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## **Super Bowl remains a big bash, but ads toned down**

The Super Bowl is on track to remain one big, glitzy bash even in these tough economic times.

That's not to say some advertisers aren't nervous about buying advertising on the Feb. 1 broadcast on NBC. Playboy isn't throwing its customary party at the game, for the first time in nine years.

But aggressive marketing by NBC to secure ad deals before last September's financial meltdown helped to ensure Super Bowl XLIII won't be a marketing bust.

"The Super Bowl remains as truly the only property that has the ability to reach the largest mass audience across all demographics at one time," TNS Media CEO Dean DeBiase said. That's why Audi of America is staying put and buying a 60-second spot. The German automaker wants to raise its profile as a luxury brand for younger, affluent consumers.

"We need to make the Audi brand far more popular and far more known," chief marketing officer Scott Keogh said. "That's why we do the Super Bowl and the Olympics."