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Some Super Bowl Ads May Be Created by Novices

by KYW's David Madden

It's a new trend in TV advertising: letting consumers play a role -- and perhaps even produce -- commercials.

Consider this: a 30-second spot on the Super Bowl telecast goes for about \$2.5 million.

Come February, advertisers including Chevrolet, Alka-Seltzer, Frito-Lay, and even the NFL will tap into viewers' creativity. Some spots are already in production -- which doesn't surprise David Neff, head of Neff and Associates, a locally based advertising firm:

"There is hundreds of millions of dollars of publicity that will be generated about each of these brands' campaigns to create a TV spot that's going to run in the Super Bowl."



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Companies Looking for Super Bowl Ad Ideas

by KYW's David Madden

Want to be part of the Super Bowl, even if the Eagles don't make it? Try your hand at advertising. Several major companies are looking for input for commercials to run during the big game in February.

Alka-Seltzer wants a revised version of its "plop, plop, fizz, fizz" jingle and you can submit your idea online, if you hurry.

Other sponsors, like Chevy, Frito-Lay and the NFL itself are in the process of selecting ideas to air but local ad executive David Neff says you can still take part.

"In most of these cases, the customer bases of these brands are being asked to vote and to actually choose the winning entry."

Neff says these brands and others are riding a new advertising wave and getting consumers to pump up products.

Doing it like this not only firms up that customer base but is also gives the companies lots of free publicity.

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