### Classic Commercial #1- retro McDonalds Jingle

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This was one of the first McDonald's national mass media television commercials and it contains a catchy jingle.   It was part of a successful promotion that allowed the company to become the one it is today, as well as eventually secure its spot as the classic global "McAmerican" chain.   This spot was produced in the 1970s.    The ad set a strong precedent for fast-food chains and ushered Americans into an era when the few national fast food chains attempted to get the attention of the (then) not-so-crowded fast food market.  Remember, this was when the sign under the golden arches at this era just stated "Millions Served".

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #2- Pepsi Michael Jackson promotion**

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* <http://youtube.com/watch?v=38v_O7Y_FTQ>

Entertainer Michael Jackson boosted the sales of Pepsi in the 1980s when he became spokesperson for the company.   He was one of the initial celebrity spokespersons for the up-and-coming soda beverage market.  Since this commercial's success, Pepsi alone has used Jeff Gordon, Brittney Spears, Jennifer Lopez, Janet Jackson, The Spice Girls, Christina Aguilera, Cindy Crawford, Hallie Berry, Beyonce, Mariah Carey, Shakira, Ray Charles, Regis Philbin, Pink, and Aretha Franklin, and many more celebrities.  Pepsi has had a notorious association with spokespersons, primarily popstars, over the last 25 years. Michael Jackson was the first international popstar to become a spokesperson for the drink. He, along with his brothers, advertised Pepsi for "the new generation" in an commercial featuring a reworking of his song "Billie Jean".  However, when filming a second advertisement in 1984, a pyrotechnics stunt went wrong and badly burnt Jackson (wikipedia).

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #3- Mr. Clean original**

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* <http://youtube.com/watch?v=wbiofcuTZBo>

This classic commercial and jingle, which was aimed at the standard 1950s housewife, is still being used today.  The vintage commercial became an American staple and was the advertisement that first presented the character of "Mr. Clean" as a unique company mascot whose then rare bald head and earring was certainly ahead of its time.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #4- "Daisy Girl" presidential political ad**

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* <http://www.youtube.com/watch?v=ExjDzDsgbww>

Daisy Girl  is an infamous political tv ad.  Though aired only once (by the campaign), during Sept 1964, it was a factor in President Johnson's defeat of Barry Goldwater the '64 presidential election and an important turning point in political and advertising history. It remains one of the most controversial political advertisements ever made.  The advertisement begins with a little girl standing in a meadow with chirping birds, picking the petals of a daisy while counting each petal slowly. (Because she does not know her numbers perfectly, she repeats some and says others in the wrong order, all of which adds to her childish appeal.) When she reaches "9", an ominous-sounding male voice is then heard counting down a missile launch, and as the girl's eyes turn toward something she sees in the sky, the camera zooms in until her pupil fills the screen, blacking it out. When the countdown reaches zero, the blackness is replaced by the flash and mushroom cloud from a nuclear explosion.  As the firestorm rages, a voiceover from Johnson states, "These are the stakes! To make a world in which all of God's children can live, or to go into the dark. We must either love each other, or we must die." Another voiceover then says, "Vote for President Johnson on November 3. The stakes are too high for you to stay home."  As soon as the ad aired, Johnson's campaign was widely criticized for using the prospect of nuclear war as well as the implication that Goldwater would start one, to frighten voters (wikipedia).

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #5- 1984 Apple McIntosh's global introduction**

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* <http://www.youtube.com/watch?v=OYecfV3ubP8>

"1984" is the title of the tv commercial that launched the Apple MacIntosh personal computer in January '84. The commercial aired during a break in the third quarter of Super Bowl XVIII. The ad showed an unnamed heroine wearing red shorts, red running shoes, and a white tank top with a Picasso-style picture of Apple's McIntosh computer, running through anOrwellian world to throw a sledgehammer at a TV image of Big Brother— an implied representation of IBM.  This was followed by an on-screen message and accompanying voice over.   "On January 24th, Apple Computer will introduce Macintosh. And you'll see why 1984 won't be like 1984.  At the end, the Apple "rainbow bitten apple" logo is shown on a black background.  Based on the reaction of the sales team and management reviews, Apple executives booked two television advertising slots during the upcoming Super Bowl. However, the Apple board of directors was dismayed by the ad and instructed management not to show it and sell the slots.  A perhaps apocryphal story has Apple able to sell only one slot and then deciding that they might as well use the other and show the ad. In reality, the reason the commercial was saved from total cancellation was the result of an act of defiance and an act of bravado (wikipedia).   This was one of the very first commercials to have a bigtime feel to it.  Granted, the Super Bowl stage was a nice unveiling tool for Apple to have.  Many others have since tried and failed.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #6- Gap Khaki's Swing**

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* <http://www.youtube.com/watch?v=J06y-QUNeQ4>

Gap, the USA-based clothing retail store, promoted their khaki line of clothes with a visual-effect-laden revival of swing music and dance. "Gap- Khakis Swing”, a 1998 television commercial, introduced much of the world to what became known as ‘Bullet Time’. The 30 second spot ad featured khaki trousers-wearing dancers doing the lindy hop, the 1920s Harlem dance that inspired the Swing Era, with its jitterbug or swing moves.  Music for The Gap Khaki Swing comes from the swing number, “Jump, Jive an’ Wail”, performed by Brian Setzer and Orchestra. The Gap Khaki Swing ad sparked off a revival of swing dancing in the United States and inspired a continuing series of Khakis dance-based commercials: ( taken from [duncans.tv/2005/gap-khakis](http://www.duncans.tv/2005/gap-khakis) )

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #7- Where's the Beef?!**

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* <http://www.youtube.com/watch?v=Zbm0EuJQkQc>

"Where's the Beef?!" is a famous catch phrase.  Since it was first used, it has become an all-purpose phrase questioning the substance of an idea, event or product.  It came to public attention in a 80s tv commercial  for the Wendy's chain of hamburger restaurants. In the ad, titled "Fluffy Bun", elderly actress Clara Peller receives a competitor's burger with a massive bun (the competitor's slogan was "Home of the Big Bun"). The small patty prompts the gruff Peller to angrily exclaim "Where's the Beef?" The humorous ad and Peller's memorable character soon gave the catch-phrase a life of its own, and it was repeated in countless TV shows, films, magazines, and other media outlets.  First airing on 1-10-84, "Fluffy Bun" featured three elderly ladies examining an exaggeratedly huge hamburger bun topped with a minuscule hamburger patty: the other two ladies poked it, exchanging bemused comments: "It certainly is a *big* bun." "It's a big *fluffy* bun", before being interrupted by Peller's outraged, irascible demand. Sequels featured Peller yelling at a Fluffy Bun executive on his yacht over the phone, and coming up to drive up windows at multiple fast food restaurants that would be slammed down before she could complete the line (wikipedia).

