

# BIG GAME TRENDS

## ON GOOGLE

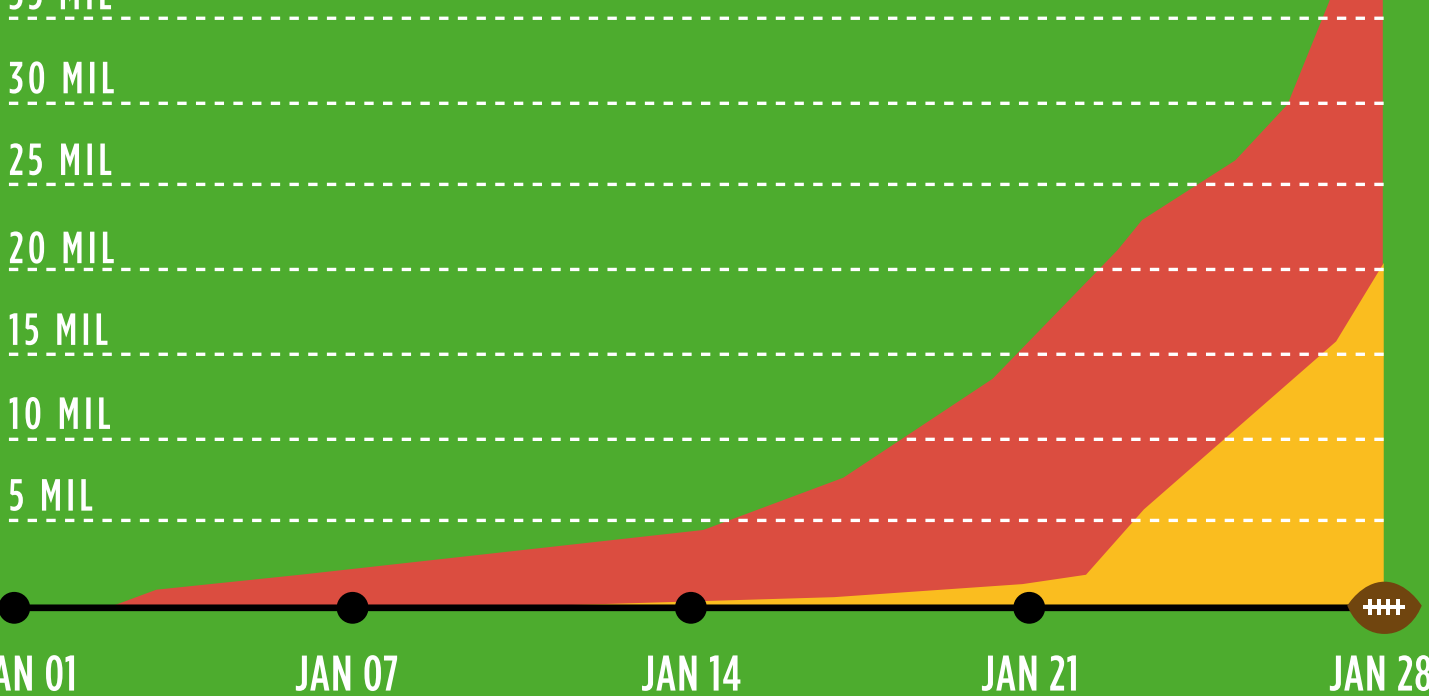
2014

### PRE GAME

Brands are kicking off their ad campaigns on the web, and more people are watching them on YouTube than ever before

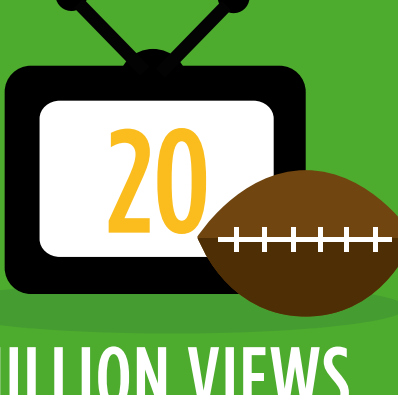
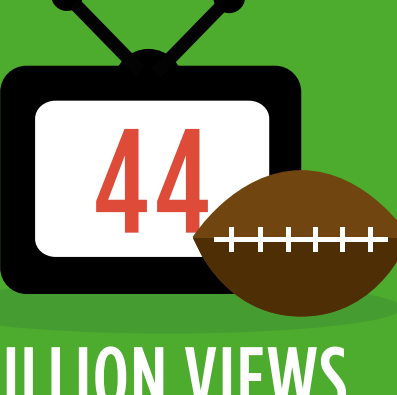
VIEWES OF GAME-RELATED ADS ON YOUTUBE STARTED EARLIER AND ARE EVEN HIGHER

