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Brady thrills, Manning skills: Colts star cashes in, but Pats QB/QT scores when it counts

By [Jesse Noyes](#)

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Tom Brady has three Super Bowl rings. Peyton Manning has none.

So why is it nearly impossible to watch 10 minutes of a televised NFL game - or television for that matter - without seeing Manning's mug (with or without a fake mustache)? The All-Pro quarterback of the Indianapolis Colts is featured in ads for Sprint, DirecTV, MasterCard, Gatorade, ESPN and other major brands.

Patriots in the Playoffs

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Meanwhile, two-time Super Bowl MVP [Tom Brady](#) [[stats](#)], who dates actresses and supermodels, makes the occasional commercial appearance but sits mostly on the advertising sidelines.

Sports marketing and media executives rank Manning as the most marketable player in the NFL, according to Sports Business Daily. And he doesn't miss a lot of opportunities to cash in. Many fans outside of Indianapolis gripe that the quarterback is overexposed.

Brady scores right behind Manning in the marketability survey. But the [Patriots](#) [[team stats](#)] quarterback takes a different approach, which experts say reflects his personality along with that of his team.

"Brady is without question as marketable as Peyton, if not more," said Peter Stern, president of Strategic, a New York sports and entertainment marketing agency. "He has the rings and he's played on the stage on the biggest day of the year."

But Brady likely turns down numerous endorsement deals in part because he doesn't want to stray far from the Pats' team ethic, sports marketing experts say. When Brady appeared in ads for Visa and Sirius Satellite Radio, he was joined by his offensive line and wide receivers.

When he does fly solo it's seldom in uniform, and more often in model poses that end up in style magazines, like his print ad for upscale watch maker Movado.

Brady is very protective of his image. He's sued **Yahoo!** [[YHOO](#)] and General Motors over what he claimed was unauthorized use of his likeness in ads.

Brady may also decline a number of endorsement opportunities to keep from diluting his image. By maintaining a certain aloofness, celebrities can often demand a bigger price tag when they do lend their image to an advertiser.

Unlike Brady, Manning arrived in the NFL with a big name already in place. His father, Archie, was a famous quarterback, and Peyton was a first overall draft pick out of college. "He had name recognition from birth," said Marc Ganis, president of Chicago-based consultancy Sportscorp Ltd. "He's always had more name recognition . . . and advertisers always liked that."

Manning also is funny and a good actor by football player standards.

In his commercials for MasterCard the quarterback shows a good sense of comedic timing. Manning appeared in a TV ad for Sprint where he sports a fake mustache and talks up his own performance on the field.

Manning's appeal is more "humble-folksy," Stern said, while Brady's is more centered around his movie-star good looks.



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Jesse Noyes covers media and marketing for the Herald's business

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