

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



Consumer interest in travel has fluctuated throughout the past few years, but as restrictions continue to lift, noticeably so has consumers' optimism. Oracle Contextual Intelligence is seeing steady increases in travel readership over the last four months, while the New York Times is reporting growth in travel bookings. However, while there may be a desire to travel, inflation and rising interest rates may also signal to many that they should enjoy summer activities closer to home. Whatever consumers decide, from a backpacking trip through Europe to a lavish summer staycation, Oracle has your targeting tactics covered.

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



### Destination

According to the New York Times, all-inclusive resorts, bucket list glamping excursions, small yacht cruises, and luxury family vacations complete with summer camps are on the rise in terms of online searches and travel bookings across the globe. These high society consumers seek brands that can give them a one-of-a-kind vacation where they can be doted on in style, a luxury they've been barred from the last few years.



### Staycation

Those staying home will continue the post-pandemic trend of demanding the small luxuries they crafted and enjoyed during lockdown, like top-shelf seasonal cocktails or freshly baked sourdough bread. Expect these consumers to throw BBQs and dinner parties this summer to show off new skills, as well as enjoy bigger budget local experiences, such as baseball games, hip restaurants, and concerts.



### Road Trips

Road trips may be coming back in a big way, but not for the nostalgic reasons you'd suspect. Widely blamed on car manufacturer shortages, rental car inventory is drastically down, causing prices to soar 41% from 2019. If consumers plan trips that require a bit of driving, a road trip may be deemed necessary to avoid unexpected delays that arise from depending on taxis to get around. This could be welcomed news as consumers take extended vacations and stop at various destinations before reaching their grand experience, like family-friendly theme parks or awe-inspiring national forests.

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



# Campaign planning as easy as 1 2 3!



## Take these 3 steps to simplify your campaign strategy

1

..... To reach vacationers in the right mindset, utilize contextual segments to surround travel research relevant to you, such as road trip itineraries for CPG snack brands, luxury travel websites for resort wear, or family tour tips for ticket packages. To target those staying home, surround the general summer-driven content that is right for your, such as smoker recipes for BBQ hosts or sports news for baseball fans, to inspire purchases at the right moment.

- Predicts Tropical Vacations
- Travel Family
- Event Summer Fun
- Food Kitchen
- Sport Baseball
- Predicts Home Entertainers

2

..... Utilize 3rd party audiences to target travelers who would appreciate what your brand has to offer, such as reduced carbon footprint lodging, dog-friendly amenities, day camps for kids, or all-inclusive luxury services. For home entertainers, inspire seasonal purchases by targeting audiences such as the at-home mixologist with tropical vodka flavors or find growing families to gain buyers of backyard summer upgrades like swing sets or splash pools.

- Pampered Pet Owners › Indulgent Dog Owners
- Personas › Travel Package Buyers
- Experience Seekers › Culture Connoisseur
- Attractions › National Parks and Forests
- Alcoholic Beverages (Drinks) › Mixers and Cocktail Ingredients
- Age of Children in Household (Kids) › Parents of Preschoolers (3-5)
- Outdoors › Gardening and Landscaping

3

..... Apply pin-worthy creative elements depicting high-end suitcases strolling to 1st class, resort wear on popular influencers, or a gleeful family in motion to invoke emotion-led brand connections that result in purchases. For those staying at home, inspire your customers with images of BBQs, patio happy hours, family game nights, concert outings, and more to gain consistent purchases throughout the summer.

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# Find your most valuable customers and prospects this summer!



## Contextual Targeting

[Oracle Contextual Intelligence](#) is designed to help marketers analyze complex content at scale so they can connect with relevant people at the right moment. See contextual sample segments for your summer campaigns below.

### Syndicated Categories

- Travel Air
- Travel Cruise
- Travel Rail
- Music Festival
- Entertain Gambling
- Entertain Music
- Cycling
- Shopping
- Home Gardening
- Home Interiors
- Family Children
- Forth July
- Food Drink
- Food Establishment

### Predicts Categories

- Home Entertainers
- Dining Out
- Spa Wellness Trips
- Brocations
- Foodies
- Home Improvement
- Cocktail Beer Enthusiasts
- Girls Weekend
- Nightlife
- Pet Lovers
- Trending Toys
- Movers
- Frequent Travelers
- Golf
- Home Bakers Chefs

### Sentiment Categories

- Positive Amusement
- Positive Happiness
- Positive Pleasure

## Custom audiences and contextual segments tailored to your brand

Save time in campaign planning by reaching out to your Oracle Account Manager for insight-driven strategy recommendations. If off-the-shelf solutions don't meet your needs, our custom contextual segments, audience targeting, and brand suitability segments will.

## Oracle Audiences

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

### Summer Entertainers

- Hard Seltzers Buyers
- Craft Beer Buyers
- Wine or Liquor Store Top Spenders
- Summer Entertainers
- Backyard Barbecuers
- July 4<sup>th</sup>
- Labor Day Party Shoppers
- Outdoor Entertainers
- Summer Home Improvements

### Travelers

- Summer Travelers
- Still Willing to Travel
- Car Rentals High Spenders
- In-Market for Tours
- Vacation Packages
- New Camping Enthusiasts
- In-Market Air Travel Business Class
- Adventure Travel High Spenders
- Traveling Foodie
- 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 Games Spenders

### Clothing & 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 Service & Events

- Massage and Spa
- Sporting Events High Spenders
- Music Concerts and Festivals
- Museums and Aquariums
- Theme and Amusement Parks

## 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 DirecTV, 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 like Amazon and Wal-Mart.



### Connected TV (CTV)

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



### Demand Side Platforms (DSPs)

Expand your reach into the open internet by utilizing a demand side platform (DSP) to activate the depth and breadth of data found in Oracle Audiences, available across all major DSPs, including Google, MediaMath, The Trade Desk, Xandr, 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 Twitter. Oracle Audiences, particularly those built from purchase data and other offline signals, complements native behavioral targeting signals available on these platforms.



### Streaming Audio

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

\*Note – audience and contextual targeting segment availability varies platform by platform.

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