

## Serving 3 brands: Burger King, Google and Seth MacFarlane

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The creative types whose minds give birth to television shows and movies typically disdain the overt blending of advertising messages with their work. But Burger King found one who doesn't seem to mind. In fact, he even agreed to create the ads.

Next month, Seth MacFarlane, creator of the "Family Guy" TV series, will unveil a high-profile new project called "Seth MacFarlane's Cavalcade of Cartoon Comedy," an animated variety show that will be distributed solely through Google.

The Internet giant will syndicate the new program using its AdSense advertising system to thousands of Web sites that are predetermined to be gathering spots for MacFarlane's target audience, typically young men. Instead of placing a static ad on a Web page, Google will place a "Cavalcade" video clip. YouTube will also devote a channel to the material.

Marketing messages will be incorporated into the clips largely through "preroll" ads, but Burger King took its involvement a step further. In a rare example of one of Hollywood's top creative powers working hand-in-glove with a marketer, MacFarlane created and animated Burger King ads to play ahead of "Cavalcade" clips.

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