

Brand Intelligence

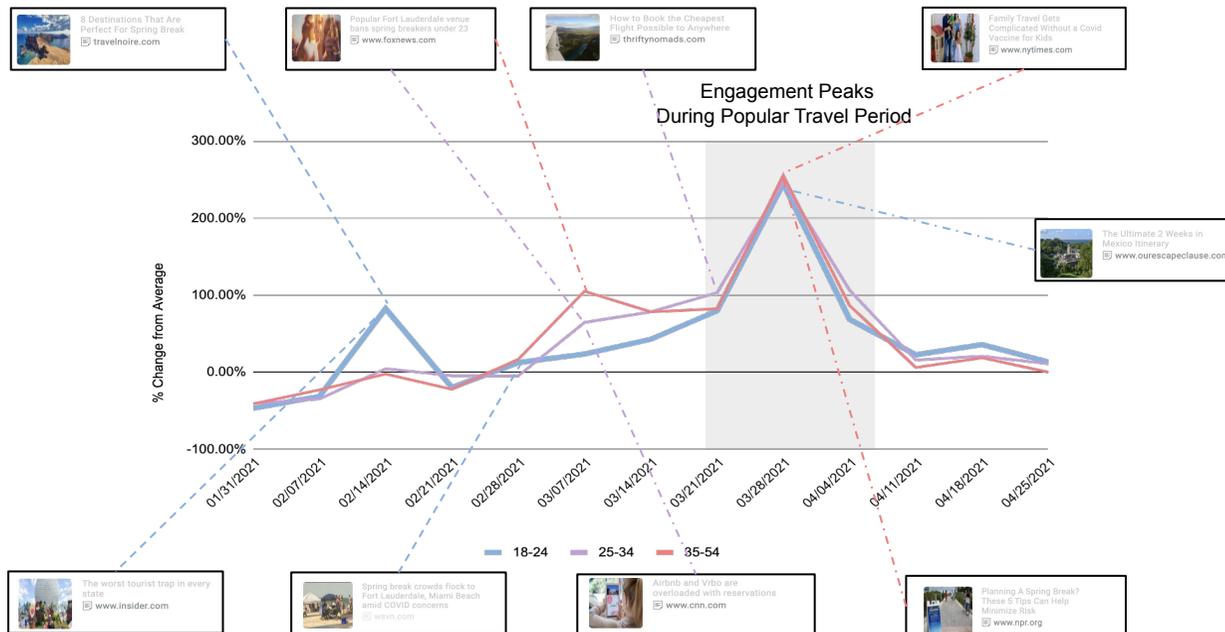
2022 Tentpole Insights
Spring Break



Optimize media spend by focusing on age and time of travel

Despite COVID travel restrictions, online engagement with Spring Break content increased during early Mar through Apr 2021 across all age groups. Travelers A18-24 are focused on popular spring break destinations while older travelers A35-54 are engaged with budget friendly trips with outdoor activities.

Spring Break Content Engagement | Age Groups | Feb - Apr 2021



The consumption trend lines to the left capture online engagement with Spring Break travel content age group. For dedicated travelers, content engagement peaks during the most popular travel periods of early Mar through Apr 2021.

In **February**, College Age (18-24) travelers engaged with content about **popular destinations with spring break events**, like Florida and Mexico, while also wanting to **avoid costly tourist traps**.

Young Professional (25-34) travelers, sought out content that helps them budget **lodging and plan outdoor adventure destinations**.

Parents (35-54), most likely to travel with young children, engaged with content around **budget, managing risks**, and **family friendly destinations**.

