

The Cincinnati Enquirer

Doritos provides the fuel for creative pair's career leap

By John Kiesewetter
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Can a Doritos TV commercial shot in the Batesville YMCA be good enough to air during the Super Bowl?

With your help – and many thousands of others – it could.

"We have an overwhelming number of people supporting us. I think we'll do all right," says Joe Herbert, 33, a Batesville Web designer and aspiring screenwriter.

Herbert and his brother, Dave, 31, have created one of the top five Doritos commercials in a contest to select the snack-maker's Super Bowl advertisement Feb. 1. The winner will be determined by online voting through next Sunday at <http://crashthesuperbowl.com>.

superbowl.com.

It's the second time in three years the East Central High School graduates have made Doritos' top five. In 2007, they created a 30-second Super Bowl spot about a guy who duct-taped his roommate to a door so the roommate wouldn't eat his Doritos. It never aired.

Their "Free Doritos!" commercial this year features office workers (Cincinnati comedians Steve Booth, David Hyden and Tyrone Hawkins) claiming their snow globe is a crystal ball. They predict they'll get free Doritos – then use it to smash the vending machine glass.

"Usually the funny ones are the most successful. We think it's pretty funny," Joe Herbert

See the videos

See the five Doritos commercials and vote at <http://crashthesuperbowl.com>. Anyone may vote once a day through Jan. 25. Learn more about "Free Doritos!" creators Joe and Dave Herbert at their site, www.doritosvote.com.

says.

The "Free Doritos!" spot was selected from nearly 2,000 entries. The Herberts are the only repeat finalists, says a Doritos spokesman. The other entries are from Los Angeles and New York.

Already the Herberts' efforts have paid off. They will receive a free week-long trip to Tampa for

Super Bowl XLIII. Luxury suite tickets and \$25,000 – up from the \$10,000 from Doritos two years ago. If their spot airs during the game – and "USA Today" declares it the best commercial – they'll receive \$1 million from Frito-Lay North America.

Doritos has changed their lives. After their top-five finish in 2007, Joe left his full-time job designing Web sites, and Dave stopped managing the family's baseball field complex. They began writing movie scripts, and created a board game, Triviathon, to be released at the New York Toy Fair Feb. 15-18.

"Being in the top five last time opened doors for us. Some production companies called us," Joe Herbert says.



Joe Herbert (left) and his brother Dave hope you'll go online to view their Doritos commercial and vote for it.

Brothers feeding off commercial's fame

By John Kiesewetter
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Now the fun and games start for Joe and Dave Herbert, the unemployed Batesville brothers who won \$1 million for their Doritos Super Bowl commercial.

At New York's Toy Fair this week, the brothers are unveiling Triviathon, their new trivia board game. Early next month, they go to Los Angeles to meet with agents, production companies and producers about directing or writing movies or commercials.

"It's all about having fun. Movies are what we really want to do," says Joe Herbert, 33.

The Super Bowl publicity helped them arrange meetings with major game distributors Mattel and Hasbro while in Manhattan this week, he says.

For the past year, Joe and Dave, 31, have devoted all of their time to creating the Doritos' commercial, marketing their two movie scripts, and developing the game.

Joe Herbert, a freelance Web page designer, had been thinking about the game since graduating from Purdue University in 1997. Dave quit managing the family's baseball field complex in West Harrison, Ind., last year. Both are East Central High School graduates.

In Triviathon, two to 12 players race around



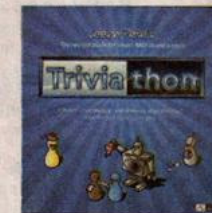
Joe and Dave Herbert's commercial won Doritos' Super Bowl contest Feb. 3.

a square board by answering questions from 468 trivia cards. The four possible answers on each card are always zero, one, two or three.

"It's a trivia game anyone can play. You don't have to be good at trivia to have a shot to win," he says. The game may be ordered from the brothers' Web site, www.jeezlepetes.com, for \$29.95, plus shipping.

The brothers drove to New York Friday, a day after Batesville celebrated their Super Bowl victory with a parade and reception at the YMCA, where the commercial was filmed for \$2,000 last October.

"We were totally blown away by it," Joe says. "I signed a lot of autographs. That's the first time I've ever done that."



The brothers unveil Triviathon in New York this week.

■ SUPER BOWL AD

Doritos line brothers' path to \$1 million prize

By John Kiesewetter
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"Free Doritos" paid off for Batesville brothers Joe and Dave Herbert.

Their Doritos commercial – shot at the Batesville YMCA and broadcast during the first quarter of the Super Bowl on Sunday – won them \$1 million.

The duo beat 51 big-budget ad-

vertisers to win USA Today's Super Bowl Ad Meter real-time consumer testing of how much they liked the ads as they aired.

The Herberts and backer Doritos displaced Anheuser-Busch and broke its Ad Meter streak – the brewing giant had won 10 in a row.

"Two nobodies from nowhere" just walked off with one of the ad world's top honors, said a dumb-

founded 32-year-old Dave Herbert. We "beat the king of commercials," he said.

The "Free Doritos!" commercial featured office workers (Cincinnati comedians Steve Booth, David Hyden and Tyrone Hawkins) claiming their snow globe was a crystal ball.

They predicted they'll get free Doritos – then use the snow globe to smash the vending machine glass.

"Free Doritos!" was one of five finalists selected by the snack maker from nearly 2,000 entries. Three of the other entries were produced in Los Angeles; the other in New York City.

All five finalists won \$25,000 and tickets to the Super Bowl.

The Herberts also had a top-five entry in a similar contest two years ago.

Since then, Joe Herbert left his fulltime job designing Web sites, and Dave Herbert stopped managing the family's baseball field complex.

They began writing movie scripts, and created a board game, Triviathon, to be released at the New York Toy Fair on Feb. 15-18.

USA Today contributed.

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