
February 14, 2025

Question of the Week:

“How much do Super Bowl ads drive consumer action, like search?”



The Super Bowl drives mid-funnel results for all types of advertisers and strategies

Raise awareness. Create interest. Enhance brand perception. Build momentum. Introduce a new brand or product. Establish relevancy and brand fame. Drive sales. Gain market share. Test and learn.

There were **several objectives and strategies** that advertisers had for their Super Bowl spot(s), but **regardless of their goal**, the massive audience and live, engaging content of **multiscreen TV delivered mid-funnel outcomes, by driving significant lifts in branded search** for brands of all types.

From an advertising perspective, the **Super Bowl is for everyone** – well-established companies, young brands, first time advertisers, new products, local market targeted advertisers and everything in between.

And the results are in across our analysis of 15 Super Bowl advertisers: brands saw anywhere **between a 2x – 50x immediate lift in branded search** from curious consumers on Super Bowl night.

These results highlight the power of truly premium video but are not an anomaly. As we have shown in other recent analyses – **Breaking Through** and **Welcome to TV** – **multiscreen TV consistently drives consumer action for brands of all stripes and messaging**, with the Super Bowl being just the latest example.

The Super Bowl delivers outsized mid-funnel results for all types of advertisers across a variety of marketing strategies



1

'First Time'
Super Bowl
TV Advertisers

2

'Consistent'
Super Bowl
TV Advertisers

3

'Returning Player'
Super Bowl
TV Advertisers

4

'Lapsed but Back'
Super Bowl
TV Advertisers

5

'Young'
Life Stage
Brands

6

'Well Established'
Life Stage
Brands

7

Product Line
Extensions

8

Challenger
Brands

9

Women-Targeted
Products & Services

10

'Direct-to-Consumer'
Brands

11

'Business-to-Business'
Companies

12

App-Based
Products & Services

13

Global Brand
Introduction to the U.S.

14

Regional Markets
Focused

15

Local Market
Targeted

[click through the appropriate box if you would like to be brought directly to the corresponding slide](#)

To understand the effect that Super Bowl ads have on mid-funnel outcomes, we **analyzed Google Search Trends for 15 advertisers** – one from each bucket on the previous page

How to read the charts:

Google Search Index = represents search interest relative to the highest point during a specific time period for a given region, a value of **100 is the peak popularity for the term**, a value of 50 means that the term is half as popular.

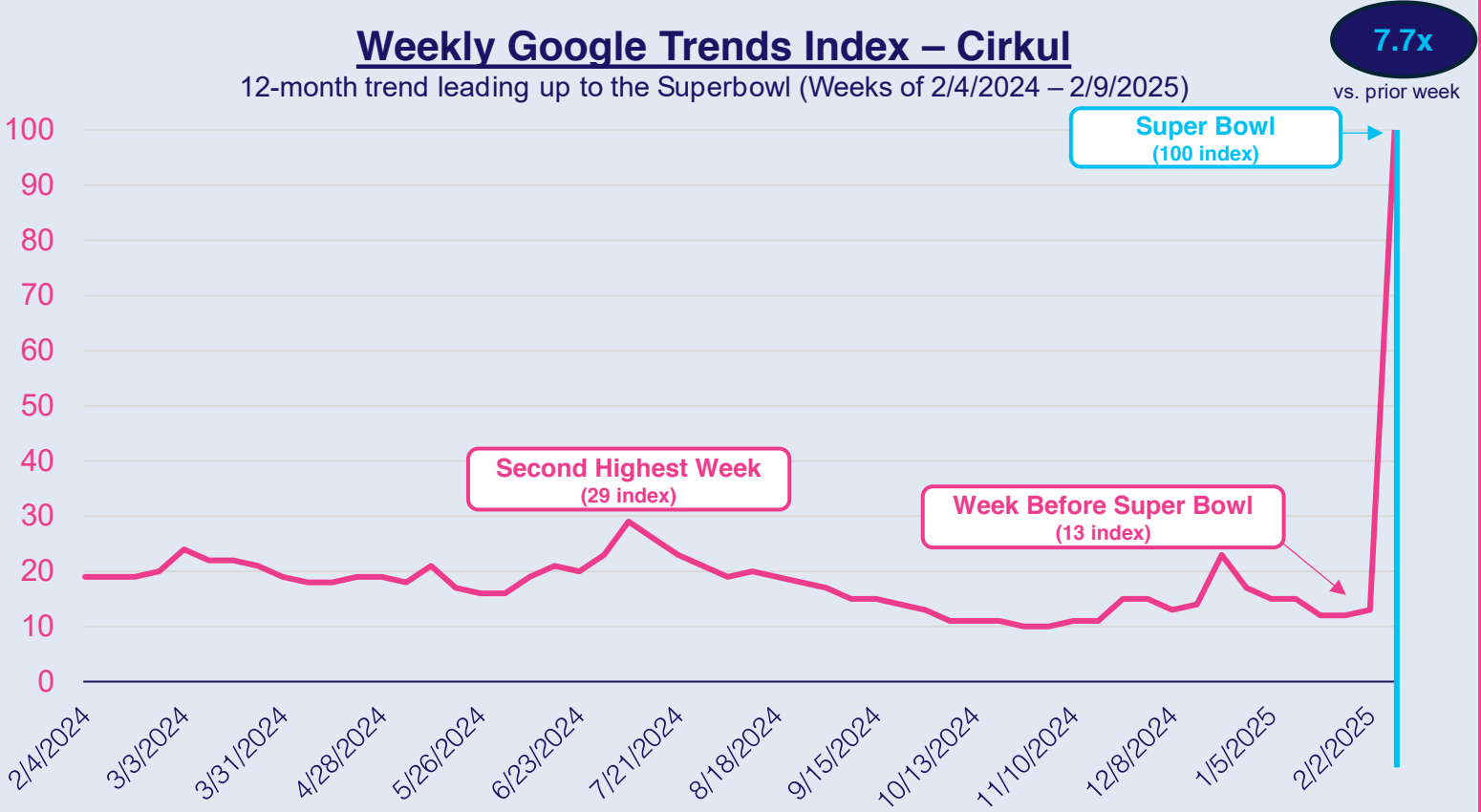


Cirkul: A first-time Super Bowl advertiser, this water bottle brand's goal was to continue its rapid growth by building awareness among a mass audience

▶ Search increased almost 8x on Super Bowl night vs. week prior and was 3.5x higher than the second highest week over the last 12 months

Weekly Google Trends Index – Cirkul

12-month trend leading up to the Superbowl (Weeks of 2/4/2024 – 2/9/2025)



“Now a rapidly growing and profitable company with our own US-based manufacturing, we’re ready to introduce a bigger audience to Cirkul and take the brand to the next level, and our first Super Bowl ad is the perfect way to kick that off.”

Garrett Waggoner
 CEO & Co-Founder, Cirkul
 (Little Black Book, 2/6/25)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LIX. Click here to view Cirkul's Super Bowl commercial (via iSpot.tv).

Bud Light: A long-time advertiser that utilized its Super Bowl ad to enhance their brand perception among a mass audience

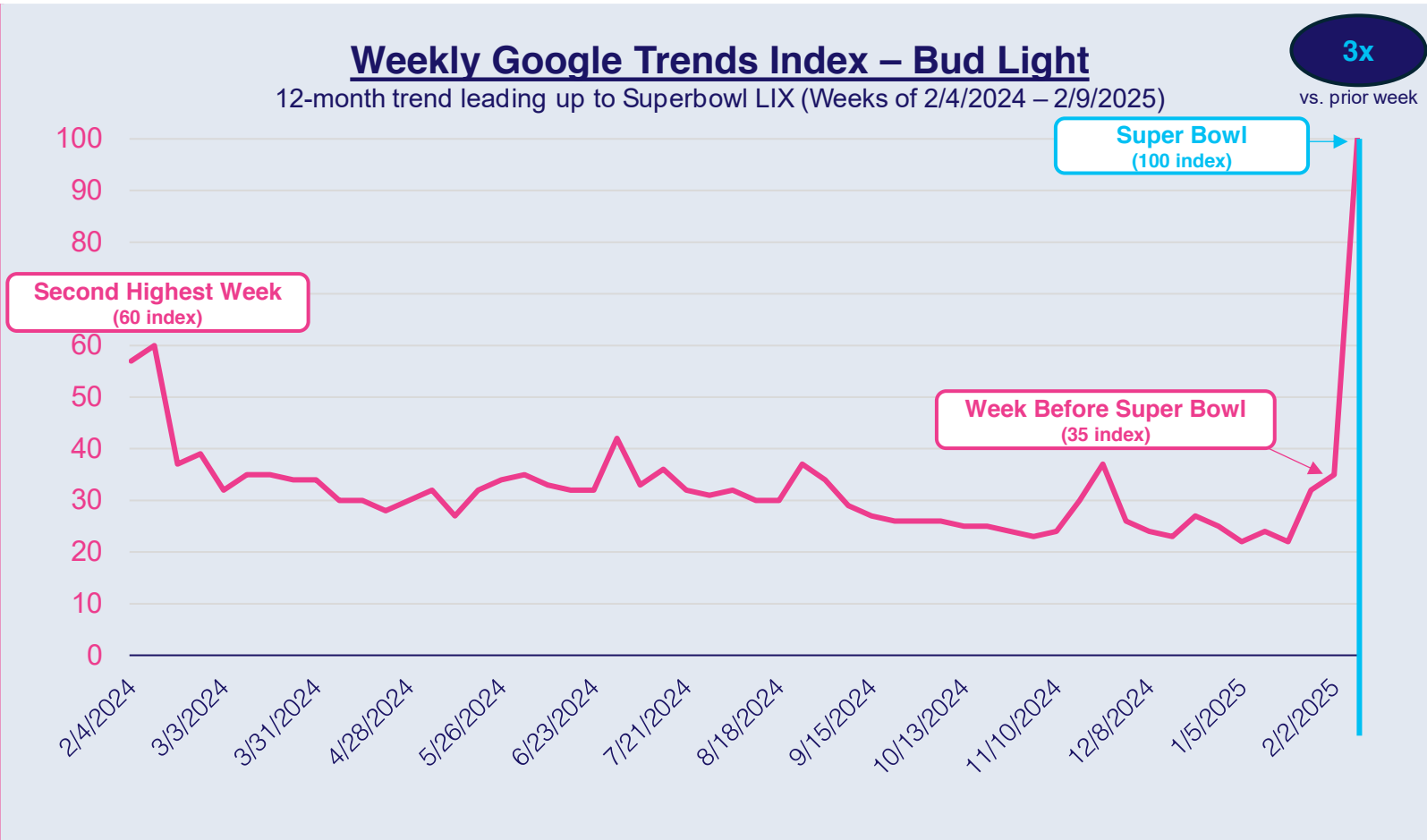
► Search increased **3x** on Super Bowl night vs. week prior and was **67% higher** than the second highest week over the last 12 months (last year's Super Bowl)



