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Stargazing

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STARGAZING

Royals fans to Viagra: No thanks

BY LISA GUTIERREZ
The Kansas City Star



October 05, 2014 11:18 PM

Anyone else tired of seeing those Viagra commercials during the Royals playoff games? Apparently so, according to all the folks who took to Twitter Sunday night to complain.

“Watching the royals is cool and all until the viagra commercial is on 50 times,” tweeted @Peytonmarek.

Parents especially had a hard time explaining what that pretty lady with the British accent was talking about in the

commercial.

“What's dirtier? That Viagra ad or the Royals' beat down of the #Angels right now? #earmuffs #mutebutton #tellthekidstogeticecream,” tweeted @kariadozer.

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Baseball fans were among the first to see Viagra's new marketing campaign that targets women. In the commercial, the pitch woman is reclining on a bed somewhere in paradise.



“So guys, it’s just you and your honey. The setting is perfect. But then erectile dysfunction happens again,” she says before encouraging men to run and see their doctors.

Women might have been the target audience, but female baseball fans weren’t buying it.

“Loving these Royals, but super tired of the lady with the British accent peddling Viagra! #BeRoyalKC,” tweeted Jane Schwabe, @jschwabe.

And by the end of the night, when the Royals had swept the Angels, it was clear that Viagra’s come-on had fallen on deaf ears.

Tweeted @prezmike25: “This ad must be targeted for Angels fans. Can't imagine alot of #Royals fans needing viagra right now.”

COMMENTS

11 Comments

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Jay Martin ·

Sr. Environmental Consultant at KCP&L: Kansas City Power & Light

I don't know how to complain to TBS but you can complain to Phizer at: https://www.pfizer.com/contact/email_contact...

Like · Reply · Oct 10, 2014 10:39pm



John Wood ·

Assistant Professor at Graceland University

Be sure to thank Pfizer for sponsoring Major League Baseball instead of lowering the prices on their drugs!

Like · Reply · 2 · Oct 6, 2014 5:32pm



Patrick Madden ·

Owner/buyer/merchandiser at Madden-McFarland

MLB should be as concerned with their baseball games 'lasting more than 4 hours'.

Like · Reply · 4 · Oct 6, 2014 2:12pm



John Brown

From what I saw, the Royals had PLENTY of WOOD...

Like · Reply · 4 · Oct 6, 2014 11:44am



Steven Ward ·

The University of Kansas

We tried to listen to the game on the radio while we finished dinner and couldn't because the commercials had to be 10-20 dB louder than Denny and Ryan. A comfortable listening level for the play-by-play quickly turned into a sound blast during the breaks. Ever notice that?

Like · Reply · 2 · Oct 6, 2014 11:31am



Robyn Goad ·

Technical support at National Flood Services, Inc. StoneRiver

It's a tie between the Viagra commercial and the creepy Matthew McConaug-heyyyy car commercial.

Like · Reply · 3 · Oct 6, 2014 9:59am



Cara Friesen MARRS ·

Real estate broker at Windermere Real Estate / Ellensburg

Hit mute or turned the channel here as well.

Like · Reply · Oct 6, 2014 9:52am



Joe Perry ·

Kansas City, Missouri

My young children were excited to watch the [Kansas City Royals](#) games. There is no great way for a parent to respond to these sexually charged advertisements without drawing more attention to them. UGH! Unfortunately I was conflicted on whether to let them watch the Royals play. Nothing short of creepy and irresponsible advertising content for this type of television presentation.

Like · Reply · 2 · Oct 6, 2014 8:18am



Carole Damon

I would hate to be the parent who has to explain these commercials to my child. By now, pretty much every over-the-hill guy with a problem knows about Viagra. They don't need the constant reminders and the rest of us don't want to watch them.

