

- Speaker 1: [00:00:08](#) It's time for respect. The process. A short chat about commercial filmmaking. Here's your host director Jordan Brady.
- Speaker 2: [00:00:24](#) I'm hurting a little bit. Helen. Too Much Tequila yesterday during the super bowl. El Aye. Aye. Aye. Is that three eyes? I don't know which one it was. 2019 Super Bowl. A lot of people loved it when I eat chicken wings at kitties back in Cincinnati a few years ago watching the Superbowl and, and said that was one of the most fun podcasts because I was recording my thoughts. Wive so I thought, well, I can't go to Cincinnati, so I'll do it in my living room. I had Jake Brady with me. Uh, my lovely and talented. Why? Filmmaker Jeanette [inaudible] by my side who was kind of a reluctant participant and she gets very political. And then my daughter Gabby chimed in at the, uh, for the second half and boy she did a great job. Helen. Helen, you're looking like you could use a little bit of the hair of the dog that bitches.
- Speaker 2: [00:01:20](#) Well, that's some great chili. A big shout out. Peter Berg, who some of you have seen in the film deal. Scallion had to super bowl spots that first opening, that celebrated 100 years. And we're trying to get Pete on the show to tell us about that. He said it was one of the coolest things we ever got to do. And then he had the Verizon spot, the uh, with the first responders. And I thought, I thought that was a real, uh, wonderfully captured emotional moment. And then a, I'm also trying to get oh, positives, Jim Jenkins on the show. If you're listening to Jim Double j j to come on because we love the Hyundai spot with uh, uh, what's his name? Uh, you know the Guy Jason Bateman. That's right. Sorry, I'm, I'm hurting a little bit. Like I said, folks. And then of course Brian Buckley is the new reigning king of the Superbowl commercial right up there with Joe Pytka.
- Speaker 2: [00:02:20](#) And that was the Microsoft out of Mccann, the Xbox spot with all the kids playing with the adaptable controllers. And I had tweeted out that that was the one to watch. And it just, I don't, it's not comical, but it's so charming is not meant to be funny. It was so charming and heartwarming. And I hope that we get to a point where kids of all shapes, sizes and, and uh, abilities are just sprinkled into spots all the time and we don't have to make a big point of it, but we're not there yet. So that was a great, great spot. And then Spencer Riviera is, uh, now he co directed with David Nutter, the game of Thrones, Bud light spot. And I want to get Spencer on the show. We're Facebook friends and David Nutter does game of Thrones. So I, it gives, it was good to co-direct with that guy because he's worked with the Dragon.

Speaker 2: [00:03:17](#) The dragon can be very temperamental, so let David handled the dragon. Uh, but the comedy of Spencer shines through the other bud light spots were really good too. I really liked I who knew that beer had corn syrup and that was a thing. So I kind of applaud advertisers for coming up with something agencies for coming up with something that none of us really thought about and making us care about it and go, oh, I don't want that, but I love those spots. I thought they're very funny. Anyway, uh, I'm just going to roll unadulterated, unfiltered, unedited,

Speaker 2: [00:03:52](#) super bowl, watching, commenting on the spot. Now bear with me because at times I'm just listening to the spot and you'll hear it faintly in the background. So there you have it. I hope everybody liked it. Tell me what your favorite spots where, uh, you can also, I'll probably put links at Jordan. ready.com to the ad age. Best of in the worst, the business. Oh, business insider. I gotta I gotta give this a plug because this is so great. Business insider talk to a couple of agencies and my friends at Oxford road have audio lytics. It's a proprietary system of judging how effective of an ad is and it, and they posted some of the highs and lows based on their audio lytics and I think it's pretty cool. And I'll put a link to the NFL and to shoot online cause we love our friends. It's shoot online magazine and they have a lot of information about the Superbowl spots. Who made 'em who directed them, Blah Blah Blah. Okay. Helen Queue up yesterday's live recording.

Speaker 2: [00:05:06](#) Wow. Thank you. We are live watching the super bowl. Uh, Helen. Easy on the case though. Okay. I've got Jake Brady with me, Gabby's here and my lovely wife Jeanette talked filmmaker and we just turned on the pregame show and it was Peyton manning and John Malcovich in a very funny long epic. What? What's that opener we call it? That was funny. Oh this is going to be a good one. I am drinking a closet. A zoo. It's a top notch Tequila. A chasing it with a Modelo. Modelo. Negra I'm already a little Negra Modelo. She says Jake Brady's gonna Microphone. Jake would you think of that? Peyton Manning, John Malcovich, Peyton manning. He's not a natural actor but, but that said he's, he's actually a pretty good actor for like barely being in the game, if you will. I just accidentally did upon that. He has done a lot of commercial. So the nationwide with Brad Paisley and other things. Yeah. But in comparison to other actors, like barely true. Oh, here's our first robot commercial pregame. Let's watch.

Speaker 3: [00:06:22](#) Yes, I love you.

Speaker 2: [00:06:41](#) Okay, good. That was funny. That was a good commercial.

Speaker 3: [00:06:44](#) Sure.

Speaker 2: [00:06:49](#) Rack attune, low production value kid with a video. Camera money.

Speaker 3: [00:06:57](#) Wow.

Speaker 2: [00:07:02](#) Okay. I'm going to take a pause and take a sip of my class. A zoo. We'll be back.

Speaker 3: [00:07:09](#) Okay.

Speaker 2: [00:07:11](#) UPS store, Danielle Weeks. An actress I've used over and over again. Very funny. UPS store. Funny. Okay. What does it, yeah, it's still still pregame. Chris Long from the Patriots. Just know from the eagles. She's got the Walter Payton Award and I wanted to say, well how nice it is that these football players in the off season do so much for the kids and their community and a no joke. They're just really, really proud of the football players. A Blinken face. Digiorno.

Speaker 3: [00:07:55](#) It is a cool story.

