

# Be thankful for foodies this Thanksgiving



With traditions in family feasts, parade outings and football tailgates, Thanksgiving is one of the largest food-focused holidays of the year. Unfortunately, inflation and the avian flu have continued to drive up the price of turkey, potentially cutting into the budget of the glutinously delicious sides and celebratory sparkling beverages. Whether your consumer is toting a crockpot across state lines or hosting an indulgent dinner party at home, Oracle Advertising can help your brand stand out over the holiday weekend!

**\$1.1 billion**

was spent on Thanksgiving turkey's in 2022

**44% of Americans**

have taken on debt to finance the dinner

**\$461**

is spent on Thanksgiving when Millennials host

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

### Setting the table



Similar to last year, Americans may be getting ready to stretch their budget to set the table. The cost of turkey has continued to increase, contributing to 88% of consumers cutting a dish from their Thanksgiving table altogether. To make the coveted shopping list, leverage a blend of Oracle's past-purchase audiences to target likely buyers, and Oracle Contextual Intelligence segments to surround recipes as consumers plan the big meal.

### Splurge worthy dinners



If you're selling indulgent ingredients, like a high-priced pinot noir, black truffles, or charcuterie, look no further than Millennials, who spend twice as much on the big day when compared to their baby boomer counterparts. By targeting consumers with Oracle's CPG transaction-level data, you can reach buyers based on item category, brand, and more.

### Holiday travel



Over 112 million Americans planned to travel for Thanksgiving in 2022, and while some may have only gone a short distance, 74 million expected to spend over \$500 in expenses to gain a seat at the Thanksgiving table. Oracle contextual segments can help you surround travel content while your customers make arrangements, while Oracle audiences can target those who typically travel during the Thanksgiving holiday.

# Target Thanksgiving chefs online with Oracle Advertising

## 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 a few audience examples for your Thanksgiving campaigns below:

### Celebrating Hosts

- Enthusiastic Thanksgiving Entertainers
- Thanksgiving Shoppers
- Affluent Millennials
- Close Proximity to Club Stores
- Housewares & Furnishings
- Home Decorating
- Party Supplies & Decorations

### CPG Buyers

- Meat & Seafood
- Organic Foods
- Baking & Cooking Supplies
- Baked Goods
- High-End Meat & Cheese
- Value Conscious
- Grocery Delivery
- Online Grocery Store Shoppers

### Alcoholic Beverage Buyers

- Craft Beer Purchasers
- Mixers and Cocktail Ingredients
- Wine or Liquor Stores Top Spenders
- Canned and Premade Cocktail Buyers
- Red Wine Buyers

### Retail Buyers

- Big Box / Mass Market Store Shoppers
- Discount Store Heavy Spender
- Home Décor Buyers
- Casual Wear & Work from Home Clothing Buyers

### Travel

- In-Market for Midwest Travel
- Holiday Travel Persona
- Family Travel
- Car Rentals

### Sports Enthusiasts

- NFL Network Viewers
- ESPN Viewers

## NEW! Oracle Content Affinity Targeting

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

- Foodies
- Gift and Flower Buyers
- Patriotic Americans
- Females 25-49

## 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

- Thanksgiving
- Food Kitchen
- Party Supplies & Decorations
- Family & Relationships
- Sales and Promotions
- Food & Drink
- Alcoholic Beverages
- Travel Holidays
- Bars & Restaurants
- Outdoor Attractions
- American Football
- Cooking
- Beauty
- Movies

### Predicts Categories

- Thanksgiving
- Holiday Shoppers
- Home Entertainers
- Movies & Entertainment
- Autumn Outdoors
- Movies & Entertainment
- NFL NCAA Football

### Sentiment Categories

- Positive Like
- Positive Love
- Positive Happiness

## Custom Audiences & 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, audience targeting, and brand suitability segments will.



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

## 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 e-commerce platforms like 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 over ten 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 Audiences by Oracle, 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, complement 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.

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