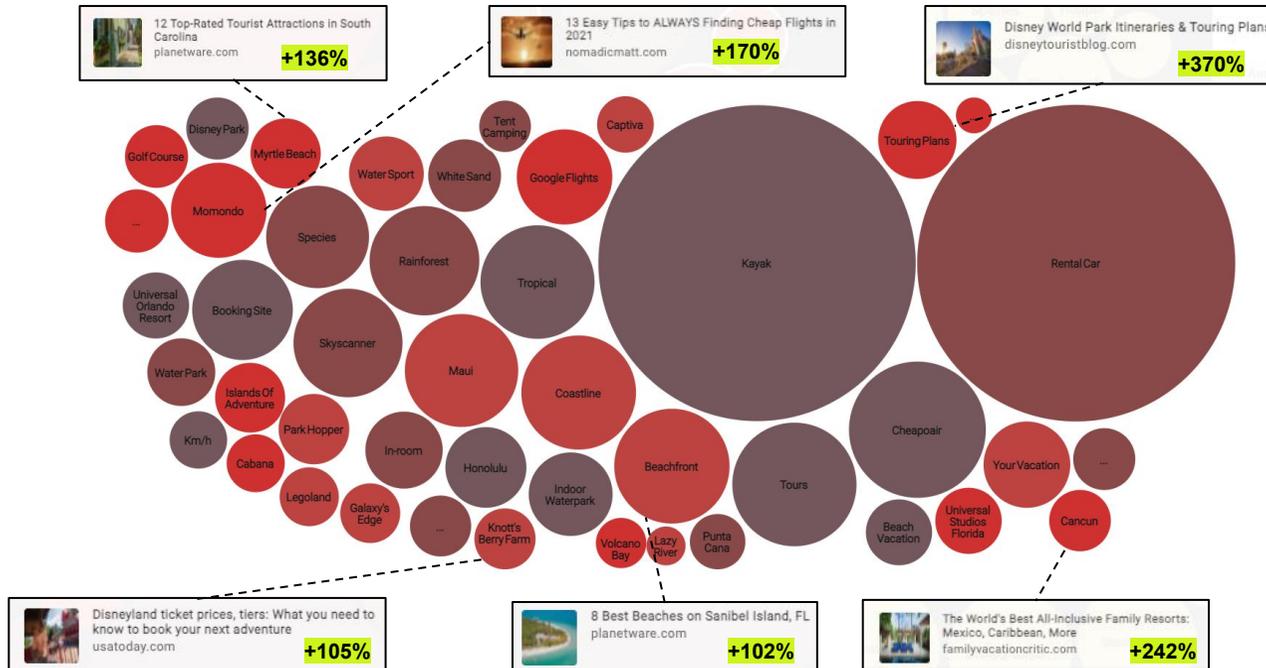
Recommendation

For campaigns wanting to leverage audience interest in Spring Break content, consider a flight beginning a week prior to Feb 1, 2022. Focus your strategies around travel planning and the age group of your target audience.

Align with trending travel-related content by audience

Family spring breakers demonstrate interest in international travel, theme parks and budget friendly beach resorts

Key Trending Interests A25-54 with Kids | Travel Topic | Feb - Apr 2021



Top travel trends among adults with kids during the 2021 Spring Break time period focused on **international locations** such as Mexico and The Bahamas. This audience is more likely to travel further for longer, while traveling to locations close to the US and following safety precautions.

If staying stateside, then **Hawaii, beachfront and coastal locations** are top of mind among this audience. Families are looking for **discount airfare** to their destinations and **renting cars**.

Families were also engaged with various **theme parks**, lodges, **excursions**, passes and resorts. They're likely looking for deals and promotions for theme parks, specifically Disney theme parks on each coast and their surrounding resorts.