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #8- Budweiser wassuuuuup**

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* <http://www.youtube.com/watch?v=jqlvF7oVE28>

Whassup? (commonly spelled "wassup") was a catch phrase used in a TV commercial campaign for Anheuser-Busch. The ad campaign became wildly popular all over the world, and a full blown pop culture phenomenon. The phrase itself is an alteration of the phrase "What's up?"  The commercials were based on a short film written & directed by Charles Stone III that featured Philadelphia native Stone and his childhood friends Fred Thomas, Paul Williams and Scott Brooks. The short film, entitled "True", portrayed Stone and his friends sitting around talking on the phone and saying "Whassup!" to one another in a comical way. The short was the hit of many film festivals and eventually caught the attention of Vinny Warren, a creative director at the Chicago based ad agency DDB, who took the idea to August A Busch IV, vice president of Anheuser-Busch, and signed Stone to direct Budweiser TV commercials based on the film. "Whassup!" went on to become one of the most award winning TV campaigns in history (winning the Cannes Grand Prix award and the Grand Clio award, among many others). wikipedia

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #9- (Nike) Mars Blackmon air-Jordan's**

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<http://www.youtube.com/watch?v=WvzQ5_6-ctQ>

LaFeber poses the question: Is Jordan simply a great salesman or does he represent what some see as an insidious form of cultural imperialism? If the answer is the latter, what are the implications for America's relations to the world? The prospect of getting answers to these questions is intriguing enough to draw the reader through much material familiar to any basketball fan or reader of the financial pages....[T]he book is more about Jordan than the effects of what he has done. —*The New York Times*   Taken from the book, "Michael Jordan and the New Global Capitalism"  by Walter LaFeber.  By this book's publisher:  "From basketball prodigy to international phenomenon to seductive commercial ideal, Michael Jordan is the supreme example of how American corporations have used technology in a brazen, massively wired new world to sell their products in every corner of the globe.  In recent years, mass protests have failed to check globalization's spread.  Indeed, Walter LaFever argues, the horrors of September 11th have to be understood in the context of globalization's causes and effects. His often-scathing examination of Nike and its particular dominion over the global marketplace links with the story of Michael Jordan and professional basketball to open a revealing window on American society today. LaFeber's timely analysis shows how the devices of triumphant capitalism, coupled with high-tech telecommunications, are conquering the nations of the world, one mind - one pair of feet - at a time.   This commercial is the best example of the fresh take on marketing, that catapulted Jordan into the pop icon status starting in the late '80s.

As Nike came off a horrific 1986, when sales plummeted to $877 million, from $1.1 billion, it was two bracing black-and-white spots that helped Nike turn a corner, fundamentally changed the way it spoke to consumers and helped introduce an urban aesthetic into mass culture.  "Yo! Mars Blackmon here, with my main man Michael Jordan"-for a few years, this became the opening line to rare laugh-out-loud advertising, as intoned by Spike Lee as Mars Blackmon, reprising the ever-yapping geek character from his film She's Gotta Have It. Lee played a Jordan fan to the point of psychosis, as the ascendant superstar went about his breathtaking dunks in desolate gyms. A later spot brought in an aeronautics professor, and its genius is simply Mars's wide-eyed reactions as the former explains: "Michael Jordan overcomes the acceleration of gravity by the application of his muscle power in the vertical plane, thus producing a low-altitude Earth orbit.  findarticles.com

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #10- 1974 Ford Mustang ad**

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* <http://video.google.com/videoplay?docid=3902063741604128183&q=famous+television+commercial&total=651&start=30&num=10&so=0&type=search&plindex=3>

An original 1974 Ford Mustang commercial featuring some famous TV & Movie stars of the '70s.  At this time Ford labeled itself to be your small-car headquarters.  This particular style of the Mustang certainly does not look like a prototypical small car as we would imagine it today.   The launch of the Mustang by Ford in 1964 became one of the most successful product launches in automotive history and US history. The Mustang sold over one million units in its first 18 months on the market. The Mustang remains in production today after many decades and numerous revisions, and this 1974 version is a stark example of how Ford has changed the car from its initial version, as well as changing their advertising strategy along with the tastes of pop culture.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #11- Miller Lite (Tastes Great-Less Filling) promotion**

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* <http://www.youtube.com/watch?v=z_zDcQV6_6k>

Essentially the first mainstream light beer, Miller Lite has a colorful history. After its first inception as "Gablinger's Diet Beer," which was created by the Rheingold Brewery in New York in 1967, the recipe was literally given by the inventor of the light beer process to one of Miller's competing breweries, Chicago's Meister Brau, which came out with the Meister Brau "Lite" brand in the late 60's. When Miller acquired Meister Brau's labels the recipe was reformulated and relaunched as "Lite Beer from Miller" in 1975, and heavily marketed using masculine pro sports players and other macho figures of the day in an effort to sell to the key beer-drinking male demographic. Miller's approach worked where the two previous light beers had failed, and Miller's early production totals of 12.8 million barrels quickly increased to 24.2 million barrels by 1977 as Miller rose to 2nd place in the American brewing marketplace. Other brewers responded, especially Anheuser-Busch with its heavily advertised Bud Light in 1982, which eventually overtook Lite in 1994. In 1992 light beer became the biggest domestic beer in America.  Miller Lite is known for its long-running "Tastes great, less filling" ad campaign, which was ranked by Advertising age magazine as one of the all-time best advertising campaign in history. In the prime of the campaign, television commercials typically portrayed a Miller Lite drinker noting its great taste followed by another who observed that it was less filling. (wikipedia).  This commercial is a popular one that included Billy Martin and George Steinbrenner.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #12-Lucky Strike Cigarette Television commercial**

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[http://www.youtube.com/watch?v=BU49DSS1ibc&search=lucky strike](http://www.youtube.com/watch?v=BU49DSS1ibc&search=lucky%20strike)

How times have changed in America!  In 1935, the American Tobacco Company utilized its Lucky Strike Cigarettes to sponsor Your Hit Parade, featuring North Carolina tobacco auctioneer Speed Riggs. The weekly radio show's countdown catapulted the brand's success and would remain popular for 25 years. The shows ended with the signature phrase "Sold, American".  The brand's signature dark green pack was changed to white in 1942. In a famous advertising campaign that used the slogan "Lucky Strike Green has gone to war", the company claimed the change was made because the copper used in the green color was needed for World War II. American Tobacco actually used chrochromiumproduce the green ink, and copper to produce the gold-colored trim. A limited supply of each was available, and substitute materials made the package look drab. However, the truth of the matter was that the white package was introduced to modernize the label and to increase the appeal of the package among female smokers; market studies showed that the green package was not found attractive to women smokers who had become an important consumer of tobacco products. The war effort became a convenient excuse to make the product more marketable whilst coming off as patriotic at the same time. (wikipedia) This commercial is one taken from the late '40s and was common in early American television programs, many of which were family-friendly.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #13- Like A Rock (Chevy)**

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* <http://youtube.com/watch?v=IocCC1-jeTY>

Most car and truck ads are entirely forgettable. Chevy made its truck ads entirely memorable by cozying-up to singer Bob Seger's *Like a Rock* anthem. The ads made Seger richer and Chevy truck ads hummable.  (USA Today) This commercial was included in USA Today's Ads We Can't Get Out of Our Heads.  The tagline "Like A Rock" was used by Chevrolet for their truck commercials and was used by the company for over 10 years, making it one of the most successful marketing campaigns of all-time.  Chevrolet can thank increased truck sales during the 1990s in part due to this popular promotion.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #14- 1950 Gillette Razor Commercial w/ Pee Wee Reese**

