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## FOR IMMEDIATE RELEASE

### Ad Pros Vote Google Ad a "Touchdown"

CLEVELAND – February 8, 2010 – Although the irony of the world’s largest online search engine advertising on television was not lost, the professionals at branding firm Liggett Stashower voted the Google spot, “Parisian Love,” best commercial aired at Super Bowl XLIV. “It was ironic because Google, the agent that changed traditional advertising forever, has returned to that medium to spread its own brand message,” said David Moore, president, executive creative director, Liggett Stashower.

Google stole the show from the 60+, \$3 million Super Bowl commercials as the best spot during the agency’s annual Super Monday: Ads Under Review event. The commercial, which featured a google search by a hypothetical traveler to France, was in close competition with the Volkswagen spot, “Punch Dub,” named funniest by the firm’s 55 employees and 20 client guests.

“The Google spot had it all – simplicity, authenticity, subtle messaging, and relevance – with some good old-fashioned emotional heart tugs (the baby’s gurgle, for example, at the very end). This spot would have been relevant last year and will continue to be relevant in years to come,” said Mark Szczepanik, director, brand voice, Liggett Stashower. “Because Google is such a strong brand, they could keep it simple. They didn’t need sound to drive home its brand message. Lack of audio clutter was one thing that made it especially outstanding amidst the Super Bowl noise. Its simplicity stands in sharp contrast to the super-produced, super-expensive Budweiser work. Plus, there were a lot of hidden jokes in this spot.”

"Punch Dub's Stevie Wonder/Tracy Morgan punch line gave the Volkswagen the unexpected humor needed to take it over the top," said Moore. "It had pop culture and could only have been produced for Volkswagen."

The winners were determined in a bracket-style competition that pitted the game's most memorable ads in head-to-head competition. In addition to determining the game's best and the funniest, the agency singled out the following spots for special recognition:

- ❑ **Best Use of Celebrity** – Brett Favre, "Ten Years Strong," for Hyundai
- ❑ **Worst Use of Celebrity** - Chicago Bears, "Boost Mobile Shuffle"
- ❑ **Goal Line Fumble (most potential/hype that fell short)** - Chicago Bears, Boost Mobile Shuffle
- ❑ **Sack** - Skechers, "Shape Ups"

With its roots in advertising and public relations, Cleveland-based Liggett Stashower has grown to become one of the region's largest brand building firms. The agency's specialty is launching products and ideas using a channel-neutral approach. It has deep experience in the building products industry. For more information, visit [www.liggett.com/supermonday](http://www.liggett.com/supermonday).

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