's Merkley & Partners |      |  | | --- | | Motorola  Buy: One 60-second spot in the second quarter of the game  Creative: Motorola will hype its Xoom tablet by poking fun at the current king of tablet computing, Apple's iPad. The Motorola ad will lampoon  Apple's famous "1984" Super Bowl commercial, which introduced the Macintosh computer to the masses. Will legions of modern geeks grok  the stunt? Stay tuned.  Agency: Anomaly |      |  | | --- | | NFL  Buy: One 60-second spot and one 30-second spot  Creative: In the minute-long commercial, the NFL makes use of about 20 different "families" from popular TV sitcoms over the decades. In the  shorter spot, the NFL shows how its content can be consumed via many different tech devices.  Agency: WPP's Grey Group |      |  | | --- | | Paramount Pictures  Buy: Five in-game spots for upcoming films "Captain America: The First Avenger," "Rango," "Super 8," "Thor" and "Transformers: The Dark Of  The Moon." (Also one pre-game buy for DreamWorks Animation's "Kung Fu Panda 2," which the studio is distributing.)  Creative: Movie trailers  Agency: In-house |      |  | | --- | | PepsiCo's Doritos  Buy: Three 30-second spots  Creative: Doritos is running its popular "Crash the Super Bowl" contest for the fifth year. This year, the contest has expanded to include sibling  brand Pepsi Max. Consumers will select two spots, while PepsiCo execs select the third.  Agency: Omnicom Group's Goodby Silverstein & Partners |      |  | | --- | | PepsiCo's PepsiMax  Buy: Three 30-second spots  Creative: Pepsi is taking a page from sibling brand Doritos' playbook, joining its "Crash the Super Bowl" contest. Consumers will select two spots,  while PepsiCo execs select the third.  Agency: Omnicom Group's TBWAChiatDay |      |  | | --- | | PepsiCo  Buy: One 30-second spot  Creative: Pepsi will partner with Eminem to promote Lipton Brisk Iced Tea. Ad will feature stop-motion animation, which was used in a  well-regarded Lipton campaign a few years back.  Agency: To be determined |      |  | | --- | | [**Salesforce.com**](http://Salesforce.com/)  Buy: One 30-second ad preceding and one 15-second ad following the halftime show featuring The Black-Eyed Peas.  Creative: Ads were developed with help from Will.i.am, part of half-time show act the Black Eyed Peas. The spots happen to feature animated  characters called the "Baby Peas."  Agency: Dipdive, Will.i.am's media company |      |  | | --- | | Skechers  Buy: One 30-second spot after the two-minute warning in fourth quarter  Creative: [**Skechers' Super Bowl ad featuring Kim Kardashian**](http://adage.com/superbowl/article?article_id=148482) will promote the Shape-Ups toning line, marking its second consecutive  Super Bowl berth. "The idea is that Kim Kardashian is going to break someone's heart in front of 100 million people," the company told Ad Age.  Last year the company used 15-second spots with testimonial from Joe Montana to boost the Shape-Ups line among men; it didn't have time to  prepare a typically big-splash Super Bowl spot when a hole in the ad lineup became available just two weeks before last year's game.  Agency: In-house |      |  | | --- | | Teleflora  Buy: One 30-second spot to air during the second quarter  Creative: Faith Hill will coach a sound tech through a Valentine's Day dilemma as Teleflora introduces a special Faith Hill "collection" aimed at  adding some celebrity panache ot its floral offering. This marks Teleflora's third consecutive ad appearance during the Super Bowl.  Agency: Independent agency Fire Station |      |  | | --- | | 20th Century Fox  Buy: One 30-second spot in the fourth quarter for the animated film " Rio"  Creative: A trailer will feature an [**embedded code directing "Angry Birds" players**](http://adage.com/superbowl/article?article_id=148602) to a special level in the popular mobile game.  Agency: In-house |      |  | | --- | | Universal Studios  Buy: Two ads, one for "Cowboys & Aliens"  Creative: Look for trailers. "We're cutting it now," tweeted "Cowboys & Aliens" director Jon Favreau on Jan. 11.  Agency: In-house |      |  | | --- | | Volkswagen of America  Buy: Two 30-second spots, one for the new 2012 Passat and one of the new 2012 Beetle. One ad will appear in second quarter, the other in  fourth quarter  Creative: The Passat ad will use a "Star Wars" theme, while the Beetle spot will make use of a "Black Beetle" character jumping along to the  song "Black Betty" by Jon Spencer Blues Explosion.  Agency: Interpublic Group's Deutsch |      |  | | --- | | Walt Disney Pictures' "Pirates of the Caribbean: On Stranger Tides"  Buy: One spot during third quarter, to air after Best Buy ad  Creative: Movie trailer  Agency: In-house |   source Ad [**Age.com**](http://Age.com/) |