

The Advertising Hour Bonus

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:

A:

Buckeye: Ohio State

Bulldog: University of Georgia

Tiger: LSU, Clemson, Auburn

Volunteer: Tennessee

Sooner: Oklahoma

Sun Devil: Arizona State

Longhorn: Texas

Buffalo: University of Colorado

Cyclone: Iowa State

Trojan: University of Southern California

Ad 2:

A:

Gator: University of Florida

Buckeye: Ohio State

Volunteer: Tennessee

Corn Huskers: Nebraska

Yellow Jacket: Georgia Tech

Elephant: Alabama Crimson Tide

Bear: University of California-Berkeley

Trojan: University of Southern California

Bulldog: University of Georgia

Buffalo: University of Colorado

Tiger: LSU, Clemson, Auburn

Wolverine: University of Michigan

Cyclone: Iowa State

Sooner: Oklahoma

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

12

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

Cherry blossoms on the trees in Washington D.C.

Early birds in the window

Tail wind on an airplane

Shorts on the delivery guy

Bigger smile on the UPS guy holding a box
Fin to 18-wheeler to make it go faster
Tie for small business owner
Adds beaming smile to Bob
Mud flaps on 18-wheeler
Big inflatable gorilla for small business
Circles ‘sorted in Philly’ on label

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?

toma leche

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?

Aaron Burr (Q: Who shot Alexander Hamilton in that famous duel?)

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).

Chef Boyardee: Con Agra Foods
Charlie the Tuna: Del Monte Foods, Inc.
Pillsbury Doughboy: General Mills
Count Chocula: General Mills
Vlasic pickle stork: Pinnacle Foods Corporation
Morton salt girl: Rohm and Haas Co., Inc.
Jolly Green Giant: General Mills
Mr. Peanut: Kraft Foods
Gorton’s Fisherman: Gorton’s Fresh Seafood
Mr. Clean: Proctor & Gamble

(Okay, maybe I’m the only one who thinks it’s interesting that General Mills owns three of them.)