“Humor has been a staple for Bud Light advertising for years, and **there’s no bigger stage to make people laugh than the Super Bowl**, so we really wanted to lean into the humor, and I think we’ve landed that with our spot this year.”

Todd Allen

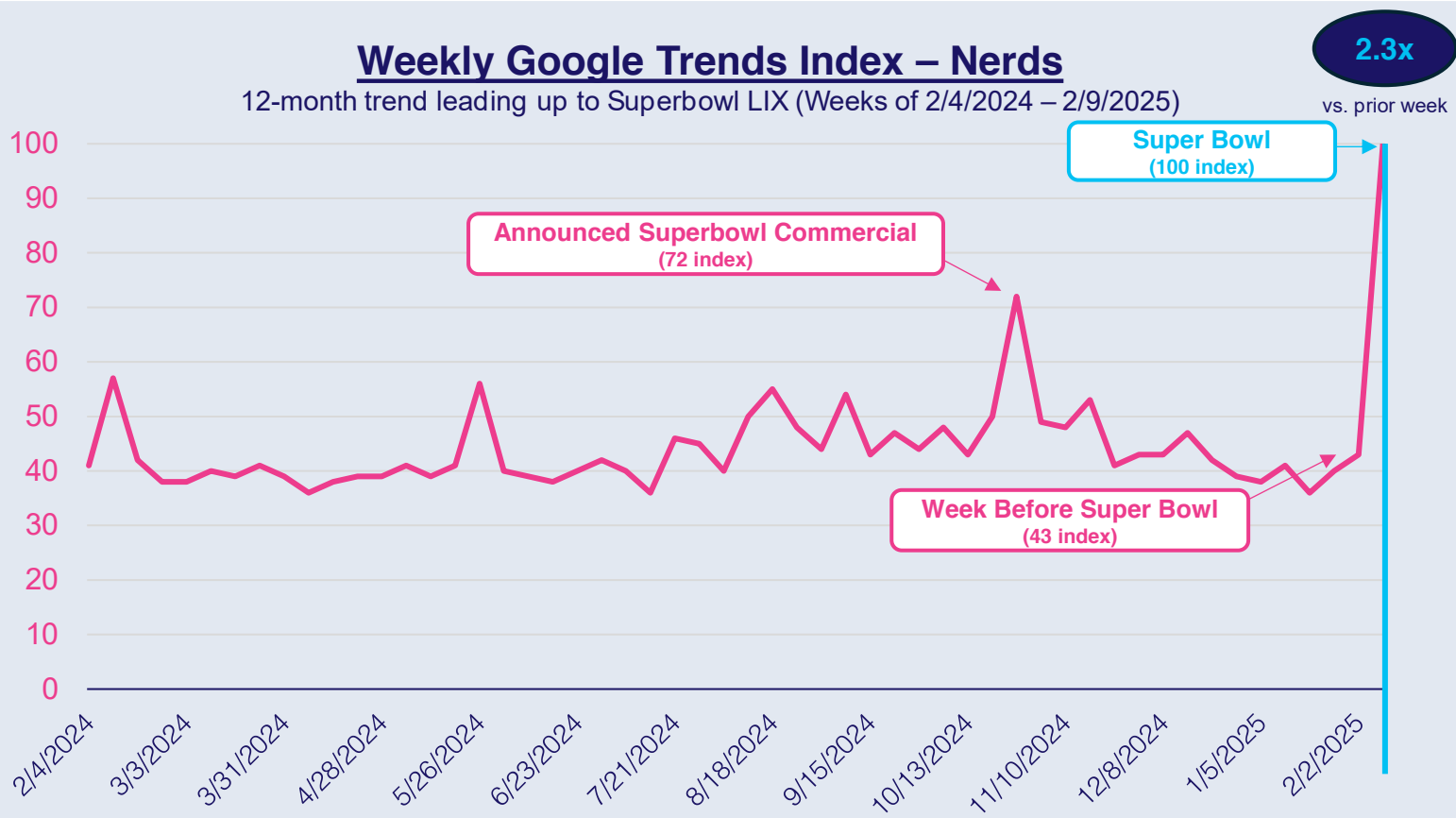
SVP of Marketing, Bud Light
(The Hollywood Reporter, 1/30/25)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LIX. [Click here to view Bud Light's Super Bowl commercial](#) (via iSpot.tv).

Nerds: After a successful 2024 Super Bowl debut, the brand returned to the Big Game to **expand awareness** across more people

▶ Search **more than doubled** on Super Bowl night vs. week prior and was **39% higher** than the second highest week over the last 12 months (SB TV spot announcement)



“After the tremendous Nerds response following our Big Game activation earlier this year...**we knew we had to come back and make another splash.** While we have grown household penetration, we **want to introduce more people to our incredible Nerds brand.** We look forward to re-engaging with fans and taking Nerds **back to the world’s biggest stage.**”

Greg Guidotti
CMO, *Ferrara Candy Co., Inc*
(Candy USA, 11/13/2024)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: [Light blue line marks the date of Super Bowl LIX.](#) [Click here to view Nerds' Super Bowl commercial](#) (via iSpot.tv).

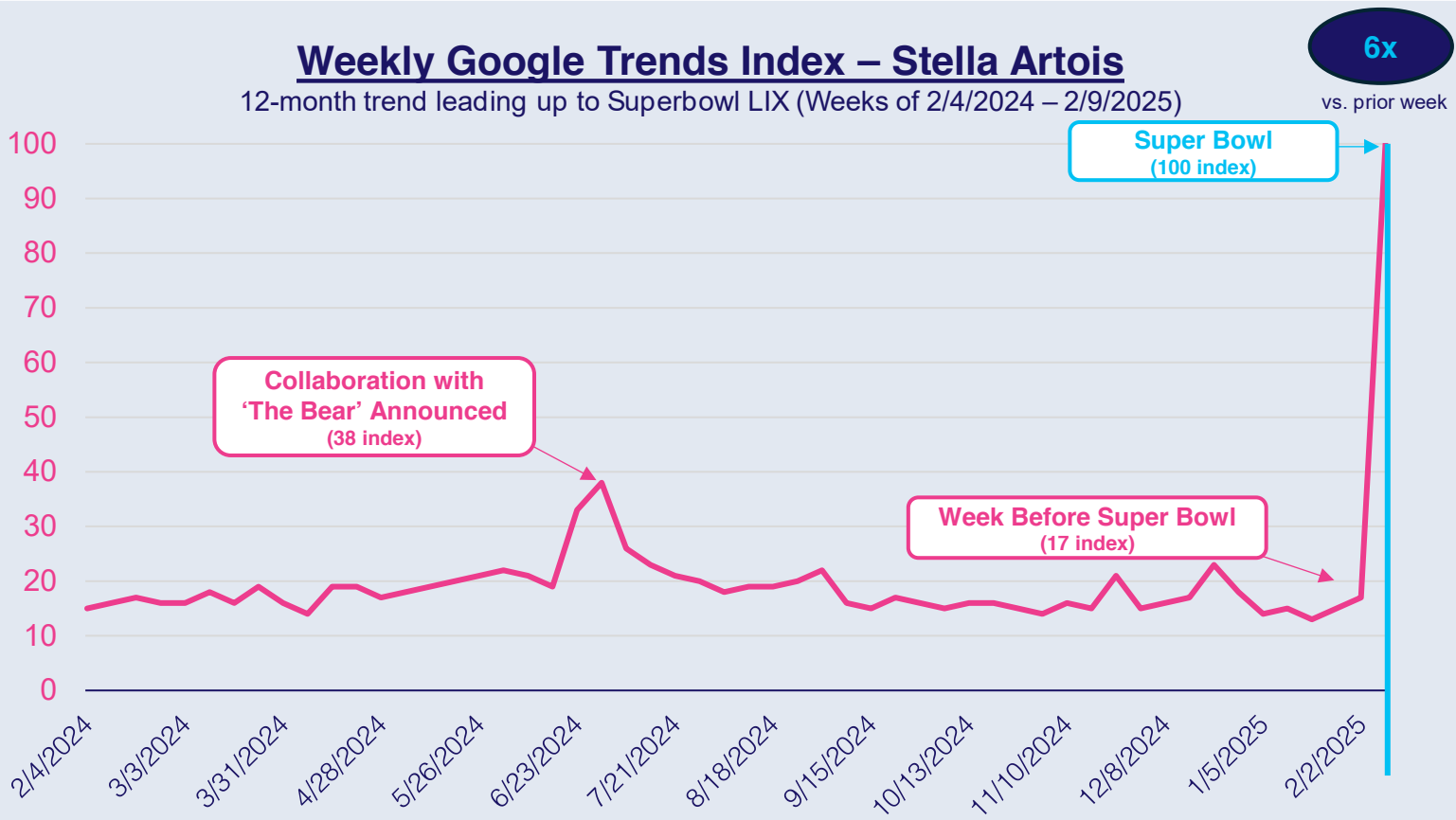
Stella Artois: After a six-year hiatus, the brand returned to the Super Bowl and leveraged David Beckham and Matt Damon to **build on momentum**

