

WeatherTech® Back for Third Year as Super Bowl Advertiser

Automotive floor mat manufacturer WeatherTech® will advertise during the network broadcast of Super Bowl 50 for the third consecutive year with its commercial entitled Resources.

BOLINGBROOK, Illinois ([PRWEB](#)) January 28, 2016 -- Automotive floor mat manufacturer WeatherTech® will advertise during the network broadcast of Super Bowl 50 for the third consecutive year with its commercial entitled Resources. The 30-second spot is scheduled to run during the first half of the Super Bowl 50 national broadcast on CBS from Levi's® Stadium, in Santa Clara, California, Feb. 7.

WeatherTech is continuing on its managed path of growing its brand image by leveraging the viewership of the Super Bowl. In 2014 the company ran its first ad entitled Can't Do That, which explained the challenges of producing products and creating manufacturing jobs in America. In 2015, the America at Work spot celebrated the fact that the company was able to build a manufacturing base and is marketing its Made in America automotive accessories and shipping them around the globe.

In 2016, expanding on the Made in America theme, the company's Resources commercial highlights the value of producing its automotive accessories locally and the impact that decision has on its employees. Once again, the spot features all employee talent as well as underscoring its advanced manufacturing facilities that produce quality automotive accessory products in Bolingbrook, Illinois.

“We are continuing with our Super Bowl commercial investment to build on the momentum of the placements we have made over the last two years,” said David MacNeil, founder and CEO of WeatherTech. “We have witnessed a measured increase in WeatherTech brand recognition that has contributed to increased phone and Internet traffic helping us to another year of double digit sales growth. Buying time on the Super Bowl broadcast remains a very substantial investment for our 1,100 employee company. The demographic cross section fits our marketing strategy and reaching over 112+ million viewers who are just as interested in the commercial content of the broadcast as they are in the outcome of the game helps to make the investment justifiable.”

Similar to the competition on the football field the marketing team at WeatherTech and longtime agency, Pinnacle Advertising, extended a challenge to two A-list commercial directors from Los Angeles, Sean Thonson, Supply and Demand, and Paul Dektor of The Joinery. “We developed two commercials that continue to build upon WeatherTech's vision and philosophy,” said Michael Magnusson, president and CEO of Pinnacle Advertising. “The two directors came back with beautiful treatments that truly captured the vision and emotion of the story we wanted to tell, so much so, that David decided to have both directors shoot both spots.”

“All four spots were worthy of making it on the air and we will use them throughout the year, but one caught the interest of our groups as they connected with the message and feel of the Resources spot,” MacNeil continued. “We see our employees as our single most valuable resource. The facilities and investment in modern machinery is to highlight the skill, commitment and talent of our associates to design, engineer and manufacture the best automotive accessories in the world right here in America. I think the Resources spot tells that story.”

The spot is scheduled to run within the first half of the game. The ad is being embargoed until Thursday, February 4. To get a download please contact Kyle Chura, [kyle\(at\)kcapr\(dot\)com](mailto:kyle(at)kcapr(dot)com). A teaser can be downloaded



at <http://bit.ly/1PTE3td>

WeatherTech automotive accessories can be ordered online at www.WeatherTech.com, by calling 1-800-CAR-MATS (1-800-441-6287) or by visiting the WeatherTech Retail Store at 841 Remington Blvd., Bolingbrook, Illinois 60440.

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For additional information or questions, please contact Kyle Chura, [kyle\(at\)kcapr\(dot\)com](mailto:kyle(at)kcapr(dot)com) or call (248) 821-0468.

WeatherTech®

WeatherTech® is headquartered in Bolingbrook, Illinois. WeatherTech® has long been recognized by the discerning automotive enthusiast as a supplier of accessories of unparalleled quality. In addition to the WeatherTech® brand, the company supplies products to many automobile manufacturers (OEM) as an original equipment supplier. More information can be viewed at www.WeatherTech.com.



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