Speaker 2: [00:07:58](#) Oh, pizza hut. Sorry. Poor branding. I thought the Cinnabon was, uh, does your no logo. But when I wanted to say is that little trophy that he got looked like a Batman statue. I didn't know that. Walter Payton back in the day played with a Cape so far. I'm really liking this. A Blinken pizza hut commercial. Yeah, he's on a \$5 bill. That one made a lot of sense. What did you like about that when they're building video games? You addict. I am an addict. Um, I, I love how it's kind of, what would, what'd you call it? A double entendre. The kid tells Lincoln after and when they're playing games after a few lines by pizza hut, he goes, you're dead. And then, uh, Abe looks at the game and then he's mad at the, are like, he hits the kids controller down. Oh, you know what? I didn't even get that. He's dead in both senses. This coke commercial is good. What do you think of that, Jeanette? Jeanette puts her hand up. Gabby, don't you dare. That's my daughter, Gabby saying, don't you dare. Okay. We'll be back is one of my favorite songs.

Speaker 3: [00:09:32](#) Okay.

Speaker 2: [00:09:33](#) It always gives me a little goosebumps.

Speaker 3: [00:09:41](#) Grading children from their parents and all the dastardly things we're doing it this time.

Speaker 2: [00:09:48](#) Not Rely on the style Gia for what we think is going on in this country. Oh, Jeanette getting political in the pregame. I agree. And by the way, that guy was signing the f out of that song. He was really into it. Was it really signing now? He was. He was, he was saying signing the fucking bad dude.

Speaker 3: [00:10:11](#) Hmm.

Speaker 2: [00:10:17](#) Gladys Knight's singing the national anthem. What is a ramp part?

Speaker 3: [00:10:22](#) I never knew

Speaker 2: [00:10:26](#) so far. No one taking a knee, which I would, yes. See if anybody's there.

Speaker 3: [00:10:43](#) Hey,

Speaker 2: [00:10:48](#) my daughter, Gabby's stepdaughter. She said, what was that question? Well, if Colin Kaepernick got kicked out of the NFL for kneeling, then it shouldn't. We just black hot the Superbowl. There's a good point and I'm against it. I don't watch a lot of football. I mean, I would be nearly, and if I were there, I'm going to do right now [inaudible] commercials. What's that? We're only here for the commercial. That's right. We're only here for the commercials. She looks like a little Peter Pan. Doesn't change Pixie. Little Pixie.

Speaker 3: [00:11:26](#) Okay.

Speaker 2: [00:11:28](#) Gladys Knight and the pixies. Yeah, she killed it. She killed it. You liked that game? She killed it. Okay. The coin toss is coming up and see if there's a good commercial here. Oh, movie. We'll edit that out. Jake. That was JB Smoove and uh, the hangover guy. What's his name? Kim. What's his name? I don't remember. You know the doctor from the hangover. Oh, well anyway, sometimes too funny people talking about French fries is not funny. I agree. That was Martin Luther King attached to know product, which last year, if you remember, they used a Martin Luther King speech for a product. It got a lot of backlash. But uh, here's what's racist. Why is black history month the shortest month of the year? Right, right. Like April, we're going to be April. Okay. The rams got the guy, I guess we should say that were further rams. I don't really care personally, but I love the colors of their uniform, so I'll root for them. Marvel, man, I hope they all have to band together to fight a villain. Mermaids. Yeah.

Speaker 3: [00:13:27](#) Yeah. It seems too good to be true. I won't eat

Speaker 2: [00:13:42](#) spike Seltzer.

Speaker 3: [00:13:53](#) Okay. Do I have to break you guys apart? Chastise you all uphill alive right now. Prefer to break us apart. Option

Speaker 2: [00:14:12](#) M and. M's. Christine, navigate funny

Speaker 3: [00:14:15](#) this morning.

Speaker 2: [00:14:17](#) Always good to hear the fry. Em. Mnn Darker.

Speaker 3: [00:14:27](#) Yes. Wake up

Speaker 2: [00:14:39](#) Janet. You like Handmaid's tale. What do you think of that spot? She waved me off. Sure. Ooh, Serena.

Speaker 3: [00:14:49](#) I waited to be invited list. We already have it.

Speaker 2: [00:15:14](#) Serena Williams for bumble. That was good. She also co-created that spot with the agency and demanded all female crew in front of and behind the camera. Go Serena. Bumblebee tuna. I think it was four. This is Hyundai. Jason Bateman. Well, that's how I would do free to be me movie volunteer. This one's been online for about a week, so it's not a big surprise.

Speaker 3: [00:15:51](#) Okay.

Speaker 2: [00:15:52](#) Oh, not going to talk during the commercials. I won't stay at sip some Class A, it's Ooh, Ooh, this is good. I've seen this Doritos chance the rapper.

Speaker 2: [00:16:25](#) That was fun when it, Jeanette likes the art direction. It would have been hack if they didn't have chance. The rapper. Just to bring back the backstreet boys would not be enough, but we're overusing the, uh, the color, the Indian colored powder. I thought it was, I thought it looked amazing on the plane and the cars and they were using it. Ironically, Jeanette waves me off after her comment. What about this pet comfort? And I think this is good. It's like dramatic with, for a pet food bowl. I mean, at the end of the day, and it's a pet food bowl. Okay. I'm a little boast round two of the Tequila. Where's my Tequila go? Jeanette staring at me. Field goal attempt. No. Good.

Speaker 3: [00:17:31](#) Oh,

Speaker 2: [00:17:34](#) by the way, I'm not going to be like that the whole time Janette. But I will say this, I applaud everyone who got a commercial in the Superbowl, whether it's the ad agency, even the client spending the money or the direct, especially the directors of the commercial. So they all did good. That's all I'm going to say.

Speaker 3: [00:18:12](#) Okay.

Speaker 2: [00:18:14](#) This is funny, Bud light.

Speaker 3: [00:18:19](#) Yes.

Speaker 4: [00:18:24](#) That's not our, and Sarah, we received our shipment this morning, dude. You okay? Try the chorus line counsel. They also use corn syrup.