▶ Search **increased 6x** on Super Bowl night vs. week prior and was **2.6x higher** than the second highest week over the last 12 months ('The Bear' announcement)



“The Super Bowl [...] is **arguably the biggest moment to kick off the year**. We saw a **massive opportunity to build on the strong momentum** built in 2024 by doubling down and making a statement.”

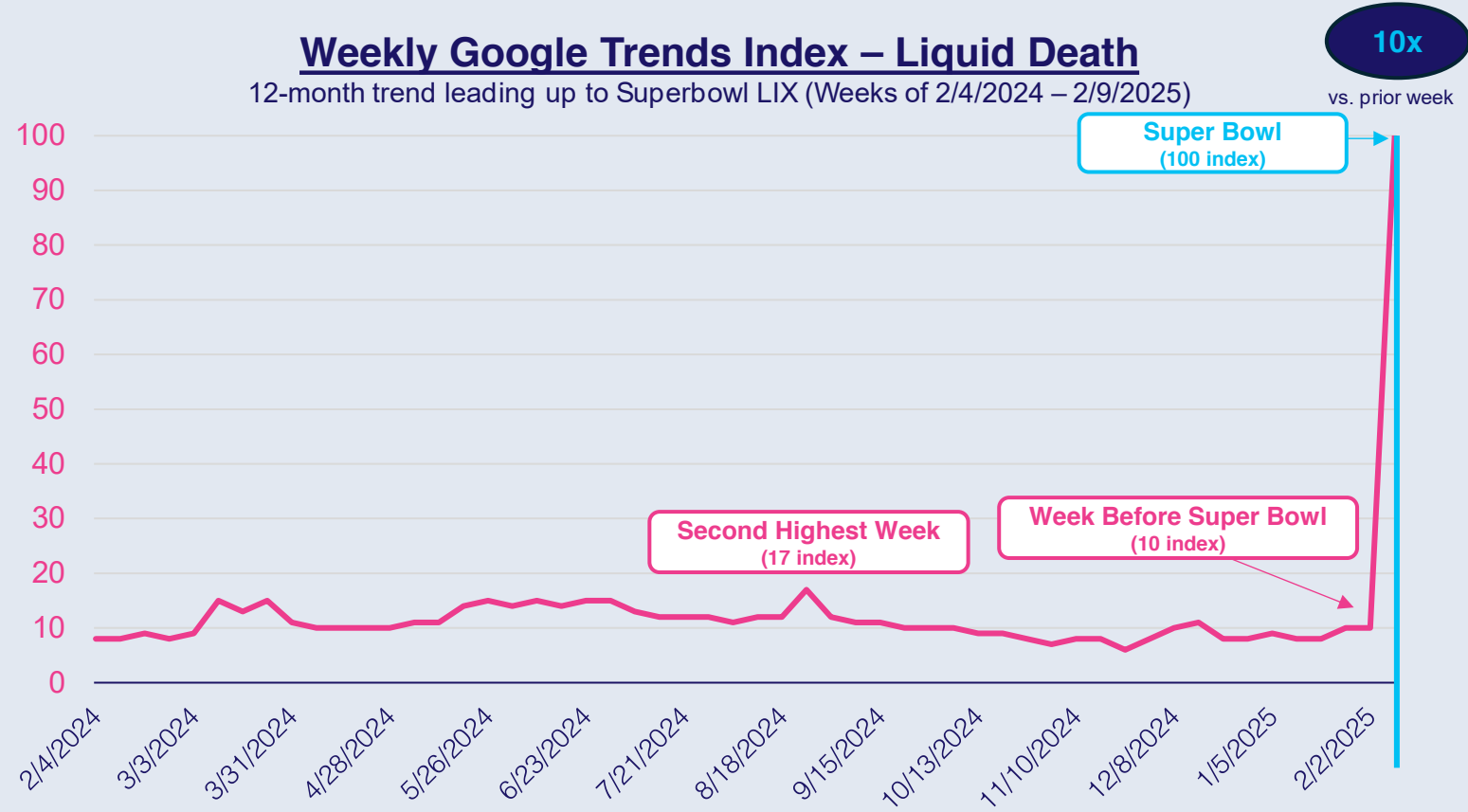
Chris Jones
VP of Marketing for Premium Brands,
Anheuser-Busch InBev
(The Drum, 2/4/25)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LIX. [Click here to view Stella Artois' Super Bowl commercial](#) (via iSpot.tv).

Liquid Death: Less than seven years after their founding, the brand invested in a Super Bowl ad to introduce themselves to new audiences

▶ Search increased 10x on Super Bowl night vs. week prior and was almost 6x higher than the second highest week over the last 12 months



Liquid Death

“While we have a massive audience of loyal fans, the Super Bowl is a great opportunity to **introduce ourselves to new people** and **educate everyone** about our entire line of healthy beverages.”

Andy Pearson
VP of Creative, *Liquid Death*
(Muse by Clios, 2/9/25)

“[There is] no cheaper way to reach over **100 million unique people** who want to pay attention to the commercials.”

Mike Cessario
CEO, *Liquid Death*
(Adweek, 2/9/25)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LIX. [Click here to view Liquid Death's Super Bowl commercial](#) (via iSpot.tv).

Pringles: Introduced in 1968, this nearly sixty-year-old brand invested in a Super Bowl ad to seek out fame and relevancy among consumers

