



We're here for the commercials!

Television airtime for “Game Day” is practically sold out, with just 10% of CBS inventory up for grabs. With 30-second spot prices ranging between \$6.5-7M, advertising on the big day is not for the faint of heart, especially considering you'll need to tack on a star studded creative price tag. This year, production costs could double as Nickelodeon will also be broadcasting the game, giving advertisers the option for a second kid-friendly creative spot – a great opportunity to highlight family pizza night, Amazon's toy store, Google's joke of the day and more. Whether your brand is going on-air, utilizing a digital only approach, or simply reaching out to consumers before game day to make it on the shopping list, our top 3 tips for targeting consumers can help you win on game day.



Instant Recognition

Bowl viewers say that they are more likely to buy a product when it is endorsed by someone they recognize, which is why you see such a star studded cast on these pricey on-air investments. Whether your brand is going live or tapping into 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, halftime show surprise or celebrity appearance (hey Swifties!) 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, which is needed after that commercial investment. Just add `gs_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 video. 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 targeting 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 tailored recommendation.



Target your most valuable customers and prospects around Game Day!

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 Content Affinity, 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
- Children's Games & Toys
- Cooking
- Entertain TV
- Fantasy Sports
- Food & Drink
- Home Entertaining
- Home Entertainment Systems
- Humor and Satire
- Parenting Children
- Pop Culture
- Super Bowl
- 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

Content Affinity Targeting

- Consumer Electronics Buyers
- Eco-Friendly, Clean and Natural Interests
- Foodies
- Golf Lovers
- Households with Trendy Moms
- Indulgent Dog Owners
- Meal Delivery App Buyers
- Parents of Young Kids (Ages 1-10)
- Parents of Children (6-10)
- Sports Fans
- 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.

Game Day Viewership

- CBS
- NFL Super Bowl
- NFL Network
- Paramount+
- Peacock
- Hulu
- OTT Exclusive Content Viewers
- Ad-Supported Video on Demand (AVOD) Apps

Game Day with Kids

- Nickelodeon
- Disney+
- Parents of Children (6-10)
- Parents of 3+ Children
- Toy Buyers

Electronic Interest

- In-Market for Televisions
- Lapsed Smart TVs Buyers (2+ years)

Gametime Snacks

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

Beverage Buyers

- Wine or Liquor Store Top Spenders
- Canned & Premade Cocktail Buyers
- Hard Seltzer Buyers
- Light Beer Buyers
- Scotch and Whiskey 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.

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

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!](#)



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