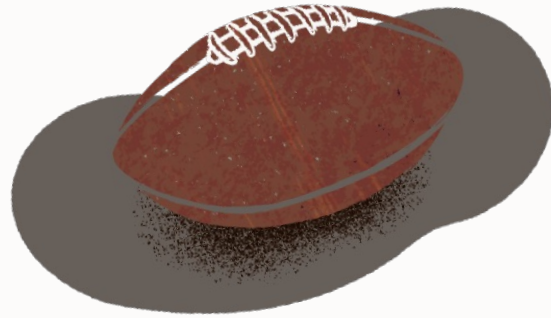# ORACLE
Advertising

Game day targeting tips that will allow you to enjoy the tailgate!

Television airtime for "The Big Game" is practically sold out at a record-breaking $7 million dollar price tag for a 30-second spot, up 8% from the previous year. With the high investment of the airtime itself also comes the creative price tag, and the pressure to have your spot go viral. Whether your brand is making a large on-air investment, utilizing a digitally targeted approach, or simply reaching out to consumers before game day to make it on the grocery list or splurged electronic store run, check out our top 3 tips for targeting consumers.

Instant Recognition

Celebrities appear in over 50% of bowl commercials and with good reason, nearly 64% of viewers say they are more likely to buy a product when it is endorsed by one. If your brand is making the big-name investment or dividing amongst a slew of digital influencers, it only makes sense to surround other content they're featured in. Oracle Contextual Intelligence utilizes multi-term matching, considering all words, their frequency, and relationships to the other words on a page to determine the true meaning of content. Thus ensuring you not only surround the hype of commercial season, but also the celebrity into which you've invested your budget into.

Targeting Agility

As seen in every bowl game, one gut-wrenching fumble or halftime show surprise appearance 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 > Superbowl to your targeting in the programmatic platform of choice to let your brand be top of mind all game long!

Cross-Platform Strategy

If you invested in game day creative, it needs to work everywhere. This means making several cuts of video optimized towards in-article, OTT, CTV, and social spaces, as well as amplifying your message outside of videos. Incorporating complementary media like influencer takeovers, interactive social lens or layered interstitials will continue to build momentum for your brand. While you make your media work across platforms, utilize a singular audience strategy to effectively target the same audience wherever they choose to view content. Fortunately, Oracle Audiences can be utilized within 99% of media platforms, just reach out to your account manager for a recommendation today.

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

Contextual Targeting

Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so they can connect with relevant people in the moments that matter. Now with over 1,000 segments across Standard, Predicts, Sentiment, Data Driven Context, and Brand Safety, Oracle can help you reach your desired audience with granularity and control in 38 languages.

Syndicated Categories

- Alcoholic Beverages
- Barbecues and Grilling
- Celebrities
- Celebrity Families
- Entertain TV
- Fantasy Sports
- Food & Drink
- Home Entertaining
- Home Entertainment Systems
- Humor and Satire
- Pop Culture
- 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
- Sports Top Stories
- Trending Celebrities
- Trending Television

Data Driven Context*

- Ages 25-29 OR Ages 30-34
- Business Owners
- Consumer Electronics Buyers
- Foodies
- Home Owners
- Households with Trendy Moms
- Indulgent Dog Owners
- Meal Delivery App Buyers
- Shopping Enthusiasts
- Winter Sports Enthusiasts

Sentiment Targeting

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

Oracle Audiences

Find your intended audience nearly anywhere they engage online with the precision and reach you've come to expect with Oracle Audiences. With more than 200 integrations into DSPs, social platforms, commerce platforms, OTT, streaming audio, and more, your team can create a true cross-channel audience strategy.

Big Game Viewership

- NFL Super Bowl
- FOX
- NFL Network
- CTV Device Ownership
- Streaming Video Apps
- Hulu

Electronic Interest

- In-Market for Televisions
- Lapsed Home Audio & Speaker Buyers
- Lapsed Samsung TV Buyers

Gametime Snacks

- Backyard Barbecuers
- Deli Dips, Spreads and Toppings
- Healthy Snacks
- Holiday Food Buyers
- Home Cooking and Grilling
- Instacart
- Pizza Frequent Spenders
- Recipes and Cooking
- Salty Snacks
- Sports and Entertainment Restaurants
- Quick and Easy

Beverage Buyers

- Alcohol Beverage Buyers
- Wine or Liquor Store Top Spenders
- Canned & Premade Cocktail Buyers
- Craft Beer Buyers
- Hard Seltzer Buyers
- Light Beer Buyers
- Malt Beverage Buyers
- Mixers & Cocktail Ingredient Buyers
- Non-Alcoholic Beer Buyers
- Spirits Buyers

Custom Audiences & 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.

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.

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

*Audience and contextual targeting segment availability vary by platform and geography, contact your account manager to surface.