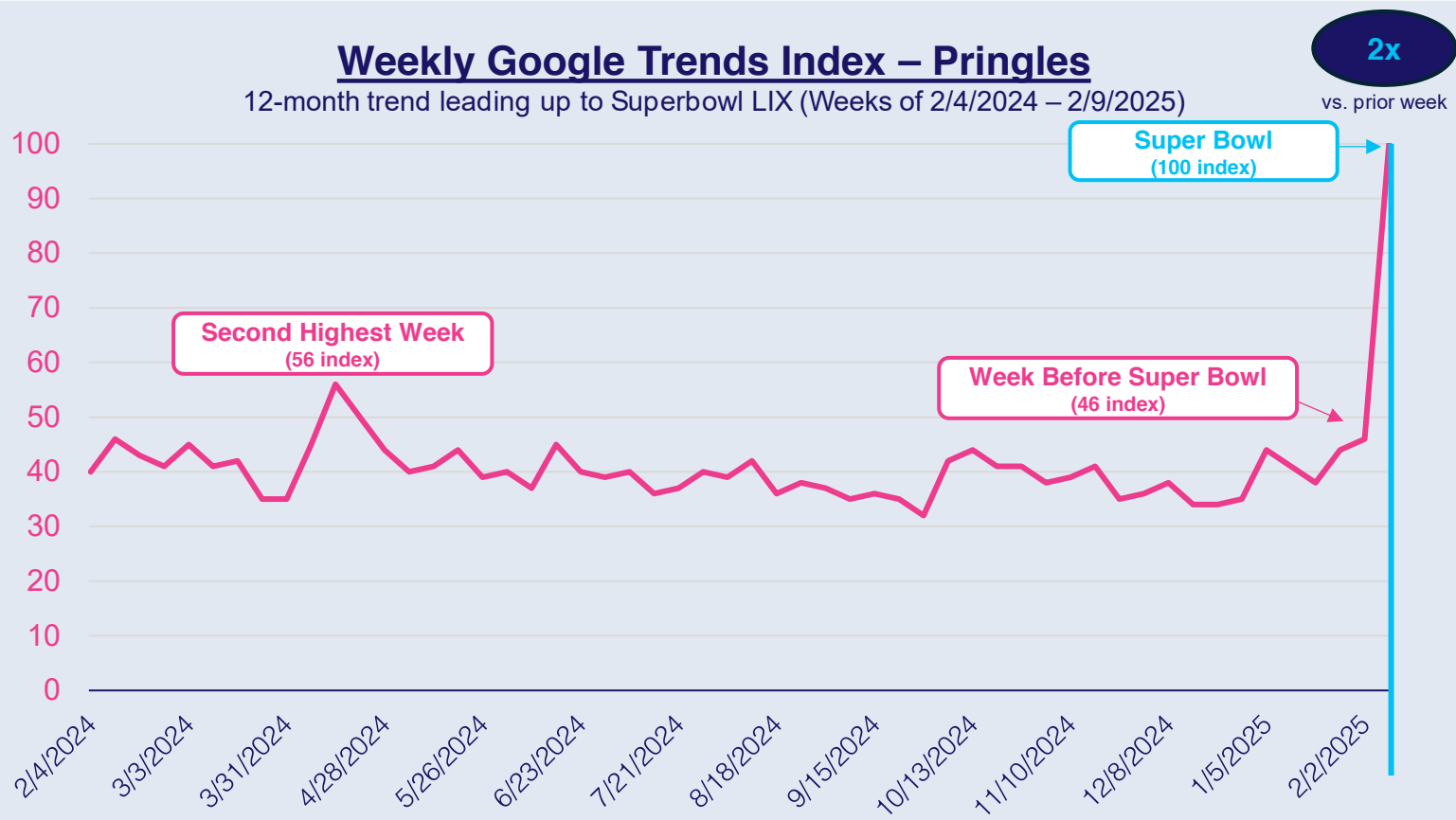
▶ Search more than doubled on Super Bowl night vs. week prior and was 79% higher than the second highest week over the last 12 months



“We are seeking fame. I think we’re doing it in a way that is really ownable and recognizable by us.”

Sarah Reinecke

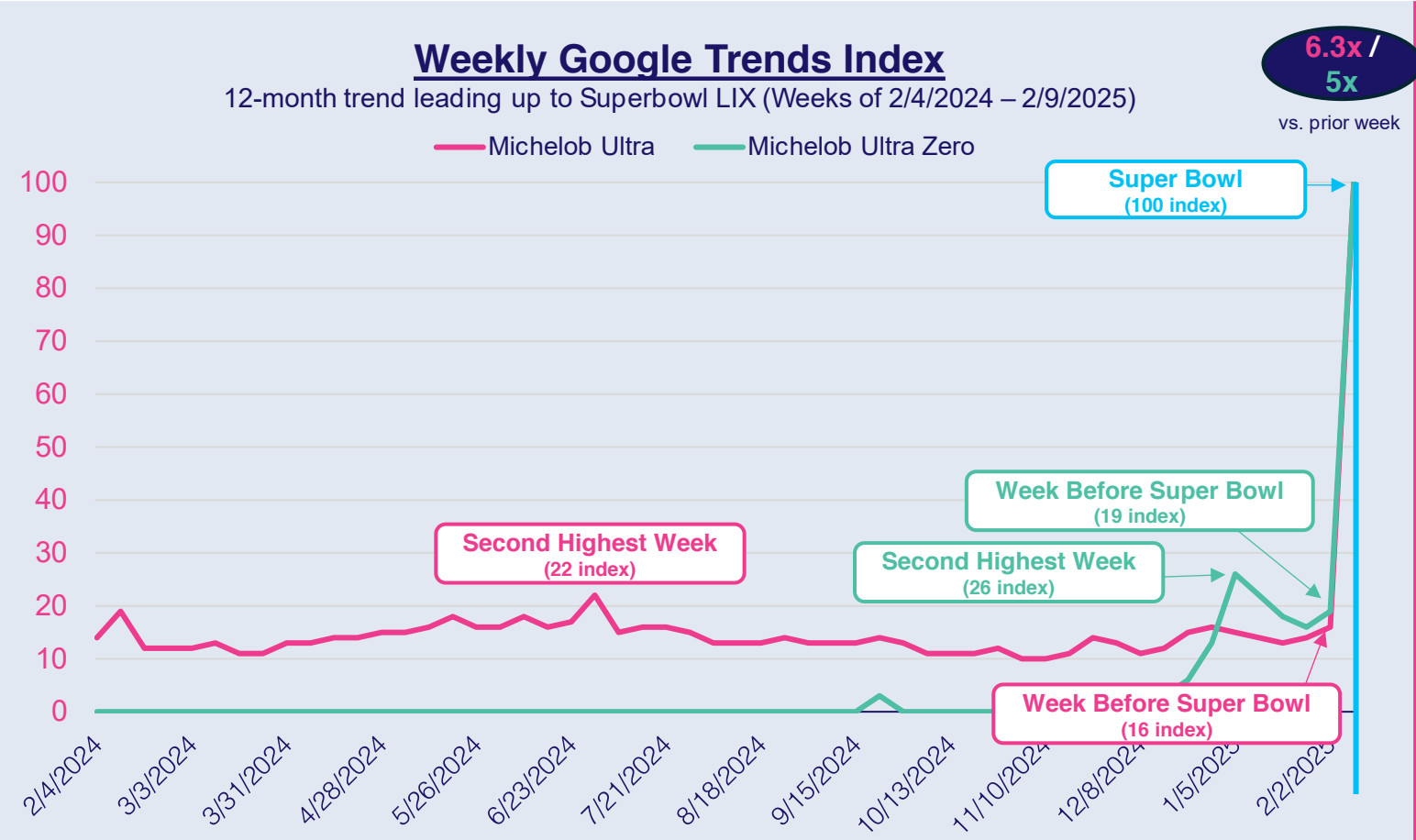
US VP of Salty Snack Marketing, Kellanova
(Marketing Brew, 2/4/25)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LIX. [Click here to view Pringles' Super Bowl commercial](#) (via iSpot.tv).

Michelob Ultra: Leveraged their Super Bowl ad to build awareness for their non-alcohol beer label, Michelob Ultra Zero, within the spot

► Search increased more than 5x on Super Bowl night vs. week prior for both Michelob Ultra and Michelob Ultra Zero and was +3.5x higher than the second highest week



“We have an exciting full-year dedicated campaign [for Zero] combined with moments where we will leverage our Michelob Ultra assets media placements in high viewership sports moments like the Super Bowl, the FIFA Club World Cup and the NBA Finals.”

Ricardo Marques
VP of Marketing, *Michelob Ultra*
(Ad Age, 1/15/25)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LIX. [Click here to view Michelob Ultra's Super Bowl LIX commercial](#) (via iSpot.tv).

poppi: A challenger brand in a highly competitive category invested in a Super Bowl ad to gain market share by increasing awareness

▶ Search increased 10x on Super Bowl night vs. week prior and was almost 6x higher than the second highest week over the last 12 months