Speaker 3: [00:18:45](#) Sir,

Speaker 4: [00:18:45](#) yours hold to be rude. To be clear. We Brew Port Life. What card? Sarah?

Speaker 2: [00:19:00](#) Bud Light. Funny. That was funny. Jeanette.

Speaker 3: [00:19:06](#) James does it all on the late, late show.

Speaker 2: [00:19:11](#) Oh, I thought you were going to comment on

Speaker 3: [00:19:13](#) that one.

Speaker 2: [00:19:20](#) Hey Jake, let me tell you I need a favor since we're starting and stopping the recording. [inaudible] maybe we should add a sound effect whenever we turn it on. So it's like a transition, like a sports dyke. So if you could help do that, that would, that would be good for this episode or Hey, you gotta go. It's gotta be cool. New, fast and furious. Unfortunately, Gabby, there is a new one. This is the first one. Straightened has been in the white guy. What's his name? British guy. No, Jason Statham is another ones. Oh, the movie franchise. Where do they love drifting and guns and now the rock

Speaker 3: [00:20:49](#) hopes and Shaw

Speaker 4: [00:21:04](#) record label.

Speaker 3: [00:21:12](#) Yeah. Predators.

Speaker 2: [00:21:25](#) Expensify. Two Chainz and Adam Scott. We Love Adam Scott. We love the two chains, but it didn't quite hit for me. Cute. It's cute. That'd be nice if I'm being honest. The two Chainz, Adam Scott, Expensify commercial was a big idea that looked like it didn't have enough money to execute it at the level they hoped. There was a little veneer that was missing, a little Polish and I was missing. That's just me and the first quarter zero zero, but commercial's great. Oh, here's the famous Pepsi one.

Speaker 4: [00:22:22](#) What have we learned today?

Speaker 2: [00:22:42](#) What's her name?

Speaker 3: [00:22:55](#) You should simply feel safe.

Speaker 2: [00:23:02](#) Ooh, simply safer. It's a future. Oh, speaking of which, this must be Verizon, the pink. Oh, Timo who? You're right, Gaby. Thank you. You're welcome. Remember Dad t mobile's pink. Verizon. His friend. I don't know why I had to say that difference, but it felt like, oh watch this one. I've seen this cliché hand on the wheel for a reason. Be patient.

Speaker 3: [00:23:46](#) Well

Speaker 2: [00:24:23](#) that was funny by the way. That was carrot guy in the same, in the background guy we'd worked with. What does that actor's name? You Remember Janet? Sorry, I won't put the bike in your face at Jeanette's gave a mad face while eating chips. But that commercial was good cause it use the cliché to draw us into some sort of anthemic big spot and it was really a dream.

Speaker 3: [00:25:02](#) Fair enough.

Speaker 2: [00:25:04](#) I will. I think it was directed by

Speaker 3: [00:25:13](#) Ooh, more bud light. Yeah. Game of Thrones guy. Hmm.

Speaker 2: [00:26:03](#) Oh that was great. Game of Thrones tricked us. Billy. Billy commercial. That was hilarious. Well this is good. They always have funny commercials. Who isn't that woman? Is she human? That announcer, woman

Speaker 5: [00:26:44](#) sacrifice. Who was the woman announcer? Blonde woman. Who is it?

Speaker 2: [00:26:52](#) Kristen Chenoweth. She needs a sandwich. Maybe she needs a few cupcakes too.

Speaker 3: [00:27:09](#) Here's stuff.

Speaker 2: [00:27:10](#) First score of the game. Second quarter, three points by the Patriots. Who would Pringles. Swatch.

Speaker 3: [00:27:17](#) Not just depending on slavery staff. How conditions are there. 318,000 tasting taste. Funky town.

Speaker 2: [00:27:40](#) That was funny. Brand goals. Bravo sample. Good script robot.

Speaker 4: [00:27:46](#) More than 100 hand. Yeah.

Speaker 3: [00:28:14](#) Sometimes

Speaker 4: [00:28:18](#) everyday.

Speaker 3: [00:28:20](#) The most John's later.

Speaker 4: [00:28:23](#) Whoa.

Speaker 6: [00:28:35](#) No

Speaker 2: [00:28:41](#) Google. Why learn a language when an APP can do it for you? Be Pretty helpful though. Showtime with the odd Promo. Everyone loves penguins.

Speaker 3: [00:28:59](#) Bye.

Speaker 2: [00:29:01](#) Well they have to do the game now. A lot of people wondering, do I, they make the stupid joke. Oh, you must like the Patriots because Tom Brady, are you related to Tom Brady? We are not related to Tom Brady. We do share the same handsome gene, but uh, I don't like Tom Brady. He's a Trump fan and I'm, I'm just, uh, I don't like him halfway through the second quarter. Boring game in my opinion. Three to zero. The Patriots of New England.

Speaker 3: [00:29:41](#) Okay, what is this one?

Speaker 2: [00:29:52](#) Sky's got magic powers.

Speaker 3: [00:29:54](#) Okay. Bless. See? Okay, class change color. Thanks. Cool. Wait now.

Speaker 2: [00:30:31](#) Ooh. Robot car. Our third robot spot. Mercedes sl. Steepest secret. What if we don't know it yet, but they're really just making themselves

Speaker 3: [00:30:45](#) paper 40 centuries. Broccoli,

Speaker 2: [00:30:55](#) personal t mobile even says t-mobile. How did I miss that the first time they showed this? Can you name that song? Anybody. She drives me crazy. The fine young cannibals. Nineties music. That's my sweet spot. T mobile and Taco Bell. When you went bad cell service and diarrhea.

Speaker 3: [00:31:35](#) Yeah. Phil. Let's go places.

Speaker 2: [00:32:07](#) Inspiring way to reform Mr peanut racing up peanut mobile through the streets of a backlot up on the Disney ranch. I recognize Charlie Sheen. Hey Rod.

Speaker 3: [00:32:39](#) Right?

