

Breaking News

■ Why Super Bowl campaigns aren't "for the faint of heart"

Coca-Cola polar bears dressed as Giants and Patriots will react to the Super Bowl in real time, one of the events planned for this year's game. The dozen or more brands such as Budweiser, Pepsi, Toyota and Bridgestone that advertise in the bowl every year have an advantage in planning campaigns where spots are surrounded by social media. General Motors Chief Marketing Officer Joel Ewanick said, "This isn't for the faint of heart." [The New York Times](#)

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Company News

■ Will 2012 be remembered as the year of the dog?

The French bulldog starring in the Super Bowl Skechers spot will be only one of the canine stars. VW is also planning on more dog appeal, after its viral teaser of a dog chorus barking out "The Imperial March" from "Star Wars." "There is nothing like the power of the pooch," said Siltanen & Partners founder Rob Siltanen. [Los Angeles Times/Company Town blog](#) (1/26) Share: [in](#) [f](#) [t](#)

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■ GM targets different Super Bowl demos with Cadillac, Chevy spots

GM will focus on sparking millennial interest in the Chevrolet Sonic in one of its three Super Bowl spots. The commercial is composed of assets derived from a crowdsourced digital campaign. [MediaPost Communications/Marketing Daily](#) (1/26) Share: [in](#) [f](#) [t](#) [E-MAIL](#)

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Interactive

■ Online collection shows America through ads

Jay Paull's personal [collection of American ads](#) dating back to the 1830s is fast becoming a valuable online archive. Unlike themed archives such as Vogue's, Paull's collection represents a brand-agnostic array of print ads, giving a fuller picture of American life through advertising.

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