

# Super Thoughts

First off, go Cardinals! Super Bowl 43 is on.

From what I have seen so far, here are a few predictions (about the ads)

Movies will be big—they have already shown a trailer for a movie opening in August. Movies do well in recessions.

Saving/Smart/Value/Solid—all touchwords for tonight

Enjoyment will be a theme

Another theme: Get ahead if you can, in spite of the economy (Careers.com, Monster.com and Avon will carry this message)

We are a scrappy people (continuation of above).

We'll see lots of commercials for beer. (No duh)