Speaker 2: [00:32:40](#) I don't know. I think it put a couple of celebrities in there. I just liked the concept of Mr Peanut driving the peanut mobile

Speaker 3: [00:32:50](#) Rabo Mr Peanut, kind of like your wireless bill mobile is online and just 20 bucks a month right now by one month.

Speaker 2: [00:33:18](#) I thought that was cute. I liked the spoof within the commercial

Speaker 3: [00:33:22](#) chunky milk.

Speaker 2: [00:33:27](#) When are we going to do a cruise? Norwegian cruise. I'm done. They don't have any fat people in the commercial like why aren't I in that commercial lounging and my speedo or going through the buffet? Not Very realistic. Norwegian thumbs down.

Speaker 3: [00:33:50](#) Free.

Speaker 2: [00:34:00](#) We weren't rolling, but they uh, Jordan Peele hosted twilight zone. Looks good. Now it's this guy. He's like Steve Gutenberg Son. Who is it? That's Tony Roma, the rib guy. Oh, Romo. I'm not a real sports guy. I Dunno.

Speaker 3: [00:34:21](#) All right. Check it out. I called him. Now the robot, when you grow up, what you want to be something else. Yeah, right. Let's just break it to her child. All Turbo tax last. If you're the first human beings with real emotions, sorry, you're never going to be emotionally countless number of danger. Still perfecting emotion.

Speaker 2: [00:35:05](#) I think that's funny. Turbo Tax Robo Child.

Speaker 3: [00:35:10](#) Oh, this one. I'm still off. I'll have a Stella Artois. Thank you. Interesting twist.

Speaker 2: [00:35:52](#) Gabby, did you know who any of those people were? The first sex in the city? Girl. Ooh. Robots

Speaker 3: [00:36:06](#) network this out to two times faster than before.

Speaker 2: [00:36:17](#) So we got a robot theme going on. Key tars. Always funny. That's a keyboard. I just said that's a theme we got with the game, but what I don't understand about you, about the dude, the dude is kind of timeless. Carrie Bradshaw, the character from sex and the city. I don't know how many young millennials even know who that is. The most interesting man was the most relevant man and with the Mr Peanut spot, Charlie Sheen was winning back in 2011 like how do they go, Ooh, let's get Charlie Sheen. Let's be current. I don't understand these celebrity things like Cardi B Steve Carell. I get throw in a little John. That's how I feel. How you feel and Jeanette not going to put the bike at your face. Listeners, Janette is very upset with me and I'm getting a little buzzed. We're not quite at halftime. This podcast sponsored by class as Uli, that Tequila for Tequila sippers 10 seconds left in this second half before halftime. We're going to be honest, I don't really understand how the game is played. What happens if they get this play off and it's halftime? They start over

Speaker 3: [00:37:42](#) 23 seconds, 18 seconds.

Speaker 2: [00:37:48](#) See that camera that floats over the field on the wires, it's got an x axis and a y axis that goes over the field so they can move the camera anywhere. It's the same basic idea behind an etch a sketch. Google it good that it's half time. Um, Maroon five coming up. My favorite halftime ever prince 2007 started raining. It was like magic and he just killed it. It was good. Now the first commercial at the halftime is usually a biggie. That's a prime spot that people pay for millions and millions of dollars. \$5 million price tag for 30 seconds. That's for the advertiser to run the commercial during the super bowl. Let's see if they got their money more. Oh, was she a robot? Oh Wow. Talent show.

Speaker 3: [00:39:21](#) It is true story to take us further understanding of this. True.

Speaker 2: [00:39:34](#) Carrie is Scientology commercial on the super bowl. Wow. That blew me away. They always do is I must miss that when I must be in the bathroom promotions. Yellow tail looks yellow tails. What sort of an entry level to speech? Cheap wine,

Speaker 3: [00:40:00](#) like finding exactly what you're looking at.

Speaker 2: [00:40:02](#) Miguel was Hill's not good wine, is it? I'm not criticizing. I'm just asking what does you yellow tail. Is it the Starbucks of wine? Okay. Here's a good commercial Toyota. They played it with the woman football player.

Speaker 3: [00:40:32](#) Okay. Oh,

Speaker 2: [00:40:40](#) this guy talks a fair, is that like a, that's like an Uber. Wow. If you like football. That was epic. That was amazing. That was cool. Even I recognize some of the people. Wow. All the athletes. Little John should do a commercial for a, like a throat lozenge. Wow. What a halftime show. Big Boy. Travis Scott Squidward Maroon five. And the uh, Adam Levine took his shirt off. Wow. That was impressive. A lot of tattoos, but he'd been working out another Pepsi commercial. Of course. Oh, little John.

Speaker 3: [00:41:25](#) Huh?

Speaker 2: [00:41:27](#) That was it. There was old thing. Okay. I think that was a glitch or new Toyota supra. Now the supra has not been around for about 10 or 15 years. So this is important to car buffs that they're reintroducing this commercial for the supra. Like a pinball commercial.

Speaker 3: [00:41:53](#) Yeah.

Speaker 2: [00:41:54](#) Well done. High production value. Who's the guy driving the car? Anybody know?

Speaker 3: [00:42:08](#) Uh,

Speaker 2: [00:42:10](#) B minus Bruce Willis. It is B minus broods whale is, hold on.

Speaker 3: [00:42:17](#) It's back.

Speaker 2: [00:42:26](#) Oh, a d t with a video robot doorbell.

Speaker 3: [00:42:29](#) It's fine.

Speaker 2: [00:42:36](#) Well, they spent all the money on the super bowl spot that they couldn't afford a voiceover. Oh, that's the guy from the, uh, those are the twin dudes. Canadian guys. I spoke too soon. Oh, great. Alicia keys.

Speaker 7: [00:43:14](#) Steve,

Speaker 2: [00:43:20](#) she can do no wrong in my book.

Speaker 3: [00:43:23](#) Yes. We're back in Atlanta.

Speaker 2: [00:43:40](#) This is a local commercial,

Speaker 3: [00:43:44](#) so this is where

Speaker 2: [00:43:46](#) Bob Harvey Chevrolet is. Aaron to commercial in your area or somebody random, right? This Toyota. That's a regional identity. Southern California. Let's go places.

