

# Summer fun campaigns that inspire jet-setting consumers and staycation aficionados alike



Where are consumers traveling this summer? Whether it's the obvious relaxing beach vacation or a once-in-a-lifetime trip to the Paris 2024 Olympics, the New York Times reports that international travelers are cooling off in some unexpected places. But if you think a 12-hour flight sounds daunting, you're not alone. Many consumers are choosing to travel locally—or to stay home and enjoy the summer in their own backyards. Whatever your consumers prefer, Oracle Advertising has your targeting, brand safety, and measurement tactics covered.

## Leverage summer trends to assemble a data-driven summer campaign strategy



### Destination

..... According to the New York Times, beach destinations such as the Cayman Islands are in demand. While these consumers are looking for relaxation and adventure in the sun, others are looking to beat the heat! Scandinavian countries such as Norway are becoming popular summer destinations, with many airlines adding new routes to accommodate interest. While these vacations sound like a dream, reports of terrorism or travel disasters can make consumers pause. Avoid running against risky content with pre-bid contextual brand safety segments.



### Staycation

..... Those staying home will indulge in small luxuries, such as crafting seasonal cocktails with ingredients from their garden, or making pizza in that outdoor oven they splurged on last year. Expect these consumers to throw BBQs and dinner parties to show off new skills, and enjoy bigger-budget local experiences such as baseball games and concerts. As past purchases are a great indication of future behavior, utilize Oracle's purchase-based audiences to target someone hyper relevant to your brand or offering.



### Road Trip

..... Camping has always been a great way to see the countryside, and with a whole new market devoted to glamping, almost any consumer can be targeted for a quick weekend getaway. This is welcome news for brands, since consumers usually stop at various destinations before reaching their grand experience, such as family-friendly theme parks or awe-inspiring national forests. Know whether you're pitching hiking boots to an avid outdoorsman or a trendy vest to the nature novice by using Data Enrichment to segment your past shoppers and target them with appropriate messaging.

Let **Oracle Advertising** help you to activate your summer campaign today



# Reach your most valuable customers and prospects this summer!

## Oracle Audiences

Find your intended audience nearly anywhere they engage online with the precision and reach you've come to expect from Oracle Audiences. Check out audience samples for your summer campaigns below.

### Summer Entertainers

- Hard seltzers buyers
- Craft beer buyers
- Summer entertainers
- Backyard barbecuers
- July 4th
- Labor Day party shoppers
- Outdoor entertainers
- Summer home improvements

### Travelers

- Adventure travelers
- Air travel high spenders
- Camping
- Cruises
- Family travel
- Luxury travelers
- New camping enthusiasts
- Online travel agencies high spenders
- Traveling foodies
- Road trips

### Local Outings

- Local restaurant buyers
- Fine dining
- Family restaurants frequent spenders
- Golf courses
- Movie theaters frequent spenders
- Pool halls and bowling alleys
- Gamers and video game spenders

### Clothing and Accessories

- Luxury shoppers
- High fashion and luxury brands
- Deal seekers and bargain hunters
- Trendy style frequent spenders
- Sports fan apparel and gear high spenders
- Boutique stores high spenders
- Outdoor gear

### Personal Services and Events

- Massage and spa
- Sporting events high spenders
- Music concerts and festivals
- Museums and aquariums
- Theme and amusement parks

## Contextual Targeting

Oracle Contextual Intelligence is designed to help you analyze complex content at scale so you can connect with relevant consumers at the right moment. See contextual sample segments for your summer campaigns below.

### Syndicated Targeting

- Travel: Air
- Travel: Cruise
- Travel: Rail
- Music festival
- Entertainment music
- Cycling
- Shopping
- Home gardening
- Fourth of July
- Food and drink

### Predicts Targeting

- Home entertainers
- Dining out
- Spa wellness trips
- Brocations
- Home improvement
- Cocktail and beer enthusiasts
- Girls weekend
- Frequent travelers
- Home bakers and chefs

### Content Affinity Targeting

- Foodies
- Golf lovers
- Home renovation buyers
- Luxury sports
- Summer home improvements

### Sentiment Targeting

- Positive amusement
- Positive happiness
- Positive pleasure



### Brand Safety

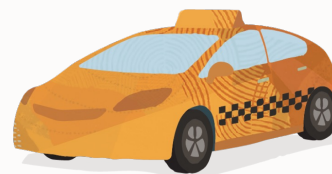
Oracle Contextual Intelligence understands true context, recognizing a new route over rerouted disasters. Take advantage of Oracle's Tiered Brand Safety for greater granularity and customization to meet your unique brand suitability standards.

- Adult
- Arms
- Crime
- Death and injury
- Drugs
- Hate speech
- Obscenity
- Piracy
- Terrorism
- Sensitive
- Spam

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## Reach your customers and prospects everywhere



Consumers are more digitally connected through smartphones, laptops, gaming consoles, and TVs than ever before. They also seamlessly bounce across many devices, media formats, and platforms throughout a typical day, while expecting a consistent customer experience. Utilize Oracle Audiences to develop a cohesive audience strategy that is portable across platforms and allows you to find your intended audience wherever they engage.



### Addressable TV

Segment TV viewers by adding Oracle audience targeting to households through Video On Demand (VOD) or linear TV via cable, satellite, and set-top boxes. Leverage partnerships with Dish or Sling to avoid wasted media spend and increase ad relevancy for engaged TV viewers.



### Commerce Platforms

Don't just rely on making the shopping list; engage relevant consumers who are actively shopping in the moment through some of the largest ecommerce platforms such as Amazon and Wal-Mart.



### Connected TV (CTV)

Explore connected TV with a fully immersive ad experience of sight, sound, and motion. Audiences by Oracle can help you deliver ads to valued customers and prospects on more than 10 endemic and programmatic CTV platforms, including Hulu, Amazon Fire TV, Sling, and Roku.



### Demand-Side Platforms (DSPs)

Expand your reach into the open internet by utilizing a demand-side platform to activate the depth and breadth of data found in Audiences by Oracle, available across all major DSPs, including Google, The Trade Desk, Xandr, AppNexus, and more.



### Social Platforms

Capture the attention of a highly engaged and logged-in user base across social platforms such as Facebook, Pinterest, Snapchat, and X (formerly known as Twitter). Oracle Audiences, particularly those built from purchase data and other offline signals, complement native behavioral targeting signals available on these platforms.



### Streaming Audio

Engage your target audience, whether they're rocking out to their favorite music or actively learning through podcasts on platforms such as Spotify.

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