

ReVuze

The Super Bowl Effect

On Consumer Behaviors

January 2024



The Super Bowl Effect

The Super Bowl's influence extends far beyond the football field, significantly shaping consumer behavior and purchasing decisions. Let's take a look at its significant effect.

In anticipation of hosting memorable viewing parties, fans often invest in ambiance-enhancing products like scented candles, set a welcoming tone for the event.

1

The culinary side of game day sees a surge in cookware purchases, as enthusiasts prepare to wow their guests with traditional Super Bowl dishes.

2

The event's iconic commercials serve as a prime platform for brand discovery, introducing viewers to new products and services amidst the excitement.

3

The half-time show and its associated advertisements offer a unique opportunity for established brands to reconnect with their audience, leveraging star-studded performances to reignite consumer interest and loyalty.

4

1 SCENTED CANDLES ARE PURCHASED TO HELP MASK COOKING ODORS AND SET THE RIGHT AMBIANCE FOR HOSTING THE BIG EVENT

5 HALF TIME SHOWS AND SUPER BOWL ADS HELP REKINDLE CONSUMER INTEREST IN ESTABLISHED BRANDS.

4 NEW BRANDS FEATURED ON SUPER BOWL COMMERCIALS BECOME HOUSEHOLD NAMES



2 COOKWARE IS PURCHASED TO MAKE CHILI POTS, FRIED CHICKEN WINGS AND DIP PRIOR FOR THE SUPER BOWL EVENT.

3 BBQ & HOT SAUCES ARE PURCHASED, TO COMPLIMENT THE MANDATORY CHICKEN WINGS SUPER BOWL STAPLE.

The Super Bowl Effect | Consumers Invest in Ambiance



Scented candles are purchased to help mask cooking odors and set the right ambiance for hosting the big event.

“

We were hosting guests for the Super Bowl, and I had done a lot of cooking before they came over. I had made the mistake of frying some fish in the house, and I was worried that the house would wreek of smoke and the latent smell of fish-infused oil. I remembered that I had just gotten the candle, so I put it on the entryway table, and it made a huge difference!

“

Great for autumn family gatherings around an NFL game or reading alone on a dark, rainy night.!



WoodWick Trilogy Ellipse Candle, Café Sweets



Glade Candle Large Jar, Large Candle Infused with Essential Oils, Air Freshener for Home Decor, Wild Rose Petals, 16oz

The Super Bowl Effect | Consumers Invest in Cookware

“

This pot will be able to cook enough for a large crowd in one go! I love making a large pot of chili in this pot during the Superbowl and it is great that as soon as you heat it up, it will stay hot for a long time due to the cast iron.



Staub 13.25-Quart Round Cocottes

“

We ordered this to fry food at our Super Bowl party. We have never owned one before. We fried wings, mozzarella stick, empanadas and corn dogs with ease. It's was fantastic and easy to clean. It transported well and cooked the best food.



Hamilton Beach Professional Style Electric Deep

“

I bought this to make Buffalo chicken dip for a Super Bowl party at my house, 5 adults. Made the perfect amount and cooked it well. I've also made Chicken BBQ and it did not disappoint.



Elite Gourmet Glas Slow Cooker with Adjustable Temp., 1.5 Quart, Stainless Steel

Cookware is purchased to make chili pots, fried chicken wings and dip prior to the Super Bowl event.

The Super Bowl Effect | Consumers Stock Up on Sauces

BBQ & Hot sauces are purchased, to compliment the mandatory chicken wings – a Super Bowl staple.

“

Very tasty! **We used it for Superbowl Sunday on chicken wings. After adding some RedHot it was perfect**, couldn't have turned out better. Will be ordering more.



Rufus Teague - Smoky Apple
BBQ Sauce

“

Wanted to make ribs for Superbowl and **this was the perfect sauce** to use.



Gates Original Classic
Bar-B-Q Sauce

“

Perfect variety pack to create an awesome wing variety platter **for occasions that wings are appropriate (or even mandatory?!?) - meaning SUPERBOWL PARTY!!!!**



Frank's RedHot Hot
Sauce Variety Pack

“

Sylvia's Triple Strength Hot Sauce is delicious on my Superbowl gumbo. Put it right on it soon as it arrived. Tangy, hot, but not over powering.