Recommendation

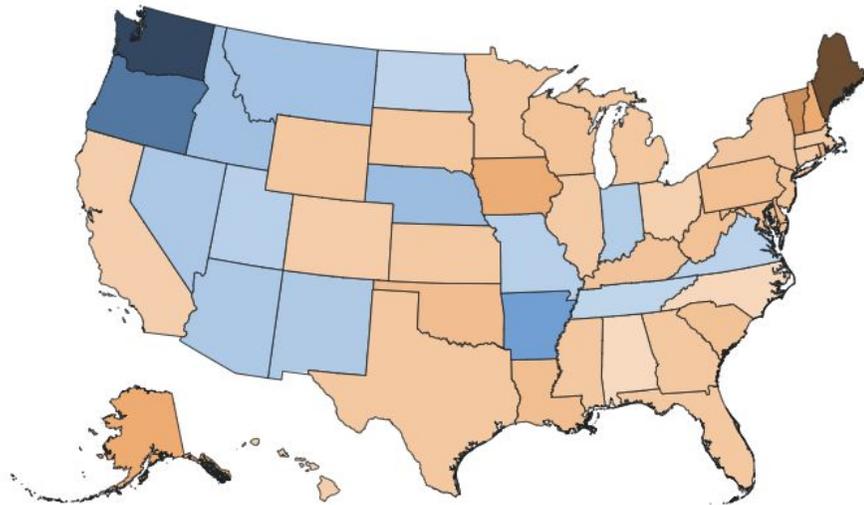
Activate on Amobee's behavioral and contextual targeting solutions within the unique travel interests for families:

- **Theme Parks**
- **Tropical Destinations**
- **All-Inclusive Resorts**

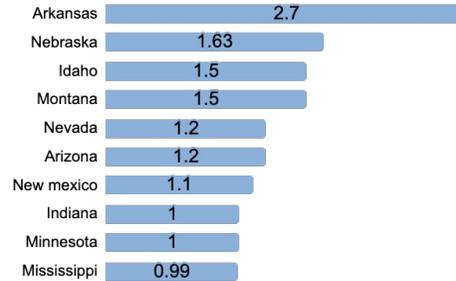
Maximize media spend by heavying up in key regions

Audiences in the New England region engaged with tropical vacation content to warm up for Spring break while southern and midwest audiences engaged with outdoorsy pacific northwest content.

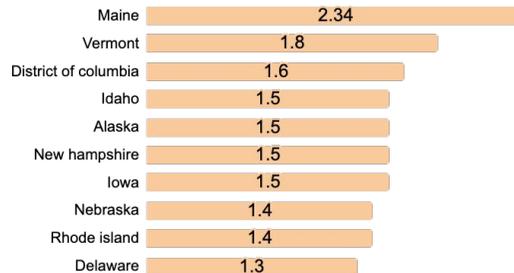
Travel Content Engagement | Geo Skew | Feb – Apr 2021



State's Most Engaged with Pacific Northwest Content



State's Most Engaged with Tropical Vacation Content



The map and graphs to the left display travel content engagement by geo skew.

Audiences in the New England region and in states with colder climates have been most likely to consume tropical vacation travel-related web content over the past spring break time period.

In contrast, audiences in states in the South, Southwest and Midwest regions are more likely to consume travel-related content for the Pacific Northwest that include hiking and road tripping.