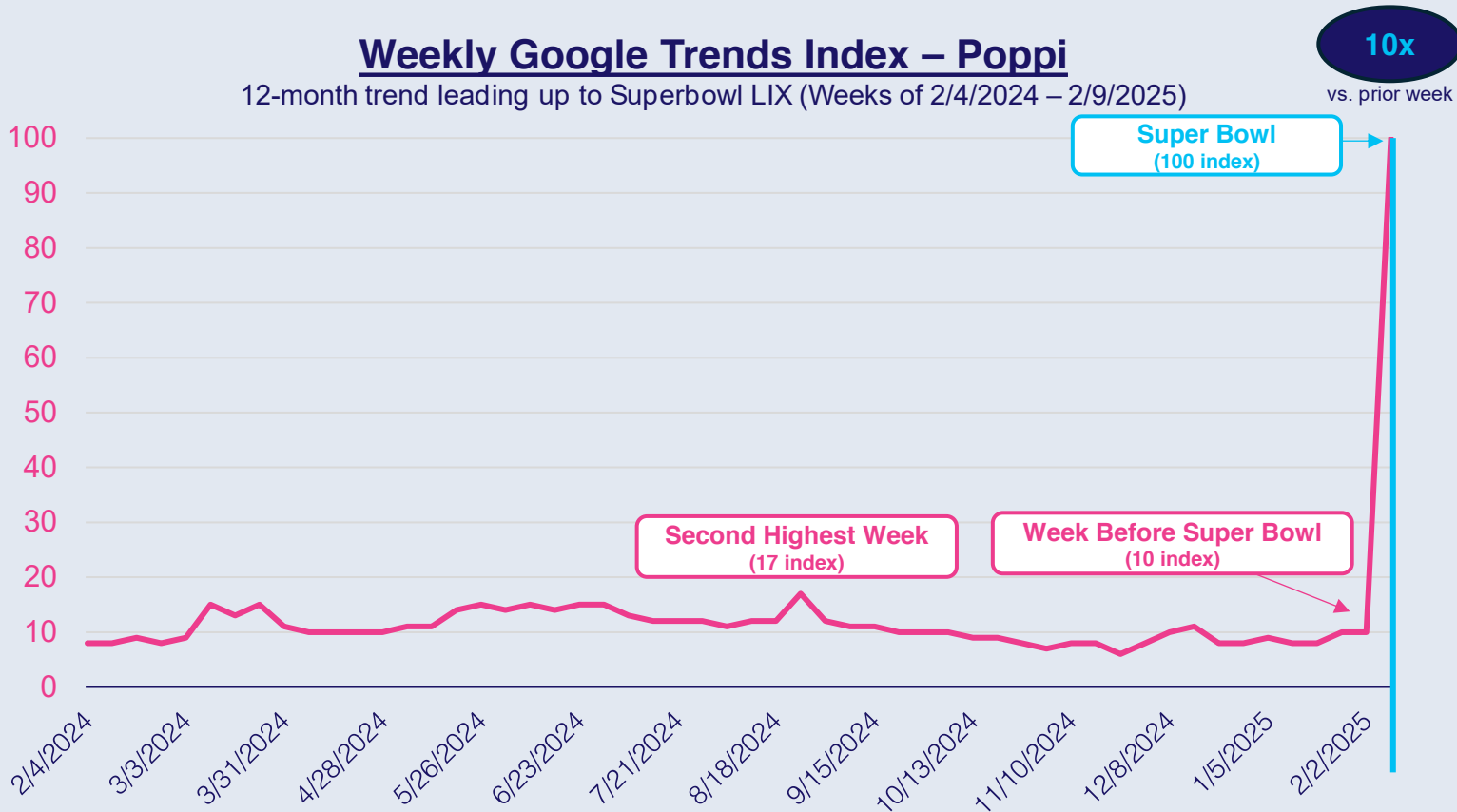


“There is no bigger soda moment than the Super Bowl, and we’re thrilled to have been a part of it for the second year in a row. This is the biggest way to reach a mass audience and introduce new fans to the poppi brand.”

Allison Ellsworth
Co-Founder, *poppi*
(PR Newswire, 2/9/25)

Weekly Google Trends Index – Poppi

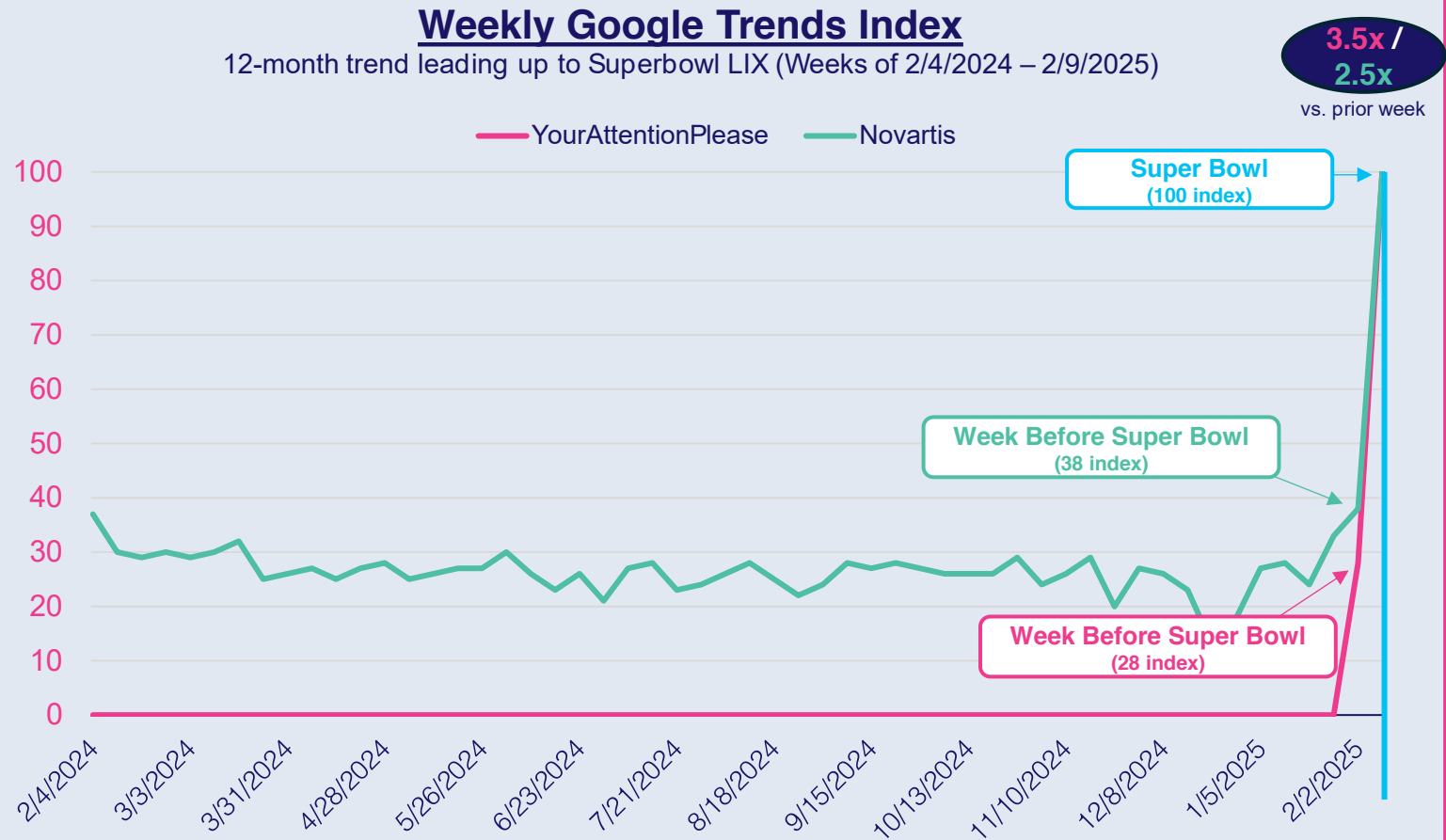
12-month trend leading up to Super Bowl LIX (Weeks of 2/4/2024 – 2/9/2025)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LIX. [Click here to view poppi's Super Bowl commercial](#) (via iSpot.tv).

Novartis: Drove search of their own brand and the ‘YourAttentionPlease’ website through their Super Bowl ad on breast health targeting women

▶ Search more than doubled on Super Bowl night vs. week prior for both ‘YourAttentionPlease.com’ and Novartis



“What we’re trying to do is use this platform [Super Bowl] to enable an action to be taken. Women’s attention on the Super Bowl these days, and in football specifically, is a real opportunity to [put out] this larger message. It really is about reframing the narrative.”

Gail Horwood

CMO & Chief Experience Officer, *Novartis*

(Adweek, 2/10/25)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LIX. [Click here to view Novartis’ Super Bowl commercial](#) (via iSpot.tv).

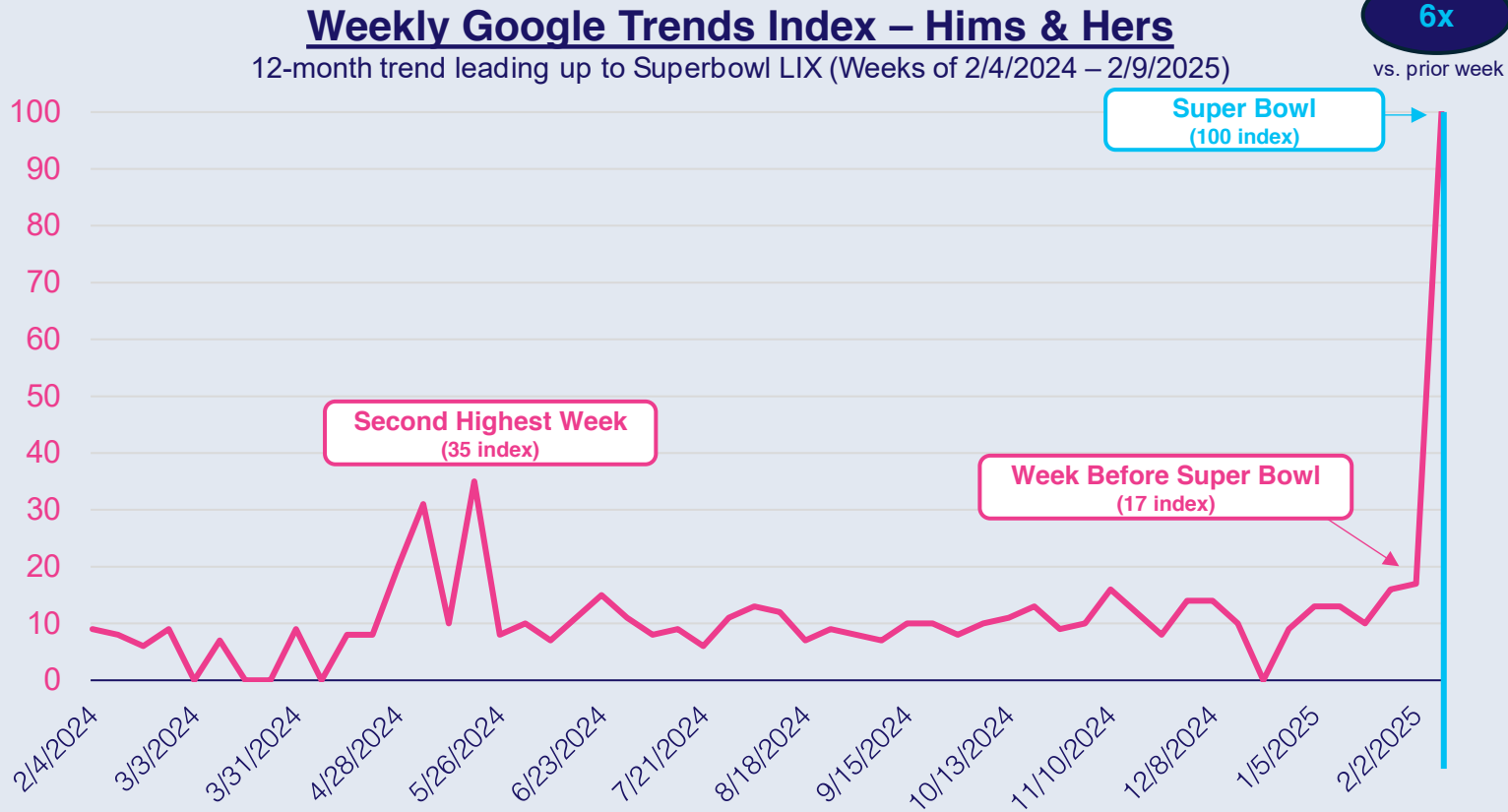
Hims & Hers: Launched a Super Bowl ad for the first time to raise awareness on the impact of obesity through their new GLP-1 medication

