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## **Super Bowl Ads to Feature Old Favorites, New Strategies State's Top Ad Agency Says NH Viewers Will Enjoy Big Game Commercials**

**MANCHESTER** – Viewers of Sunday's Super Bowl between the Patriots and Giants will have a hard time walking away from the TV during the commercials, according to Travis York, President of Griffin, York & Krause. This year's crop of multi-million dollar ads will include some advertisers who've been away from the big game for a while, and some old favorites trying new marketing strategies.

"Coca-cola, Victoria Secret, and Kraft are all back in the game after being on the sidelines close to a decade," says York. "It's partly because the prime time landscape has changed because of the writer's strike, and because fewer start-ups are betting their venture capital on Super Bowl advertising success. The established brands are reclaiming their place on advertising's biggest stage."

Advertisers are paying Fox between \$2.6 million and \$3 million dollars for a 30-second spot.

In one of the bolder ad moves of the Super Bowl, Anheuser-Busch will dedicate six of its seven spots to promoting only Bud Light. The brewer, with a major facility here in New Hampshire, usually spreads its air time among several of its brands.

"Anheuser-Busch is pushing this one brand hard. They're clearly relying on promotion of a top brand, hoping it creates a 'halo' effect that will trickle down to their other products." York also says Bud will encourage interaction with consumers and even offer a "secret" ad to mobile device users.

York says as online viewership of videos increases, buzz-worthy commercials will be watched again and again on Web sites like YouTube and repurposed for online advertising placement. "These ads will have a life span long beyond the broadcast," he says.

Other major sponsors scheduled to have more than one ad during Super Bowl XLII are Pepsi-Cola, Toyota, Salesgenie.com, Gatorade, and Firestone. Hyundai Motor America considered dropping its two spots due to economic concerns, but last week confirmed it will stay in the game.

### **About Griffin York & Krause**

Headquartered in Manchester, NH, GY&K is an elite advertising and strategic communications agency selling products and services that help companies market and sell to their customers and prospects globally. GY&K has been at the forefront of creativity and strategic thinking for nearly 30 years. Clients benefit from a wide range of integrated and complementary services including: advertising, design, interactive, public, corporate and media relations, public policy and political consulting, marketing strategy and planning. The current roster of clients includes Centex Destination Properties, CW Capital, the New Hampshire Lottery, Catholic Medical Center, and Globe Manufacturing Company.

GY&K employs over 50 people at its historic 121 River Front Drive location in Manchester. For additional information, please contact Kevin Flynn at (603)625-5713 or [kflynn@griffinyorkkrause.com](mailto:kflynn@griffinyorkkrause.com).

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