

A VERY MOBILE VALENTINE'S DAY

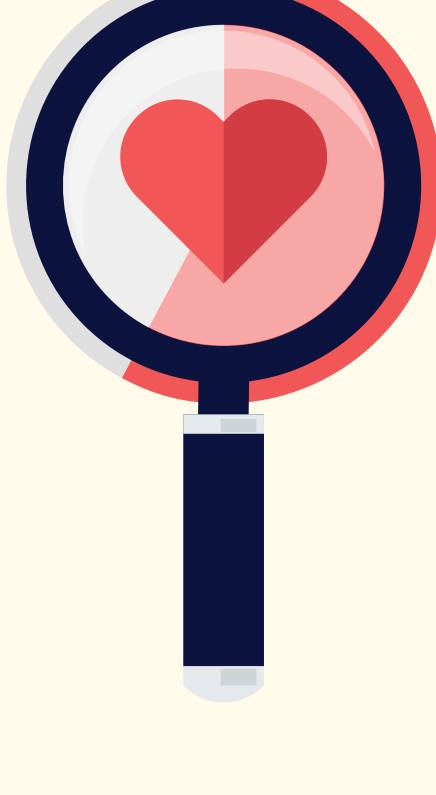
As sweethearts get in the mood for love this Valentine's Day, mobile will be more important than ever as they prep and plan romantic gestures. See how you can cosy up to consumers this Valentine's Day and beyond.

Preparing for Valentine's Day

As Valentine's Day approaches, consumers are increasingly turning to their mobiles for inspiration.¹

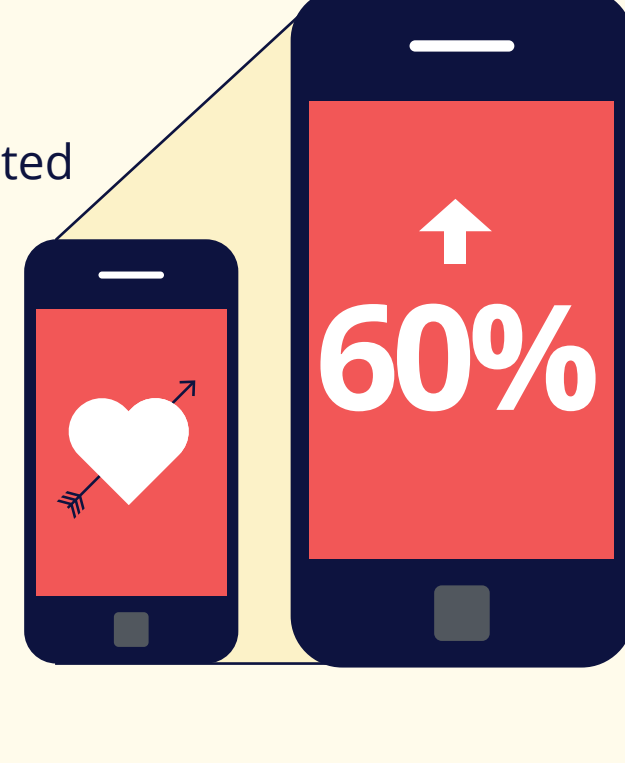
Valentine's Day related searches in the UK have increased YoY by

58%



Growth is largely driven by mobile.