Like · Reply · 6 · Oct 6, 2014 8:11am



Robin Langdon ·

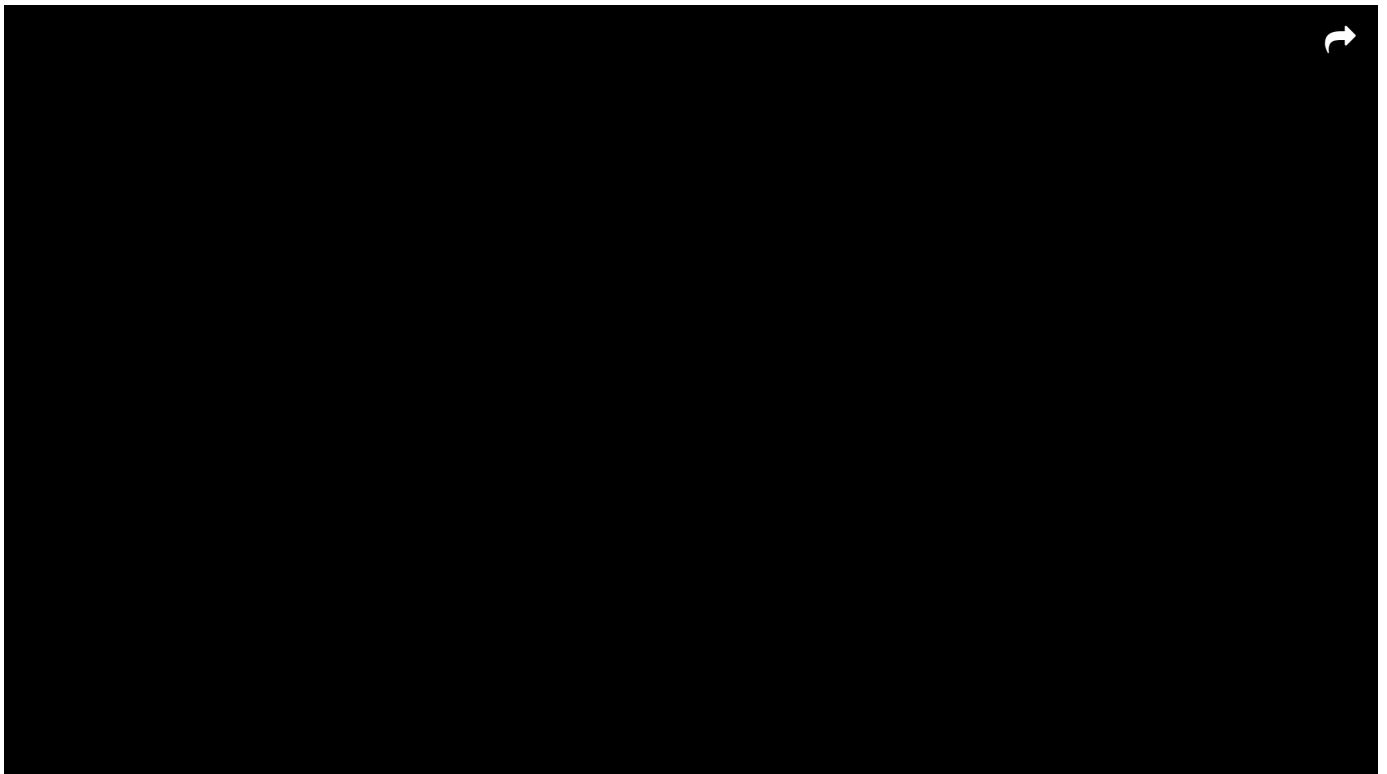
Prairie Village, Kansas

The network needed more commercials period. I was pretty tired of the F150 ad also.

Like · Reply · 1 · Oct 6, 2014 6:50am

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Potato Salad Cake: 'You could not pay me to eat that \$#!* right there'



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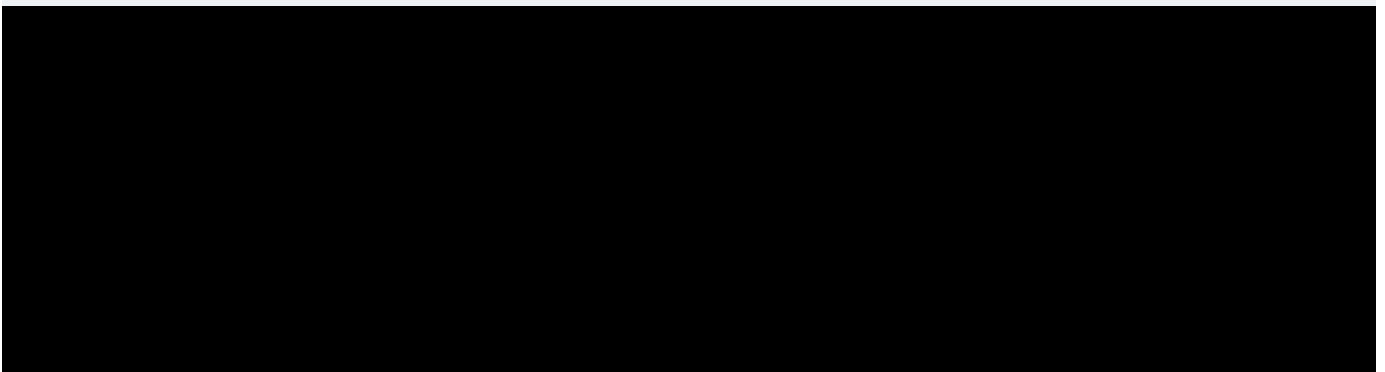
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The 'Christopher Robin' trailer is here. Grab a tissue

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