Recommendation

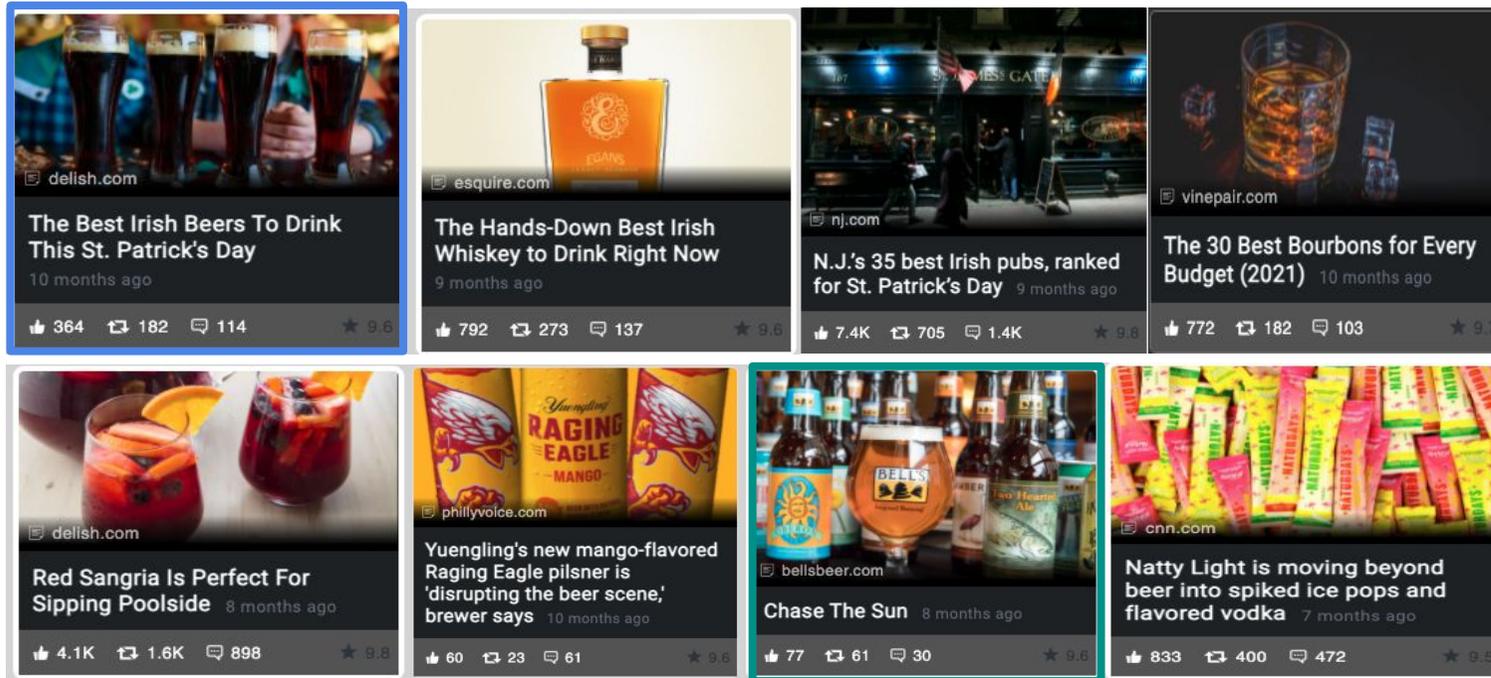
To capitalize on audiences that are most eager to make Spring break travel plans, consider focusing spend within regions by their specific travel interests. Examples include:

- **Airlines traveling from the east coast to the Caribbean**
- **Car Rental companies in the South**
- **Camping/hiking equipment retailers in the Southwest**

Align with trending alcohol-related conversations during spring break season

Trending alcoholic beverages content is highly influenced by seasonality

Trending Conversations | Alcoholic Beverages Content | Feb - Apr 2021



The visualizations to the left show alcohol-related content with highest rates of engagement volume and velocity during the 2021 Spring Break period.

Because St. Patrick's Day falls within the month of March, beer and Irish whiskey were popular content areas during Spring Break season.

Fruit-flavored beer and spiked popsicle treats were also trending during the Spring Break period this year, suggesting that the summer season and tropical destinations were top of mind for audiences.

