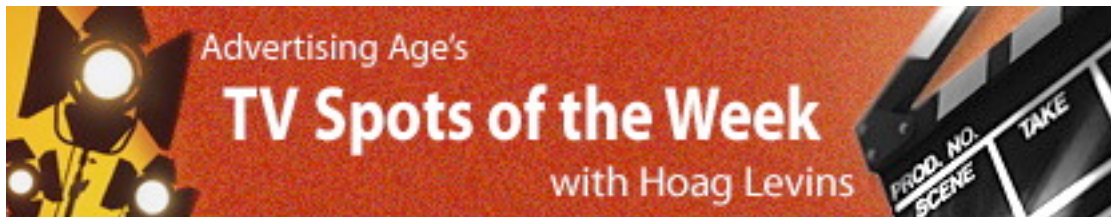


# AdvertisingAge®



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## Beer Bottle Explosions

Title: Dye Marker

Marketer: Anheuser-Busch

Brand: Bud Light

Agency: Downtown Partners, Toronto

Clearly aiming for yucks and giggles in the frat-house demo, this beer spot supposes that one frat boy has protected his Bud Light from his buddies by wiring the bottles to the explosive dye devices of the sort used by banks to thwart robbers. In this instance, directed by Tom De Cerchio of Incubator Films, it creates a visual that looks like what might happen if you detonated a hand grenade in a large pot of spaghetti.