▶ Search increased 6x on Super Bowl night vs. week prior and was almost 3x higher than the second highest week over the last 12 months

hims & hers

“We’re advertising at the Big Game for the first time ever aiming to raise awareness to a critical issue... with a bold and direct spot showcasing the impact of obesity and the realities of the lack of access to life-saving weight loss treatments.”

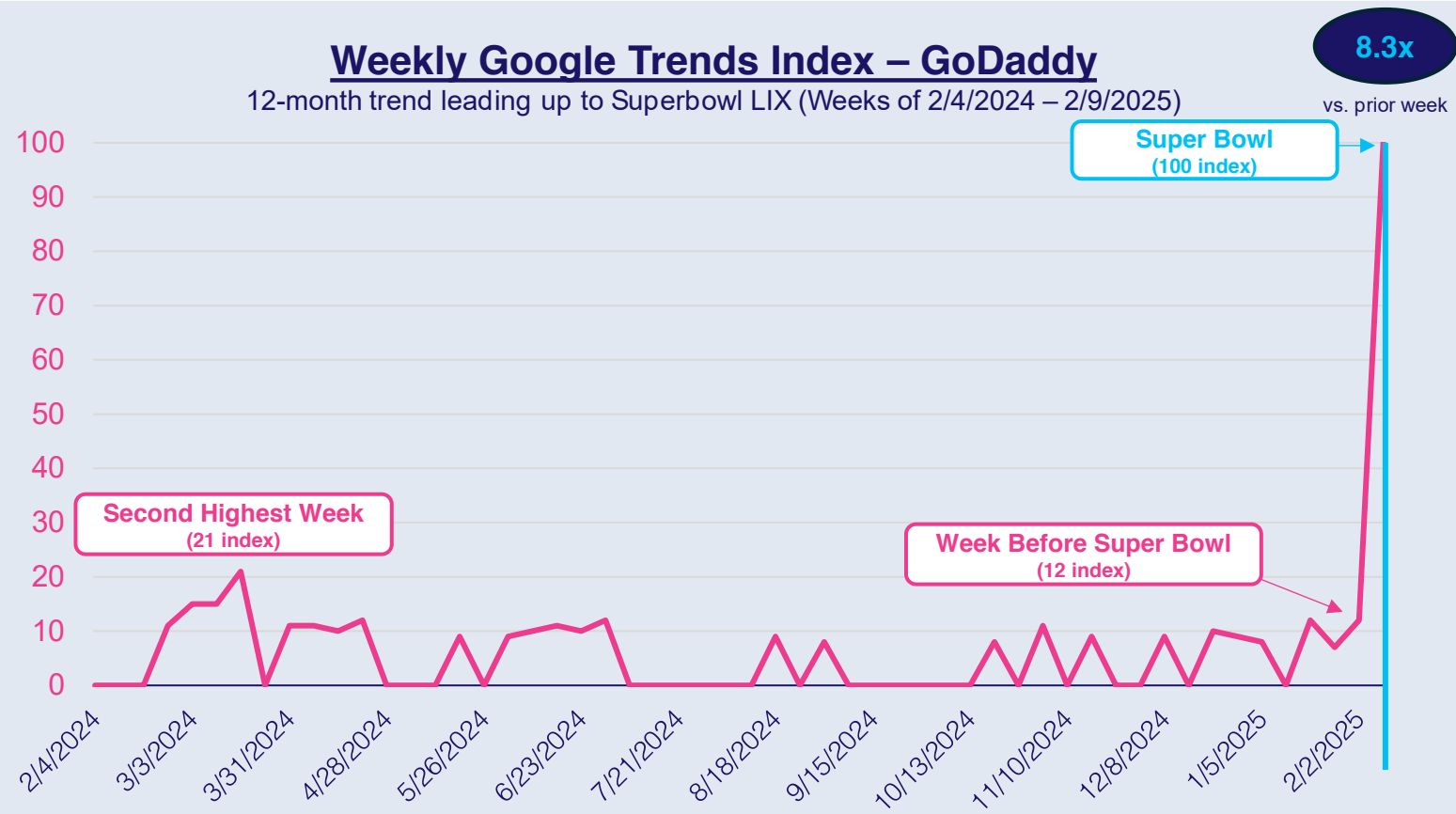
Dan Kenger
Chief Design Officer, Hims & Hers
(Forbes, 2/3/2025)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LIX. [Click here to view Hims & Hers' Super Bowl commercial](#) (via iSpot.tv).

GoDaddy Airo: This AI-powered solution for businesses used their Super Bowl ad to introduce their product to millions of potential customers

► Search increased more than 8x on Super Bowl night vs. week prior and was almost 5x higher than the second highest week over the last 12 months



“We launched GoDaddy Airo with the goal of empowering anyone with an idea to be able to start their business in minutes. Advertising during Super Bowl LIX presents an **incredible opportunity to introduce this game-changing experience to millions of people**, especially those dreaming of becoming their own boss.”

Aman Bhutani
CEO, GoDaddy
(PR Newswire 11/12/24)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LIX. [Click here to view GoDaddy's Super Bowl commercial](#) (via iSpot.tv).

Fetch Rewards: This app utilized its Super Bowl ad to **build accessibility** by boosting awareness and engagement with a \$1.2 million giveaway

