

Winners, losers of 2012 Olympics ads

By Jill Ryan

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TEMPE, Ariz. -- Visa hit the mark by using Olympic athletes in commercials without force-feeding consumers their brand.

In Team Visa's ad, the company highlighted the competitors' preparation for the Games and offered their support in the athletes' quest for gold.

"The mentioning of real Olympic athletes and congratulations," Aric Zion with Zion and Zion Advertising in Tempe said.



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While Zion was impressed with Visa's usage of Olympic athletes to promote its company, he thought Old Spice's effort was more of a miss. The campaign "Believe in your Smell" failed to leave a favorable impression.

"It was silly," Zion said. "It had a guy in a coffin. It talked about so many things, it was confusing."



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As for McDonald's, the reviews were mixed on the "Coaching Lolo Jones" advertisement. The fast-food chain was praised for the feel good message it conveyed but wasn't clear in what it was promoting.

"So what I'm focusing on French fries and I'm showing a guy carrying a Coca Cola giving tips to an Olympic athlete," Zion said. "It'll make him or her feel better about themselves because they're already consuming McDonald's."



Jill Ryan, Reporter

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'Joe the Plumber' says 'start shooting' on border

The Ohio plumber said the United States should "start shooting" at suspected illegal immigrants.

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