

|                  |                            |                            |                                  |                             |
|------------------|----------------------------|----------------------------|----------------------------------|-----------------------------|
| <b>B</b>         | <b>I</b>                   | <b>N</b>                   | <b>G</b>                         | <b>O</b>                    |
| Snack<br>Food Ad | 4th down<br>conversion     | Falcons<br>TD              | Patriots<br>FG                   | Julio<br>Jones<br>Catch     |
| Dog in<br>TV ad  | Sack by<br>NE              | Missed<br>Field<br>Goal    | 4th down<br>failed<br>conversion | Sack by<br>ATL              |
| Soda TV<br>Ad    | Beer TV<br>Ad              | <b>FREE</b>                | Luke<br>Bryan                    | Fumble                      |
| Challenge        | Houston<br>skyline         | Patriots<br>TD             | Interception                     | Movie<br>Star in<br>Stadium |
| Pizza<br>TV Ad   | Former<br>Athlete<br>in Ad | Fan<br>talking<br>on phone | Lady<br>Gaga                     | Candy<br>TV Ad              |

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|---------------------|-------------------|-----------------|-------------|----------------------------|
| <b>B</b>            | <b>I</b>          | <b>N</b>        | <b>G</b>    | <b>O</b>                   |
| Luke Bryan          | Julio Jones Catch | Beer TV Ad      | Sack by ATL | Candy TV Ad                |
| Patriots TD         | Fumble            | Houston skyline | Sack by NE  | 4th down failed conversion |
| Soda TV Ad          | Patriots FG       | <b>FREE</b>     | Lady Gaga   | Dog in TV ad               |
| Falcons TD          | Missed Field Goal | Pizza TV Ad     | Challenge   | Movie Star in Stadium      |
| 4th down conversion | Snack Food Ad     | Truck TV ad     | Falcons FG  | Fan talking on phone       |

|                     |                   |                       |                   |                            |
|---------------------|-------------------|-----------------------|-------------------|----------------------------|
| <b>B</b>            | <b>I</b>          | <b>N</b>              | <b>G</b>          | <b>O</b>                   |
| Luke Bryan          | Dog in TV ad      | Movie Star in Stadium | Falcons FG        | 4th down failed conversion |
| 4th down conversion | Truck TV ad       | Falcons TD            | Soda TV Ad        | Challenge                  |
| Sack by NE          | Pizza TV Ad       | <b>FREE</b>           | Interception      | Patriots FG                |
| Candy TV Ad         | Lady Gaga         | Houston skyline       | Fumble            | Beer TV Ad                 |
| Sack by ATL         | Julio Jones Catch | Fan talking on phone  | Missed Field Goal | Snack Food Ad              |