▶ Search **increased more than 4x** on Super Bowl night vs. week prior

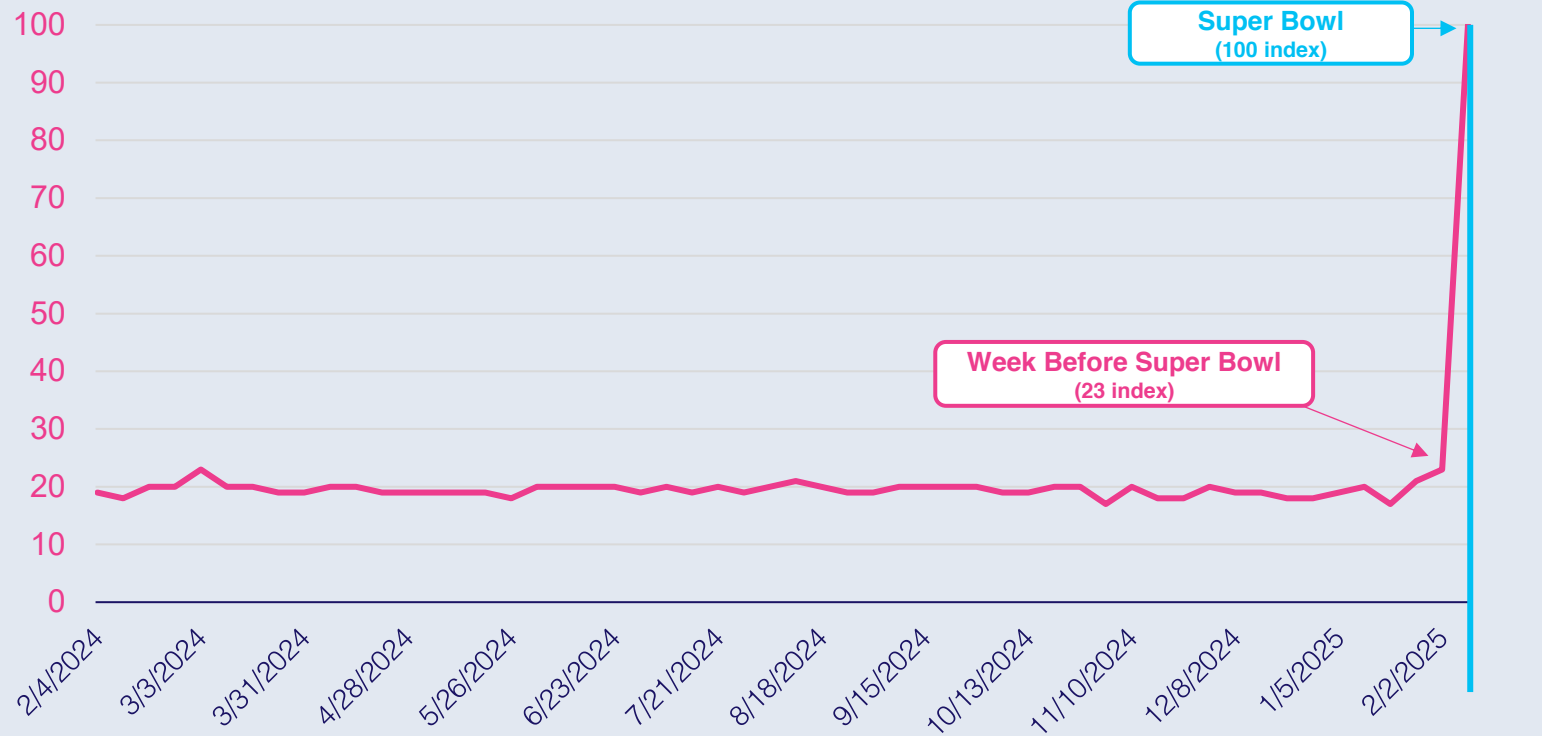


“A decade ago, Fetch was built on the belief that earning rewards should be effortless and accessible for everyone. **This moment is about bringing that mission to life – in the biggest possible way, on the biggest possible stage.**”

West Schroll
CEO, Fetch Rewards
 (USA Today, 2/9/25)

Weekly Google Trends Index – Fetch Rewards

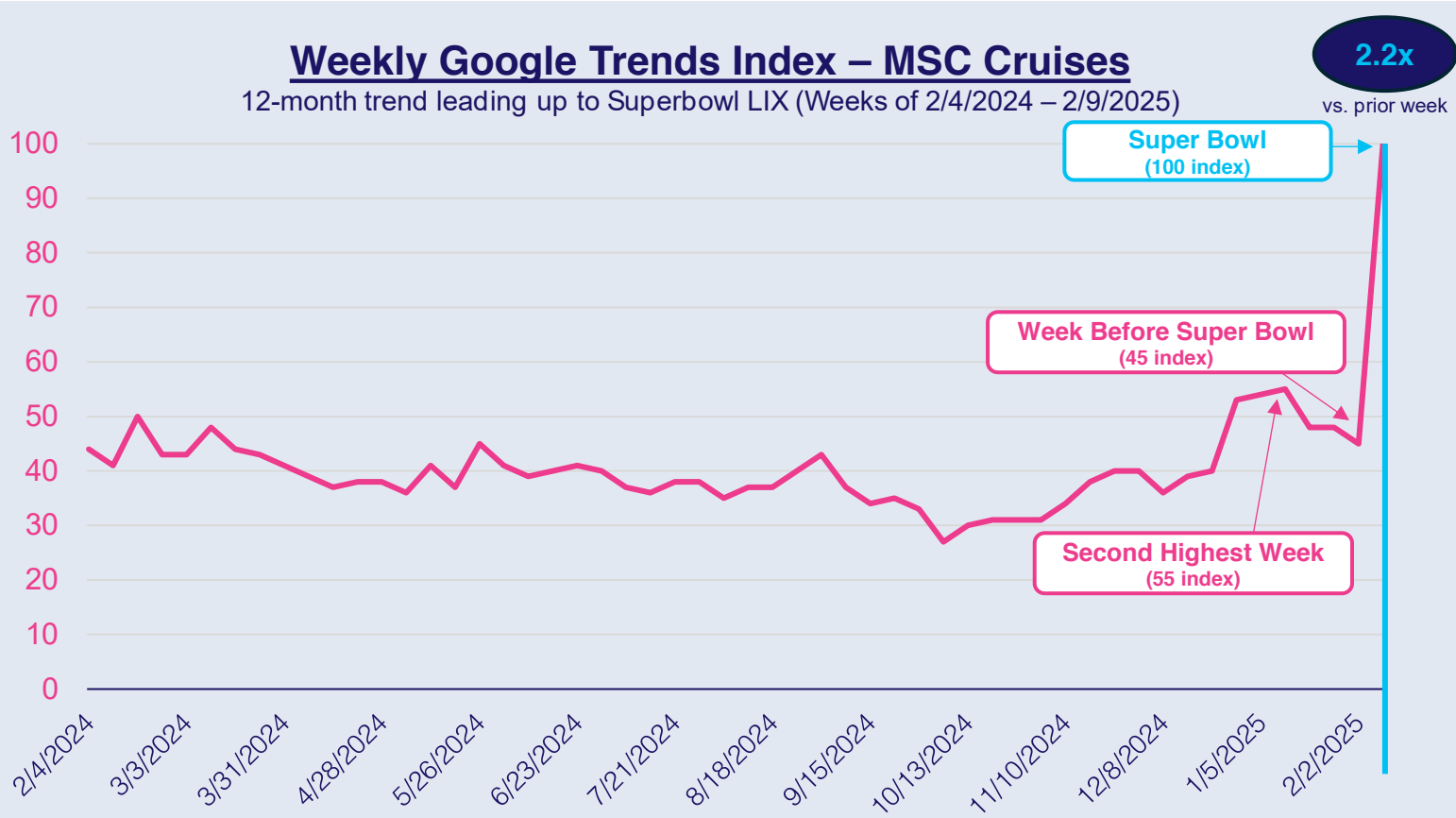
12-month trend leading up to Super Bowl LIX (Weeks of 2/4/2024 – 2/9/2025)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LIX. [Click here to view Fetch Rewards' Super Bowl commercial](#) (via iSpot.tv).

MSC Cruises: A Swiss-Italian based global cruise line used the Super Bowl to introduce themselves to the biggest American audience possible

► Search more than doubled on Super Bowl night vs. week prior and was 82% higher than the second highest week over the last 12 months



“[Orlando Bloom and Drew Barrymore] embody what we want people to know about our brand, that we’re a unique blend of European style and American comfort... **We wanted to introduce MSC to all of America in the biggest way possible.**”

Suzanne Salas
EVP, Marketing, Ecommerce & Sales, *MSC Cruises*
(Adweek, 2/9/25)

Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LIX. [Click here to view MSC's Super Bowl commercial](#) (via iSpot.tv).

Spruce Weed Killer: Used its Super Bowl ad to boost brand awareness and drive interest across 19 southern markets where spring arrives first