Speaker 3: [00:44:00](#) I've had those in the Superbowl treat. Big Dream

Speaker 4: [00:44:32](#) Cvs.

Speaker 2: [00:44:35](#) Wait, this is good.

Speaker 3: [00:44:40](#) Jimmy didn't raise a single glass. He wanted his first drink to be in the zone number. We didn't have much money, but he didn't have a few friends. Over 120 days they rebuilt the distiller

Speaker 2: [00:45:03](#) and that made no sense to me. Jim Beam money.

Speaker 4: [00:45:08](#) We talked about this. We don't want you open it. It's customer satisfaction for a second.

Speaker 2: [00:45:26](#) That's funny. He played the situation dry and sly

Speaker 3: [00:45:33](#) over 100 years ago. We were talking about the model. We are talking about winning the most JD power.

Speaker 2: [00:45:41](#) Who is j d power. I want to meet him. I mean JD power is just a high Falutin. Mofo gives out an award

Speaker 4: [00:45:52](#) when you treat zero for 60 plus 3000

Speaker 2: [00:46:01](#) so the California Ford local commercial doesn't count.

Speaker 4: [00:46:06](#) Little Baby.

Speaker 2: [00:46:10](#) Jeanette Goodboy annoyed with my comments. I'm going to turn it off here. Okay. We're at the start of the third quarter. Score is still three to nothing, which even a guy like me knows that's a low scoring game. Dad just won't be quiet. I have annoyed the family by talking throughout the game. I'm now on my third glass. It's a third quarter, so the third glass of Clausius

Zul the Tequila of winners, but you sip it. You don't do shots. My wife giving me the cut signal. Thank you to my wife, Jeanette. Good boy. Very talented filmmaker in lovely person who prepared the vegetable, the health spread for today's game. Dad just keeps on going as I like to hear myself talk. Commercials have been good so far. I'm still waiting for my favorite, which is the Microsoft commercial with the special controllers. You guys are going to love it.

- Speaker 3: [00:47:14](#) Yeah.
- Speaker 2: [00:47:17](#) Not seeing this
- Speaker 4: [00:47:28](#) stage. Is it
- Speaker 3: [00:47:30](#) more zones away? Maybe start them? No, because we're not known for who we are. What do you hope to be known for? What we do? What will you be okay to me? Shame.
- Speaker 2: [00:48:28](#) See, I love that. Tell your ride by Kiya because Kiya has always had like Laurence Fishburne doing the matrix parody and celebrities in their spots. That was just regular people.
- Speaker 3: [00:48:43](#) She's right. It's pronounced. Dobby spoke like
- Speaker 2: [00:48:56](#) bublé for, for Boob boob. Lee
- Speaker 3: [00:49:00](#) probably probably talk to that. Cute, cute.
- Speaker 2: [00:49:12](#) The key was that was really nice. It's just about regular people doing a great job for America, for a Korean car. Now how many CSI shows are they're about 12 spin offs. Too many rack by listeners. Why were why you're leaving? It's only the third quarter I'm leaving because honestly I have no interest in sports. What about the commercials were talking about Eh, they get repetitive robot here. Robot. They're a robot everywhere. Okay, well we'll see you later. Jake, I love you. See you later. Well, Jake is leaving so Gabby has picked up the mic. I'm being forced to do this. I one please send help. Gabby, you are going to comment on the commercial so far. What have you liked that you've seen?
- Speaker 3: [00:50:13](#) MMM,
- Speaker 2: [00:50:16](#) I know you don't particularly like this commercial, but I personally think that the little John Bit is so funny. The little five seconds. Yeah, well that's perfect. It's a good, it's a good bit.

And you like the original Steve Carell? Cardi B little bit. I do. Well, who did you like the most out of that commercial? Well, John. Okay, cool. Okay, well welcome Gabby. And Jake is saying goodbye. It's a family affair here on the podcast except for Jeanette who was annoyed with me. Three nothing. Third Quarter, 10 minutes in of t mobile again, is this different every time? I'm not really reading

- Speaker 2: [00:51:17](#) t mobile lifts. That's a rip off of an agenda that's is on the Internet so we can let go. What was it like the like the very same screenshot was posted like six months ago and it was like going around. Oh Wow. You know what I'm saying? Fuck Jerry. You know who that is now? This is Karlie Kloss. There's an old commercial that wix is recycling on their super bowl today, but she's an influencer. Can you say that word with me now? Flu. I love the wick spots. They're all the same though. Yo, I just made this dope website with wix. Oh look, we look low orangutans.
- Speaker 3: [00:52:01](#) Okay.
- Speaker 2: [00:52:03](#) Netflix commercial planet earth is amazing, although I bet some of is CG. No, I don't think so. My Bitch, should they augment? They just don't tell us. Fake News.
- Speaker 3: [00:52:28](#) Yeah.
- Speaker 2: [00:52:30](#) Robot. Another one. Another robot about golfing. Are they supposed to be better than us? Is that what the future is? That robots are better?
- Speaker 2: [00:53:00](#) Soccer guys sponsored by Adidas is in the Michelob spot. Jeanette points out Kenai. Jeanette. I liked that robot one. The robot cannot enjoy beer, but he does have feelings because he showed envy on sadness. Unlike the TurboTax commercial turbo tax robot child cannot show emotion. How many robots have there been? There's been, I think I've counted six. Six, but I'm a, I'm a little with the little robot. Well, Gavin, you reached to, you just touched on an important thing. Commercials either tap into the Zeit geist of what's going on in society, or often they will tap into it and then play on a prediction of where it can go. Like, especially the robot commercials have been somewhat comedic, so they try to push it to a preposterous place for the comedic effect. That's what they've all done. I see. So we'll see what comes true with the robots and we'll see you like, oh look how primitive though. Going a couple of years when we really have these robots will go, look how, look how silly those commercials were. Interesting. That's good. Back to the game, Anthony Lyn. Wow. What is he talking about,

Speaker 4: [00:54:34](#) doctor? You're ready to load general Kelly. First responders on saying coach, my name is Skylar Bosco. I was the paramedic on medication. What that you mean

Speaker 3: [00:54:57](#) who showed up at night? Some nights I believe you guys, right?

