

ADWEEK



Food Safety for Thought

A goofy bunch of PSAs from JWT teach you to clean and cook



10 Ridiculously Patriotic Ads

Open your heart, and wallet, from sea to shining sea



Subscribe to the New Adweek!

ADFREAK

MEDIA, ADVERTISING, POP CULTURE & EVERYTHING IN BETWEEN

Ads for 2011 ESPY Awards Are Just So High School By Gabriel Beltrone

June 28 2011

Advertising & Branding

Like 94

0

Topics:

[Celebrity](#)

[Endorsements, Espn,](#)

[Sports, Wong, Doody,](#)

[Crandall, Wiener,](#)

[Creative, Agency](#)



Washington Wizards star John Wall earned something of a reputation for his dancing during his one year at the University of Kentucky, before being snapped up as the first pick of the 2010 NBA draft. The point guard, and his namesake fist-flex choreography, appear in this new, humorously self-deprecating campaign for ESPN's 2011 ESPY Awards, hosted for the second year running by comedian Seth Meyers. (Notably, Wall canceled plans to attend the show last year, despite ultimately winning for best male college athlete.) While we won't pass judgment on whether he or Green Bay Packers nose tackle B.J. Raji emerges as the least awkward in the dance-off, we're pretty sure the defensive

10 Funniest Commercials of All Time



25 Best Advertising Movies Ever Made



10 Great Magazine Ads That Don't Just Sit There Looking Pretty



lineman would have the advantage in a fight. Other takeaways from the spots? Serena Williams, [despite loving karaoke](#), isn't much of a singer. And Carmelo Anthony is terrified of bluegrass music. In addition to a heavy roster of sports talent, the spots were crafted by a stacked creative team: L.A.-based Wong, Doody, Crandall, Wiener worked with head *Saturday Night Live* writer and director Neal Brennan—co-creator of *Chappelle's Show*, as well as a contributor to Meyer's routine at this year's White House Correspondents' Dinner. Court Crandall, the agency's executive creative director (who also happened to write the movie *Old School*), says they shaped the spots by playing together in the "sandbox" of the campaign's conceptual framework: that the show is, like a high-school prom, mostly about celebrating. Hopefully nobody ends up needing a stomach pump at the end of the night. More spots after the jump.

25 Most Epic Ads That Aren't Apple's '1984'



21 Ads That (Almost) Make You Miss the '80s



66 Great Movie Taglines From the Past 30 Years



30 Freakiest Ads of 2010



30 Freakiest Ads of 2009