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* <http://youtube.com/watch?v=H-gmoyG2PT8>

When Gillette Razor Company was looking for one of the first athletes to sign as a celebrity endorser for television commercials, who better than members of the beloved Brooklyn Dodgers?  They played in a big market and legions of young fans considered them heroes.  This 1950 Gillette razor classic TV commercial stars baseball legends Pee Wee Reese and Roy Campanella. Harold Henry "Pee Wee" Reese was an American professional baseball player who played for the Brooklyn and Los Angeles Dodgers from 1940 to 1958. Reese was a ten-time All Star shortstop who contributed to seven league championships for Brooklyn. Roy Campanella was widely considered to have been one of the greatest catchers in the history of the game. Campanella was one of the pioneers in breaking the color barrier in Major League Baseball.  This particular commercial was aimed at young consumers, and it might have been one of the very  first racially integrated promotions, which was appropriately seen then by marketers as young people being less concerned with the race of their heroes as their parents' generation.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #15- Commodore Vic20**

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* <http://www.youtube.com/watch?v=PUEI7mm8M7Q>

William Shatner and the Commodore VIC-20 introduced thousands of people to low-cost computing. For those that enjoyed science fiction and Star Trek, Shatner was the perfect choice by Commodore to pitch their new low cost computer. It was unveiled in June 1980 and sales reached 1,000,000 units by April of 1983, making it the first computer to sell 1 million units. It came with only 3k RAM standard and plugged up to your television set, but could be easily expanded with a datasette recorder, floppy disk drive, more memory, printers, and modems. Most of it's software came in the form of cartridges, which plugged into the single cartridge connector on the rear of the machine, or on cassette tapes. Because Commodore used a dedicated datasette recorder, the machine wasn't plagued with the problems that other systems had with their tape systems, such as constantly having to fine tune the volume. If no cartridge was plugged into the rear of the machine, the VIC-20 booted directly into it's own version of BASIC. Shatner's slogan as VIC-20 spokesperson was "Why buy just a video game?.....The wonder computer of the 1980's. Under $300." Commodore also billed the VIC-20 as the 'friendly computer'.  On April 29, 1994 Commodore International shut it's doors. <http://www.geocities.com/SiliconValley/Lakes/6757/VIC20.HTML>

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #16- California Raisins**

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* <http://www.youtube.com/watch?v=pM2OK_JaJ9I>

This experiment in claymation spawned many copy-cats, but this commercial for California Raisins was revolutionary for its time.  It provided a unique, innovative spin on the classic Marvin Gaye song "I Heard It Through the Grapevine".  A saturday morning cartoon series was one result of the immense success of this original commercial.  Eventually, The California Raisins made more money in 1988 than all of the California raisin farmers during that year.  The merchandising that sprung from these commercials included posters and t-shirts.  The claymation technology that started here has been credited as the precursor to Pixar and other technology-enhanced animation.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #17- "Mama-Mia That's a Spicy Meatball" Alka Seltzer**

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* <http://www.youtube.com/watch?v=ErgdUhZteqw>

In an Alka-Seltzer commercial from 1970, an actor (he's referred to as "Jack") in a commercial for the fictional product "Magdalini's Meatballs" has to eat a meatball and then say "Mamma mia, that's-a *spicy* meat-a-ball!" in an Italian accent. Take after take is ruined by some comedic trial or another. By the commercial's end, "Jack" has eaten so many meatballs that it's "Alka Seltzer to the rescue". With his stomach settled, Jack does a perfect take, except the oven door falls off. The director (off-camera) sighs and says, "OK, let's break for lunch." It has been said that this commercial was dropped because it was allegedly demeaning to Italians. (wikipedia)

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #18- Bill Cosby and New Coke promotion**

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* <http://youtube.com/watch?v=qfhFBTL-Xsw>

An American classic monumental flop of epic proportions.  The New Coke launch used Bill Cosby as an introductory spokesperson.  This was during his heyday and there was possibly no other endorser that had as much credibility. However, no amount of celebrity credibility could save the New Coke disaster.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #19- Talking Bud-weis-er Frogs**

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* <http://youtube.com/watch?v=cS5ZB1gBTEk>

The Budweiser Frogs are three life-like puppet frogs named "Bud", "Weis", and "Er", who began appearing Budweiser beer during Super Bowl XXIX. They are part of one of the most well-known international alcohol ad campaigns. They were created by Greg Gorman, the long-time brand manager for Budweiser.  The commercial began with a scene of a swamp at nighttime, and a close-up of Bud rhythmically croaking his name. Later Weis and Er join in, thus forming the Budweiser name. The camera pulls back to show a bar with a large neon Budweiser sign glowing in the night. The commercial is often listed among the best Super Bowl advertisements in history, ranking at #5 at MSNBC's list.  After the initial ads generated great interest, new creatures began making appearances in the swamp. Beginning at Super Bowl XXXII, two wisecracking chameleons who spoke with Brooklyn accents made their debut. Louie was irritated by the frogs' incessant croaking, and jealous of their success, while Frankie was his more rational, even-tempered friend. Frankie apparently socialized with the frogs and was puzzled by Louie's animosity towards them.  Later installments in the series documented Louie's enlisting the assistance of an inept ferret hit-man to do away with the frogs by attempting to electrocute them. Louie briefly replaced Weis in the Bud-Weis-Er cheer, but the other frogs revealed to Louie that they could speak with a complete vocabulary and that they knew all along about his plot against them.  The Budweiser Lizards later displaced the frogs entirely and continued appearing in television and radio advertisements into the early 2000s (wikipedia)

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #20- Bird vs Jordan McDonalds commercial**

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* <http://youtube.com/watch?v=_oACRt-Qp-s>

Jordan and Larry Bird arguably had their best performances in the epic game of H-O-R-S-E featured during the 1993 Super Bowl. To the winner goes a Big Mac and Fries. Although we never find out who takes the prize, watching this "Nothin' but net" battle makes this an all-time classic. Extra points for the funky Hawaiian shirt and shorts Jordan is sporting.  espn.go.com/sportsbusiness

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #21- "I've Fallen and I Can't Get Up!"**

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* <http://www.youtube.com/watch?v=bQlpDiXPZHQ>

"I've fallen… and I can't get up!" was a popular catchphrase of early 1990s pop culture based upon a line from a television commercial.  This line was spoken in a television commercial for a medical alarm and protection company called LifeCall, in ads that began running in 1987. The motivation behind these medical alarm systems is that many senior citizens today live at home alone, and may find themselves suddenly in medical danger with no one (and no phone) nearby to help them. The product addressed this concern by providing its subscribers with a small pendant, worn around the wrist or neck; when needed, the wearer presses the button on it, and he or she is immediately put into contact with a dispatcher who can send a paramedic, fireman, or other emergency assistance.  The TV advertisement featured, in part, a fictional elderly lady named "Mrs. Fletcher" who has fallen, with her walker, in the bathroom.  On its face, the commercial illustrates a serious situation for a senior with dire consequences (elderly people with no one to care for them may fall in their homes and be on the floor for hours or even days, unable to get help).  The "I've fallen and I can't get up" ad had the double misfortune of being unintentionally campy and appearing often on cable and daytime television. The combination made "I've fallen... and I can't get up!" a recognized, universal punchline that applied to many comedic situations. All of these factors made the ad memorable, ensuring the line's place in pop culture history.  According to the US Patent and Trademark Office, after first applying in October 1990, LifeCall registered the phrase "I've fallen and I can't get up" as a trademark in September 1992.  (wikipedia)