— 2014 — 2013



JANUARY 1-28 2014

JANUARY 1-28 2013



### THE GAME

People have been searching for all things NFL including top teams and players—and winning game day recipes, of course

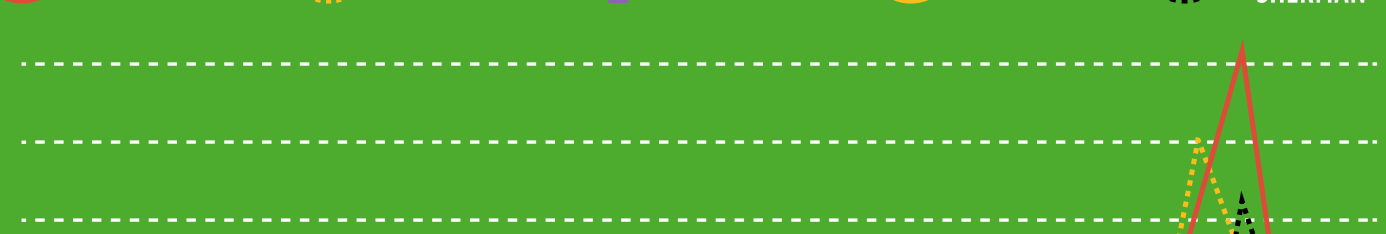
#### LAST WEEK'S

RIISING SPORTS QUERIES WERE DOMINATED BY THE CHAMPIONSHIP



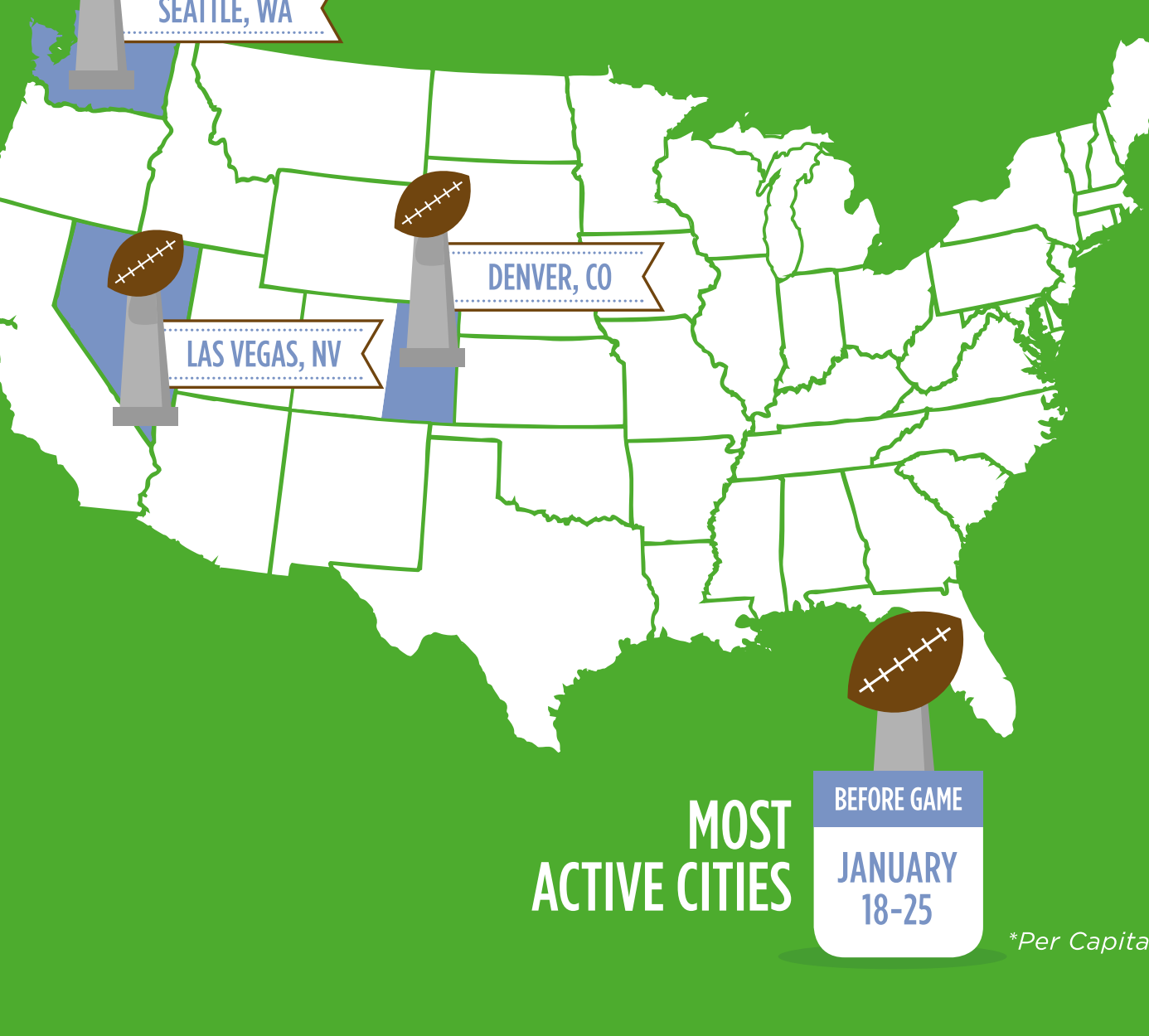
GOOGLE INTERNAL DATA, JANUARY 18 - 25, 2014

