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## 2023 Marches on: Four Times Google Trends Made Internet Waves

It's easy to dismiss just how much the content we consume influences our everyday thoughts and actions. We're constantly experiencing new types and formats of content – often sparking fresh incentive to learn more before we eventually hit the big 'buy now' button.

**Every brand and marketer wants to deliver a seamless purchase. And that's where we come in.**

Whether it's a hugely anticipated annual event like the Superbowl or another predictably cringe scene of Alan Sugar pointing the 'you're fired' finger at a quivering pinstripe suit, Google can trigger search moments that combine influence with intrigue.

But just how much does a new story, event, or TV show lead to new search spikes? Using some of our favourite examples from 2023 so far, we're taking a dive into the Google Trends pool to reveal the what, why, and how behind how they made internet waves.

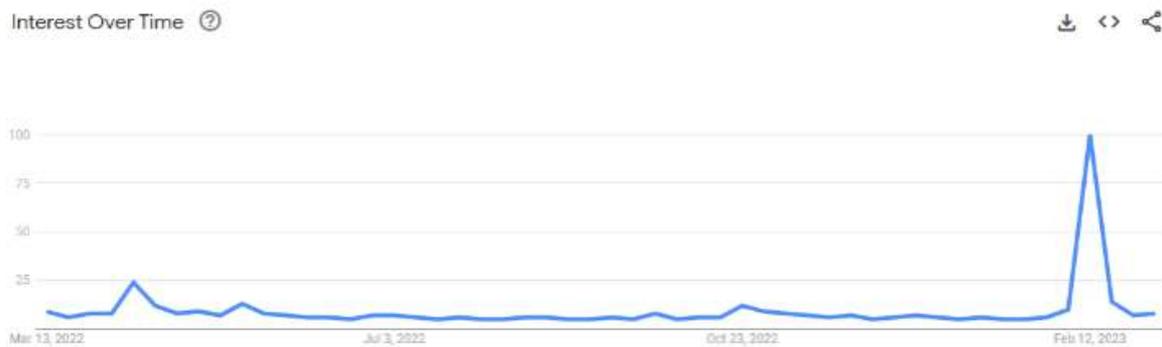
Read ahead for the not-so-coincidental correlations that reveal the speed at which internet users take to Google for answers on trending topics...

### Rihanna - Super Bowl Halftime Show

After making headlines from her Superbowl performance, the search interest for Rihanna shot up quicker than you can say 'We Found Love'. The pop Queen

debuted her baby bump along with a dance crew sporting latest Savage X Fenty drop – and her beauty brand Fenty even got its moment in the limelight as she casually touched up her makeup halfway through. Safe to say, there was plenty of search to go at.

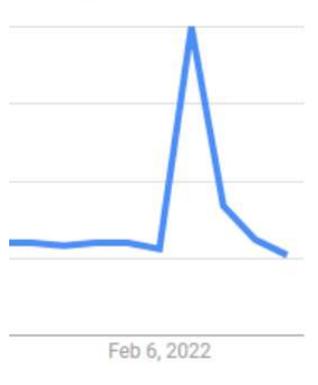
### 12-month Rihanna trends in the UK:



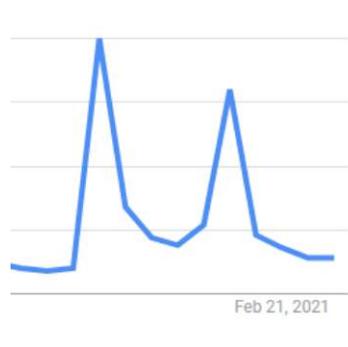
### Big factors influencing search behaviour:

**Seasonality:** Unsurprisingly, there appears to be an ongoing trend with Superbowl performances and Google Trend spikes. The search for “Rihanna” shot up last month, and the exact same happened with “Eminem” and “The Weeknd” following on from their past shows.

#### Eminem



#### The Weeknd



**Search intent:** Our insights reveal internet users were searching to find out about Rihanna’s performance, as well as her chart-topping music. Her Fenty Beauty brand didn’t show a massive increase in trends, however she earned a glowing [\\$5.6 million in Fenty Beauty sales](#) in the first 12 hours.

