



07/02/2025

# REPORT

**Super Bowl Showdown: Touchdowns and Digital Grounds**



# AUDIENCE

## Demographics

United States, Age 18 to 35

## Custom Screening 2

Which of the following best describes your interest in sports-related events?

**Qualified:** I enjoy watching and following sports year-round, including major events., I mostly watch big games or special sports events when they happen.

**Unqualified:** I occasionally watch sports but don't actively follow them., I have little to no interest in watching sports.

## Custom Screening 3

Which of the following best describes your approach to watching the Super Bowl?

**Qualified:** I make plans in advance to watch the full game, whether alone or with others.

**Unqualified:** I sometimes tune in, but it's not a priority for me., I don't watch the Super Bowl, but I might check highlights or social media updates.



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## OBJECTIVE

To investigate the behaviors and preferences of US consumers aged 18 to 35 regarding the Super Bowl, including their consistency in viewership, pre-event planning strategies, social media engagement patterns during the event and the effectiveness and memorability of Super Bowl advertisements in influencing consumer attitudes and cultural trends.

## BURNING QUESTION

How likely are you to engage with or follow a brand on social media after seeing their Super Bowl advertisement?



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## CHAT GUIDE

1. How long have you been watching the Super Bowl?
2. Do you have any Super Bowl traditions?
3. What's your favorite part of the Super Bowl?

Answers: The game itself., The social experience (watch parties, family traditions, etc.), The commercials., The halftime show.

4. Who do you usually watch the Super Bowl with?
5. Are you a regular NFL fan or do you mainly watch the Super Bowl?
6. Does your interest in the Super Bowl depend on which teams are playing?
7. If you could watch the Super Bowl with any celebrity, past or present, who would it be?
8. Do you watch the pre-game or post-game coverage?
9. How do you engage with the Super Bowl on social media?

Answers: Live posting about the game., Sharing or reacting to Super Bowl ads., Watching behind-the-scenes or player reactions., Following memes and trending discussions.



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## CHAT GUIDE

10. Which platform do you find most exciting for Super Bowl-related content?

Answers: Instagram, X (Twitter), YouTube, Facebook, TikTok

11. What Super Bowl moment would you turn into a GIF to share?

12. How would you describe your attitude toward Super Bowl ads?

Answers: I love them - they're a huge part of the experience., I enjoy them, but I mainly watch for the game or halftime show., I don't care about the ads.

13. Can you recall a memorable Super Bowl ad? Why was it memorable?

14. Have you ever changed your perception of a brand based on its Super Bowl ad? If so, how?

15. What's the most memorable Super Bowl halftime show for you? Why?

16. If you could watch the Super Bowl from anywhere in the world, where would it be?



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## CHAT GUIDE

17. And finally...who do you think will win?

Answers: Kansas City Chiefs, Philadelphia Eagles



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## AI SUMMARY

The participants' responses highlight the Super Bowl as a deeply ingrained cultural phenomenon that extends beyond just a sporting event. For many, it's intertwined with cherished traditions and family experiences dating back to childhood. The event serves as an opportunity for gatherings, where friends and family come together to celebrate, often accompanied by favorite foods like wings, pizza, and buffalo dip. These traditions evolve over time, sometimes incorporating new elements like adult beverages or friendly wagers, but the core essence of connection and shared experience remains pivotal. The Super Bowl thus acts as a conduit for nostalgia and the reinforcement of familial and social bonds.

When it comes to favorite aspects of the Super Bowl, participants exhibit a range of interests that underscore the event's multifaceted appeal. Avid football enthusiasts focus on the game itself, relishing the high stakes and the culmination of the season's efforts. Others are particularly drawn to the halftime show, anticipating performances by top-tier artists like Beyoncé, Rihanna, and Bruno Mars. Beyond the live event, social media platforms play a significant role in enhancing the experience. Participants engage in real-time reactions, discussions, and meme-sharing on Twitter (X), Facebook, Instagram, and TikTok, which fosters a sense of community and shared excitement that transcends physical boundaries.

Super Bowl advertisements emerge as a significant highlight, valued not merely as commercial content but as entertainment that adds to the overall festive atmosphere. Brands such as Budweiser, Doritos, Pepsi, and State Farm are frequently mentioned for producing memorable and humorous ads that resonate with viewers. These advertisements can influence brand perception and even consumer behavior, as seen with participants who recall specific commercials that led them to try new products or services. While not every participant is equally captivated by the ads, they collectively contribute to the Super Bowl's reputation as a comprehensive entertainment event that offers something for everyone, thereby amplifying its appeal and impact.





