



For Immediate Release
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Extra Credit Projects Making Plays for Gerald R. Ford International Airport
:30 TV commercial debuted in Super Bowl

GRAND RAPIDS, MICH — Midwest advertising agency Extra Credit Projects (ECP), found themselves among big names like Pepsi, Doritos, and Budweiser as they debuted a commercial during Super Bowl LVI on Sunday, February 13 for client Gerald R. Ford International Airport.

With creative from ECP and media from Extra Credit Media, this 30-second ad was shown in prime time during Sunday's big game, reaching nearly 1 million viewers in the West Michigan region.

"It's exciting to be a part of the big game and connect with such a broad audience in the region," said Rob Jackson, Principal at Extra Credit Projects. "The Ford Airport is such a huge economic driver in the region, and with their continued growth and plans for additional development, the scale of the Super Bowl felt right for their brand."

The Gerald R. Ford International Airport has an undeniable connection with football as former President Gerald R. Ford played for the Michigan Wolverines and led the team to two undefeated seasons nearly nine decades ago. In memory of the former president, and to commemorate the occasion, ECP also created custom gift boxes which held specially designed football jerseys that featured President Gerald R. Ford's retired number 48 which will be gifted to a number of airport partners.

The Super Bowl ad can be viewed [here](#).

For more information about Extra Credit Projects, contact Rob Jackson at 616.454.2955 or rob@extracreditprojects.com.

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About Gerald R. Ford International Airport

Gerald R. Ford International Airport is a commercial airport located just outside of Grand Rapids, Michigan and contributes over \$3 billion annually in economic activity in the West Michigan region, while connecting more than three million passengers a year to destinations worldwide.

About ECP

Extra Credit Projects (ECP) is a Michigan-based advertising and design agency that is known for their big ideas, bigger impacts, and giving everything a little extra. ECP serves a variety of clients and cause-based initiatives through its creative design, strategy and media services.