Speaker 2: [00:55:16](#) Wow. Got To love for me. I'm going to start crying because that Verizon commercial, oh my gosh, this is somewhat inappropriate.

Speaker 4: [00:55:26](#) He turned into a three months. I tried to spice things out. Now we are into amateur. This addiction. It's hard to assess.

Speaker 2: [00:55:48](#) No. What? I've never heard of devour, but now I know about it. That's all I'm going to say in this, in this situation, but I got to say I love that first responder spot from Verizon, Gabby, because how do you, I mean there's first responders just they do it. They are there for us. Preach, preach. This might be local right here.

Speaker 4: [00:56:18](#) This movie about bridging that gap. Able to change lives. Let's do something

Speaker 2: [00:56:34](#) well, the NFL commercial.

Speaker 3: [00:56:35](#) Okay.

Speaker 2: [00:56:36](#) Of course we had that big check. Do. Is there a giant ATM that you can deposit those big checks in?

Speaker 4: [00:56:43](#) They are.

Speaker 2: [00:56:48](#) I'm just getting a weird stare from Gabby right now. Hint of a smile.

Speaker 4: [00:56:55](#) So many great things.

Speaker 2: [00:56:58](#) Okay. Back to the exciting three. Nothing game. Okay. What is this?

Speaker 3: [00:57:07](#) These coats

Speaker 2: [00:57:09](#) that is John Krasinski, his voice. Good call.

Speaker 4: [00:57:15](#) 7% of you, the 7% it's been weeks and months. Miss Holidays and birthdays, anniversaries, the 7% of sleeping, Nicole and sometimes don't sleep at all. 7% they keep the rest of us

because each of you as one of your own, no simple code can define who you are, can help you search for whatever's next.

- Speaker 2: [00:58:00](#) Wow. That was good. Google helping veterans,
- Speaker 4: [00:58:03](#) so I was excited about all new Colgate. Total breakthrough formula does slower sensitivity. Strength is cheap. It kills germs. All down to your confidence. How there's no such thing as too close. Yes, there is. No, there's not. No. All new code.
- Speaker 2: [00:58:29](#) Lovely Wilson. Yeah, Luke Wilson. I talk like this,
- Speaker 2: [00:58:43](#) that it just a couple of commercials. I liked the one with the numbers. How they got wider and wider on the number of shots. I noticed that to sotall subtly reveal the military aspect of it. I agreed. I like that. Good job. Google. And how did you know that was his voice? I don't know and I'm kind of scared by it. That's just how he talks on the office. No, but I just know what his voice sounds like. Okay. Speaking of Google, we're going to Google if that was him or not. Okay. Okay. We'll be right back. The game is tied at three three. The La Rams just truly shots. Jordan, I never thought I'd see this day calm. You know how it feels? Who I feel sorry for. The security dudes that have to face the stand, like they're so close to the game, but they're so far away. It's so sad. Okay. What does this promo, is this the revenant. Dot. The revenant? It's revenant meets that movie with a no, not hunger games. The one Hannah. Yeah. Hannah.
- Speaker 3: [00:59:57](#) It was a good movie.
- Speaker 2: [01:00:06](#) Who's had been a theme? La femme. Nikita ever see that movie? Not the specialist, I think. What was the other one? It's always been a theme. Every seven years they train a little girl to be an assassin. Jeanette. Good. Roy. Plugging her ears through my commentary. Okay, new commercial. Here we go. Gabby. Ready? Not Enough bits. You know you haven't made it in life when you're doing a sketcher as commercial. This is funny.
- Speaker 3: [01:00:55](#) No.
- Speaker 2: [01:00:59](#) Say that you don't bring your beer with corn syrup. One more time. I dare you. I didn't even know that was a thing. I have no need in life to put my butt above my head
- Speaker 3: [01:01:24](#) tonight.

- Speaker 2: [01:01:27](#) The world's best. A rip off of America's got talent. Three three super bowl 53 a snoozer. Truly. What does it x I. Z. Z. Z. This is a, this is just a promo. We don't really comment on the Promos, Gabby, because they're not technically commercials right now. I mean, there are no rules. You can comment on whenever you want, but I just don't really care about the promise to be quiet frank. Although I like Cedric the entertainer. Just that he had the balls to name himself. Cedric the entertainer. Yeah. Not like the singer, the comedian. You said, I'm an entertainer. This is the network that gave Trump all the airtime today. It was on the morning news show. He was on, I think in the afternoon. I think he's going to be on it in the middle of the game. There's a local commercial, southern California, Hyundai Honda. Sorry, what's this? This is from last year. Jeanette says, what's a four Marshall Major? Taylor for? For his what? Wow. I have never seen a commercial for Hennessy. Neither have I. When Ben Brady was shooting the music video in Compton for China dogs like that, everyone had Hennessy. He shot in a Compton barbershop. It's very popular. So maybe the African American community knows that athlete better than we see here today. Like that might be more relevant to that audience than us. What do you think Jeanette?
- Speaker 2: [01:04:55](#) She's going to respond as you ever heard of Hennessy? Yes. Have you ever drank Hennessy? I have not. Thank God. Okay. Back to the game. WHATSAPP. We're back and better than ever. Oh, this is it. This is my favorite commercial syndrome.
- Speaker 4: [01:05:18](#) 13 three surgery,
- Speaker 7: [01:05:21](#) video games. My friends, my family video game.
- Speaker 4: [01:05:27](#) It's his way of interacting with his friends when he can't physically otherwise do it.
- Speaker 7: [01:05:33](#) Why you like about the gap? You can show everyone.
- Speaker 3: [01:05:39](#) All right. It's that
- Speaker 4: [01:05:44](#) one of the biggest fears early on is how old are your kids? He's got a different way in place.
- Speaker 7: [01:05:58](#) Really good.
- Speaker 4: [01:06:04](#) All right.

