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Skechers Brings in New Star Player for Super Bowl Commercial

Who would you rather see in a Super Bowl commercial - Kim Kardashian or a Bulldog?

Posted: January 10, 6 p.m, EDT



27

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Sorry Kardashian fan's this vote goes to the dog lovers.

Kim Kardashian who starred in Skechers' 2011 Super Bowl commercial, has been dropped from this year's commercial. Her replacement? A [French Bulldog](#).

Even though the shoe company reported a significant increase in popularity since Kardashian's appearance in its advertising, it has chosen to trade "racy" for "racing." The Skechers' 2012 Super Bowl ad will focus on its line of high-tech running shoes. The spot will also sport a cameo by Mark Cuban, owner of The Texas Mavericks.

The featured [Frenchie](#) will be decked out in the brand's new GOrun shoes as he faces off against a pack of [Greyhounds](#) to compete as the ultimate "underdog."

While Skecher's has dropped one controversial character, the ad is not without its own controversy. The animal rights group Grey2K USA wants the ad pulled. Concerned about the use of the Tucson [Greyhound](#) Park as the commercial's set and backdrop, the group is stating that animals were mistreated and kept in tiny cages during the filming of the ad.

Skechers representatives state that the point of the ad is not to glamorize dog racing, but to be a David and Goliath type metaphor.



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Skechers Brings in New Star Player for Super Bowl



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Commercial

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Reader Comments

I want to clarify a point - GREY2K USA doesn't claim that the dogs used in the ad specifically were abused or mistreated for the ad. The issue is the routine care of racing greyhounds, especially those at Tucson Greyhound Park, one of the most notoriously bad tracks in the country. All of the racing greyhounds live in cages that are barely large enough for them to stand up or turn around. They are kept in those cages for 20+ hours per day. See for yourself here: <http://www.grey2kusa.org/azVideo.html>

They are fed raw 4D (dead, down, diseased, dying) meat, unfit for human consumption. When they race, these dogs face serious risk of injury and death. According to state records, between January 2007 and November 2009, nearly 1,000 greyhound injuries were reported at Arizona racetracks. The most common injury was a broken leg, and other reported injuries included fractures, sprains, dislocations, muscle tears and strains, lacerations, a cracked skull, broken backs, heat stroke, puncture wounds and paralysis. Read more here: <http://grey2kusa.org/pdf/AZ2011.pdf>

I don't think Skechers realized who they were supporting when they chose to shoot this commercial at a dog track. I can only hope they will realize the implications and pull this ad before it even runs.

Eric, Albuquerque, NM
Posted: 1/12/2012 9:47:04 AM

Greyhounds are more important than shoes. I'll never buy a pair of sketchers now.

Sheri bakes, Vancouver, BC
Posted: 1/12/2012 9:40:49 AM

We adopted a retired racing greyhound and we are very upset over this ad. Greyhound racing is a cruel and unnecessary "sport". These are sweet, loving, gentle animals, they are not commodities for people to use to bet on and make money. This ad is in poor taste and should not be aired. When we adopted Isis she was in a tiny cage with only newspaper for bedding. She had never seen a bicycle, a TV, the inside of a house or even a dog of another breed. Greyhounds at race tracks are kept in tiny cages up to 23 hours a day. They are fed rotten meat not fit for human consumption. It took Isis 6 months to learn how to play with a toy! No dog should be treated this way. Please boycott Skechers. I will never buy their products again.

Tumeria, Maynard, MA
Posted: 1/12/2012 9:15:38 AM

It's too bad Sketcher's supports greyhound racing, one of the most destructive sports to dogs, in its ad. Otherwise I'd whole heartedly support the change in advertising star. As it is, I'm boycotting

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Sketchers and so should others who care about dogs.

Edie, Tucson, AZ

Posted: 1/12/2012 7:12:53 AM

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