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## KEY INSIGHTS

### Super Bowl as a Social Anchor

- The Super Bowl serves as a significant social event, with many viewers hosting or attending gatherings with family and friends, indicating that the game's social aspect is as important as the sport itself.
- Traditions such as cooking specific dishes, playing games, and singing team anthems highlight the Super Bowl's role in fostering community and creating memorable experiences beyond the screen.

### Quotes:

"Yes we always get wings from a certain mom and pop shop and we watch it together "

Age 28, Male

"Yes one of my favorite dishes is buffalo dip with good Tortilla chips and chicken wings "

Age 27, Female

"sometimes my family and friends get together and a host a party we all cook different things "

Age 27, Female

"Singing team anthem with the whole family after winning a superbowl"

Age 26, Male





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## KEY INSIGHTS

### Engagement Beyond the Game

- Viewers engage with the Super Bowl on multiple levels, including pre-game and post-game coverage, which suggests that their interest extends beyond the main event to include predictions, statistics, and post-match reactions.
- The halftime show and advertisements are integral to the Super Bowl experience, with many viewers citing these elements as key highlights that contribute to their overall enjoyment of the event.

### Quotes:

"The most memorable halftime show was Rihanna. I remember this because she was pregnant"

Age 25, Female

"Beyonce she did really well on her performance "

Age 27, Female

"I usually watch both "

Age 27, Female

"I watch the pregame because it gets me hyped up for the actual game while seeing a fair amount of statistics "

Age 26, Male





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## KEY INSIGHTS

### Digital Interaction and Content Sharing

- Social media platforms, particularly Twitter and Facebook, are central to viewers' real-time engagement with the Super Bowl, with live posting, sharing memes, and reacting to ads enhancing the communal viewing experience.
- The preference for humor in Super Bowl ads and the anticipation of celebrity appearances in commercials indicate that entertainment value is a significant factor in viewers' engagement with Super Bowl content online.

### Quotes:

"Just my reactions and thoughts to what is going on in the game. Mostly shared on X."

Age 35, Male

"I would turn Michael vick scoring a touchdown into a gif and make a joke out of it"

Age 28, Male

"The live updates on status and videos of a shocking ending or winning team"

Age 34, Male

"They have live coverage and people tweet they're reactions live as well"

Age 27, Female





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## KEY INSIGHTS

### Influence of Super Bowl Ads on Brand Perception

- While some viewers report that Super Bowl ads have not significantly changed their perception of brands, others have been influenced to try new products or switch services, suggesting that the effectiveness of ads can vary greatly among individuals.
- Memorable ads often combine humor with relatable content or feature favorite celebrities, indicating that personal connection and entertainment are key drivers in the impact of Super Bowl advertisements on consumer behavior.

### Quotes:

"Yes it influences me more to buy the product "

Age 27, Female

"It compelled me in some way to want to change to them. The current plan they were speaking about in the commercial completely lined up with my auto needs at the time."

Age 26, Male

"Yes I have changed my perspective on a brand based off of its Super Bowl commercial. For example, Walmart I never thought cared for their employees but I see now that they do based off of a commercial years ago."

Age 26, Male

"Yes the lil yachty sprite ad i like him as an artist so it was cool to see him collab with them "

Age 27, Female





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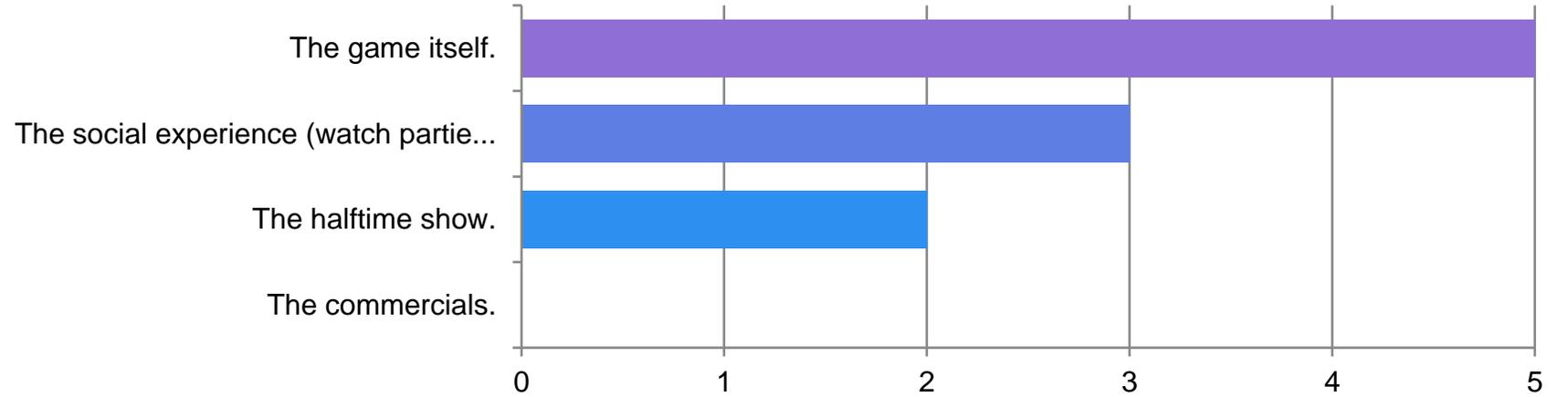
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## METRICS

