

COLLECTING COMMERCIALS

JOHN KLEIN has an unusual hobby of collecting video commercials, especially funny and unusual commercials. JOHN projected a selection from his collection to challenge the members to determine what products were being advertised. A great amount of effort is expended to create a message for the viewer in a brief time period. In some of the more notable commercials it is not so obvious what is being advertised until a product name is projected in the last frame. Foreign commercials are sometimes the most creative, perhaps because they have fewer restrictions on content. JOHN noted many commercials can be found on the web site: funnyplace.org.