

# How the Big Game Played Out on the Second Screen



Commercials during the Super Bowl don't just make us laugh or cry—they also make us search. This year, there were more than 7.5 million incremental searches for the brands advertising during the game, which was 40% higher than searches for brands during last year's game. This searching represents a 7X response rate compared to a typical TV ad, even after normalizing for audience size.<sup>1</sup> Second-screen searching—whether it's to re-engage with the ad, to learn more about the product, or to purchase—is a powerful indication of brand interest. For brands, that means a presence on the big screen isn't complete without a strategy for the small screen, too.

**Powered by Adometry TV Attribution technology, here's a look at the incremental Google and YouTube searches that were specifically driven by the airing of the ads during this year's big game.**

## THE SECOND SCREEN

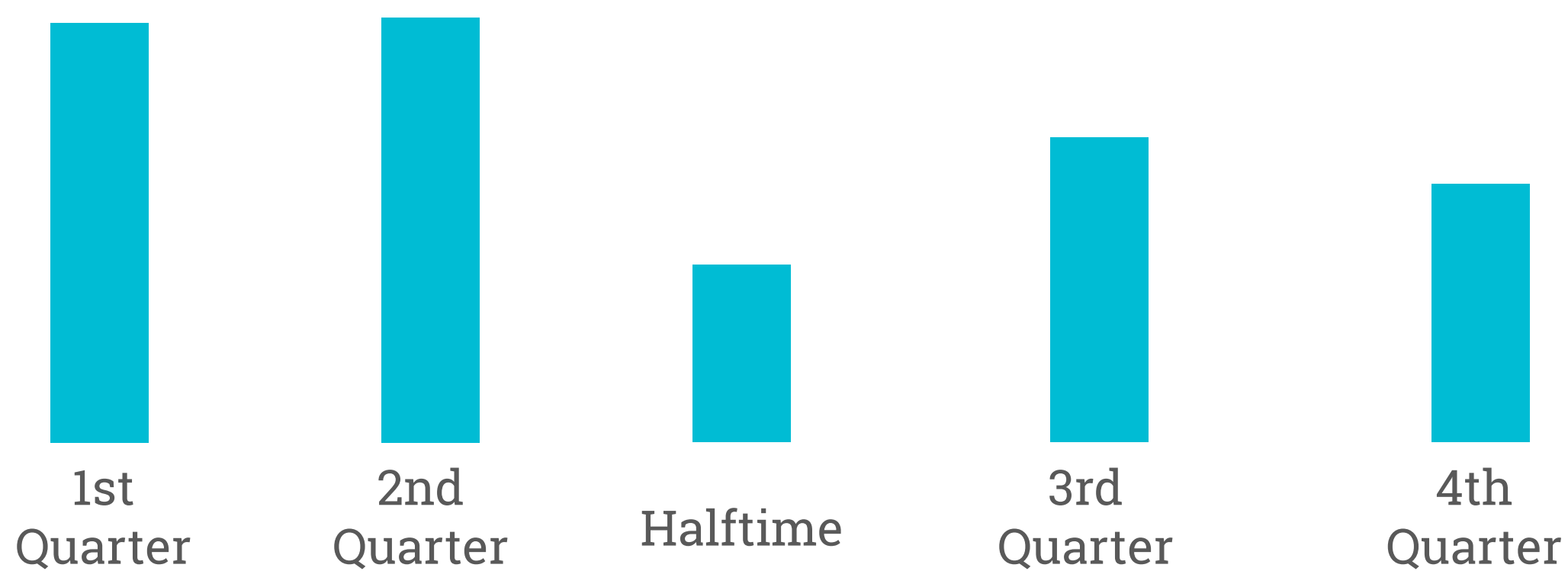
During the big game, the majority of TV-ad-driven searches happened on mobile, increasing from 70% to 82% year over year.



## SEARCHES DURING THE GAME

Peyton Manning saw a much different outcome at this year's Super Bowl vs. his 2014 appearance, and the search data tends to reflect the story. There was strong search volume for brands advertising during the game in the first half, with a slow decline over the course of the second half. This pattern is consistent with last year's neck-and-neck finish, suggesting that exciting game finishes result in lower ad-engagement late in the game. Conversely, when the Seahawks blew out the Broncos in 2014 (43 to 8), the TV-ad-driven searches increased during the 2nd half when the game itself may have been "boring" relative to the ads.

### 2016 TV-AD-DRIVEN SEARCHES BY QUARTER



## THE MOST-SEARCHED BRANDS

In 2016, ads for these brands during the big game drove the greatest volume of searches:<sup>2</sup>

- |   |   |
|---|---|
| 1 Audi, "Commander"                               | 6 20th Century Fox, <i>Independence Day</i> Trailer |
| 2 Acura, "What He Said"                           | 7 Amazon, "#BaldwinBowl Party"                      |
| 3 Universal Pictures, <i>Jason Bourne</i> Trailer | 8 Doritos, "Ultrasound"                             |
| 4 Honda, "A New Truck to Love"                    | 9 Disney, <i>Jungle Book</i> Trailer                |
| 5 Kia, "Walken Closet"                            | 10 Jeep, "4x4Ever"                                  |

## WHAT THIS MEANS FOR YOUR BRAND



Micro-moments—when a consumer turns to a device to know, go, do, or buy—happen all the time, even in front of the TV. Whether people are tuning into the Super Bowl or their favorite TV show, they use their smartphones to search for information triggered by what they're watching. That means that if you advertise on the big screen, you also have to think about how you engage people on the small screen. Be there, and be useful to them for all types of TV-ad-driven moments—from "I want to learn about that product" to "I want to watch that ad again" to "I want to buy that."

### SOURCING

- <sup>1</sup> The incremental TV-ad-driven searches refer to search queries during the course of the game that are specific to the brands being advertised and that are modeled to be attributable to the airing of the commercial itself. For example, searches for "Axe", "Axe deodorant", "Axe commercial", "Axe ingredients", etc. that are incremental to what is scientifically determined to be the baseline level of those searches.
- <sup>2</sup> The brand search rankings are based on total volume of incremental searches for the advertised brand (across both Google and YouTube) as specifically driven by the airing of the Super Bowl commercial. i.e. The TV-ad-driven search volume for those brands.