

Columbia Sportswear Radio Ad (60 seconds)

(whistle and cheering)....

Voice #1:

“We know who you are. Not just another face in the crowd... You’re THAT guy. The one drooling on the sidelines, fighting back security amidst the blurred sea of madness, tailgating since 6 a.m., face paint melting off your brow, voice shrieking like a vicious hyena as you roar on the team and inappropriately threaten the competition.

Well now you can pour your guts into the game without having to worry about the gory aftermath. You and you alone will survive the dripping war paint, the sweat of grueling anticipation, and the flying beer at each “hoorah” with Columbia’s all new collegiate jackets with Omni-Shield technology that repels dirt and stains as well as the pelleting weather elements. Neither rain, nor sleet, nor snow, nor subzero temperatures will stand in the way of your conquest. It’s the same Columbia fleece jacket you’ve always loved, now boasting your favorite team’s logo, so you can be fully equipped for battle -- wearing your pride as your armor.

So go out and do your thing, and let us take care of the rest. You have bigger things to worry about. After all—it’s GAME DAY.”

Voice #2 (strong, deep voice):

“Who do YOU represent?!”