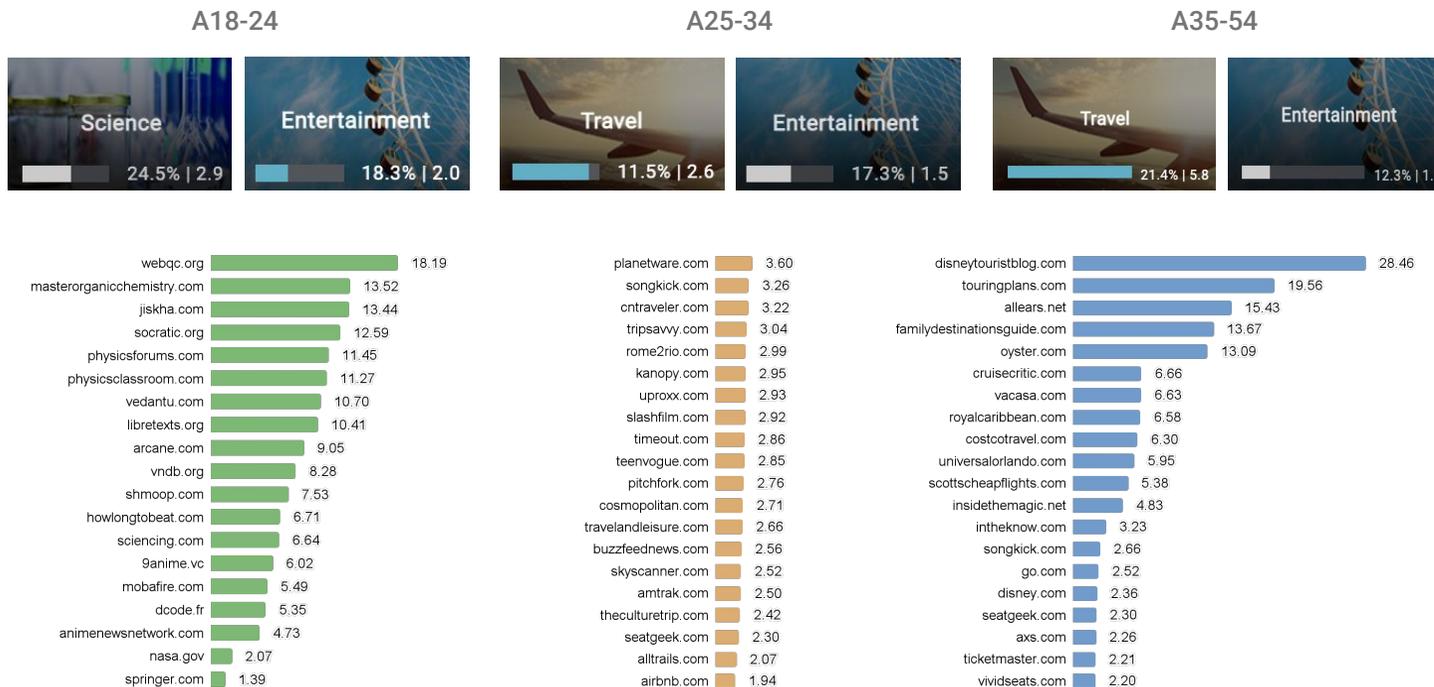
Recommendation

Leverage Amobee's behavioral and contextual targeting tactics across beer and cocktails/liquor/spirits to connect with relevant alcohol audiences and content during Spring Break season 2022.

Leverage omni-channel targeting tactics to reach spring break audiences

College age spring breakers are typically science majors consuming content in online gaming and anime. Young working adults typically plan their spring break trips around music entertainment, and parents to young kids plan for family vacations.

Spring Break Intenders | Online Affinites by Audience | Nov 2021



In addition to their interest in spring break, A18-24 are also drawn to anime and online gaming websites. This group of students are mainly science majors.

A25-34 are passionate about the music industry and live events. They are also more likely to visit plane, train, and hotel booking sites.

A35-54 are more likely to be researching theme park- or cruise ship-related family vacations.