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #22- Energizer Bunny**

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* <http://youtube.com/watch?v=qiFQsxGUQOI>

The Energizer Bunny is the marketing icon and mascot of Energizer batteries. It is a pink rabbit that beats a bass drum and wears sunglasses and blue sandals and has been appearing in commercials since 1989.   The Energizer Bunny does not appear in Europe and Australia where the rival Duracell Bunny is seen instead. Australia's mascot for Energizer is a muscle-bound anthropomorphic battery.  The American Energizer commercials originally began as a parody of TV advertisements for rival Duracell. In the Duracell ads, a set of battery-powered drum-playing toy rabbits gradually slow to a halt until only the rabbit powered by a copper-top battery remains active. In Energizer's parody, the Energizer Bunny then enters the screen beating a huge bass drum and swinging the mallet over his head.  As the series progressed, realistic-looking commercials were aired for fictional products (such as "Sitagin Hemorrhoid Remedy") only to have the Bunny march through. To date, the Energizer Bunny has appeared in more than 115 television commercials. In these commercials, a voiceover would announce one of various slogans used throughout the years; all of them would relate the stalwartness of the Energizer Bunny to the long-lasting power of their batteries. The original slogan boasted that "...nothing outlasts the Energizer...", but it was eventually changed after a lawsuit filed by Duracell disputing Energizer's claim

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #22- Bartles & Jaymes- "Thank You for Your Support"**

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* <http://youtube.com/watch?v=w3LkWVqYecE>

Flipping through your favorite lifestyle magazine, tuning in to check out the latest music videos or jaunting down New York's infamous St. Mark’s Place is evidence that the look and feel of the eighties is back!  In honor of this timeless era, a national survey¹ was commissioned by Bartles & Jaymes®− the cooler recognized for pioneering the wine cooler category in the mid 1980s according to 58% of respondents − to determine how America’s favorite brands and unforgettable trends have evolved over the past twenty years.  The survey covers pop culture and trends ranging from fashion statements to classic flicks, the beloved Brat Pack and of course, popular beverages that helped define the time. Reminiscent of many classic 80s moments, including PAC-MAN™, mixed cassette tapes and the first time Americans fell in love with Madonna, the answers reveal how a diverse array of brands and trends have continued to maintain their appeal for two decades.  While America’s ever-changing tastes make maintaining iconic status difficult for most brands, the survey finds that 63% of Americans believe the characteristic that most defines a brand that has stand the test of time is that it “maintains its premium, classic status.”    “Bartles & Jaymes commissioned this survey to salute the brands that were loved in the eighties and are still influencing trends and pop culture today,” said Kirsten Van Sickle, Marketing Manager, Bartles & Jaymes. 1- Fashion, 2-entertainment and 3-beverages/pastimes were three of the categories looked at.  In the beverages/pastimes category, according to the survey, the summer pastimes Americans enjoy today are similar to how they enjoyed spending their summers in the eighties: barbecuing (34%) or hanging out with friends at the pool or beach (31%).  Riding the wave of the cooler trend of the eighties, 51% of Americans report that they feel Bartles & Jaymes has withstood the test of time, and 59% report that they fondly remember the classic and unforgettable “Thank You For Your Support” commercials.  Similarly unforgettable is the arcade phenomenon that has sparked today’s at-home obsession with video games.  Nearly half of Americans (49%) report that they would like to see PAC-MAN make a comeback, while the growing percentage of card-playing aficionados has proved that what was cool then (50%) is even cooler now (56%).  First released in 1985, Bartles & Jaymes quickly became the #1 selling cooler and has stood the tests of time for two decades.[travellady.com/Issues/May05/1500CoolThen.htm](http://www.travellady.com/Issues/May05/1500CoolThen.htm)

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #23- This is Your Brain on Drugs (PSA)**

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* <http://youtube.com/watch?v=nl5gBJGnaXs>

This is Your Brain on Drugs was a large-scale anti-narcotics campaign by Partnership for a Drug-Free America(PDFA) launched in 1987, that used two televised public service announcement (PSAs) and a related poster campaign.  The first PSA showed a man who held up an egg and said, "This is your brain," before picking up a frying pan and adding, "This is drugs." He then cracks open the egg, fries the contents, and says, "This is your brain on drugs." Finally he looks up at the camera and asks, "Any questions?"  The phrase "this is your brain on drugs", was quickly popularized by teenagers and young adults during the period that these PSAs were broadcast. The original version was spoofed in popular culture such as the 'Weird Al Yankovic "I Can't Watch This", ridiculed by comedian Bill Hicks and mocked on the sitcoms such as Married With Children.  It was also parodied on t-shirts and posters that amended the original tag line "This is your brain on drugs, side of bacon". (wikipedia)

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #24- 1984 Morning Again in America political ad**

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* <http://youtube.com/watch?v=YYs8KKWU_Ms>

This commercial was an iconic political commercial in 1984 which was launched for the re-election campaign of Ronald Reagan.  The ad was originally titled "Prouder, Stronger, and Better".  The message is very simple and optimistic.  Reagan won that election by a margin of 49 states to 1.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #25- Bo Knows...**

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* <http://youtube.com/watch?v=-GPxkpjCvWI>

This commercial was listed by a panel of prominent advertising agency creative directors, chosen by the American Association of Advertising Agencies, which selected 22 TV commercials which they believed these were the most innovative, creative and effective in the last 25 years. <http://www.macobserver.com/article/2001/06/28.11.shtml>  The popular cross-trainer athletic shoes by Nike couldn't have found a better spokesperson in 1989 than none other than Bo Jackson, professional baseball player and professional football player.  Jackson was a key figure that lead Nike CEO Phil Knight to exclaim- "Now we understand that the most important thing we do is market the product.  We've come around to saying that Nike is a marketing-oriented company, and the product is our most important marketing tool."  Luckily for Nike, the very first airing of this commercial was during the MLB All-Star Game of 1989 in which Bo hit a home run as a lead-off hitter to start the game and was named MVP.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #26- Nike: Revolution**

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* <http://youtube.com/watch?v=iMXhtFik-vI>