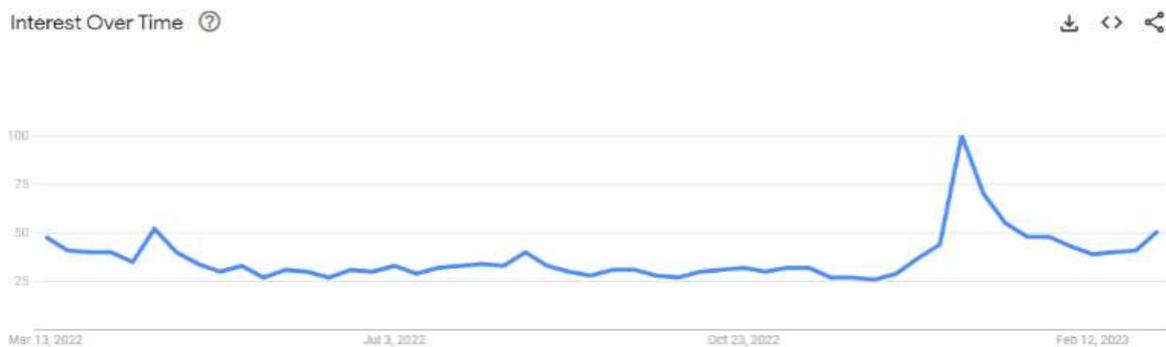
**Changes across markets/world:** The interest for “Rihanna” soared to ground-breaking levels around the world, but this was particularly apparent in the USA,

Canada and the Democratic Republic of the Congo – which TikTok users have speculated is due to the dancing being similar to the traditional Congolese style.

## The Apprentice - Antigua Challenge

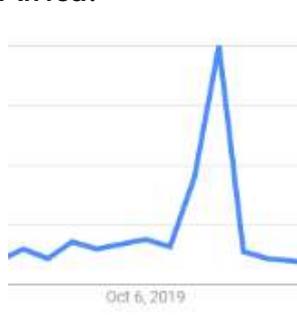
You know The Apprentice has made a return when office conversations revolve around the good, the bad, and the ugly from the latest episode. The long-standing series never fails to bring some good old-fashioned entertainment to the nation's screens. But would we consider it a show to inspire our next trip? It turns out the recent series did exactly that, with the Antigua challenge enticing viewers to take a virtual dive into the Caribbean Island...

### 12-month Antigua trends in the UK

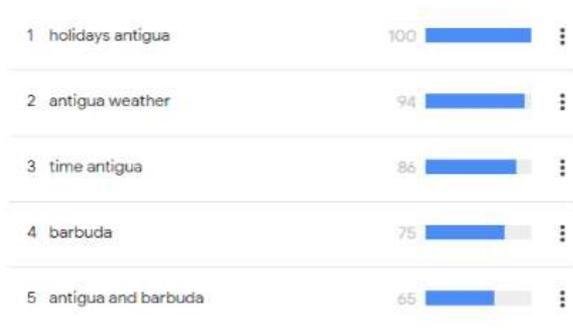


### Big factors influencing search behaviour

**Seasonality:** The interest in Antigua spiked at exactly the same time that The Apprentice episode with the Antigua challenge was airing. This was the same in 2019 (2020 apprentice skipped) when the contestants did a challenge in South Africa.



**Search intent:** Potential holidaymakers were turning to Google for information on Antigua holidays. These were the top related terms searched alongside "antigua":

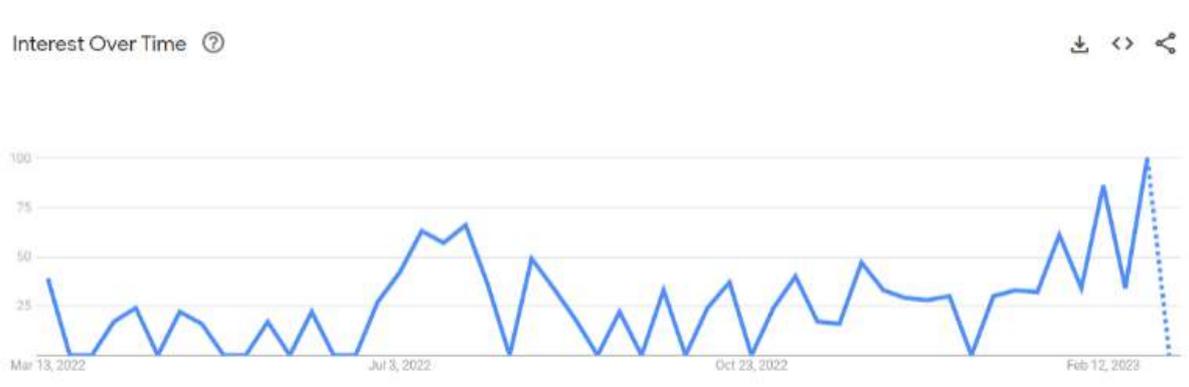


**Changes across market/world:** There was no effect on the worldwide trends of this term, with the search volume increase being entirely focused in the UK – emphasising the likelihood of The Apprentice being the boss of the Google board room.