Speaker 2: [01:06:07](#) That is genius. John Jackson. Really dark down here. Don't let this happen to you. Hate to follow that with Weathertech, right? But isn't that amazing? Those kids you don't normally see on TV, those kids, you wonder how they get to play video games and that. I mean it's, it's just a wonderful thing. That's really good. Sorry, I'm a little emotional about it. I've watched it at least five times.

Speaker 4: [01:06:37](#) Want to get cross course? Oh, it's looking good.

Speaker 2: [01:06:40](#) We talked over a bud light commercial, but I'm sure it was funny and had something to do with corn syrup. It definitely did because I saw the words corn Syrup on the screen.

Speaker 4: [01:06:53](#) Just a true miracle to be alive.

Speaker 2: [01:06:57](#) You know who you don't hear about the second responders, like the people that were a little late, maybe they brought donuts. It's such a nice like emotional moment and you just ruined it. I'm sorry. Okay, so the Games back home. But here's the Gabby, here's what I love. I love that. That that one kid, that little white kid that was playing with his buddies did, he's such a nerd. These just a normal kid. And that's, we have to get to a place where you can know how we normalize Trump being an idiot. Yes. We have to normalize, seen interacting, befriending kids that are different. And that's what I love about that spot. It does. It spotlights them, but it's the beginning. So in a couple of years, you just put in kids of all shapes, sizes, arms, legs, whatever. Right. And that's why I love that commercial. It's really good spot. So listeners go online and watch the long version because it, it'll give you the fields as well.

Speaker 3: [01:08:03](#) Hmm.

Speaker 2: [01:08:06](#) Do they still say the fields Gabby? Like not really. Probably not. Now that I've said it, no. Now it's just done a go over it. Three to three. Fourth quarter. Wow. Here's a commercial. Oh, Burger King. Andy Warhol. What is it? This real, I don't know. Do you recognize who that is? Gabby. Andy Warhol. Famous orders. Campbell soup can.

Speaker 3: [01:09:02](#) Okay.

Speaker 2: [01:09:03](#) Uh, Maryland morale.

Speaker 3: [01:09:06](#) Okay.

Speaker 8: [01:09:10](#) Wait, that was it. That was the commercial. This Andy Warhol eating a whopper.

Speaker 2: [01:09:15](#) Not very good for the millennials or the Gen, whatever you are. Do you know who's singing this song?

Speaker 3: [01:09:22](#) Wow.

Speaker 8: [01:09:27](#) I recognize his voice, but I can't.

Speaker 2: [01:09:31](#) Um, so this is kind of lost on the young people as well. Yeah, but you always love the Clydesdales cause they know that a lot of young people aren't watching it because the young people are boycotting the NFL. Oh. Because of Cabernet. Is that true? Like your friends talk about that. I know a lot of people that aren't watching it. Wow. Like I said, if it weren't for the commercials, I wouldn't be watching. Yeah. Have you ever seen an episode of the Big Bang Theory?

Speaker 8: [01:09:58](#) I used to watch that show religiously. Are you serious? Yes. It used to be my favorite show of all time. I used to make fun of it and then I wa I sat down, Jake and I were watching it and we're like, this is really funny. It is really funny. I love that. Sheldon.

Speaker 2: [01:10:14](#) He's a character. Okay.

Speaker 3: [01:10:20](#) Yeah. Talk Collar for dogs. Bark all worn out on tape for April chance. That's a sect. And then there was, I don't know, was it? Yeah. Yeah.

Speaker 2: [01:11:26](#) She says she's doing it, but I don't see anything to you.

Speaker 3: [01:11:31](#) Holy. We're not talking about here.

Speaker 2: [01:11:44](#) I was a little confused.

Speaker 8: [01:11:50](#) No. What the

Speaker 2: [01:11:52](#) scary stories that looks. Ooh, scary. Harrison Ford. We always like love a good heroin and forest Whitaker always classic. You know he graduated from pally. No worry. Yeah, really. He did. I loved him. And the king of Scotland, Scotland. That was a movie he was in. But I don't know about that commercial, uh, swinging for the fence. It was, wasn't my fave. You know, Gabby, I think we actually should wrap it up because even though the game has gotten a little more exciting, the commercials at the end of the Superbowl tend to be not as good. Why is that? Because

they know that the game may wane on and people may stop watching. So the best ones pay more money to be in the first half and then right after halftime, once she gets to the third quarter, you're kind of dwindling with quality. But don't be Amazon,

Speaker 8: [01:12:56](#) don't you think most people would watch at the end of the game to see them when like to see which team wins rather than with the beginning of the game when nothing is happening.

Speaker 2: [01:13:04](#) And admittedly I'm not mister sports guy and I'm a little buzzed. Okay, so, so maybe I'm wrong, but in my mind it's like, okay, we've seen the game, we've seen the commercials, blah, blah, blah. No follow through. Wait a minute. Janeka Doj has been shunning the microphone, but she's been commenting off my, and she loved the Amazon commercial. Tell us why you loved it.

Speaker 8: [01:13:32](#) I don't want the microphone in my face, but that's the way the podcast works. Gabby, why do you think your mom liked t the Amazon commercial?

Speaker 8: [01:13:44](#) I don't know. It was funny. I did not at all. I like the Jacuzzi bed and I liked the little dog looking at Harrison Ford. I think that the dog was funny. I think that you, Cousy was just like a step too far and it was just too much and just like trying too hard. I thought Forrest Whitaker with his Alexa toothbrush was fine. I thought that was funny, but the pay with that section in particular was just a little much for Harrison. Ford bit went on forever and it was not funny. I liked forest Whitaker with that toothbrush. Yeah, they should have ended it there and they had little John Go. Wow. We have not heard one commercial with that horn in it yet. No. I would think little John would have it or maybe the one with the Skechers Skechers could have used it. Yeah, just to give it an end. Yeah. Okay, so wait, we were going to drop out, but we have five minutes left in the game. We're going to stick with it to the end. Just for Jeanette movie back. She's married to aqua man. Her Dad's are rocks and ASM or video. Oh my God. Do you know about Asi Mar? Of course I do. What does that mean? I don't know what the, what it stands for, but it's basically like people making sounds like into microphones, like people chewing into the microphone. It's a really weird and it makes me really uncomfortable. No, no. To stop that. Stop that so much.

