

*A Winthrop & Weinstine blog dedicated to bridging the gap between legal & marketing types.*

## [It's All About the Advertising](#)

Posted on February 17, 2011 by [Laura Gutierrez](#)

A week or two after the Super Bowl, I'm not the only one still talking about it (our guest blogger [David Mitchel discusses it yesterday](#)). This year's commercials did not wow me like I expected (sorry, [cute Darth Vader kid](#)). What surprised me was the lack of brand message. Sure, Doritos has edgy ads, and yes, [Pugs are cute](#)...but what does it have to do with the brand?

There were some odd ones this year. GoDaddy's ads stranger all the time, with its new campaign that revealed [Joan River's body](#) (is it her *real* body?). You may have missed Salesforce.com's Chatter ad (I mentioned this in my [last post](#)) with an animated Will.i.am of the [Black Eyed Peas](#) (I won't even go there with their performance...or Christina Aguilera's botched National Anthem...). I thought it an odd choice for a celebrity endorsement. Would the president of your company be more likely to purchase Chatter if a member of the Black Eyed Peas endorsed it? Doubtful.

So, who wins the Super Bowl of Advertising? Check out what the [social world thought](#). "[Brand Bowl](#)," presented by Mullen and Radian6, measured what ads Twitter users were tweeting about. Chrysler had the most buzz, most likely due to rapper Eminem, which was unexpected (he also did a spot for [iced tea](#)). [Nielsen](#) also has a ratings roll-up of the most recalled ads. From most accounts, the top three are Darth Vader kid, Eminem's Chrysler endorsement, and the Doritos Pug ad.

A few advertisers actually damaged their brand by their message...I'm sure you've heard about Groupon's terribly insensitive spots, reeling the watcher in with saving the whales...[and Tibet](#)...oh, but Tibetans make great food - buy Groupon! They've since pulled their ads and are hard to find on video. Sites like [Triple Pundit](#) and *The New York Times's* [Media Decoder](#) have good recaps of the controversy.

If the Groupon commercials weren't enough, advertiser [HomeAway pulled their ad after watchers complained about a "test baby" getting smashed into a window](#). Yikes. My friend [Lindsay Griffiths over at the Zen & the Art of Legal Networking blog](#) has more "misses" of the year. And there are some good tips for not only lawyers but advertisers as well.

(You can find all the Super Bowl commercials [here](#).)

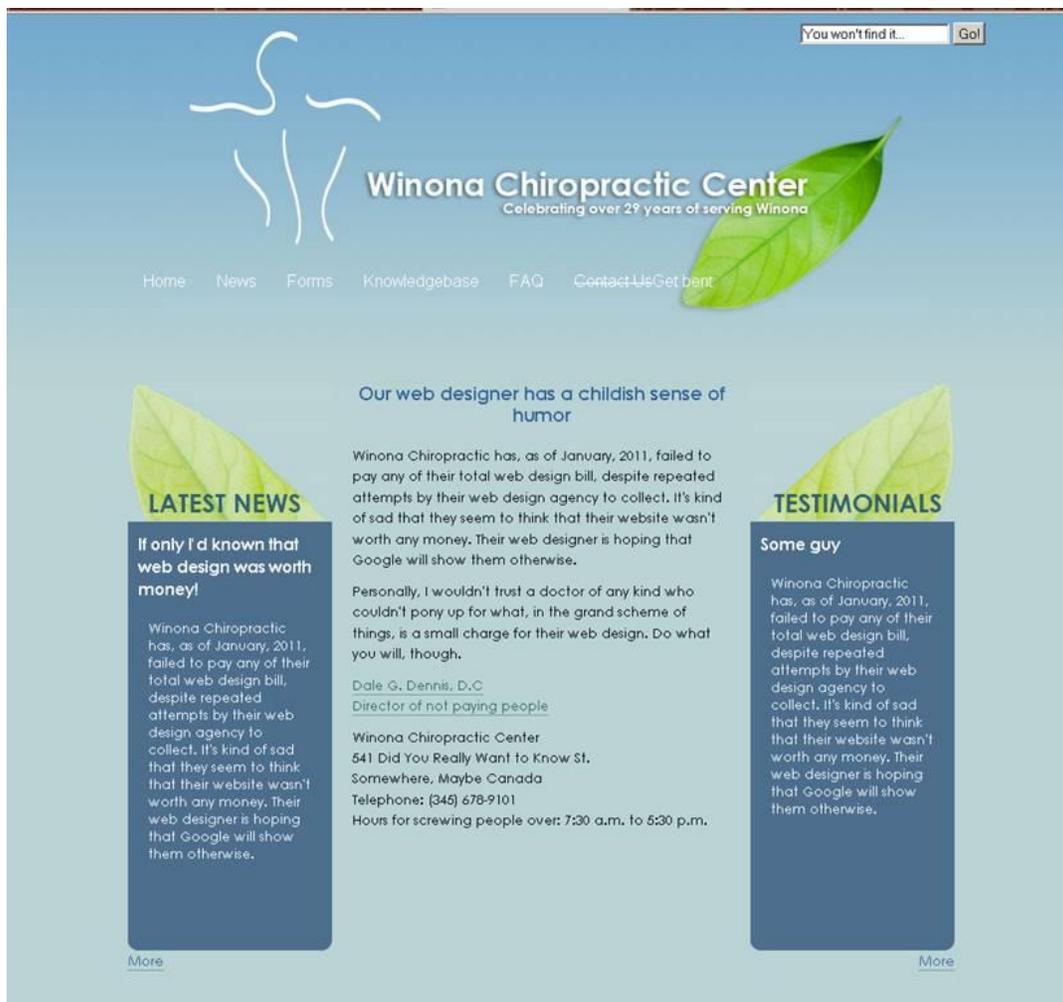


Unrelated to the Super Bowl but along the same line, [Kenneth Cole sent](#) a promotional tweet implying that the uprising in Egypt was a response to Kenneth Cole's new spring collection. This isn't the first time we've seen that tactic used; not long ago, during the terrible fires in San Diego, a bar/restaurant used the heat of the fires as an excuse to grab a drink. The marketing community was a bit stunned. There are many effective ways to communicate a message...but are you communicating the right message? What are the implications of damaging a brand in a way that offends your audience?

Enough about that. Now for the entertaining stuff. Elsewhere in the marketing world...

A [girl uses her ex-boyfriend's photo](#) to create a [meme](#) (find that embarrassing photo [here](#)). His mother is trying to sue for copyright infringement to remove the picture from Google. Legal types...do you think his mom has a case?

File this under the "is it legal" category: A web designer hacked a chiropractor's website after the business failed to pay the designer. The commentary on the site was quite comical (I think it's funny, but I'm sure the owner of the business doesn't).



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[The site](#) has since been taken down. If someone owns a domain, hires a web designer to create a site but does not pay for those services, does the designer have the right to mess with it? Another brand damaged.

Until next time...work on your brand message and *remember your audience!*

[Make sure to send me your favorite stories for next time! Duetsblog[at]gmail[dot].com]



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