

Why Fox NFL Promos Bring Back Original Characters for the First Time

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Jake from State Farm, step aside. Fox is making its own characters the stars of the NFL season.

Today, for the first time, Fox is kicking off the NFL season by bringing back characters from its promos the previous year.

Last year, Fox's promos embraced weirdness, creating a world where original, everyday characters Barb, Cornell, and Gerry gained knowledge from lead analyst and seven-time Super Bowl champ Tom Brady and his "seven-ring football brain."

Now, just when those characters thought they had mastered Tom Brady's knowledge, they return in a new campaign, where they will have to take on Super Bowl champ and Fox analyst Michael Strahan's NFL knowledge as well.

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