

# Kermit the Frog and Escape Hybrid: Match Made in Heaven?

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It's not easy being green, and perhaps no one knows this better than Kermit the Frog. Perhaps that's why he's shilling for the Ford Escape Hybrid during this week's Super Bowl. Ford has picked Kermit to promote their bastion of green-ness in a spot that will cost a reported \$2.5 million for 30 seconds, money Ford hopes will be well spent in painting its entire brand, non-hybrids included, as a choice for environmentally conscious buyers to one of the biggest television audiences ever. After announcing big layoffs last week, we figure they need all the positive press they can get. Jalopnik already beat us to the punch on the Ford Expedition-Miss Piggy joke, so we'll just leave it at that. via [::Jalopnik](#)

That 40-year media juggernaut and lamenter of one's greenness, Kermit the Frog, will star in a new, 30-second TV spot for the Ford Escape Hybrid to run during the Super Bowl. More of a perceptual ad than a sales pitch — considering the hybrids are selling faster than Ford can build them — Ford hopes the spot will help paint its entire brand, non-hybrids included, as a choice for environmentally conscious buyers. Money appears not to be an issue in this regard, considering the ad will reportedly cost \$2.5 million (including ad time). No word yet on a rumored ad for the Ford Expedition EL starring Miss Piggy, but sources say an obvious, cheap joke about it is already in the works.