

# Brand Intelligence

2022 Tentpole Insights  
St. Patrick's Day





# Capitalize on Irish drink interests

Within a drink topic, there is strong interest in Irish beers as well as cocktails as related to St. Patrick's Day.

St. Patrick's Day | Trending Interests | Drink Topic | Mar 2021



Looking at last year's St Patrick's day top content pieces within a drink topic, the following trends were identified:

- **Irish beer** content
- In addition to Irish beer and whiskey interests, **St. Patrick's Day cocktails** were popular

## Recommendation

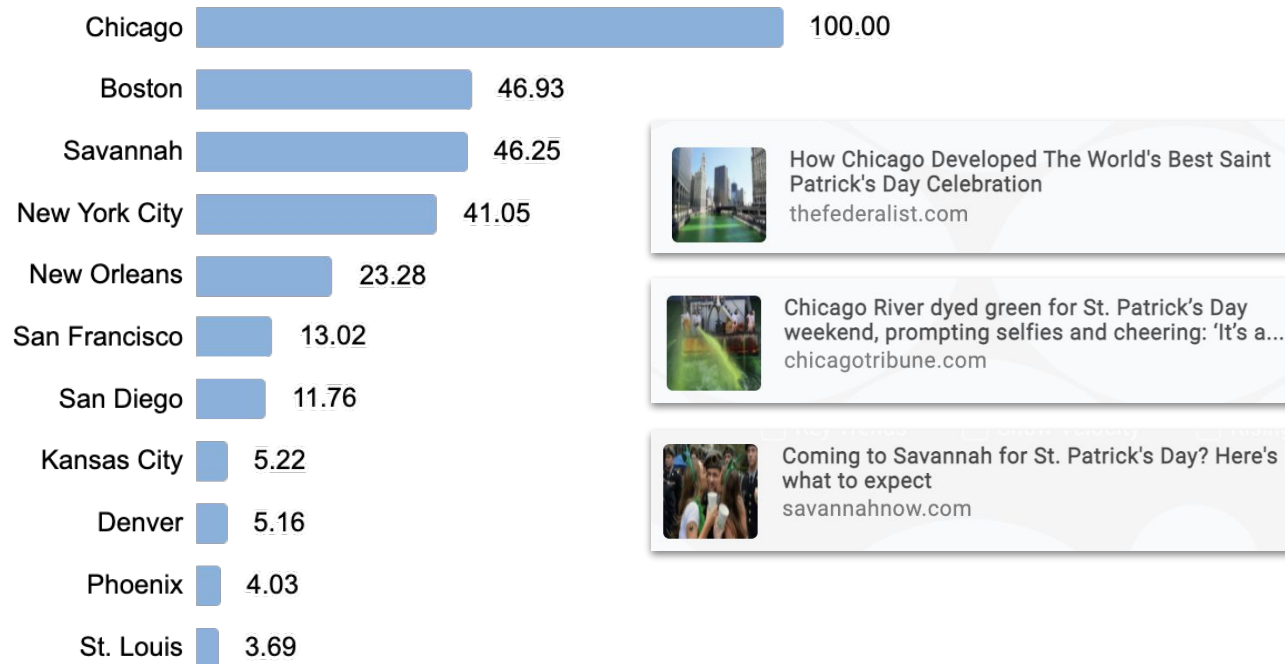
Activate on Amobee's behavioral and smart contextual targeting solutions within the drink topic to reach users with resonating content.

BI\_DYN\_2021 Tentpole\_St. Patricks\_Drink Trends

# Geo target popular cities for St. Patrick's Day

Chicago, Boston and Savannah are the top associated cities for St. Patrick's Day celebrations as digital users are highly engaged with content around the best places to celebrate.

St. Patrick's Day | Cities | Travel Topic | Mar 2021



The graph to the left displays the top city associations within a travel topic to St. Patrick's Day from Mar 2021.

The cities most associated with St. Patrick's Day are Chicago, Boston, Savannah and New York City.

## Recommendation

Geo target cities where there is interest in celebrating St. Patrick's Day and contextually align with content trending around city celebrations.

**BI\_DYN\_2021 Tentpole\_St. Patricks\_Cities**

# Reach target audiences using omni-channel activations

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

## St. Patrick's Day Sample Custom Personas

**St. Patrick's Day Travelers**

Interested in all the below:

- St. Patrick's Day

Interested in either:

- