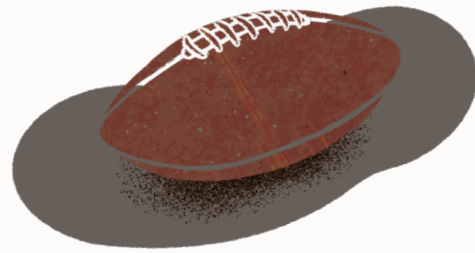


Game Day Targeting Tips That Will Allow You to Enjoy the Tailgate!



Television airtime for “The Big Game” is practically sold out with a record-breaking \$6.5 million dollar price tag for a 30 second spot. Pricing is up almost 18% from last year and with good reason. Due to the pandemic, the 2021 game saw a much lower number of social gatherings which decreased overall spend and viewership. Therefore, brands were hesitant to spend money on Super Bowl advertising. With restrictions lifted, advertisers are jumping at the chance to reach 100 million simultaneous viewers while they are socializing with friends and indulging in salty snacks and crisp beverages. Whether you’ve already snagged coveted airtime or are looking to take a more targeted approach, check out our tips to hit the right game day trending content with the right customer online.



Relate to your audience

Let’s face it, your brand won’t resonate with everyone, and it shouldn’t have to. Getting to know your best customers will help you understand whether you should home in on your targeting and creative to *the kid at heart*, *sympathetic mom*, or *overly indulgent pet parent*. Find your brand’s top personas by connecting with your Oracle Account Manager for insights and relevant recommendations. If you want to go a step further, ask about Data Enrichment which will fuel rich in-house customer analytics and insights by appending attributes to your brand’s CRM database.



Be Flexible

As seen in all sports, one gut-wrenching fumble or dancing shark during the half time show, one can spark a “moment” that consumes sports reporting and captivates general media. That is, until the next unpredictable “moment” happens. Utilizing Oracle’s Contextual Intelligence Predicts segments can help you capitalize on these trending moments in real time at a cost-efficient CPM. Just add Predicts > Super Bowl to your targeting in the programmatic platform of choice to let your brand be top of mind all game long!



Make the Idea Work Across Platforms

If you invested in the Big Game creative, it needs to work everywhere. This means making cuts of your video to perform well within in-article, OTT, CTV, and social spaces. But don’t rely on video alone to reach your consumer. Incorporate complementary media such as an interactive social lens or layered interstitial to continue to build momentum for your brand. While you make your media work for you across platforms, utilize a singular audience strategy to effectively target the same audience wherever they are viewing content. Fortunately, Oracle Audiences can be utilized within 99% of media platforms; just reach out to your Oracle Account manager for recommendation.

Reach your most valuable customers and prospects heading into the Big Game!

Oracle Audiences



Find your intended audience nearly anywhere they engage online through more than 200 integrations into DSPs, social platforms, commerce platforms, OTT, streaming audio, and more. Sample audiences for your Big Game campaigns below:

Big Game Staples

- CTV Device Ownership
- New and Growing Families
- NFL Super Bowl
- Pampered Pet Owners
- Pizza Frequent Spenders
- Recipes and Cooking
- Salty Snacks
- Stay at Home Food Delivery
- Sports and Entertainment Restaurants Spenders
- Streaming Video Apps
- Streaming Video Services › Peacock
- Top Grocery Spenders
- Young and Hip
- *Plus many more*

Custom Audiences

Reach out to learn about our customizable audience targeting solutions

Featured New Audience: New Product Enthusiasts

Oracle's New Product Enthusiast audience contains households that are 2x more likely than the average household to be early adopters of CPG new products. This modeled audience of 30 million households can be leveraged on its own or combined with other audiences such as brand or category buyers for added relevance.

Contextual Targeting



Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so they can connect with relevant audiences. Dynamic trending Predicts segments harness new trends and seasonally relevant content to drive incremental reach of your message. Sample contextual targeting segments for your Big Game campaigns below:

Syndicated Categories

- Entertain
- Fashion
- Food Kitchen
- Food Establishment
- Sport
- Sport Winter
- Superbowl
- US Football

Predicts Categories

- Cocktail Beer Enthusiast
- Dining Out
- Foodies
- Home Bakers Chefs
- Home Entertainers
- Moves & Entertainment
- Nightlife
- NFL NCAA Football
- Pet Lovers
- Superbowl
- Trending Television

Sentiment Categories

- Positive Amusement
- Positive Curiosity
- Positive Love
- Positive Happiness
- Positive Amusement
- Positive Pleasure

Custom Targeting & Predicts

Reach out to learn about our unlimited number of customizable targeting and safety segments, which are available for immediate activation.

Let **Oracle Advertising** help you to activate your game day campaign today