"The Beatles position is that they don't sing jingles to peddle sneakers, beer, pantyhose or anything else.  Their position is that they wrote and recorded these songs as artists and not as pitchmen for any product."  -Apple's attorney's statement July 18, 1987        "If it's allowed to happen, every Beatles song ever recorded is going to be advertising women's underwear and sausages. We've got to put a stop to it in order to set a precedent.  Otherwise it's going to be a free-for-all.  It's one thing you're dead,  but we're still around! They don't have any respect for the fact that we wrote  and recorded those songs, and it was our lives." -George Harrison November 1987     1987:  The Beatles single version of "Revolution" (once again the version recorded by the Beatles themselves) was used as part of a $7 million campaign to sell Nike shoes.  Nike reportedly paid $250,000 to Capitol Records.  Apple records sued the company, and the versions of the songs recorded by the Beatles can no longer be used to sell products.  However, while this was in court, Nike continued to run the "Revolution" ad until 1988.  They said that it was a successful ad, and sale rose. <This information was taken out of the book Beatlesongs by William J. Dowlding.  Published in 1989 by Fireside page 208>   Nike was widely criticized for using the song "Revolution" to sell shoes in 1987.  Nike paid $250,000 to Capitol Records (which legally had N American licensing rights) but draw the ire of the Beatles' recording company, Apple Records.  When the news came out that Nike was to use this song in a commercial, Apple, backed by the Beatles themselves, sued Nike, Capitol, and their ad agency.    "A tangle of lawsuits between the Beatles and their American and British record companies has been settled." One condition of the out-of-court settlement was that terms of the agreement would be kept secret. The settlement was reached among the three parties involved: Harrison, McCartney, Starr, Ono, Apple, EMI, and Capitol. A spokesman for Yoko Ono noted, "It's such a confusing myriad of issues that even people who have been close to the principals have a difficult time grasping it. Attorneys on both sides of the Atlantic have probably put their children through college on this. (wikipedia)"   "But the most difficult question is whether you should use songs for commercials.  I haven't made up my mind.  Generally, I don't like it, particularly with the Beatles stuff.  When twenty years have passed maybe we'll move into the realm where it's okay to do it." Paul McCartney February 1988

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #27- "Pardon Me..Would You Have any Grey Poupon?"**

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  + [**Delete**](javascript:submitContentItemRemovalForm('/webapps/blackboard/content/removeItem_proc.jsp?content_id=_188245_1&course_id=_10595_1','Classic%20Commercial%20#27- \"Pardon Me..Would You Have any Grey Poupon?\"'))

<http://youtube.com/watch?v=NmannAYiwh0>

GREY POUPON Dijon mustard is the top selling Dijon in America, and has frequently won top honors at the Napa Valley Mustard Festival. That distinction has been earned by using the same quality recipe and premium ingredients since 1777—when, in Dijon, France, a certain Monsieur Poupon agreed to financially back the development of a Monsieur Grey’s secret mustard recipe.

The following might not be true: Shortly after the GREY POUPON company was born, a group of enthusiasts came to believe that mustard, no mere condiment, actually had the power to elevate a meal (and even a whole splendid occasion) to something transcendent.   "Mad!" they were deemed. "Charlatans!" they were called. "Balderdash!" people yelled. Only this was in France, so they used different words. Probably French ones.  They took a vow of secrecy and began subversively demonstrating mustard's correct use—and the joy it can bring—by using it at social gatherings for the world's truly wealthy and sophisticated. They formed The Elite Mustard Cabinet.  As the centuries passed, castles and country estates became Rolls Royces and yachts (yep, the kind with fancy wood paneling in the captain's quarters).  Representatives of the Cabinet identify themselves to one another by starting each greeting with the same password. "Pardon me..." The GREY POUPON headquarters can still be visited today in Dijon at 32 Rue de Iz Liberte. Nowhere is The Elite Mustard Cabinet mentioned. (kraftfoods.com)  Currently the best-selling Dijon-style mustard in the US, it gained some notoriety from a late-80's commercial in which a Rolls Royce pulls up alongside another Rolls Royce, and a passenger in one  asks a passenger in the other "Pardon me, would you have any Grey Poupon?" The commercial has been satirized in the 1992 movie Wayne's World, in the 1983 movie Trading Places (by Eddie Murphy), as well as the Family Matters episode "All The Wrong Moves", the Family Guy episode "Blue Harvest, Parts 1 and 2", and the Simpsons "24 Minutes" episode (which is a parody based on the television series "24"). (wikipedia)

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #28- Crash Dummies (PSA)**

* + **[Close Menu](http://blackboard.indstate.edu/webapps/blackboard/content/listContentEditable.jsp?course_id=_10595_1&content_id=_188187_1&mode=reset#close)**
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* <http://www.youtube.com/watch?v=C5h2NF2xMYI>

In the late 1980s, a common series of television PSA ads featured Vince and Larry, the Crash Test Dummies. They proved to be popular characters and eventually spawned several series of toys as well a television series and even a video game. They actually had their own comic book series for a while   At the height of their television ad fame, they also appeared in a series of comic book PSA, two of which are featured here. Say “Hello” to Vince and Larry, but remember…leave the crashing to them.  http://politedissent.com

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #29- 1940 Chevy Advertisement- in technicolor**

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* <http://youtube.com/watch?v=xL8CeHgrH3s>

This early commercial depicts a standard American family and a classic American company.  It was one of the first commercials produced in the new "technicolor" format, which was only available at the time in movie theatres.  This commercial provides a template for future advertisements.  As the depression in America ended and prosperity started, the floodgates opened for American promotions and advertising.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #30-Keep America Beautiful (PSA) Featuring Chief Iron Eyes Cody**

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  + [**Delete**](javascript:submitContentItemRemovalForm('/webapps/blackboard/content/removeItem_proc.jsp?content_id=_188248_1&course_id=_10595_1','Classic%20Commercial%20#30-Keep America Beautiful (PSA) Featuring Chief Iron Eyes Cody'))
* <http://www.youtube.com/watch?v=j7OHG7tHrNM>

Three events which occurred during the year between March 1970 and March 1971 helped bring the concept of "ecology" into millions of homes and made it a catchword of the era.  One was the first annual Earth Day, observed on 21 March 1970.  The second was "Look" magazine's promotion of the ecology flag in its 21 April 1970 edition, a symbol that was soon to become as prominent a part of American culture as the ubiquitous peace sign.  The third- and perhaps the most effective and unforgettable- was the tv debut of Keep America Beautiful's landmark "People Start Pollultion, People Can Stop It" public service ad on the second Earth Day in March 1971.  In that enduring minute-long tv spot, viewers watched in Indian paddle his canoe up a polluted and flotsam-filled river bank, and walk to the edge of a highway, where the occupant of a passing automobile thoughtlessly tossed a bag of trash out the car window to burst open at the astonished visitor's feet.  When the camera moved upwards for a close-up, a single tear was seen rolling down the Indian's face as the narrator dramatically intoned: "People start pollution; people can stop it."  That crying Indian, as he would later sometimes be referred to, was Iron Eyes Cody, an actor who throughout his life claimed to be of Cherokee/Cree extraction.  Yet his asserted ancestry was just as artificial as the tear that rolled down his cheek in that tv spot- the tear was glycerine, and the "Indian", a second-generation Italian-American. [snopes.com/movies/actors/ironeyes](http://www.snopes.com/movies/actors/ironeyes.asp)

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #31- Dan vs Dave**

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* <http://youtube.com/watch?v=yKJkfE1M9wA>