## Surreal - Ad Campaign

If you caught the recent LinkedIn frenzy over the clever campaign tactics behind Surreal, you might be wondering what they've been putting on their cereal lately. Well - as it would seem - pure genius. Using ordinary people who share names with A-list celebrities' verdicts on the healthy cereal, Surreal created an (not quite) A-list ad campaign that had commuters pouring out their praise. Setting the brand back a mere £200, this is proof that you don't always need a huge budget to eat success for breakfast...

### 12-month Surreal trends in the UK



### Big factors influencing search behaviour

**Seasonality:** After a somewhat dry January, which saw search interest dipping to zero, Surreal used its ability to think outside the cereal box in order to rise and shine.

**Search intent:** We can see that there's a great amount of data on related keywords - but it seems like people who searched for the brand were looking for healthy protein cereals. Surreal's post on LinkedIn drove impressive engagement which most likely sparked new searches for the product.

**Changes across market/world:** Despite making a splash in the branding bowl, this didn't quite take off outside the UK and had no impact on worldwide cereal trends. Maybe next time...

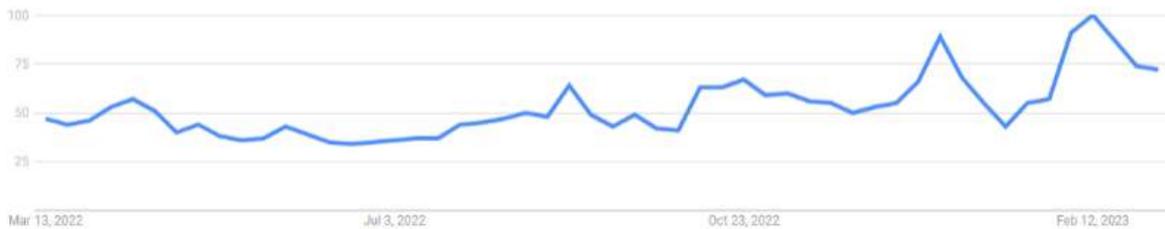


## Harry Potter - Hogwarts Legacy Game Release

When it comes to Google Trends, it's not always a quick peak so much as a slow burner over an extended period. Avid gamers and Harry Potter fanatics have been on the edge of their seats over the last year as they await the release of the new Hogwarts Legacy Game. Enter, the magic of search.

### 12-month Harry Potter trends in the UK

## Interest Over Time ?



## Big factors influencing search behaviour

- **Seasonality:** You see that line rising steadily over the six-month period? This signifies the build-up associated with hints of the much-anticipated game release, which launched early in February - cue the spike. The December peak is no doubt a result of Christmas shoppers looking into gifts for their nearest and dearest Harry Potter lovers – demonstrating the seasonality of product interest.
- **Search intent:** The intent of people searching for Harry Potter is for the game, advent calendars, actors, and other seasonal terms. Just check out the related topics and queries below for a glimpse of the Google cauldron as it bubbles up relevant articles:

Related Topics <span>?</span>		Related Queries <span>?</span>	
Rank	Topic	Rank	Query
1	Jamie Campbell Bower - Actor	1	harry potter advent calendar 2022
2	Fan club - Organization type	2	harry potter caster wand
3	Hogwarts Legacy - Topic	3	harry potter lego advent calendar 2022
4	Harry Potter video games - Series	4	royal mint harry potter
5	King's Cross - Transit station in London, Eng...	5	leсли.phillips

- **Changes across market/world:** The peak has not just been in the UK, but worldwide too. This is almost exclusively across Europe, North and South

America, and Australia. Here we can see the chart for worldwide interest from the last 30 days:



**Want to hit the 'I'm feeling lucky' on your brand? Get in touch with our team to find out more about the innovative ways we can elevate your next campaign and hit new levels of search intent. Email: [loveus@lucre.co.uk](mailto:loveus@lucre.co.uk)**