Speaker 3: [01:15:26](#) Okay.

Speaker 8: [01:15:28](#) No Corn Syrup. Did that make, we should rewind it. Did that make you have goosebumps or anything but the sounds? The

Smr. I don't like it. It just makes me like, no, don't rewind it. I don't want to listen to, I'm not going to do, I'm just turning it down. Stephen Colbert Promo because that doesn't really count, but have you seen other things that are ASM are, yes. My friends will send them to me in order to torture me. Or the commercials are their, because youtube videos, if of being like, Hey, welcome back to my channel today we're going to eat a pickle. It sounds creepy. Creepy. Isn't that just sound design? No, no. It's people actually like getting mix all up in their face and like eating here. I'm gonna show you a girl eating honeycomb. It's really uncomfy youtube video of a girl eating hummock. Honeycombs there's ASM are, am I saying that right? Smr you are auditory sensory something response. Okay. I'm going to mute the game. Everybody. Okay. What is it? Oh, this is an ad for the new, uh, whatever the room, man. I don't want to say that movie.

- Speaker 9: [01:16:52](#) This is it. I got some more videos. You just hear them chewing and it's,
- Speaker 8: [01:17:01](#) what is this supposed to make me do though? I
- Speaker 9: [01:17:04](#) think it's relaxing and I, some people, people think it's relaxing and I
- Speaker 2: [01:17:10](#) just, can you please talk lots of like, you know, when I was young we used to call that putting the mic too close to the chewer was not a thing. Okay, so let's, we're back to the game. Looks like the, the Lakers are going to lose and touch back. Okay. We're gonna turn the volume back up. We'll be back. Thank you Gabby for that amazing demonstration. I just have to say that coach for the rams always looks angry. Like the guy from up for the Patriots. The Patriots, the old man. Oh boy. Oh boy. Get Him Gabby. We're going to stick it out. We're gonna make it, but it's really hard. Tequila kicking in the game is boring. I'm not even drinking am board. Your mom made the best chili ever that I'm waiting for the same, but we're going to make it, we've got two and a half, two minutes in 25 seconds. Go. Dodgers. Two minutes could be our last commercial break. Probably not. Probably not. Oh, here it is. What's this one? It's Verizon. I'm going to make it in a SMR by eating celery. I'm pretty sure there was also an Internet meme. Yeah. Fuck Jerry working for Verizon. I mean Timo, t-mobile, edit that. Okay. What is this?
- Speaker 3: [01:19:10](#) Okay,

Speaker 2: [01:19:11](#) Tom Hanks. You're good with the Vo Id. I know. This is what I'm going to be a voiceover actor.

Speaker 3: [01:19:30](#) The story. Wow.

Speaker 2: [01:20:01](#) Hey Washington. She started in the post, the Spielberg movie about a Watergate has done the Vo for the Washington Post. That's first time I've ever seen a newspaper. It wasn't about Watergate, it was about

Speaker 8: [01:20:19](#) the

Speaker 2: [01:20:21](#) Pentagon papers, Watergate, same thing. Minsky, Watergate was directly after that first. Okay. He'll get know your history, but it's still a scan or Washington scandal. There'll be more vague, but Tom Hanks was in that movie, so to lend his voice helps us tie together the thoughts behind freedom of the press. What's that? Jeanette Groin. Again, refusing to be on microphone, but annoyingly yelling from the other room and off. Mike saying, I like that spot. She she's making, she doesn't want to be heard, but she can't go without piping up.

Speaker 8: [01:20:59](#) I think that might be one of my favorite spots of the night. Really? Yeah. What did it say to you? Just the fact that we need to protect our first amendment rights, freedom of speech and knowing empowers us and president Donald Trump who claims that the media is fake news, could not be more wrong and at the media is wrong and that in some parts of the world, yes, I agree with you and I'm proud of you for speaking so eloquently about camp, but that journalists are captured around the world and sometimes murdered. Yeah. In the name of antifreeze. Sweet. Exactly. Here's from salary. No, stop.

Speaker 2: [01:21:47](#) Well, five seconds. 13 for the any team and the large team has three. I looks like the Patriots who have won the super bowl

Speaker 8: [01:22:04](#) and the robots have won the Superbowl commercial. What? Say you to many robots, just too many.

Speaker 2: [01:22:13](#) Will there be a commercial or will they go right into confetti and trophies and all that?

Speaker 8: [01:22:18](#) I think there'll be a commercial. Okay. Let's see what happens to assume

Speaker 2: [01:22:25](#) dynasty continues.

- Speaker 3: [01:22:28](#) Yeah,
- Speaker 2: [01:22:29](#) that's it. 13 to three now. Will they do the Disneyland thing? The Disneyland thing. You didn't like? They have the quarterback go Tom Brady. You just won the Superbowl. Where are you going? I'm going to Disneyland. Is that not been a thing for awhile?
- Speaker 8: [01:22:53](#) I didn't even know that was ever a thing. All you the MVP. Only the MVP, so it might might be a half hour. We'll be eaten chili by then. Okay. Well this has been a great, great
- Speaker 2: [01:23:06](#) podcast. Live star off with Jake than he jettisoned the project. Gabby stepped in. Thank you. Anytime you're in any time and congratulations to everyone that had a commercial in the Superbowl. We made fun some of them, but still it's pretty cool to have a commercial on the super ball and again, the event of it all. It's been fun. Indeed.
- Speaker 1: [01:23:34](#) Commercial Directing bootcamp, learn to direct commercials for a living from a filmmaker directing commercials for a living. Sign up today@commercialdirectingbootcamp.com.