What's your favorite part of the Super Bowl?





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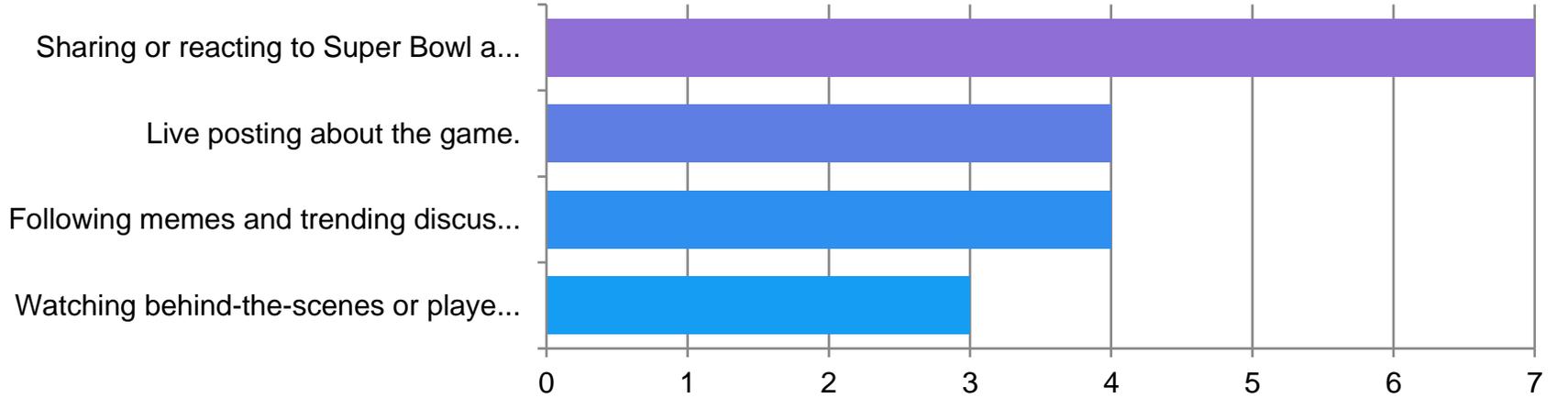
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How do you engage with the Super Bowl on social media?





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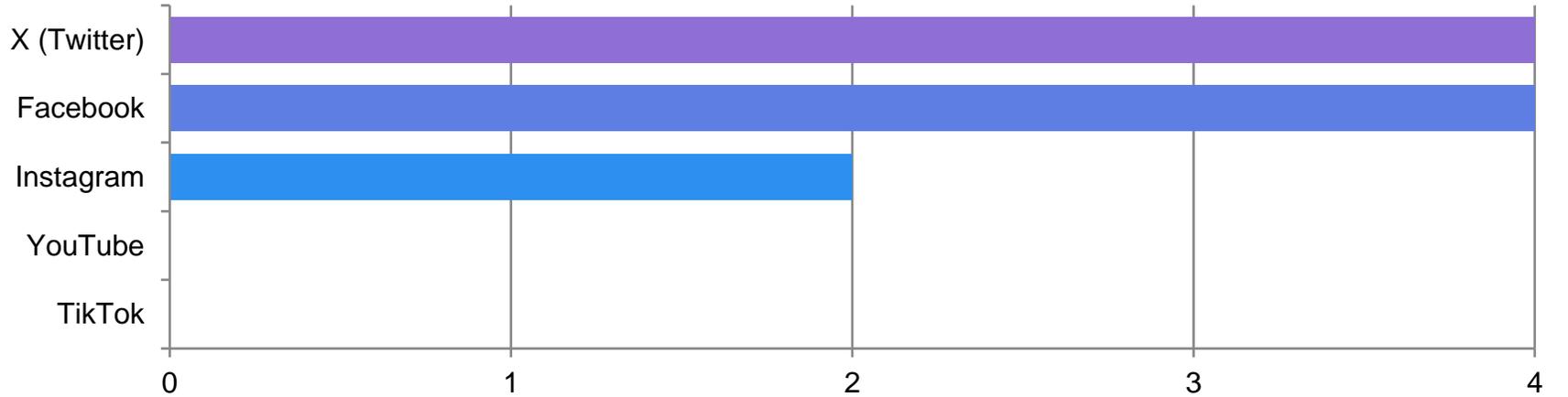
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## METRICS

