



# Winning Super Bowl Insights

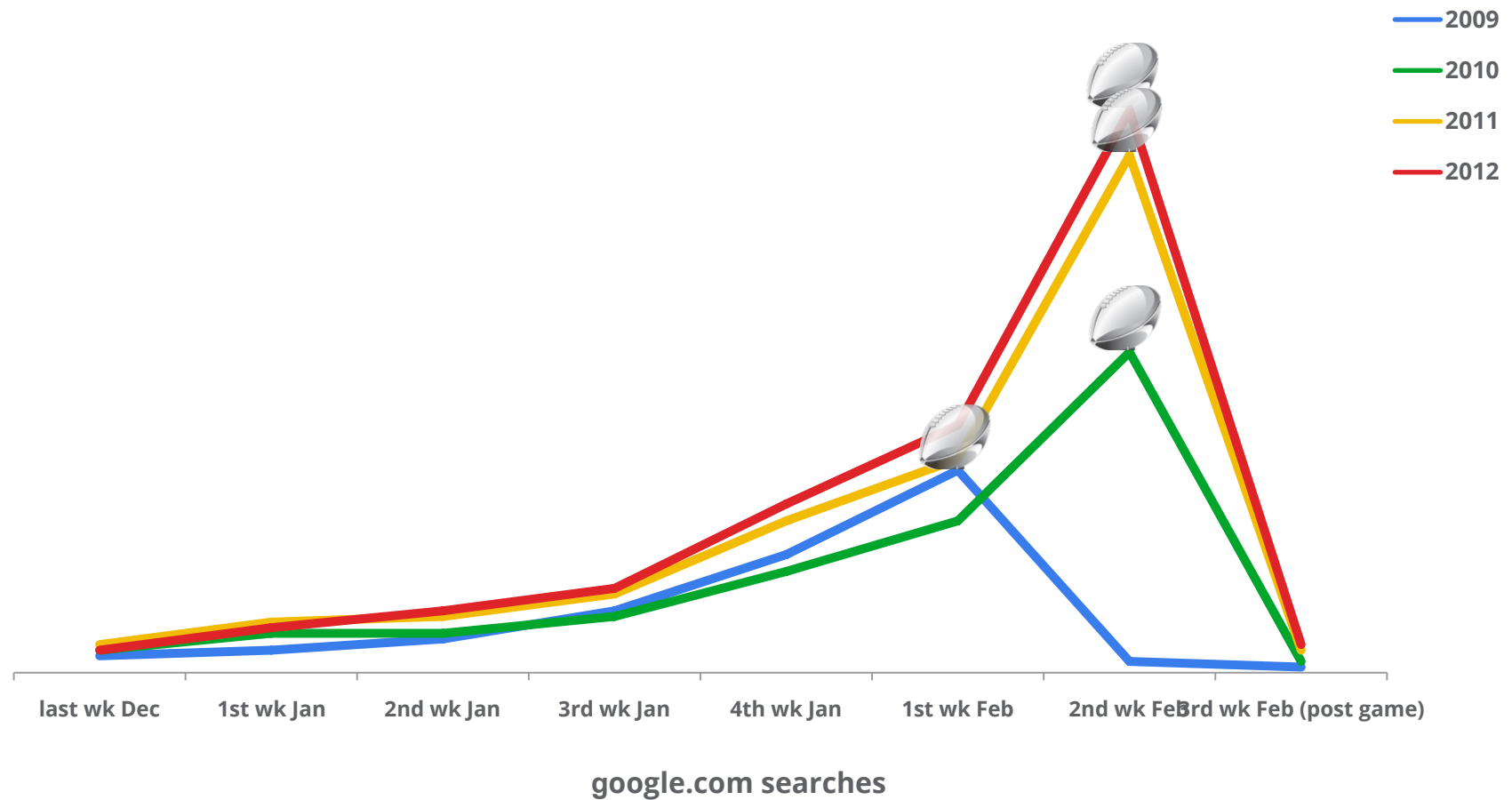


“In previous years, Super Bowl commercials were **single-day lightning,**

Now, it feels more like **rolling thunder.**”



Super Bowl interest begins ramping end of Dec  
Expect the interest to last over a month



# Pre-game: Anticipation builds

Source: Venables Bell & Partners

**1** in **5** seek out Super Bowl  
ads before the game

**47%** will find these ads  
through YouTube



# Viewer behavior changed rapidly as the event progressed

## Search queries uncover viewer behavior around the big game

timing

pre-super bowl



prepare

super bowl sunday



react

post super bowl



review

behavior

### prepare for the game:

consumers were all about the super bowl parties and preparing their menu's. they turned online to find the best super bowl food recipes.

### immediately react:

react to the game, commercials and halftime show. comment, share and search for more information around entertainment and the game.

### review the highlights:

discuss, share, and reflect on the winners and losers- both on the field and during commercial time











top queries

super bowl ad teaser  
**7 layer dip**  
 kick off super bowl 2012  
 the bark side  
 quacamole recipe  
**papa johns**

madonna  
**eli manning**  
 super bowl halftime show  
 detroit commercial super  
 bowl  
 ny giants  
 national anthem kelly  
 clarkston

acura nsx  
 best super bowl commercials  
 2012  
**chrysler super bowl**  
 gisele bundchen  
 super bowl score  
**you tube super bowl**

# Ads were almost half the conversation

Rank	Brand	Title	Social Media Comments within 45 mins of ad
1		H&M / Bodywear for H&M	109,000
2		Chrysler / 'It's Halftime in America'	96,000
3		NBC The Voice	90,000
4		Doritos / 'Man's Best Friend'	74,000
5		Pepsi / "King's Court"	45,000
6		Chevy Silverado / '2012'	41,000
7		Doritos / 'Sling Baby'	41,000
8		Sketchers / 'Go Run Mr. Quiggly'	35,000
9		Bud Light / 'Rescure Dog'	29,000
10		Samsung / 'The Next Big Thing'	26,000



# Post-game:

## Reliving the moments

**48M** will re-watch the ads after the game

**40M** plan on sharing the ads post-game

