

Dan Campbell Made the Right Decision

4th-and-1 at Detroit's 24

Tied 17-17 | 4:53 left in the fourth quarter

The case for keeping the ball
and controlling the finish.

The two plays at the center

5:36

3rd-and-1 at the Detroit 24

Q4

Goff short right to Gibbs; no gain.
Dani Dennis-Sutton makes the tackle.

4:53

4th-and-1 at the Detroit 24

Q4

Gibbs runs up the middle; loss of 2.
Keisean Nixon makes the tackle.

4:50 marks Green Bay's next possession, not the fourth-down snap.

Green Bay had just drained the clock

12

PLAYS

61

YARDS

6:34

POSSESSION TIME

- From its own 14 at 13:44 to a tying field goal at 7:10.
- Smack hit from 43 yards to make it 17-17.
- Watson and Jacobs catches; a 10-yard Jacobs run.

Detroit's personal foul and Green Bay's holding penalty also shaped the drive.

Why going made sense

- **Convert:** keep the ball and a chance to control the finish.
- **Fail:** give Green Bay a short field, but possibly retain time to answer.
- **Punt:** better field position, but a longer drive could drain the clock.

Campbell expected the conversion.

He believed Detroit could get the ball back if it failed.

No choice guaranteed Detroit the final possession.

Context: Mike Tomlin via Josh Helmer, Lions Wire / Yahoo, October 26

Campbell explanation: Jeremy Reisman, Pride of Detroit, October 25

Arguments for and against

FOR Mike Tomlin

Going could preserve Goff's late chance to answer.

Josh Helmer | Lions Wire via Yahoo | October 26

FOR Seth Walder

His ESPN decision model favored going on fourth-and-one.

Reported by Jeremy Reisman | Pride of Detroit | October 25

AGAINST Candace Pedraza

The short-field risk was too great; Wonnum bailed Campbell out.

SideLion Report | October 26

What actually happened next

- From Detroit's 22, Green Bay gained 5 yards in 3 plays.
- D.J. Wonnum blocked Smack's 35-yard field goal.
- Detroit answered with a 10-play, 71-yard drive.
- Bates won it from 22 yards as time expired.

The strongest defense is possession and clock control.

The 20-17 win alone does not prove the decision was right.