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.)