WeatherTech and PetComfort in for Sixth Year as Super Bowl Advertiser

Automotive accessory manufacturer WeatherTech will run its 45-second commercial titled Scout during the first half of CBS’ broadcast of Super Bowl 53 and feature its new line of PetComfort Feeding Systems.

BOLINGBROOK, Ill. (PRWEB) January 31, 2019 -- Automotive accessory manufacturer WeatherTech will run its 45-second commercial titled Scout during the first half of CBS’ broadcast of Super Bowl 53, February 3, 2019, to be played at Mercedes-Benz Stadium in Atlanta, Georgia.

In its sixth year as a Super Bowl advertiser, the company will be making the official debut of its new PetComfort Feeding System. PetComfort is the brainchild of WeatherTech founder and CEO David MacNeil, whose dog, Scout, stars in the Super Bowl spot. MacNeil was inspired to create the pet feeding system after losing his last three dogs to cancer. Through his research as a pet lover, he learned that there can be harmful toxins in pet bowls that can contribute to pet illness.

“Our development team spent two years researching and designing the PetComfort feeding system,” MacNeil said. “The PetComfort Feeding System includes an anti-microbial mat, a BPA-Free stand and NSF-certified stainless-steel bowls that are designed to make it more natural for a pet to feed and drink. This new business segment is a departure from our automotive accessory line, but it falls right into our core operating philosophy of using American machines and tooling along with ALL raw materials sourced in the U.S.”

The Super Bowl spot also features MacNeil himself, son Cooper and daughter Devon. All of the people appearing in the spot are WeatherTech employees. In addition to the talent, the 45-second, unusual for a Super Bowl spot, will also shine a spotlight on the company’s line of automotive accessories like their trademarked FloorLiners.

“Our automotive accessory line is central to our business,” MacNeil continued. “We continue to see sales growth of our FloorLiners and other protective and convenience accessories for cars, trucks and SUVs.”

The spot will run during the first half of the game.
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