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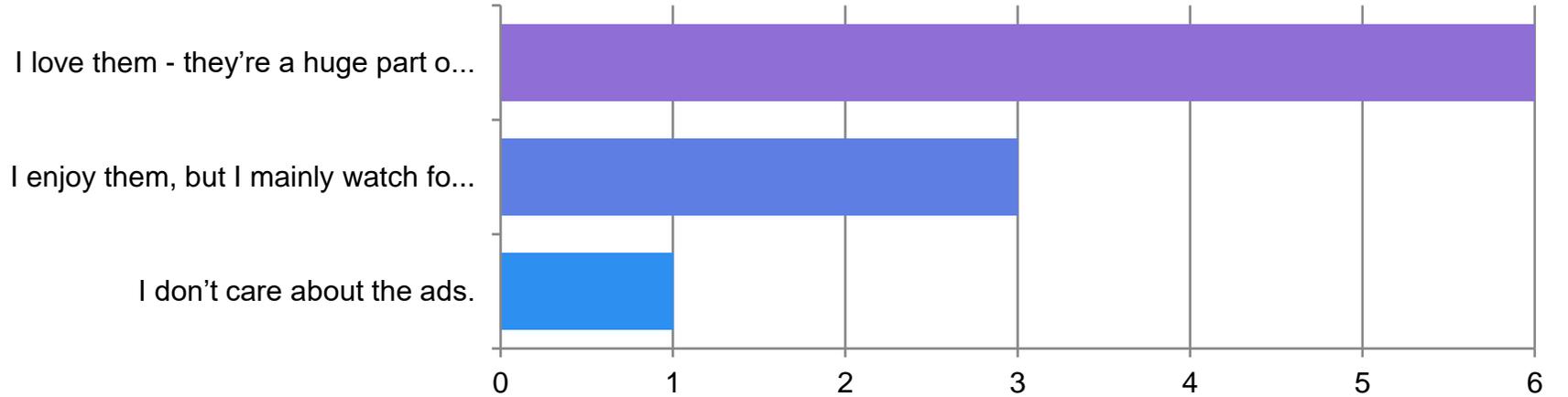
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## METRICS

How would you describe your attitude toward Super Bowl ads?





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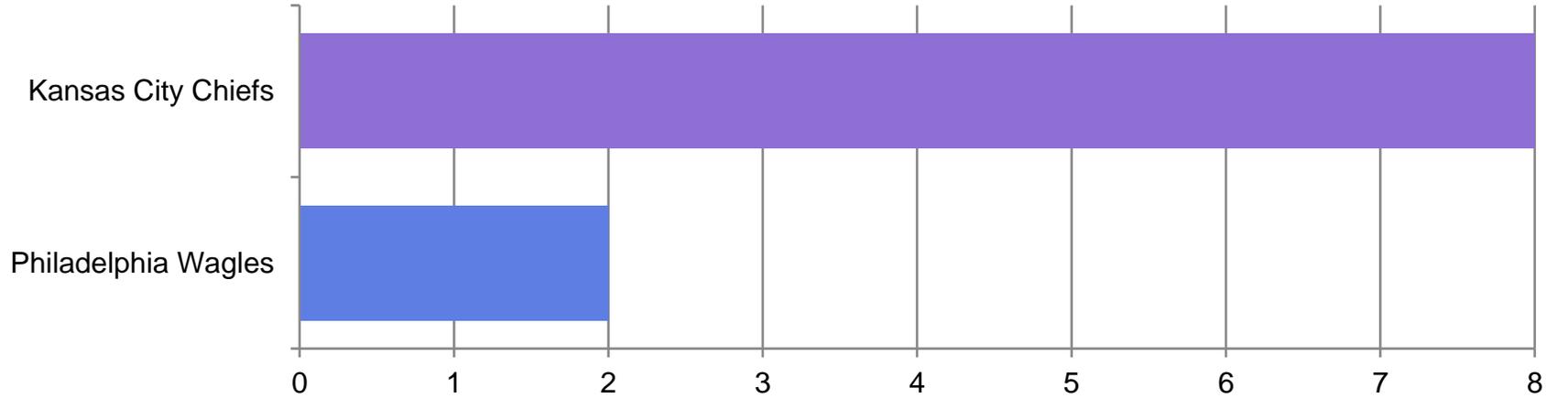
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## METRICS