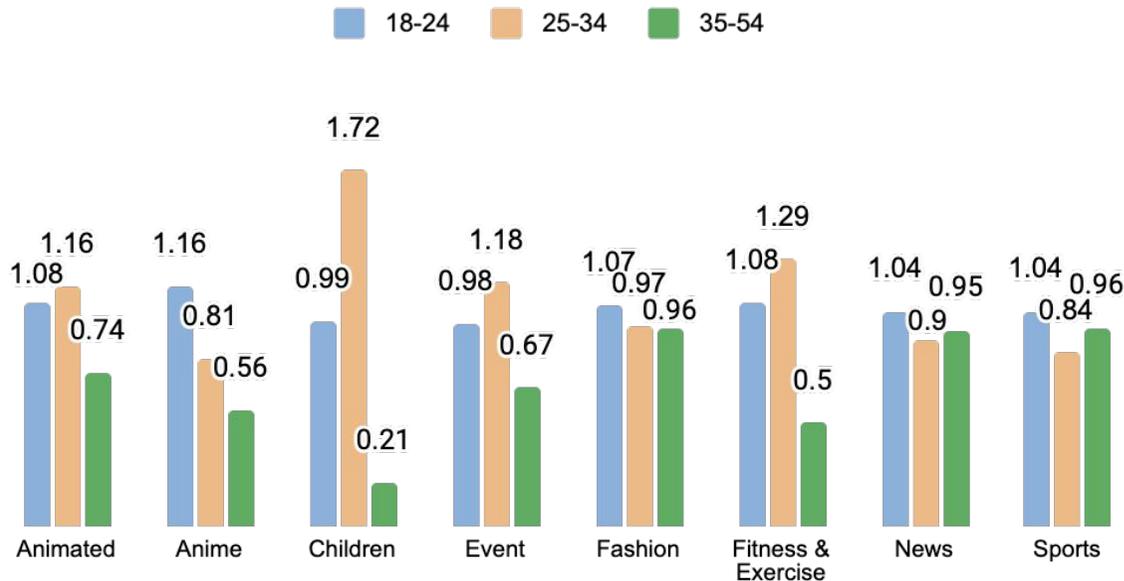
Recommendation

Use Amobee Custom Personas to reach these audiences across digital, CTV, audio, and social using a single set of qualifiers for each audience.

Cater to each spring break target audiences by genre

College spring break intenders are engaging with fitness, fitness, and animated shows. Young parents are almost 2x more likely to watch children's programming than the general population is.

Spring Breakers | TV Genre Affinities by Audience | Nov 2021



College-aged users A18-24 interested in spring break trips are passionate about **Fitness and Fashion** TV programming. They also exhibit over-indexing levels of **Anime and Animated** consumption.

The A25-34 group is split between those honed in on **Animated & Children** content as many are new parents, with another distinct section engaging with **Fitness & Event** content.

The A34-54 segment is most likely to be found engaging with **Sports & News** content. This audience under-indexes for all other genres listed.