It was gonna be the perfect Olympic hype. The Reebok ad had the two Americans favored to face off for decathlon gold in Barcelona. But Dan didn't even make the team. And Dave mustered only bronze. Oops. (USA Today)  This ad was included in USA Today's Top Ads We Can't Get Out of our Heads.  The sneaker wars of the early 90s were highly competitive and Reebok wanted to get a head start on promoting the 1992 Olympics in efforts to be the endorser of the top two athletes of those games.  Dan O'Brien an Dave Johnson seemed like they might be the next Michael Jordan or Mary Lou Retton.   Their fame never came and Reebok had egg in their face in the end.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #32- More Doctors Smoke Camels 1949**

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* <http://youtube.com/watch?v=gCMzjJjuxQI>

As you all know, cigarette smoking is a very touchy and controversial subject.  The subject matter of this article may be appalling with some of you, but since it was used in radio advertising, this article will report for its advertising information only--- and **not** a recommendation by anyone for anyone to start smoking.  Before the rumors of smoking and health became reality, people smoked cigarettes for a number of reasons.  Some reasons for smoking were cigarettes assisted in the digestion of food; cigarettes helped the smoker to relax; and it was fashionable to smoke.  Since there were so many brands to choose from in the late 1940’s, smokers wondered what brand the doctors recommended over the others.  They got their answer on NBC's Mystery In The Air.   Announcer Michael Roy stated that three independent research organizations conducted a nationwide poll with doctors, surgeons, and specialists in every branch of medicine.  113,597 doctors in all participated in this poll.  The brand of cigarette the doctors named most often was Camel***.***  To prove it was worthy of the doctors’ recommendation, Camel introduced the "T-Zone".  In all honesty, every human being, smoker and non-smoker alike, has a T-Zone-- although they never knew it was named as such.  Most people would call it their mouth and throat.  For those people who smoked, the T-Zone was very important.  It was the proving ground as to what cigarette provided the combination of good taste and a smooth smoke.  Since more doctors recommended Camelsfor this very reason, it made a lot of sense for the people to take the doctors’ advice and smoke Camelsas well.   The doctors’ recommendation of Camels lasted until the early 1950’s--- when the first rumblings about smoking and heath were beginning to surface.  It was only a matter of time before the doctors, who originally recommended Camel, began to publicly distance themselves from any positive advertising for Camel and any other cigarette brand.   In conclusion, this advertising was a sign of the times.  Today, it is a combination of laughable and appalling.  Back then, it was just the latest promotion to sell Camel Cigarettes. [www.old-time.com/commercials](http://www.old-time.com/commercials)

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #33- 1958 Edsel promotion**

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* <http://www.youtube.com/watch?v=dqkPRGxAF-M>

On September 4, 1957 the Edsel made its debut in showrooms across the country. The launch came on the heels of an extensive, expensive and exceptionally successful marketing campaign that had everybody talking about this mysterious new automobile. Months earlier ads began running that simply pictured the hood ornament, underscored with "The Edsel is Coming." Another ad depicted a covered car carrier with the same tag line. Meanwhile, the company went to great lengths to keep the car’s features and appearance a secret. Dealers were required to store the vehicles undercover, and could be fined or lose their franchise if they showed the cars before the release date. With all the hype it’s no surprise that consumers were eager to see what the fuss was about.   When September 4th rolled around consumers flocked to the dealerships in record numbers. For a day or so Edsel executives were thrilled—until they realized that people weren’t buying, they were only coming to look. "The company expected to sell a daily minimum of 400 Edsels through 1,200 dealers," says Gayle Warnock, director of public relations for the Edsel launch and author of *The Edsel Affair*. "That was the pencil pushers’ requirement for a successful launch. We never made it," he laments. [failuremag.com](http://www.failuremag.com/arch_history_edsel.html)  This commercial just goes to show that not all ad campaigns hit their mark.  The Edsel is considered one of the greatest US flops of all-time.  An early American case study of hype not living up to substance.  No commercial could have saved its fate, not even this unspectacular one.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #34- Peyton Manning Mastercard**

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* <http://youtube.com/watch?v=4FlwJwL6kdo>

Posted: Tuesday January 23, 2007 on SI.Com by John Rolfe----  "If Peyton Manning finally wins the Big One or goes down in the bitter flames of foul frustration, we're still going to see a whole lot more of him in commercials, and that's fine by me.  There's a reason why  Manning is already one of the most marketed athletes on the planet: he's the rare superstar pitchman who doesn't come across as a crash-course graduate of the Old Hickory School of Thespian Technique. He actually pulls off fairly elaborate speaking and acting parts with timing and a natural, amiable flair. And he's actually funny -- a refreshing relief in an age when most athletes do little more than scowl, glower, deliver one stilted phrase, or sinply remain a prop. Granted, Manning has had clever material to work with, but so has Tom Brady**,** who, by comparison, seems to have all the personality of a codfish.  Every time I see  Manning watching the coffee-server get blasted by steam or wearing a cheap wig and moustache, or trading shoves and kicks with brother Eli, I smile or crack up. Maybe I'm just easily amused. The odd thing is, Manning is so good that he can actually make me watch his commercials every time they come on, and vividly remember them, yet I totally forget what product he was selling."

This statement was made even *before* Peyton Manning won Super Bowl XLI.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #35- Oscar Mayer**

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* <http://youtube.com/watch?v=rmPRHJd3uHI>

Calling all “hot dogs” with a taste for Hollywood! It’s icon meets Idol as the Oscar Mayer brand today announced its official partnership with FremantleMedia for sponsorship of American Idol Season 7. America’s favorite hot dog company will amplify the partnership to support their “Sing the Jingle, Be a Star” promotion via broadcast and online advertising.  Now in its second year, the Oscar Mayer Sing the Jingle, Be a Star contest invites eager songsters to see if they can cut the mustard by singing their own unique rendition of one of the popular Oscar Mayer jingles. Whether rapped, yodeled or sung in three-part harmony, interested hopefuls are encouraged to put their own relish on the Oscar Mayer Wiener Jingle, the Bologna Song, or an Oscar Mayer Spanish Jingle.   “The Oscar Mayer jingles have collectively delighted people for more than a century so what better way to celebrate our iconic melodies than by harmonizing with America’s biggest singing competition,” says Oscar Mayer Marketing Director Heather Fries.  Michele Welch, Director of Integrated Marketing FremantleMedia added, “American Idol is the ultimate talent search so it only makes sense to partner with the Oscar Mayer brand for this promotion. [hispanicbusiness.com](http://www.hispanicbusiness.com/news/newsbyid.asp?id=66212)  These two commercials are the originals.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #36- Ray Charles/Pepsi "You Got the Right one Ba-by"**

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* <http://youtube.com/watch?v=3D_srHpH6jg>

"You Got the Right One, Baby"  was a popular slogan for Pepsico's Diet Pepsi brand in the early 1990s. A series of television ads featured singer Ray Charles, surrounded by models, singing a song about Diet Pepsi, entitled "You Got the Right One, Baby". Part of the song included the words "Uh Huh!", which (as part of the ad campaign) were featured on Diet Pepsi packaging.  Although others have made claims, the song was written (as a love song) in 1989 by Arthur Takeall of Annapolis, MD and first performed over radio station WEBB in Baltimore.   The song's title quickly became a catch phrase across North America, and was referenced in various television shows and movies of the time, including The Cosby Show and Rookie of the Year (wikipedia)   During the SuperBowl, star quarterback Joe Montana offers a special taste challenge to celebrities appearing in competitive commercials. As a result of this ad campaign, 1991 Profits exceed $1 billion for the first time. PepsiCo named one of Fortune Magazine's top 10 "Most Admired Corporations" for the third year in a row.(scripophily.net)

