

## **Professor's Super Bowl comments appear in Wall Street Journal**

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In an article assessing Super Bowl XLII's commercials, appearing in the Monday, Feb. 4, 2008 edition of the Wall Street Journal, Dr. William J. Ward, assistant professor of marketing at Alfred University, notes that Pepsi Co.'s advertisement for So Be Life water did not meet expectations. "A star-driven ad that failed to live up to expectations for those surveyed was one from PepsiCo's SoBe Life Water that shows lizards dancing with model Naomi Campbell," reads the article. " 'I thought I was watching an ad for Geico,' says Bill Ward, professor of marketing at Alfred University's College of Business." To read the entire article, go to: <http://online.wsj.com/art...> 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.