

 Get your local daily news, special offers & more delivered right to your inbox!  
**SIGN UP NOW >**

## Best Super Bowl ad? Vote for your favorite

CNHI News Service Aug 10, 2014



0

Naked M&Ms, an out-of-shape dog on a mission and Clint Eastwood delivering a passionate speech about American adversity -- these are among the favorite commercials that aired during Sunday's Super Bowl.

This year, the average price for a 30-second spot in the big game is \$3.5 million, according to The Telegraph.

Many advertisers were able to generate early buzz about their commercials by releasing teasers or even full or extended versions on the Internet days before the big game.

"One of the newest methods is something called second-screen advertising," said Abhi Biswas, a University of Texas - Dallas marketing professor. "They are trying to entice consumers to use their laptops or cellphones and interact more with the ads by encouraging them to download apps and visit the company's website."

Another newer approach is "crowdsourcing" -- having regular folks submit their own commercials. Doritos did it last year with great success, and the chip-maker's crowdsourced spots this year were among some of the funnier ads of the night.

So which spot was your favorite? Watch full or extended versions of some of the most buzzworthy commercials below and cast your vote for your favorite.