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #37- Volkswagon "Funeral"**

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* <http://youtube.com/watch?v=SpWgs98iBGk>

This commercial was listed among TV Guide's Top 10 commercials of all-time.  "Funeral" has a deceased tycoon reading his will as limos enter the cemetery. He berates his spendthrift wife, partner, and sons -- whom we see  
in limos -- and leaves them almost nothing. To his nephew, who's driving a  
VW Beetle, he gives "my entire fortune of $100 billion dollars. (superseventies.com)

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #38- Got Milk?**

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<http://www.youtube.com/watch?v=OLSsswr6z9Y>

California Milk Processors Board: Got Milk? (1993) What could be stickier than to have an entire peanut butter sandwich stuffed into your mouth - and have no milk to wash it down? This first ad was a springboard for Got Milk? - and Aaron Burr - into pop culture. (USA Today)  This commercial was included in USA Today's Top Ads We Can't Get Out of Our Heads.

The National Milk Mustache "got milk?" Campaign is one of the most recognized and respected advertising campaigns, having earned a place in advertising history. As the "umbrella" campaign for print, radio and TV advertising, as well as public relations, promotions and other initiatives, the "got milk?" message is one that's on everyone's lips across the U.S. Since its inception over 10 years ago, this fun and compelling message has helped boost awareness of the nutritional aspects of milk, and was the impetus to expand the availability of milk to more consumers than ever before. Milk now competes with an ever-growing number of beverages in a category that is one of the most competitive, most advertised and well funded. Despite milk's being outspent by other beverages in ad dollars, the Milk Processor Education Program ( MilkPEP) has achieved extraordinary levels of awareness and education about the health and nutritional benefits of milk through this ad campaign. <http://www.milkdelivers.org/gotmilk/index.cfm>

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #39- "Little Penny" Nike commercial**

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* <http://www.youtube.com/watch?v=AK88MQWsYj8>

These Nike commercials were a hit for Nike in the mid 1990s.  In the midst of the sneaker boom, Nike signed Penny Hardaway of the Orlando Magic as a celebrity endorser.  These commercials were some of the first to use comedy to sell athletic products.  The "Little Penny" doll (voice by Chris Rock) became a hit.  Some of the more memorable lines from the doll were- "Could ya do that for a brotha?"  "Hey Penny, is this couch real leather? 'cause it's sticking to my leg."  "Hey Tyra. You left your toothbrush at my house."  "I can't hear you. I'm driving through a tunnel."

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #40- Life Cereal "He likes it, hey Mikey"**

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* <http://youtube.com/watch?v=vYEXzx-TINc>

Life is known as a wholesome cereal with a delicious taste that millions of adults and children love. Last year, 39 million boxes of Life and Cinnamon Life were sold. If placed end to end, the boxes sold in one year would stretch all the way from New York to Tokyo!  Life Cereal - Historical Packaging Life Cereal was introduced in 1961 by the Quaker Oats Company as a cereal which "would help kids grow strong". In the early 70's, Life Cereal became famous for being the cereal that even Mikey, a finicky little 4 year old who "hates everything", loved to eat. Life stayed with the Mikey campaign for years and even today people everywhere remember Mikey. (lifecereal.com)   This particular ad campaign lasted from 1972 to 1984,which makes it one of the longest-running commercials of all time.  In fact, "Mikey" placed in the top 10 on TV Guide's "The 50 Greatest TV Commercials of all Time."  "It's amazing that even though the original 'Mikey' ad has not been on-air for nearly 15 years, nearly 80 percent of Americans still remember the commercial\*," says Scott Hughes, director, marketing research, Ready-To-Eat Cereals, Quaker Oats Company. "You could say that 'Mikey' never really went away, because he has endured in the hearts and minds of a generation."  [quakeroats.com](http://www.quakeroats.com/qfb_PressRoom/PressReleases/PressRelease.cfm?ID=107)

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #41- Kennedy Presidential Campaign commercial**

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  + [**Delete**](javascript:submitContentItemRemovalForm('/webapps/blackboard/content/removeItem_proc.jsp?content_id=_188259_1&course_id=_10595_1','Classic%20Commercial%20#41- Kennedy Presidential Campaign commercial'))
* <http://www.youtube.com/watch?v=yeE4xW47AU4>

This 1960 presidential campaign advertisement by the Kennedy camp was very much of its time.  The jingle might seem a bit cheesy but it worked at the time.  This election was the one that vaulted television as the most important medium and helped John F Kennedy narrowly defeat Vice President Richard Nixon.  The role of television in politics has become increasingly vital and all national candidates today must be tv-friendly.  This commercial sounded much like the radio commercials of the time and prior, and the visual cut-and-paste add-ons provided a new twist to presidential strategy and helped usher the era of modern technology into the political arena.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #42- HeadOn, Apply Directly to the Forehead**

* + **[Close Menu](http://blackboard.indstate.edu/webapps/blackboard/content/listContentEditable.jsp?course_id=_10595_1&content_id=_188187_1&mode=reset#close)**
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  + [**Delete**](javascript:submitContentItemRemovalForm('/webapps/blackboard/content/removeItem_proc.jsp?content_id=_188260_1&course_id=_10595_1','Classic%20Commercial%20#42- HeadOn, Apply Directly to the Forehead'))
* <http://youtube.com/watch?v=Is3icfcbmbs>

This repetitive 15-second spot has become legendary.  Most people would say that it is annoying, but anyone would have to admit that it is memorable.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #43- Magic vs Bird**

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  + [**Delete**](javascript:submitContentItemRemovalForm('/webapps/blackboard/content/removeItem_proc.jsp?content_id=_188261_1&course_id=_10595_1','Classic%20Commercial%20#43- Magic vs Bird'))
* <http://www.youtube.com/watch?v=tJEa2c_939o>

This commercial was the godfather of the sneaker wars.  It was the first major shoe endorsement and it brought together two of the world's biggest sports icons of the time, Larry Bird and Magic Johnson.  These two credit this commercial as the point where they first got to know each other and became friends.  This was the time where the shoe companies realized that they were in fact marketing companies.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #44- GoDaddy.com Super Bowl commercial**

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  + [**Copy**](http://blackboard.indstate.edu/webapps/blackboard/content/copyItem.jsp?course_id=_10595_1&content_id=_188262_1&bIsTabContent=false)
  + [**Delete**](javascript:submitContentItemRemovalForm('/webapps/blackboard/content/removeItem_proc.jsp?content_id=_188262_1&course_id=_10595_1','Classic%20Commercial%20#44- GoDaddy.com Super Bowl commercial'))
* <http://youtube.com/watch?v=HhFMD6ybP2E>

