

SUPER BOWL

Commercials worth watching

The Battalion assistant news editor Samantha King compiled the commercials during which you don't want to take a bathroom break.

Star-studded

Kia

Kia's commercial features Pierce Brosnan, aka James Bond, in a pitch meeting with a Kia advertiser. Brosnan keeps anticipating the commercial to have a typical James Bond spin, but at every turn the agent makes it clear the important action is the car, not snipers, missile launchers or explosions.

T-Mobile

Kim Kardashian West stars in this mock PSA, pleading with users to "Save the Data" so they can continue to keep up with her online. She ensures viewers that by saving the data they'll be able to view her important updates like what outfit she's wearing that day, what make up she's using, her vacations

Wildcard

Coca-Cola

Though Coca-Cola's official ad will not be released until game day, a few teaser trailers were released in the days leading up to it. They feature the hashtag #MakeItHappy and messages about behavior on social media. Danica Patrick, race-car driver, makes an appearance to talk about some of her problems with bullying on social media, and ensure people are thinking before they post.

BMW

BMW's commercial advertises their new electric car, BMW i3. It opens with a flashback to a "Today Show" segment from 1994 in which Katie Couric and Bryant Gumbel are discussing the newest advancement of the time — the Internet. Couric asks someone offscreen, "Can you explain what internet is?" before the scene cuts to today. The reporters are driving together in the BMW i3, discussing its new features and parodying themselves 21 years ago.

Humor

Snickers

Snickers continues its "you're not you when you're hungry" campaign with a "Brady Bunch" parody. Marcia Brady, the feminine and girly older sister, is replaced by Danny Trejo in a full leather ensemble, ax in hand. After eating the Snickers, Marcia returns once again to her beautiful, level-headed self. Before the commercial ends, though, Steve Buscemi makes his debut as Jan Brady.

Doritos

Doritos has chosen to let their fans make and vote on the ads for this year. A front-runner in the past, expectations are high, but the participants did not disappoint. The entries were narrowed down to 10, and then voted on using webcam facial recognition technology, alerting Doritos to how the viewers reacted. From lemonade stand auctions, flying pigs and a man child, each of the finalist ads were laugh-out-loud worthy. Voting is closed, and the winner's ad will be released during the game, but whichever one of the 10 won, it must have been close.

Heartwarmers

Toyota

Toyota's ad features Amy Purdy, U.S. paralympic team snowboarder, and a voiceover of Muhammad Ali delivering a powerful speech. The ad follows Purdy as she tries to succeed in several challenges, including snowboarding, ballroom dancing and mountain biking. Purdy really emulates Toyota's campaign, #OneBoldChoice.

Budweiser

Budweiser's Super Bowl ads have become highly anticipated, and its iconic Clydesdale puppy duo return in this year's ad. The two begin as close friends, but are separated by an unfortunate accident. The puppy travels far to return home, and after facing obstacles like rain, mud and even a wolf, the unlikely friends reunite happily.

STAFFPICKS

Who's going to win the Super Bowl?

Brandon Wheeland

Sports Editor

Seahawks 38, Patriots 17

Tom Brady looks deflated in the final Super Bowl appearance of his career as Seattle pulls away in the second half. A&M's Michael Bennett and the "Legion of Boom" give strong defensive performance. Super Bowl MVP Marshawn Lynch tells reporters he is "Going to Disney World so he doesn't get fined."



Carter Karels

Sports Assistant Editor

Patriots 27, Seahawks 16

Tom Bae-dy will receive a Bundchen of "Pats-on-the-back" when he Belichicks off his fourth Super Bowl victory. If Russell Wilson managed to throw four picks against the Packers defense at home, he'll have a lot of trouble in the air with no real threat at receiver facing two sharp cornerbacks in Darrelle Revis and Brandon Browner. The Patriots D will win this one.



HALFTIME CONTINUED

performance a necessity.

Glover referenced Beyonce's 2013 halftime performance and the Internet media's response to an image that surfaced of the singer "hulking out," or an unflattering picture of the singer while intensely dancing.

"With this technology, even a half of a second of your performance can be scrutinized," Glover said. "On the whole, Beyonce's performance was one of the best Super Bowl halftimes I've seen."