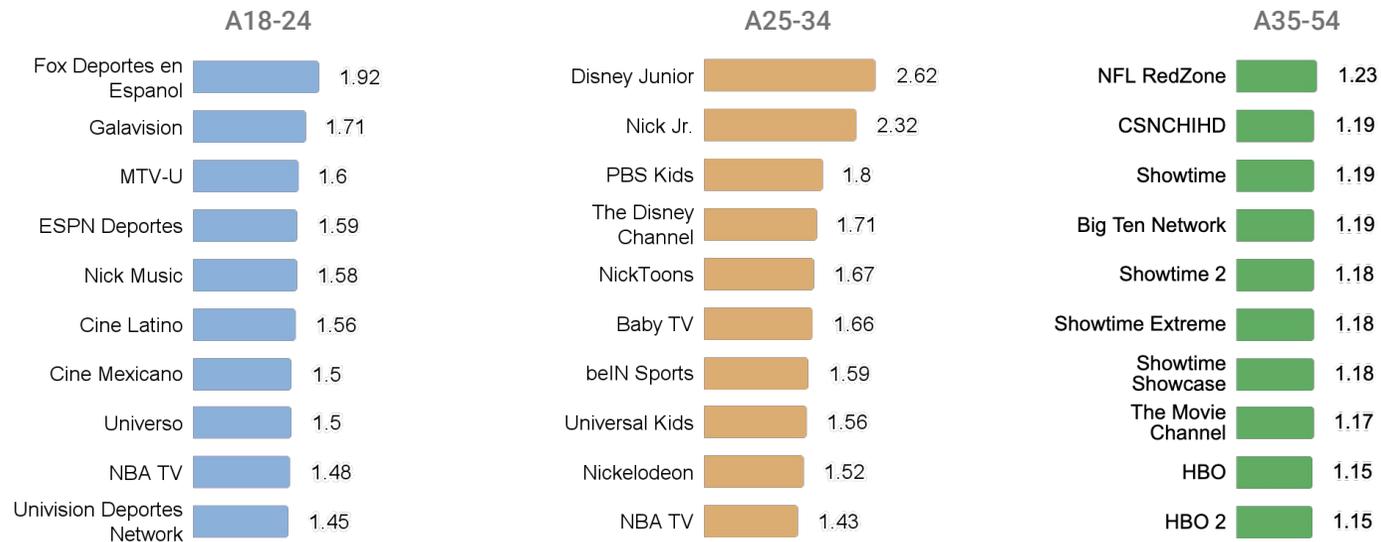
Recommendation

Capture the attention of each audience with a TV Amplifier segment, which targeting specific TV panel households tuned into the top skewing genres for each age group of spring break intenders.

Pursue insights-based network buys

College spring breakers are watching sports and Spanish language content. Young parents heavily consume content relating to kids' programming.

Spring Breakers | TV Network Affinities by Audience | Nov 2021



Spring Breakers A18-24 are heavily inclined to watch **Spanish language** networks as well as **Sports** shows.

The A25-34 segment shares some crossover consumption with the A18-24 group in **NBA TV** viewership but otherwise sits firmly in high levels of **Child Programming** engagement.

The A34-54 range holds unique interest in networks that primarily air premium film and show content such as **HBO** and **Showtime**. They also are disposed to tune in the **Big Ten Network**, which points to engagement with college sports.

Recommendation

Capitalize on the NBA TV viewership overlap as a means of targeting multiple groups at once. Focus targeting tactics for parents planning family Spring Break trips on kids', college sports, and movie programming. Consider Spanish-language campaigns to reach the 18-24 age group.

Reach target audiences using omni-channel activations

Amobee Custom Personas facilitate deterministic audience targeting across digital, social, audio, and CTV.

Spring Break Sample Custom Personas

Ages 18-24 College Students



Interested in all the below:

Add interests

Interested in either:

spring break x spring holiday x

Never interested in:

Add interests

Level of Intent

Awareness Consideration In Market

Gender

Male Female Both

Age

13-17 18-24 25-34 35-44 45-54 55-64 65+

Geo

United States

Ethnicity

All Ethnicities

Income

\$0K \$25K \$50K \$75K \$100K \$150K \$200K Over \$200K

Spring Break Travelers



Interested in all the below:

spring break x

Interested in either:

hotels x Flights x Resort x car rental x

Never interested in:

Add interests

Level of Intent

Awareness Consideration In Market

Student Spring Break Booking Site Visitors



Must have visited:

Add Websites

Visited either:

ststravel.com x studentcity.com x travelspringbreak.com x

Have never visited:

Add Websites

Choose from our sampling of relevant Spring Break campaign target audiences on this slide or connect with your Amobee team on building out Custom Personas unique to your campaign needs.

Custom Personas use a single audience definition to identify Amobee IDs across every channel, and are built to scale based on a combination of your audience's nicheness and other targeting factors such as demos, geos, etc.

