

# For Football Fans, IT'S MORE THAN JUST A GAME

The “big game” is no longer just a game; it’s a *month-long* series of digital moments—each one an opportunity to connect with fans through search, mobile, and video. We analyzed Google and YouTube data from 2014 to see what football fans are interested in before, during, and after the game.

**70%** of game-related searches happen in the month surrounding game day vs. the day itself <sup>1</sup>



## GAME DAY

Early January  
**PRE  
GAME**



Mobile searches related to “Super Bowl” on game day grew

**30% YoY** <sup>3</sup>

Early February  
**POST  
GAME**

Fans searched for recaps and highlights from the game with “Super Bowl highlights” up **72% YoY** <sup>4</sup>

To make the most of their video strategies, **75%** of advertisers released content before the game <sup>2</sup>



Reads about games, teams, and players

(Jan 1–19)

Searches about players and teams grew nearly

**300%**

during the first three weeks of January <sup>5</sup>



Looks up recipes to make on game day

Google and YouTube recipe searches rose

**10% YoY** <sup>6</sup>



Watches the ads

More than

**50%**

of the views of Super Bowl ads occurred prior to the game <sup>7</sup>



Catches up on popular ads

Searches for “Super Bowl ads” peaked the

**day after**

the game <sup>8</sup>



Watches clips from the halftime show

“Halftime show” queries jumped

**117%**

the day after the game <sup>9</sup>



Votes for his or her favorite ad on YouTube Ad Blitz

(Feb 1–9)

**221 years**

worth of ads watched on YouTube Ad Blitz <sup>10</sup>

### Sources

1 - Google Data, Search Query Volume, December 15 2013–February 15 2014, United States.  
2 - Visible Measures, *8 Facts Every Brand Should Know About the Super Bowl*, October 2014.  
3 - Google Data, February 2 2014.  
4 - Google Trends, February 1–9 2013 vs. February 1–9 2014.  
5 - Google Data, January 1–January 19 2013.

6 - Google Data, January 2014 vs. January 2013.  
7 - Google Data, Jan 2014–Feb 2014.  
8 - Google Trends, 2014.  
9 - Google Trends, 2014.  
10 - Google Data, 2014, United States.