

[Home](#) » **Doritos Super Bowl ad winner is alum Trevino's team**[< Previous](#) [Next >](#)

Doritos Super Bowl ad winner is alum Trevino's team

Congratulations to Fresno State alumnus Gabe Trevino who wrote the winning commercial, "Fashionista Daddy," for the Doritos Crash the Super Bowl competition. Trevino's commercial aired during the Super Bowl, Sunday on CBS. Fresno State friends supported his team, led by director Mark Freiburger, by voting on the USA Today Super Bowl Ad Meter online where the ad ranked fourth. Trevino explained that the \$1 million grand prize money is awarded for ranking in the top three on the ad meter so his team did not win any money. However, since "Fashionista Daddy" was the highest rated Doritos spot, Freiburger will get to work with Michael Bay on the next Transformers movie, Trevino said. See: [Crash the super bowl](#). (Original News Tip: [Alum seeks votes for Doritos Super Bowl commercial](#)).

By [Tom Uribes](#) | February 5th, 2013 | Categories: [PRESS RELEASES](#) | [Comments Off](#)

Share This Story, Choose Your Platform!



Related Posts



SECTIONS

[> ACADEMICS](#)[> CAMPUS & COMMUNITY](#)[> RESEARCH](#)[> ALUMNI](#)[> PRESS RELEASES](#)[> FEATURED VIDEOS](#)

NEWS SOURCES

[> Fresno State Magazine](#)

New semi truck emissions testing program opens on campus

February 1st, 2024

Historic winter expedition highlighted in 'Sierra Odyssey' movie premiere

January 30th, 2024

Fresno State holds blood drive

January 30th, 2024

Community service opportunities fair planned

January 30th, 2024

Grant propels Journalists of Color training program

January 30th, 2024

> Community Newsletter

> Fresno State

> The Collegian

> Bulldog Blog

> Go Bulldogs

> Videos

> Social Media Directory

CONTACT US

Fresno State News Hub is the primary source of information about current events affecting California State University, Fresno, its students, faculty and staff; providing an archive of news articles, videos and photos, as well as links to major resources on campus as a service to the university community.

CALIFORNIA STATE UNIVERSITY,
FRESNO
5241 N. Maple Ave.
Fresno, CA 93740
P: 559.278.4240

Email Us

SECTIONS

- > [ACADEMICS](#)
- > [CAMPUS & COMMUNITY](#)
- > [RESEARCH](#)
- > [ALUMNI](#)
- > [PRESS RELEASES](#)
- > [FEATURED VIDEOS](#)

Sign up for the Community Newsletter

Fresno State News Archives