Sylvia's Triple Strength
Hot Sauce



“

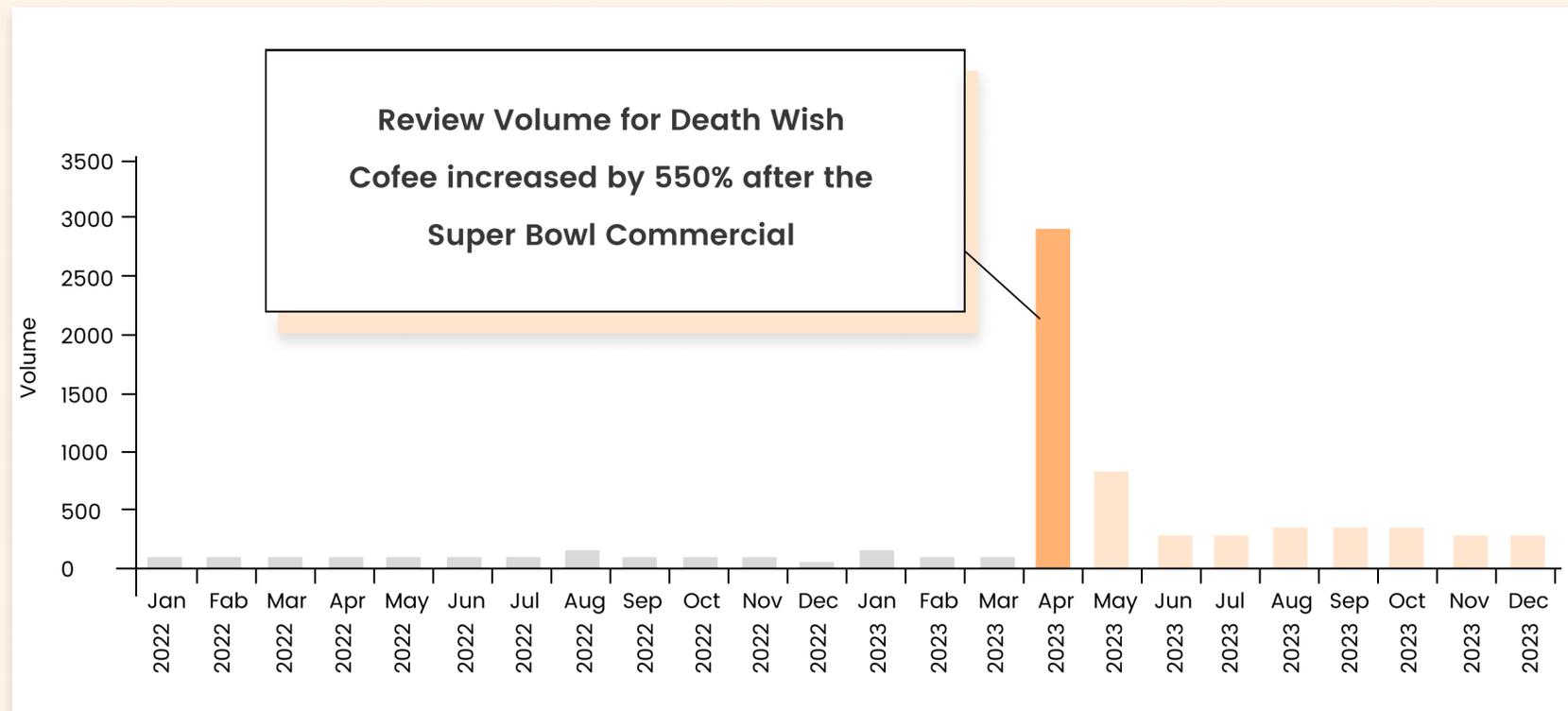
“I ordered this coffee after hearing you won the **SUPERBOWL** contest I brewed the Valhalla Wow wow great this is the best coffee I have ever tasted I have tried all coffees all prices this is totally amazing Thank you Now I can never go back How do you make it taste like cherry chocolate but so subtle Thank you.”

“

I bought this based on the commercial that my mother told me about from the **Superbowl**. I like strong coffee so I was pretty excited. My boyfriend was a little skeptical at first and wasn't sure it was going to be amazing but now he can't get enough of it.

New Brands Featured on Super Bowl Commercials Become Household Names

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I bought this just after the Rhianna Super Bowl halftime show when everyone was doing full face of Fenty product. Prior to that I had only tried lip products from Fenty and I loved them.

Fenty beauty
Cheeks Out Freestyle Cream
Brush



I honestly bought this to support Rihanna for the Super Bowl with no expectations for the gloss because the other GB shades haven't worked for me, but omggggggg RIRI is gorgeous. Please make a permanent option!!"

Fenty beauty
Gloss Bomb Universal Lip
Luminizer



I've been using this for 2 years, so glad I had this before the Super Bowl because now it's sold out everywhere! Amazing blotting powder.

Fenty beauty
Invisimatte Instant Setting
Blotting Powder



I have been waiting for this product to come back into stock, and let me tell you it was worth the wait! After her Super Bowl Half-Time Show every product was sold out, including this.

Fenty beauty
Plush Puddin' Intensive Recovery Lip
Mask With Pomegranate Sterols
Vitamin E



Half Time Shows and Super Bowl Ads Help Rekindle Consumer Interest in Established Brands

Revuze

Thank you

