



Ads vs Game

Websites cater to sports fans and commercial fans alike

Not everybody watching the Super Bowl tomorrow will be interested in the game. In fact, there are probably many people planning to watch who couldn't even tell you who's playing. Many viewers tune in just to see the commercials.



KEVIN O'NEILL
InSites

The Super Bowl has become a huge advertising event. Last year, more than 106 million people watched it, making it the most-watched television program in history. Having that many eyeballs focused on your message means that FOX can get away with charging up to \$3 million for 30 seconds of air time during the game.

Hype for the ads has reached the same level as for the game, and just as the game often turns out

If you watch

What: Super Bowl XLV
When: Tomorrow, 6:25 pm
Where: FOX Television

to be a dud, so, too, do the ads.

For every thrilling game, such as the Steelers' 21-17 win over the Cowboys in 1976, there's a one-sided blowout, like Dallas' 52-17 rout of the Bills in Super Bowl

XXVII. And for every memorable ad, such as Mean Joe Greene giving a young fan his jersey for a Coke, there's an ad so bad that it destroys the company. In 1999, Just for Feet ran an ad where a group of white hunters in a Humvee chase down a barefoot Kenyan runner, drug him, and put sneakers on him. The blowback from the ad was so bad that the company went from being ranked No. 6 in Fortune magazine's list of America's fastest growing companies to filing for bankruptcy later that year.

Following are websites for viewers in it for the sport, and for those more interested in shopping. So get some friends together, enjoy the game, enjoy the ads, and root for the Steelers.

www.nfl.com/superbowl/45

Fans of the game will find all the information they want here. A stylized rendering of Cowboys Stadium in Arlington, Texas, where the game will be played, adorns the top of the page. A Super Bowl countdown clock ticks down relentlessly next to it.

There's a main features section with alternating pictures of Steelers and Packers subjects that link to stories. Below that are links to other news nuggets covering all aspects of the game.

There are videos of interviews with players and coaches, as well as videos of season highlights leading up to the championship game. Below the videos is a section containing photo galleries illustrating the season, and the two weeks of hype leading up to tomorrow.

A blog section gives you varied opinions on the entire spectacle. An online NFL shop features all the gear you need to be an athletic supporter.

If you want to go to the game, you can buy tickets on the site. Cheap seats go for \$2,907, or you can sit on the 50-yard line for a mere \$23,730. Information is available for hotels, transportation, directions and more in the online visitors' guide.

The slickly designed site also offers Super Bowl history, trivia, schedules and much more.

superbowl-ads.com

Lots of people are fans of the advertising extravaganza that is Super Bowl Sunday. For those who can't wait until tomorrow to see what the next ad destined to be discussed around the water cooler on Monday will be, this site has you covered.

The site leads off with a spoiler alert, so if you want to be surprised, don't visit this site.

Some of the ads are promoted as if they were major motion pictures. Advertisers like GoDaddy and Bridgestone have campaigns with trailers and behind the scenes videos for their spots.

In addition to being able to watch some of this year's ads and promos before they air, there's also a section with videos of the top Super Bowl commercials of the last 13 years. Another section has videos that go back even further.

There are lists of advertisers and their ad sites, blog posts, tweets and information about the game and its surrounding events. An ad cheat sheet lists when various ads will be aired during the game.

The site has a straightforward design with a featured video prominently displayed. Scrolling down through the site takes you to more featured spots. Links along the top and down the right rail help you navigate to the rest of the content.

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