

Go Daddy Super Bowl Ad 13 Rejected

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Web hosting provider Go Daddy (godaddy.com) has still not had its Super Bowl commercial approved by ABC after having its submission rejected for the 13th time, president and CEO Bob Parsons (bobparsons.com) reported in his blog late last week. The final deadline is January 31.

Parsons says the company immediately submitted a 14th version of its commercial, which is expected to feature the "Go Daddy Girl" Candice Michelle.

"With each submission we've become a little less "GoDaddy-Esque," Parsons wrote. "In spite of this, I believe our creative people have still retained the edgy image we want to convey."

Go Daddy has been working with ABC's Standards and Practices Group for weeks to have a commercial for the Super Bowl approved. Last year's Go Daddy ads, depicting a scantily clad Michelle in suggestive scenes, were the subject of complaints that resulted in a second airing of the ad being cancelled.

Gambling911.com reports that a significant amount of traffic is being generated by interest in the Go Daddy Super Bowl commercial.

A 30-second commercial spot to be aired during this year's Super Bowl will cost \$2.6 million.