Valentine's Day related searches on mobile grew YoY by



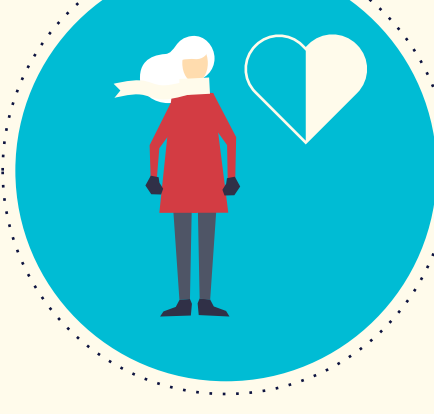
Top Valentine's Day related searches



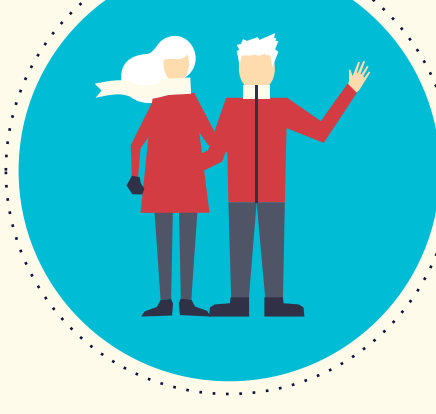
how to make a valentine's card



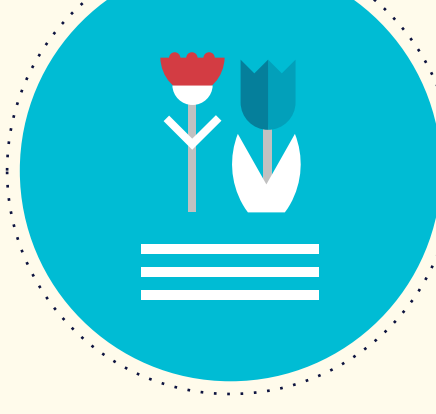
what to get your boyfriend for valentine's day



what to do on valentine's day if you are single



what to do for valentine's day



what to write in a valentine's card

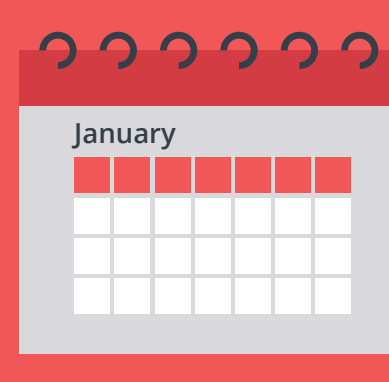
Shopping for Someone Special

Girls are much better prepared than guys.¹

Searches for

'Gifts for Boyfriend'

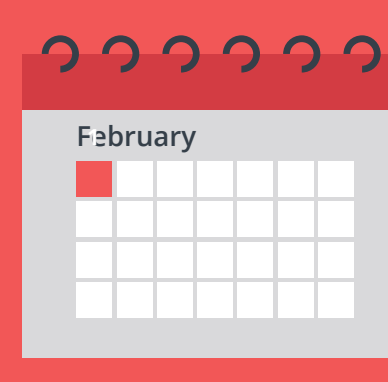
begin in the first week of January



Searches for

'Gifts for Girlfriend'

remain flat until February 1st



And there were **4x** as many searches for 'gifts for boyfriend' than 'gifts for girlfriends'.

Connect with consumers when they are shopping for their special someone.

