

# Did that commercial just go boom?

Have you ever noticed how certain words or phrases seem to become ubiquitous? Sometimes it is because of a movie (“dude” became very very popular after Bill and Ted’s Excellent Adventure). Sometimes it is because of a TV show. Sometimes, I am just not sure.

I heard a commercial on the radio the other day for a cell phone company, where one of the guys was saying “Boom!” and the other other guy replies: “Stop saying that!” And the other guy goes on “Boom, and there it was.” I can’t remember the words verbatim, but it was all about boom.

And then I started to see/hear boom everywhere, including this commercial for Miracle-Gro Potting Soil:

Notice the last word in the commercial.

Boom!

I bet you start noticing boom all over the place. If you find a good one, share it here in the comments.