

Be thankful for foodies this holiday season



With traditions in family feasts, fantastic parades and deliciously festive market outings, the holiday season is rightfully centered around food. Unfortunately, inflation and the avian flu have helped drive up the grocery bill potentially cutting into the budget of glutinously delicious dinners and celebratory sparkling beverages.

To get your brand back on the shopping list, you'll need to utilize smart advertising approaches to hit consumers in the right mindset. Whether your target market is toting a frozen pie to a family event, or hosting an indulgent dinner party, Oracle Advertising can help your brand stand out on the shelf this holiday season.

2 out of 3

consumers worldwide are trading down with cheaper CPG brands or private labels

60%+

of US and Asian countries utilize channels, like grocery delivery, they first tried during COVID

44%

of consumers worldwide splurge on immediate gratification purchases

Check out Oracle Advertising's targeting tips to reach your holiday buyers below

Setting the table



While consumers traded down from buying premium products, private labels boosted in performance, with 84% of Europeans saying the quality of private labels is similar to the quality of branded products. To regain your staple status in the kitchen, you'll need to tout your brands differentiators. Work with media influencers to craft your message in a native environment, then amplify your work by surrounding relevant food, home and mommy blogs.

Splurge worthy dinners



If you're selling something new or indulgent, look no further than Millennials and Gen Z, who are not only 60% more interested in splurging on ingredients, but are also 5x more likely to believe that new brands are better and more innovative. To target these likely holiday hosts, surround trendy food content with Predicts categories, or test into Oracle Content Affinity Targeting to appear against articles that are popular with younger generations.

Invest in e-grocery tactics



COVID has had a lasting effect on the consumer mindset, including online grocery shopping, with over 60% of US and Asian countries continuing behaviors such as click-to-collect and grocery delivery post lockdown. To make this highly convertible online shopping list, leverage Oracle Contextual Intelligence segments to surround holiday recipes while consumers plan the big meal.



Target holiday chefs online with Oracle Advertising

Oracle Contextual intelligence

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 targeting sample segments for your Thanksgiving campaigns below:

Contextual Categories

Food

- Alcoholic Beverages
- Bars & Restaurants
- Barbecues and Grilling
- Coffee and Tea
- Cooking
- Desserts and Baking
- Food Kitchen
- Healthy Cooking & Eating
- Vegetarian Diets
- World Cuisine

Shopping

- Coupon & Discounts
- Grocery Shopping
- Holiday Shopping
- Sales & Promotions

Travel

- Family Travel
- Road Trip
- Travel Preparation & Advice
- Travel Holidays

Family

- Dating
- Family & Relationships
- Family Parenting

Holiday & Entertainment

- Award Shows
- Black Friday
- Celebrity Style
- Christmas
- Gifts & Greeting Cards
- Halloween
- Holiday
- Home Entertaining
- Mid Autumn
- Music Festival
- Party Supplies & Decorations
- Pop Culture
- Thanksgiving

NEW! Oracle Content Affinity Targeting

Utilize privacy-friendly targeting segments based on the content consumption patterns of people-based cohorts.

- Ages 18-24
- Corporate moms
- Coupon Users
- Females 25-49
- Foodies
- Gift and Flower Buyers
- Green Moms
- HHI: \$150,000-\$249,999
- Luxury Buyers
- Meal Delivery App Buyers
- Moms of High School Kids
- Road-Trip Families
- Trendy Homemakers
- Young & Hip

Predicts Categories

- Autumn Outdoors
- Black Friday Cyber Monday
- Celebrity News
- Christmas
- Dining Delivery
- Film Festival Awards
- Foodies
- Halloween
- Holiday Shoppers
- Home Bakers Chefs
- Home Entertainers
- Millennial Moms
- Movies & Entertainment
- Style Fashion
- Thanksgiving
- Trending Celebrities

Sentiment Categories

- Positive Like
- Positive Love
- Positive Happiness
- Positive Positive

Custom Oracle Contextual Segments tailored to your brand

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



[Let Oracle Advertising help you activate your holiday food campaigns today!](#) 