



Drew Babb's 100 Greatest TV Spots of All Time

1. **"America Runs on Bulova Time"** - 1941
2. **American Cancer Society/"William Talman"** - 1968
3. **"I Love New York"** - 1983
4. **"Speedy Alka Seltzer"** - 1964
5. **7-Up/"The Uncola"** - 1967
6. **"John Elliott"** - 2002
7. **Eastern Airlines/"The Wings of Man"** - 1968
8. **"Fruit of the Loom Guys"** - 1975
9. **Heinz/"The Big Production"/Ann Miller** - 1970
10. **Johnson for President/"Daisy"** - 1964
11. **"Yul Brynner"** - 1986
12. **"The Men of Texaco"** - 1948
13. **Braniff/"The End of the Plain Plane"** - 1965
14. **Mayor John Lindsay/"Second Toughest Job"** - 1969
15. **VW/"1949 Auto Show"** - 1966
16. **Monster.com/"When I Grow Up"** - 1999
17. **"Johnny Smoke"** - 1960's
18. **Jello/"Cosby"** - 1975
19. **Budweiser/"The Taste Buds"** - 1977-78
20. **Southern Airlines/"Orgy"** - 1974
21. **"Charlie, Tony, The Elves and Poppin' Fresh"** - 1950's on
22. **Joe Isuzu/"Liar"** - 1985
23. **Memorex/"Is It Ella?"** - 1972
24. **Partnership for a Drug-Free America/"Your Brain"** - 1987
25. **Apple/"Lemmings"** - 1985
26. **American Express/"Do You Know Me?"** - 1974



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27. **Chanel No. 5/"Catherine Deneuve"** - 1968
28. **Cheer /"Cocktail Shaker"** - 1988
29. **"I'd Like to Buy the World a Coke"** - 1971
30. **Diet Pepsi/"The Girl Watcher's Theme"** - 1966
31. **"Energizer Bunny"** - 1989
32. **Federal Express/"Fast Talker"** - 1982
33. **Heinz Ketchup/"Anticipation"** - 1974
34. **Life Cereal/"Mikey"** - 1972-1987
35. **McDonald's/"You Deserve A Break Today"** - 1971
36. **Mobil/"Mr. Dirt"** - 1970's
37. **New York Urban Coalition/"Give A Damn"** - 1968
38. **"Frank Perdue"** - 1971
39. **Polaroid/"James Garner and Mariette Hartley"** - 1977
40. **Schmidt/"I Like Bread and Butter"** - 1981
41. **Timex/"Licking/Ticking"** - 1960's
42. **VW/"Funeral"** - 1969
43. **Wendy's/"Where's the Beef?"** - 1984
44. **Xerox/"Brother Dominic"** - 1975
45. **Alka Seltzer/"Spicy Meatball"** - 1982
46. **Schlitz/"Grab for the Gusto"** - 1963
47. **Muriel/"Hey Big Spender"** - 1960
48. **"I Hate Qantas"** - 1967 on
49. **"Gap Khakis"** - 2000
50. **Kentucky Fried Chicken/"Finger-Lickin' Good"** - 1970
51. **Apple/"1984"** - 1984
52. **Hewlett-Packard/"Picture Book"** - 2004



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53. **"O-S-C-A-R"** - 1970's
54. **Nissan/"Toys"** - 1997
55. **Alka Seltzer/"Try It, You'll Like It"** - 1971
56. **Alpo/"Johnny & Ed Go to the Dogs"** - 1970's
57. **AT&T/"Reach Out and Touch Someone"** - 1979
58. **"The Maytag Repairman"** - 1967
59. **California Raisins/"Grapevine"** - 1987-1994
60. **Chevrolet/"Baseball, Hot Dogs, Apple Pie and—"** - 1979
61. **Dr. Pepper/"Be A Pepper"** - 1977-85
62. **"Show Us Your Jenos"** - 1968
63. **IBM/"Chaplin"** - 1982
64. **Lite Beer/"Tastes Great/Less Filling"** - 1974-94
65. **Hebrew National/"Answer to a Higher Power"** - 1975
66. **U.S. Marines/"Rose Garden"** - 1971
67. **VW/"Snow Plow"** - 1963
68. **Old Gold/"Dancing Packs"** - 1952
69. **"Mazda Goes HMMMMMM"** - 1970
70. **Barclays Bank/"Big"** - 2000
71. **"Cigarettes Are Killers"** - 1968
72. **IBM/"Pretend I'm in Kindergarten"** - 1999
73. **Hallmark/"It's A Boy"** - 1992
74. **Volvo/"Margit Engellau"** - 1992
75. **GEICO/"Caveman Insult"** - 2004
76. **Barney's/"Men of Destiny"** - 1970
77. **Benson & Hedges/"The Disadvantages of You"** - 1966
78. **British Airways/"Manhattan Landing"** - 1983



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79. **Budweiser/"Here Comes the King of Beers" - 1960's**
80. **Chrysler/"Iacocca" - 1979**
81. **Contac/"Cold Diggers of 1969" - 1969**
82. **Florida/"You Need It Bad, We've Got It Good" - 1970's**
83. **"Man from Glad" - 1963**
84. **"Hai Karate" - 1966**
85. **Hertz/"Puts You in the Driver's Seat" - 1974**
86. **Jamaica/"Wet T Shirt" - 1960's**
87. **"Marlboro County" - 1960's**
88. **"The Night Belongs to Michelob" - 1986**
89. **MCI/"Parents" - 1982**
90. **Pepsi/"Michael Jackson" - 1984**
91. **Reagan for President/"Morning Again" - 1984**
92. **Sen. Magnuson/"Keep the Big Boys Honest" - 1968**
93. **Twinkies/"Buffalo Bob" - 1950's**
94. **Right Guard/"Mona" - 1969**
95. **Noxzema/"Take it All Off" - 1966**
96. **Mike's Hard Lemonade/"Lumberjack" - 2001**
97. **Nike/"Hackesack" - 2000**
98. **"Bloopers" - 2000**
99. **WJZ TV/"Talkin' 'Bout Bob Turk" - 1979**
100. **"The Staples Genius" - 1999**