

Clydesdale Takes Top Spot

USA Today ranks Budweiser Clydesdale ad the best Super Bowl commercial.

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The USA Today Super Bowl Ad Meter survey that measures viewer response to ads run during the Super Bowl ranked the Clydesdale "Rocky" spot, from Anheuser-Busch, the best commercial during Sunday's big game between the New England Patriots and the New York Giants.

The ad featured Hank, a Clydesdale who doesn't make the cut on the Budweiser hitch. But with a little help from his Dalmatian friend, Hank goes into heavy training mode, running around trees like a barrel racer and doing heavy weight-training like Rocky.

In the end, Hank makes the hitch and Anheuser-Busch scores big. The beer company ran seven commercials in the Super Bowl telecast and had three among the Top 10 best rated. In addition to the best-rated Budweiser spot, two Bud Light commercials finished among the Top 10—one featuring a fire-breather heating up a romantic dinner and another which had men sneaking Bud Light into a wine and cheese party.

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