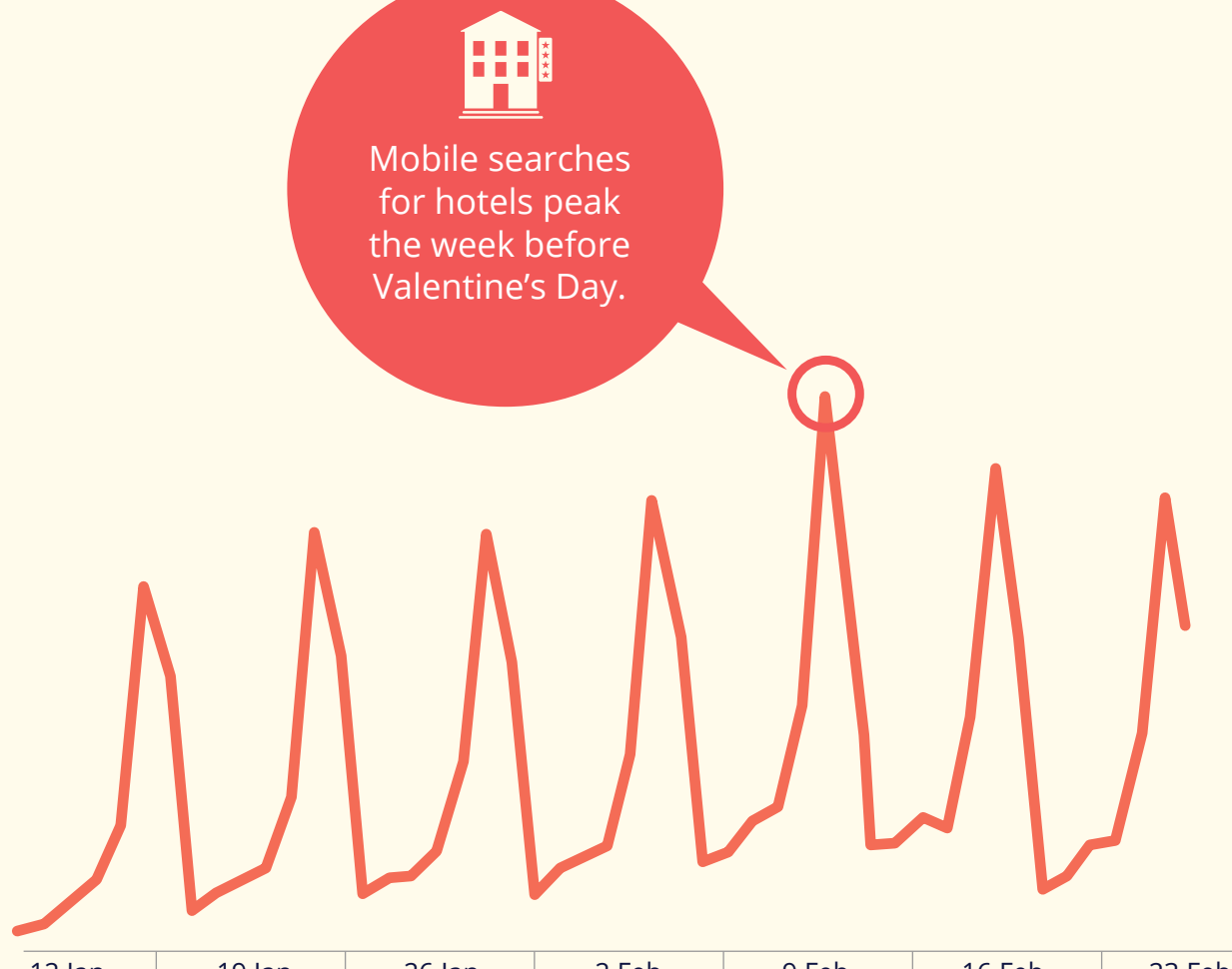


52% of consumers researching on their smartphone agree that they have visited a store or made a purchase after seeing a company's messaging when it's most relevant to them.²

Researching a Romantic Retreat

Many will turn to mobile to help plan a special getaway.¹

% of searches for "hotels" on mobile, UK

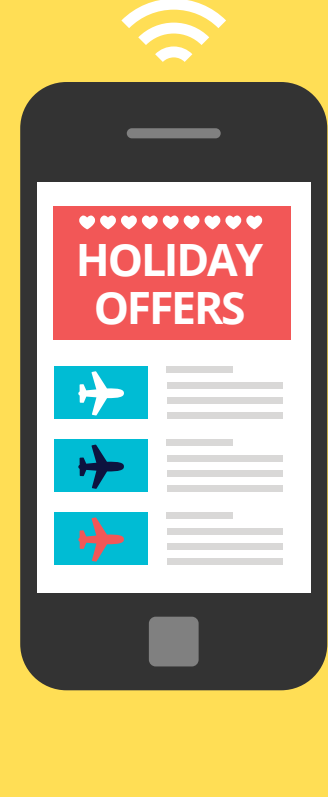


Connect with consumers when they are planning a couple's escape.



70% of smartphone users use their device when they are shopping for travel related products.²

