

SOURCE: Herbert Brothers Entertainment



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## Herbert Brothers of Doritos Ad and "Football" Fame Now Video the Invisible

**Herbert Brothers Entertainment, 2009 Winners of "Doritos Crash the Super Bowl" Ad Contest, Announces a New Video That Brings the Unknown and Invisible in America to Life**

INDIANAPOLIS, IN--(Marketwired - Jan 27, 2014) - [Herbert Brothers Entertainment](#) announces a new video called "[Always Remember](#)." While known for their branded, commercial comedy, this Herbert video takes a different turn and shines a spotlight on a story unknown to most Americans, yet central to the indigenous people in this country.

Self-taught filmmakers, Joe and Dave Herbert tell a story known only to Native Americans, a story they were surprised to learn and that needs to be told. Joe Herbert says, "The people in this story are like six degrees from invisible. It's a big eye opener."

The Herbert Brothers made advertising history when their "Free Doritos" video won the "Doritos Crash the Super Bowl" contest and ranked #1 on the USA Today ad meter. It was the first time in 10 years that Budweiser didn't take the lead. Asked how they won, Joe Herbert replies, "It was the science of our strategy that helped us win. We analyzed the ad meter audience and created a video for them. No one else did what we did."

Herbert Brothers created their new video in cooperation with [National Relief Charities](#), a nonprofit addressing immediate, critical needs and supporting permanent solutions on 65 reservations. Because of the charity's efforts, one quarter of a million Native Americans in the Plains and Southwest benefit each year.

Giving back has always been important to Joe and Dave Herbert. One of their joys in producing this video was working creatively with a \$0 budget.

Joe Herbert adds, "'Always Remember' is a video with something for everyone. There's a human element, it's engaging and it has a technical twist." For video buffs, the producers transition still photos from a "time stood still" effect to movement that feels like it's happening now. It brings the people to life.

About HerbertBros: Herbert Brothers Entertainment is a worldwide leader of branded commercial comedy and memorable videos that people want to see and share. Herbert Brothers won \$1 million for their Doritos gameday commercial in 2009. To see what the future holds, follow HerbertBros on social media channels.

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