#### TOP TRENDING TEAMS AND PLAYERS



#### MORE NFL SEARCHES

IN CITIES WHOSE TEAMS WERE IN CONTENTION



#### TOP TRENDING RECIPES:

- KALE CHIPS
- ARTICHOKE RECIPES
- BRUSSEL SPROUTS RECIPES
- CHICKEN WING RECIPES
- CHILI RECIPE

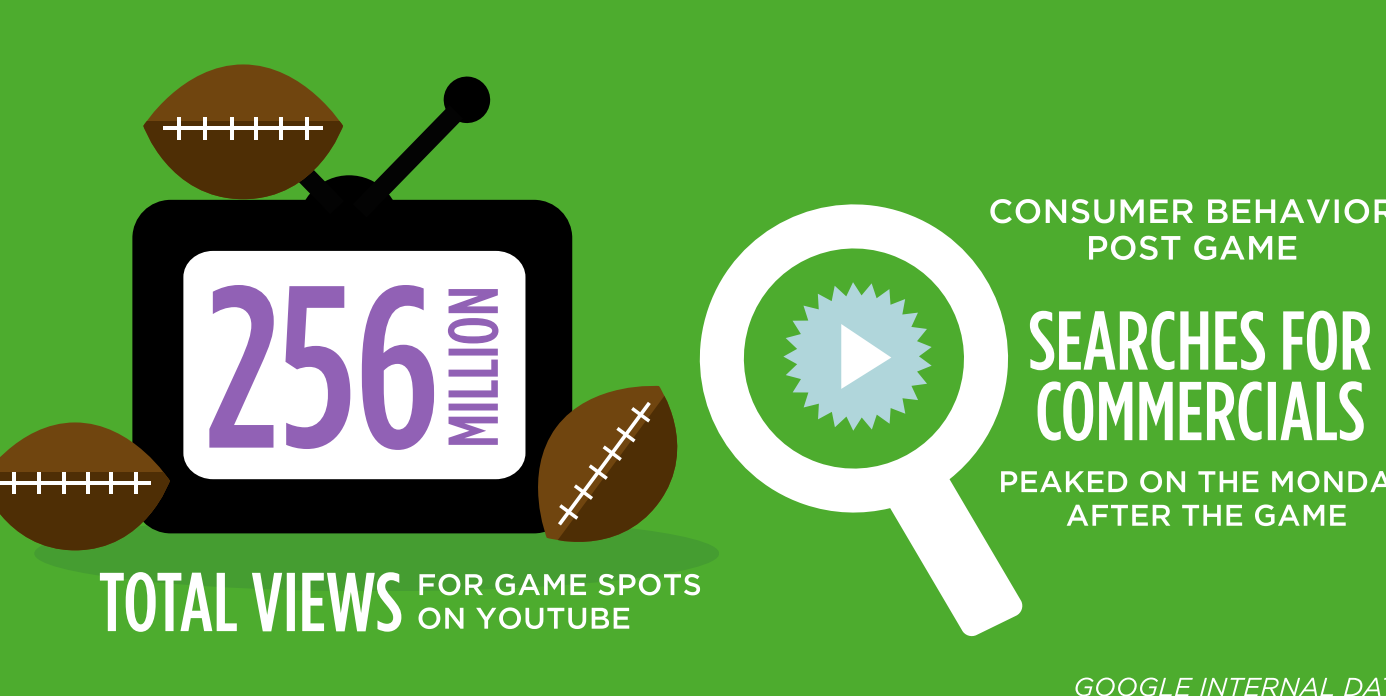
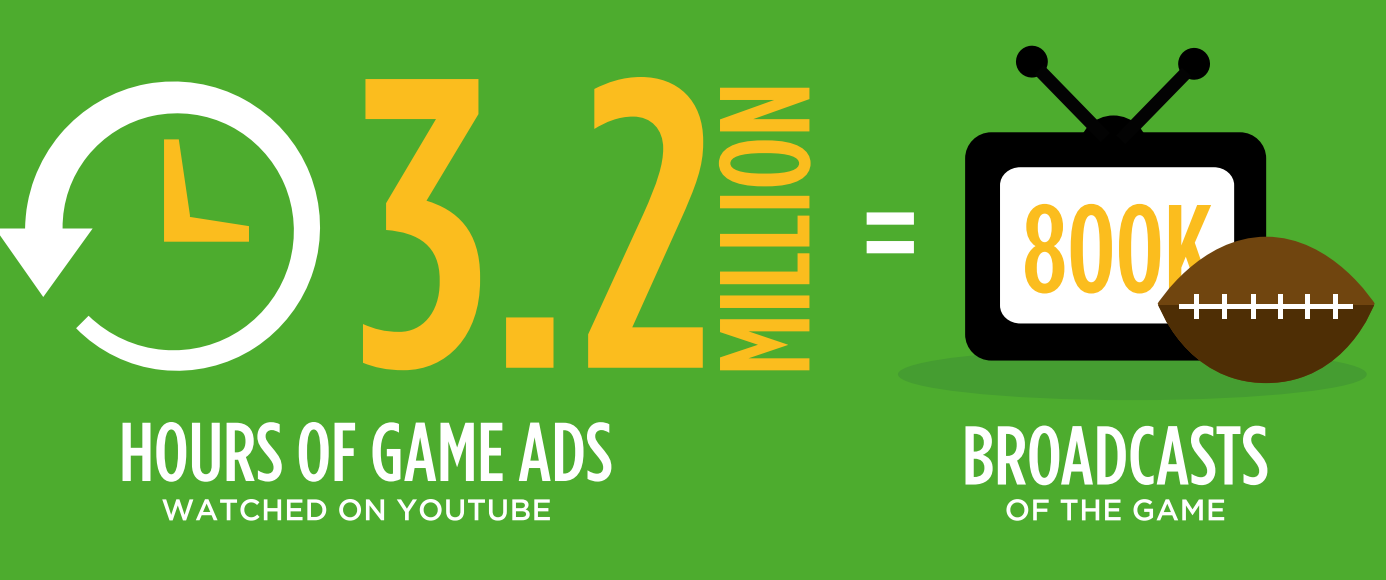
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### POST GAME

Brands that advertised during the big game saw big search spikes

IN 2013

3.4X MORE VIEWS ON ADS THAT WERE POSTED ON YOUTUBE PRIOR TO THE GAME



GOOGLE INTERNAL DATA

NOW



YOUR FAVORITE 2014 SUPER BOWL COMMERCIALS ON YOUTUBE

<http://www.youtube.com/user/adblitz>

SIGN UP FOR YOUTUBE RE:VIEW, YOUR WEEKLY DIGEST OF THE LATEST TRENDING VIDEOS AND CONTENT YOU SHOULD KNOW

[HTTP://YT.BE/REVIEWSIGNUP](http://yt.be/reviewsignup)