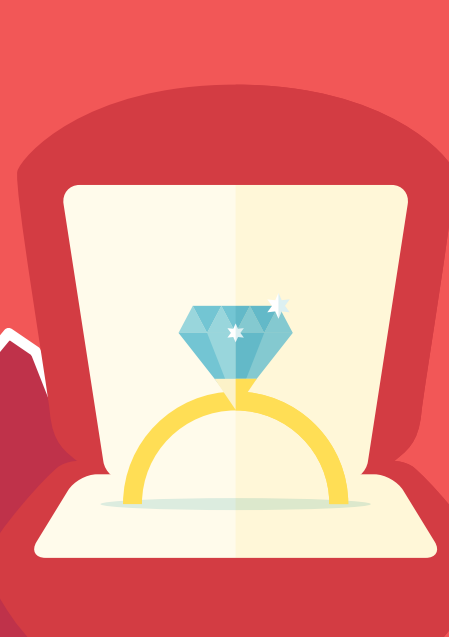
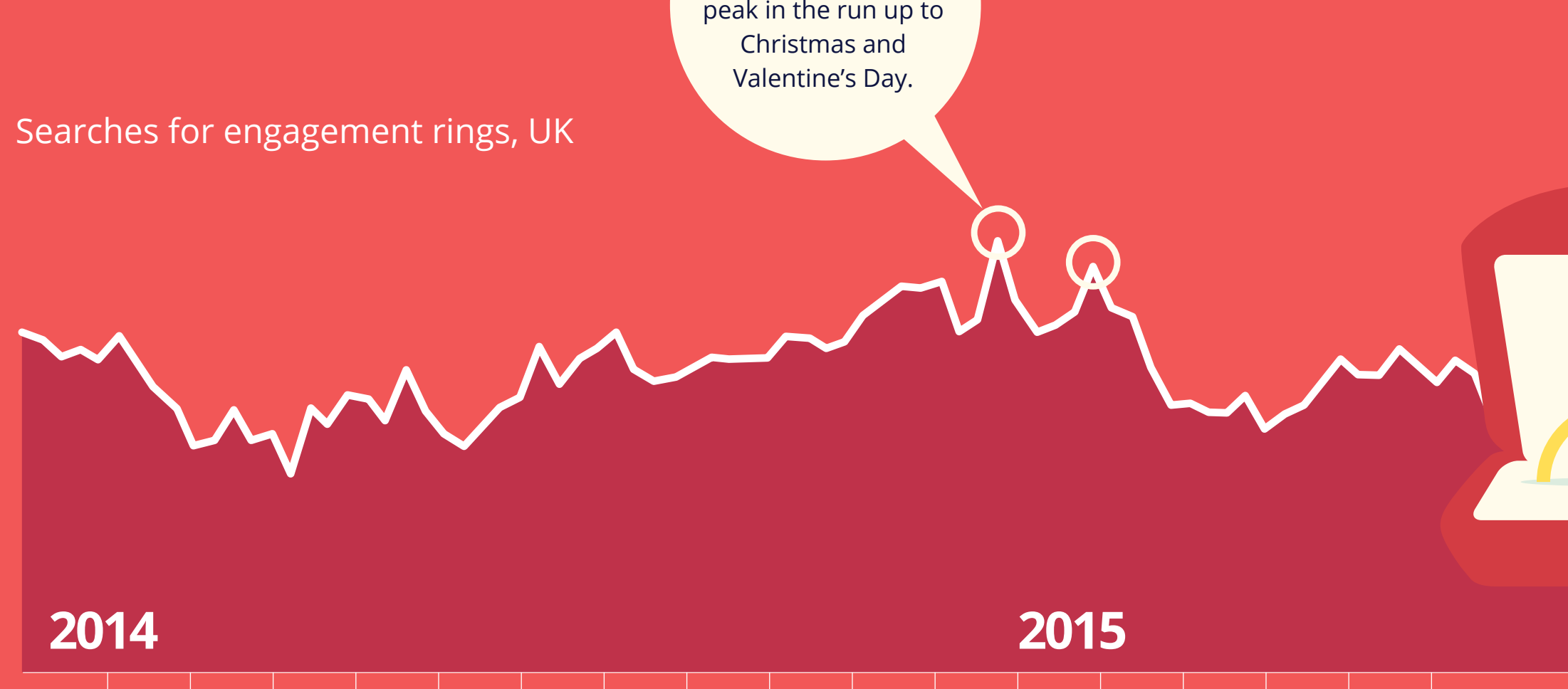
45% of those who have researched on a smartphone have considered a travel brand that they wouldn't usually consider, due to relevant information available on their device.²