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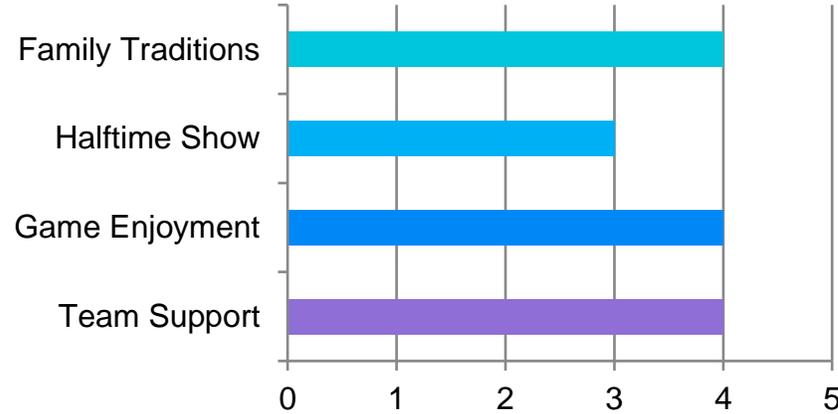
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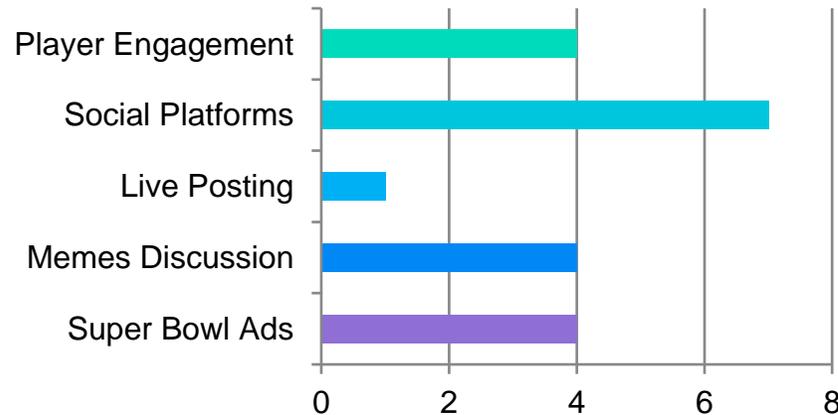
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## TOPICS

What's your favorite part of the Super Bowl?



How do you engage with the Super Bowl on social media?



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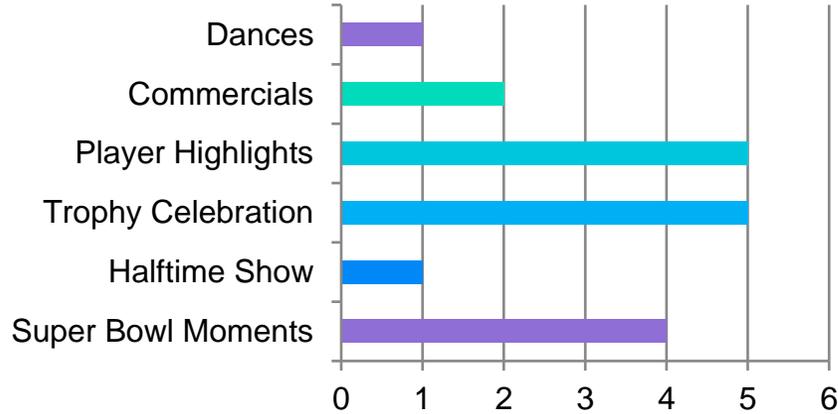
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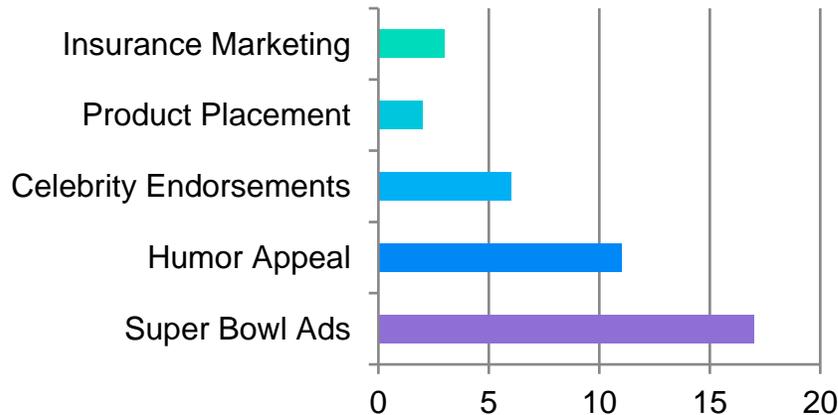
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## TOPICS

