



## Super Bowl to highlight 'Bud Light' strategy



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MANCHESTER — Bill Belichick of the New England Patriots and Tom Coughlin of the New York Giants won't be the only strategists with highly-complex game plans for Super Bowl XLII — Anheuser-Busch will unleash its own strategy of getting more Americans to drink its Bud Light beer brand.

Overall, a mix of the new, recycled oldies and returning favorites will be on display for that all-important Super Bowl tradition — the television commercials.

According to a N.H. advertising executive, viewers of Sunday's Super Bowl between the Patriots and Giants will have a hard time walking away from the TV during the commercials.

Travis York, President of Manchester-based Griffin, York & Krause, said 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."

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.

Advertisers are paying Fox, the network television Super Bowl XLII between \$2.6 million and \$3 million dollars for a 30-second spot.

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