This controversial commercial was just looking for headlines when it was launched during the Super Bowl of 2005.  CEO Bob Parsons says calls the marketing as "GoDaddy-esque" which he describes as "fun, edgy and a bit inappropriate." During this Super Bowl, GoDaddy.com created this ad as a parody to the big controversy that resulted from Janet Jackson's halftime "wardrobe malfunction".  It was first aired in its scheduled time slot.  However its second spot never happened as Fox pulled it following complaints from the NFL.  This commercial is the epitome of the marketing adage "sex sells".  After the airing of this commercial, GoDaddy witnessed a big increase in its web traffic.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #45- Monster "When I Grow Up"**

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  + [**Delete**](javascript:submitContentItemRemovalForm('/webapps/blackboard/content/removeItem_proc.jsp?content_id=_188263_1&course_id=_10595_1','Classic%20Commercial%20#45- Monster \"When I Grow Up\"'))
* <http://youtube.com/watch?v=myG8hq1Mk00>

A group of children say things like, "When I grow up, I want to file all day." "I want to be a yes man." "I want to be paid less for doing the same job." "I want to be forced into early retirement." Super: "What did you want to be?" If Monster.com can help find a better job-let's not all go there at once. (adweek.com)  This commercial was listed by MSNBC as one of the top 5 Super Bowl ads of all-time.  This came out in 1999, and helped launch Monster.com as the premier job-search company in America.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #46- I'd Like to Teach the World to Sing (In Perfect Harmony)- Coke**

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  + [**Delete**](javascript:submitContentItemRemovalForm('/webapps/blackboard/content/removeItem_proc.jsp?content_id=_188264_1&course_id=_10595_1','Classic%20Commercial%20#46- I\'d Like to Teach the World to Sing (In Perfect Harmony)- Coke'))
* <http://youtube.com/watch?v=GAgh86j5alI>

The 1971 TV commercial featured young people from around the world singing on a hilltop outside Rome, Italy and was so popular that the song (without the Coke references) became a hit in its own right. Commercial recordings as a pop-song were issued by The New Seekers and The Hillside Singers.  The song in the commercial was first aired as an American radio commercial on February 12, 1971, sparking public demand for its release as a single. Reworked by Bill Backer and Billy Davis to remove the brand name references, the single climbed to UK #1 and US #7 in 1971 and 1972.  The Coca-Cola Company waived royalties to the song and instead donated $80,000 in payments to UNICEF.  The song has since been recorded over 75 times.  In the commercial, the lead singer and the people surrounding her were filmed lip synching to the New Seekers radio version of the commercial. None of the actors actually sang in the TV version.  The song's success was particularly notable in the UKwhere it is one of the 100 best selling singles of all time.  The commercial, as one of the most popular of all time, is credited with helping Coca-Cola regain its status as the preeminent soft drink in North America.  When Coca Cola planned to broadcast this commercial in South Africa on the state-run SABC network, they wanted Coca Cola to use an all-white version, due to the apartheid  government. Nevertheless, the commercial was accepted. (wikipedia)

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #47- Max Headroom**

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  + [**Delete**](javascript:submitContentItemRemovalForm('/webapps/blackboard/content/removeItem_proc.jsp?content_id=_188265_1&course_id=_10595_1','Classic%20Commercial%20#47- Max Headroom'))
* <http://youtube.com/watch?v=IzxHDqUz8Sk>

He was one part computer chip, one part cult hit and one part goofy while interviewing a nervous Pepsi can. Max Headroom hyped New Coke as the better-than-Pepsi. Uh-oh. Where's New Coke now? Right pitchman, wrong product. (USA Today)  This commercial was included in USA Today's Top Ads We Can't Get Out of our Heads.  The New Coke launch was one of the most significant flops in American history.  Not too sure why Max was such as huge hit at the time but he certainly was a symbol in the Cola wars of the '80s.  Quite hard to believe he was seen as  futuristic, hip, and funny.  The "Cafe 80s" from the movie Back to the Future II  included Max Headroom in a prominent role.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #48- Don't Squeeze the Charmin (Mr. Whipple)**

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  + [**Delete**](javascript:submitContentItemRemovalForm('/webapps/blackboard/content/removeItem_proc.jsp?content_id=_188266_1&course_id=_10595_1','Classic%20Commercial%20#48- Don\'t Squeeze the Charmin (Mr. Whipple)'))
* <http://www.youtube.com/watch?v=0yG-y8poTLU>

This is one example of the famous Charmin commercials.  Mr. George Whipple is a fictional supermarket manager featured in television advertisements that ran  from 1965 to 1989 for Charmin toilet paper. In unvarying repetition, he scolds women who "squeeze the Charmin," while hypocritically entertaining such actions himself.  The very first commercial sets the tone. He is seen looking off camera at a female customer, commenting that first she's squeezing the grapefruits, then she's squeezing the melons, and then (in a classic comic "triple") when she gets to the Charmin, that's the last straw, and he walks over to her and utters his famous plea for the first time.  According to Charmin makers Procter & Gamble,  a 1978 survey found that "Mr. Whipple" was the third best-known American, behind only recently-ousted President Richard Nixon and preacher Billy Graham. (wikipedia)

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #49- Federal Express "Fast Paced World"**

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  + [**Delete**](javascript:submitContentItemRemovalForm('/webapps/blackboard/content/removeItem_proc.jsp?content_id=_188267_1&course_id=_10595_1','Classic%20Commercial%20#49- Federal Express \"Fast Paced World\"'))
* <http://youtube.com/watch?v=NeK5ZjtpO-M>

This commercial was included in TV Guides list of top 10 commercials of all-time.  The commercial was produced during the time when the airline industry was becoming deregulated, and long before the company changed its name to "Fed Ex".  This commercial was ahead of its time and looked into the future when shipping companies ran operations in much more of a fast paced world.

**http://blackboard.indstate.edu/images/ci/icons/generic_updown.gifClassic Commercial #50- Mean Joe Greene/Coke 1979**

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  + [**Delete**](javascript:submitContentItemRemovalForm('/webapps/blackboard/content/removeItem_proc.jsp?content_id=_188268_1&course_id=_10595_1','Classic%20Commercial%20#50- Mean Joe Greene/Coke  1979'))
* <http://youtube.com/watch?v=xffOCZYX6F8>

This commercial was listed by TV Guide as one of the Top 10 commercials of all-time.  In 1979, Coke aired a commercial where a tiny, young,  boy approached an enormous,  football player to congratulate him on a great game. After initially rebuffing the kid somewhat gruffly, the player — Mean Joe Green — swigs a Coke that the boy hands him in a long series of gulps, and then, made friendly (one assumes by the tingly, sweet concoction), calls the kid back and throws him his jersey. The kid shouts, "Thanks, Mean Joe!" and they share a nice moment. All courtesy of Coke.  Somewhat standard American advertising fare, sure. But it struck a nerve in the American public’s mind at the time, for whatever reason. Maybe it was the contrast in size between the two — the kid couldn’t have weighed 60 lbs. soaking wet.  Maybe it was that the sugar water "melted" Mean Joe’s heart Whatever the reason, the commercial proved so popular, that it was turned into a made-for-tv-movie, "The Steeler and the Pittsburgh Kid"**(**[**http://www.tinkerx.com/index.php/2005/11/**](http://www.tinkerx.com/index.php/2005/11/)**)**

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