



NASCAR fans will do quack-flips over Aflac spot

That duck! We just never know where he's going to turn up. We're talking, of course, about the iconic Aflac duck. But if we had really stopped long enough to think hard about where he'd materialize next, we might have guessed it would be driving a NASCAR racing vehicle. As fans of the duck and NASCAR will discover in the new commercial "Feathers" from Kaplan-Thaler/New York that debuts Sunday, our fine feathered friend is now behind the wheel of Carl Edwards' race car, which Aflac sponsors.

With the NASCAR season now fully under way, it stands to reason Aflac and its duck would want to play up the company's NASCAR connection. Especially given that NASCAR in recent years has become a hugely popular promotional vehicle for a vast array of sponsors.

Fear not. The feisty duck looks right at home driving Edwards' race car. But the rest of the drivers in the



The Aflac duck takes a turn behind the wheel of Carl Edwards' race car in an ad from Kaplan-Thaler/New York that debuts Sunday.

race we're watching in "Feathers" apparently aren't so happy because they believe the duck is giving Edwards an unfair advantage. Unfair, in part, because the massive storm of feathers seen coming out of Edwards' vehicle makes it hard for the rest of the drivers to navigate the track. Also unfair because of the insurance advantages Aflac provides to Edwards.

The race footage — with feathers flying everywhere and the duck clearly enjoying the thrill of racing at high speed — is fun to watch. But the spot's finale is where the victorious duck really gets to show off — at least for a moment. We were told Edwards is known for doing a back flip when he wins a race, so guess who gets to do the gymnastic stunt in "Feathers"? But the duck apparently lands badly, which leave him waddling blindly around in a racing helmet, even as Edwards wants to make sure all those who witnessed the duck's stunt know the NASCAR racer taught the duck everything he knows.

This action-packed commercial will go over big with millions of NASCAR fanatics. Those viewers who just like to see the duck in action will be pleased to see he's spreading his wings. Long may he flap and surprise us all.

Lew's view: B+