Glover said Katy Perry is a great fit for the Super Bowl.

"I think in the context of the Super Bowl, it's very

much about aesthetics," Glover said. "I think she's a performer, she knows how to put on a show and really work in that space, to play to that kind of a crowd."

Glover said Perry's appeal is very marketable to the large audience that the Super Bowl attracts.

"I think it's easy to project yourself onto Katy Perry, as opposed to Lady Gaga or Rihanna, for a lot of people," Glover said. "I think she's easily digestible for a wide audience. I think she is good for the Super Bowl because the Super Bowl is trying to offer all things to every person."

Wendi Bellar, telecommunication media studies graduate student, said the Super Bowl is a culture of its own.

"So you don't have to be

a football fan to watch the Super Bowl, you don't have to be a music fan to watch the halftime show," Bellar said. "It's really a place and an event where all these different sub-cultures of pop culture come together into one big viewing."

Rumya Putcha, assistant professor of music and performance studies, said the Super Bowl uses the halftime show to further establish its own brand as "quintessentially American."

"It always has to be seen as a spectacle," Putcha said. "I think that Katy Perry on one hand is seen as this all-American girl, but then also tests the provocative. She really fits the brand of what the Super Bowl is, which is to appeal to the broad American audience."

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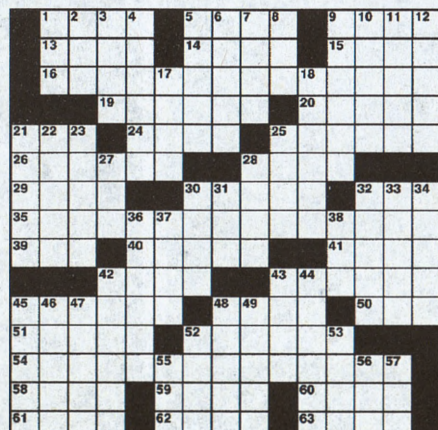
Newsday Crossword

ACROSS

- 1 Brief chat
- 5 Vague quantity
- 9 Look over quickly
- 13 Western exclamation
- 14 Send forth
- 15 17th state
- 16 Grounds for acquittal
- 19 Firehouse vehicle
- 20 Dickens title starter
- 21 Part of certain fleets
- 24 Chronology segments
- 25 Marsh birds
- 26 Drawing power
- 28 Computer plug-ins
- 29 Fruit products
- 30 Nation east of Jamaica
- 32 Nine-symbol message
- 35 Grounds for acquittal
- 39 Cartoonist's supply
- 40 Biblical excerpt
- 41 "Crossing" sign illustration
- 42 Coming of Age in Samoa author
- 43 Hippie T-shirt
- 45 Protector, perhaps
- 48 Bird on Canadian coins
- 50 Paranormal ability
- 51 Tip over
- 52 TV screen dots
- 54 Grounds for acquittal

DOWN

- 1 Sgl. York served in it
- 2 Electrical unit
- 3 Rock-climbing gear
- 4 Material mender
- 5 Dark brown
- 6 Straws in the wind
- 7 Marshland
- 8 Frat letter
- 9 Foray
- 10 Poorly made
- 11 Bridal walkway
- 12 Jottings
- 17 Fire-breathing boss
- 18 No longer edible
- 21 Italian isle
- 22 Otherworldly
- 23 Rather hopeless
- 25 Locale
- 27 Old Ironsides' designation
- 28 About 4% of a marathon
- 30 Stony
- 31 What stops many newer autos: Abbr.
- 32 Leather variety
- 33 Follows to the letter
- 34 Throat-culture finding
- 36 Take too far
- 37 Well-groomed
- 38 Shelley writing
- 42 Trifle (with)
- 43 Steel—work boots
- 44 Protected waters
- 45 Swiss mathematician
- 46 Fifth wheel
- 47 Director DeMille
- 48 Far beyond miffed
- 49 O., as in ZnO
- 52 Amazon basin nation
- 53 Piece of cake
- 55 Passing fancy
- 56 Jason Bourne employer
- 57 Durable furniture wood



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