▶ Search increased more than **50x** on Super Bowl night vs. week prior

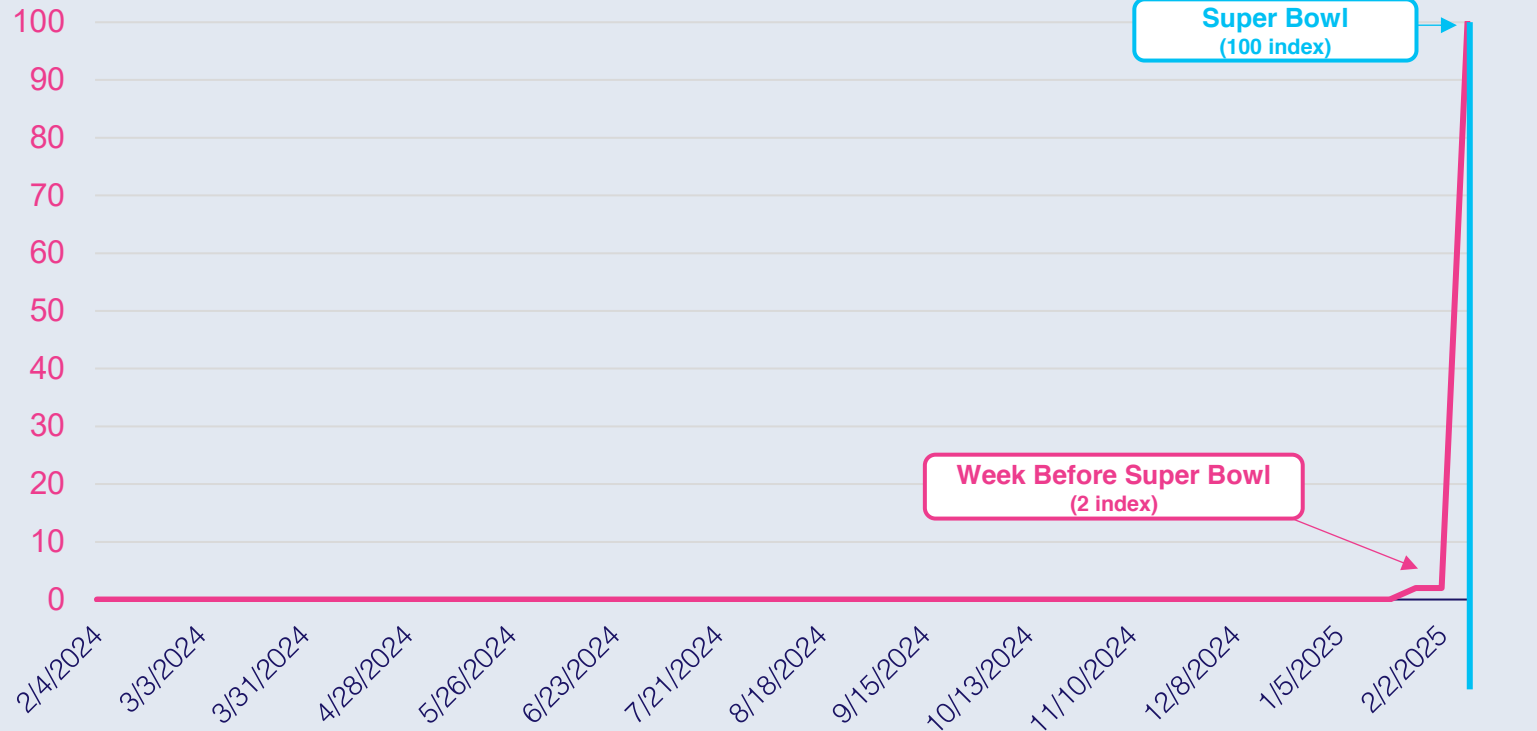


“We really believe that the lawn and garden category is an incredibly important one for consumers, and we think that **we can take our deep consumer understanding and delight more consumers in the house and out of the house.**”

Maris Crowell
CEO, *Spruce*
(Variety, 1/28/25)

Weekly Google Trends Index – Spruce Weed Killer

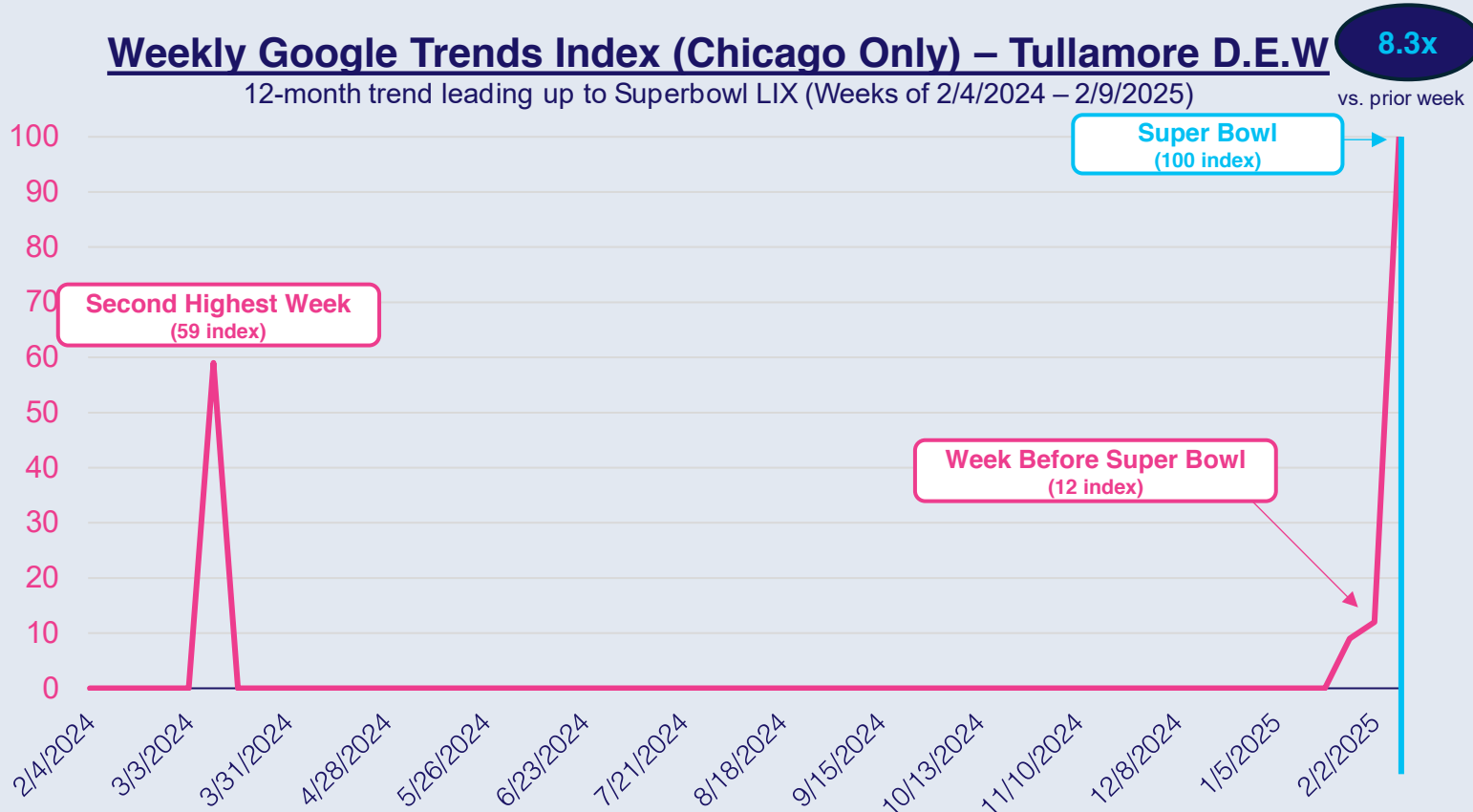
12-month trend leading up to Super Bowl LIX (Weeks of 2/4/2024 – 2/9/2025)



Source: VAB analysis of Google Trends, United States only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: Light blue line marks the date of Super Bowl LIX. [Click here to view Spruce's Super Bowl commercial](#) (via iSpot.tv).

Tullamore D.E.W: An Irish Whiskey brand ran its first Super Bowl ad locally in Chicago to **test the response** in hopes of investing nationally later

▶ Search **increased more than 8x** on Super Bowl night vs. week prior and was **69% higher** than the second highest week over the last 12 months



Tullamore Dew

“Not everybody can afford to do the full-on national buy, [our team] saw this year’s local buy as an **opportunity to ‘dip our toe in the water’** of the Super Bowl. This is the first step in trying to get there [running a national Super Bowl campaign down the line].”

Paul Coffey
Sr Brand Manager, *Tullamore DEW Irish Whiskey*
(Marketing Brew, 2/5/25)

Source: VAB analysis of Google Trends, Chicago only, All Categories, Web Search, Weeks of 2/4/24 – 2/9/25. Google Search Index represents search interest relative to the highest point on the chart for the given region and time period, a value of 100 is the peak popularity for the term, a value of 50 means that the term is half as popular. Note: [Light blue line marks the date of Super Bowl LIX.](#) [Click here to view Tullamore Dew’s Super Bowl commercial](#) (via iSpot.tv).

The power of truly premium video enables multiscreen TV to drive mid-funnel results across brands of all types, regardless of messaging

The Power of Premium Video

Premium Video = Multiscreen TV



Click [here](#) to learn more about the attributes of premium video

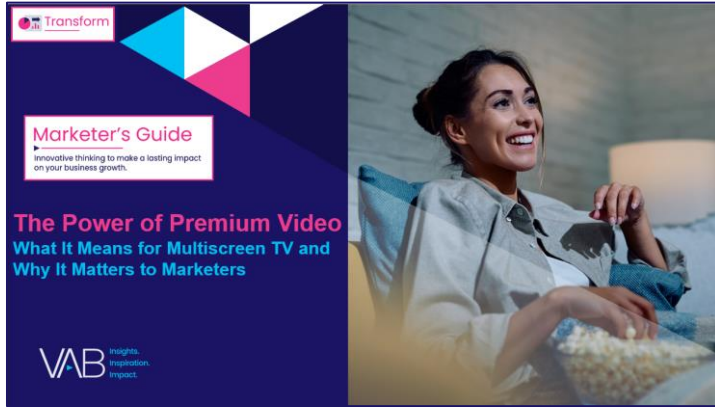
15 Super Bowl Advertisers Analyzed

Represents a cross-section of categories*, brand strategies, messaging, creative executions and call-to-actions



*categories include beer, candy, lawn & garden, liquor, pharma, snacks, soda, travel, water and website hosting

Download these other VAB resources to see how marketers are leveraging multiscreen TV / premium video to build their brand



The Power of Premium Video
What it Means for Multiscreen TV and Why it Matter to Marketers



Best in Show
Five Advantages of Multiscreen TV, From Brand to Performance



Breaking Through
How New Advertisers Are Using TV To Ignite Interest & Turn Consumers Into Customers



Welcome to TV
Meet the New Advertisers Who Are Building Engagement and Unlocking Brand Growth



The Big Picture
12 Key Charts on the Impact of TV & Streaming vs. Social Media Platforms



Huddle Up!
A Look Inside the NFL's 2024 Season Viewership Evolution

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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