What Super Bowl moment would you turn into a GIF to share?



Can you recall a memorable Super Bowl ad? Why was it memorable?





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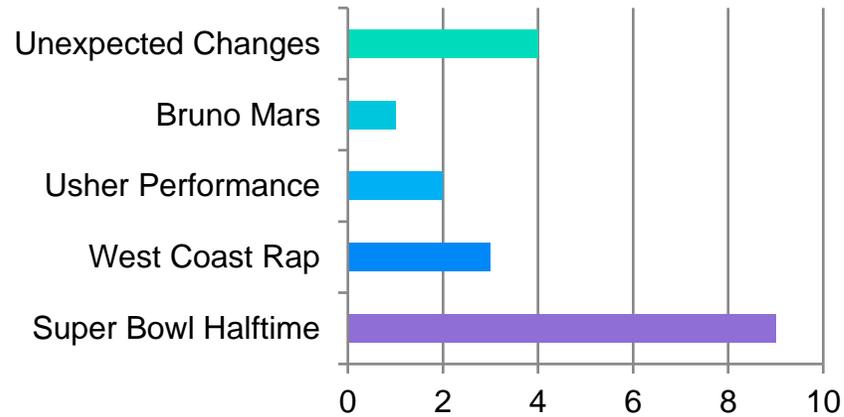
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## TOPICS

What's the most memorable Super Bowl halftime show for you? Why?



# PERSONAS

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## The Social Sports Enthusiast

### Description:

- Ages 25-35, employed, and enjoys watching sports year-round, especially major events.
- Engages in pre-event planning, hosting Super Bowl parties with friends and family, and incorporates food and drinks as part of the tradition.
- Active on social media platforms like Facebook and Twitter, sharing reactions to the game and ads, and enjoys the humor in Super Bowl commercials.

### Insights:

- Values the social aspect of sports viewing as much as the game itself, using it as an opportunity to bond with loved ones.
- Looks forward to the Super Bowl for both the game and the halftime show, indicating a broader interest in the event's entertainment value.
- Super Bowl ads are a significant part of their experience, and humor is a key factor that resonates with them.

## The Die-Hard Football Fan

### Description:

- Male, aged 29, full-time employed, married with no children, and a dedicated NFL fan who follows the sport throughout the year.
- Has deep-rooted family traditions tied to the Super Bowl, including specific foods and rituals, and cherishes memories of watching games with family members.
- Engages with Super Bowl content on social media, particularly enjoying live posting about the game and sharing reactions to ads.

### Insights:

- The Super Bowl is a deeply personal event, with family traditions enhancing the emotional connection to the game.
- Social media engagement is an extension of their sports fandom, with a preference for platforms where friends are most active.
- Super Bowl ads are appreciated for their humor and creativity, but do not significantly alter brand perception.

## The Casual Viewer and Social Sharer

### Description:

- Female, aged 35, a student and single mother, who enjoys the Super Bowl as a reminder of childhood and to honor family memories.
- Watches the game for the excitement and the halftime show, with a preference for performances by favorite artists.
- Engages with Super Bowl ads and memes on social media, particularly on Facebook, and follows discussions about celebrities related to the event.

### Insights:

- The Super Bowl serves as a nostalgic event that connects past family experiences with current celebrations.
- Halftime show performances are a highlight, indicating a strong interest in the intersection of sports and pop culture.
- Social media is a platform for engagement and sharing, with a focus on content that features celebrities and humorous ads.





**REACH OUT TO US IF YOU HAVE  
FURTHER QUESTIONS ABOUT THIS  
REPORT**

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