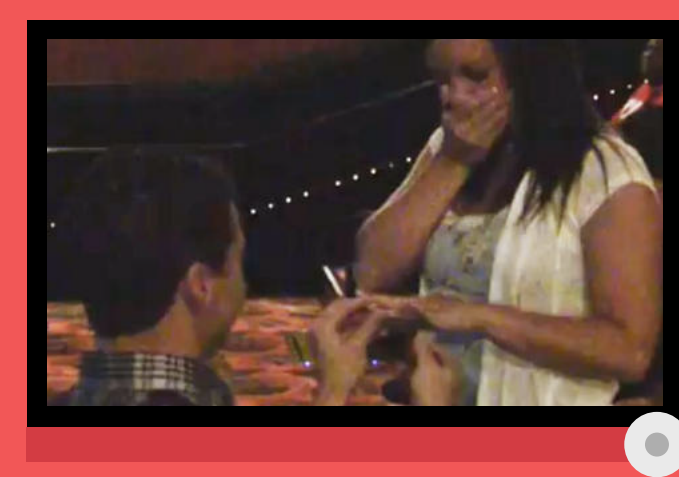
Planning to Pop the Question

Lovers turn to YouTube as well as Search for tips to plan the perfect proposal.¹

Searches for engagement rings, UK

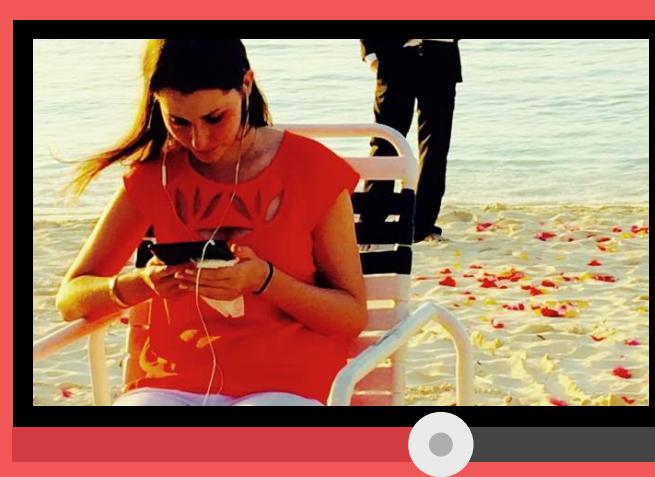


Top Proposal videos on YouTube³



Greatest Marriage Proposal EVER!!!

32.6M Views



Best Marriage Proposal of 2015 (Warning: Will Make You Cry!) - 365 Day Proposal

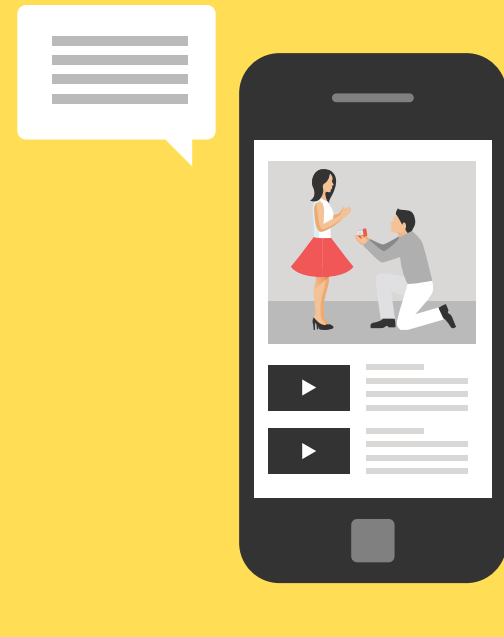
27M Views



Best Wedding Proposal Ever!! (The Americana at Brand, Glendale, CA)

21M Views

Connect with consumers on YouTube while they prepare to propose.



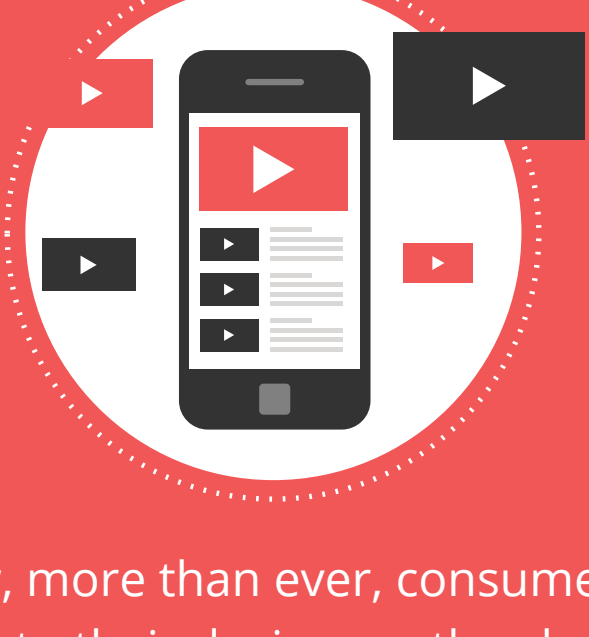
83%

of under 35s agree that they can find a YouTube video on anything they want to learn or do.²

Winning the moments that matter this Valentine's day



Great timing is crucial when it comes to love, and for marketing!



Now, more than ever, consumers turn to their devices as they look for inspiration or information, and expect immediate and relevant answers.



To win, brands need to be there in the moment with timely, relevant messages to connect with consumers when it matters most.

Sources

- 1) Google Internal Data, UK, 2015
- 2) Ipsos Moments that Matter Research, June 2015, UK
- 3) YouTube.com, January 2016

thinkwithGoogle