

Professor discusses Super Bowl advertising hype in USA Today

12/21/07

Dr. William J. Ward, assistant professor of marketing at Alfred University, is quoted in an article chronicling Super Bowl advertising hype which appeared in the Dec. 20, 2007 edition of USA Today. In the piece, Ward notes: "The hype leading up to game day for the ad is becoming almost as important as the ad itself." He goes on to say that "Super Bowl ads are becoming more like the launch of a film, "To read the entire article, go to:

<http://www.usatoday.com/m...> earned a Ph.D. in mass media and information sciences from Michigan State University, and a master of science degree in market research and a bachelor of science degree in advertising and public relations from Grand Valley State University, Allendale, MI. He has taught classes in the United States, China, Italy, and France, and has taken more than 200 students on international study abroad tours. Throughout his academic experience he has worked in industry and also consulted with numerous Fortune 500 companies and not-for-profit organizations as owner and president of 4-Ward Communications, an integrated global marketing communications consulting firm. Client industries include aerospace, agriculture, automotive, banking, entertainment, food, retail, tourism and numerous not-for-profit organizations. Ward specializes in international marketing, advertising, public relations, branded entertainment, product placement, and film marketing. He has been quoted in The New York Times, The Wall Street Journal, The Christian Science Monitor, The Lions Dailey, the Associated Press wire, numerous blogs, and has also been interviewed on radio and television.