DSP Campaigns: Insights to activation

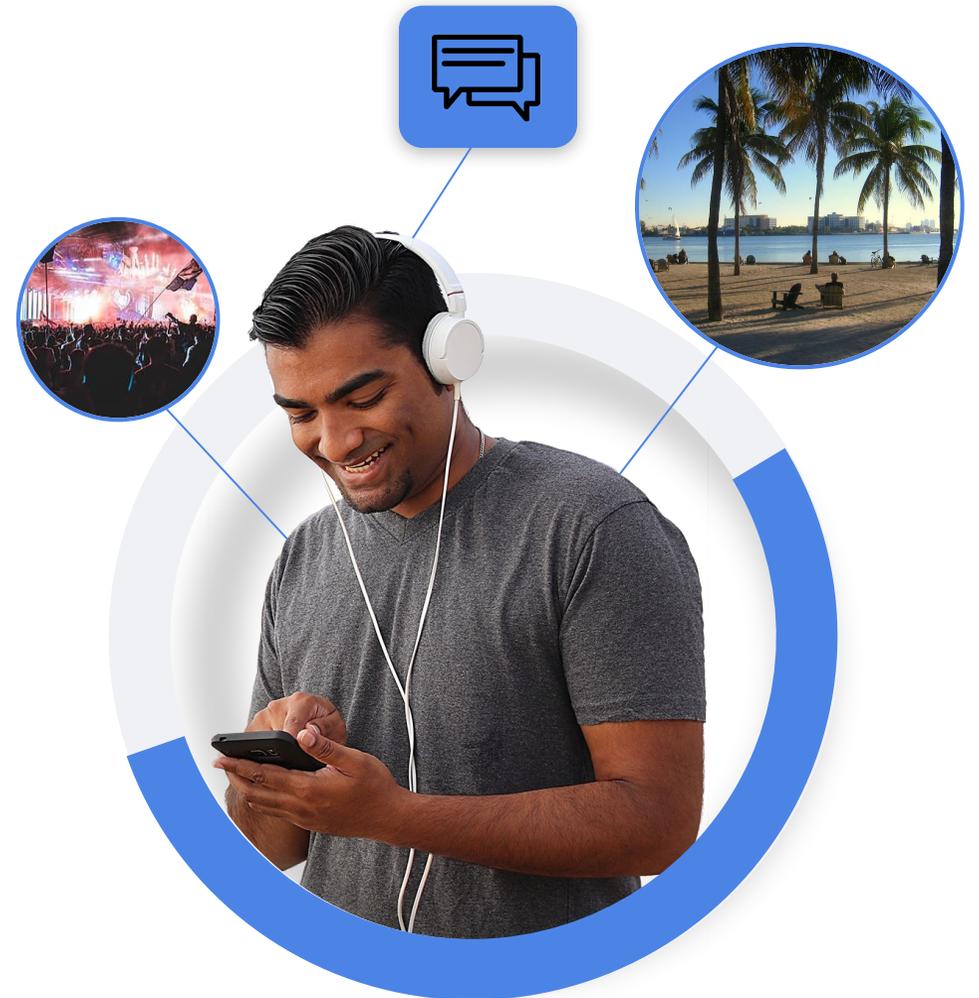
1 Discover Insights

- Surface & Align with Trending Interests
- Define Your Target Audience

2 Build Out Activations

- Aggregate Interests into a Custom Contextual Target
- Amplify TV Amplifier Segment or Activate it as a Deterministic Segment
- Amplify Custom Persona Segments

3 Push Activations to Amobee's DSP



Amobee Brand Intelligence DSP activation menu

Amobee Contextual	Align with emerging interests to reach your audiences on real-time trending and top resonating content across programmatic channels.
TV Amplifier (Audience)	Activate custom audience segments based on user and household level TV viewership, ad exposure, and digital interests for targeting across programmatic, social, and/or connected TV channels.
Custom Persona (Audience)	Activate custom audience segments based on real-time engagement with digital interests for targeting across programmatic, social, and/or connected TV channels.

Advanced TV Campaigns: Insights to activation

1 Discover Insights

- Surface & Align with Trending Interests
- Define Your Target Audience

2 Layer on Targeting

- Select strategic behavioral targets within Amobee's DSP to be pushed over to campaign's within Amobee's Advanced TV Platform



Thank you

