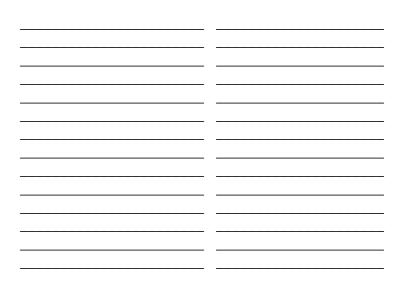
The Advertising Hour Bonus!!! Hour #7

A. This past fall, Nissan ran two advertisements in which college mascots were chasing a Nissan truck with the Heisman Trophy in back. Name the mascots as well as the schools they represent (there may be more than one possible school for some mascots).

Ad 1: School	Mascot	

Ad 2: School

Mascot



2. In the original Budweiser frog ad, how many times did the big frog croak "Bud?"

3. In the UPS whiteboard ads, what last-minute modifications does the artist make?

4. Remember the "Got Milk?" ads? The California Milk Processor Board, which is responsible for the ads, is targeting a new demographic: Hispanics. What is the 2006 "Got Milk?" slogan in Spanish?

5. The "Got Milk?" ads started as TV ads in which people with their mouth stuck shut with a sticky substance desperately need milk. In the first ad, a history buff calls in to a trivia show to win answer a \$10,000 question but can't answer because his mouth is stuck shut with peanut butter. What is the answer to the trivia question that he couldn't answer?

6. Mastercard started its popular "Priceless" ad in 1996. During the 2005 Super Bowl, it premiered a "Priceless" ad known as "Icons," in which 10 legendary advertising characters are gathered for dinner (tag line: "getting everyone together for dinner: priceless"). Name the 10 icons and their current parent company (this may be different from the brand name).