



SuperAdFreak to host live Super Bowl chat



After unleashing a [22-headed blog monster](#) during last year's Super Bowl, this year we'll be trying something a little different on the big day: a live chat. Beginning around kickoff time, a handful of industry creatives, as well as Barbara Lippert and Eleftheria Parpis of *Adweek*, will be discussing the Super Bowl advertising as it happens over on our pigskin

blog, [SuperAdFreak](#). Those scheduled to participate include: Steve Bassett of The Martin Agency, William Gelner of 180, Todd Grant of Cole & Weber, Eric Hirshberg of Deutsch/LA, Jason Karley of DDB Chicago, Bob Moore of Publicis, Ted Royer of Droga 5, and Rob Schwartz of TBWA\Chiat\Day. So, please join us on Sunday afternoon at SuperAdFreak.com as our crack team discusses, in real time, the best and worst of the day's commercials.

—Posted by *Tim Nudd*

Published on February 1, 2008 | [Permalink](#) | [Comments \(1\)](#)
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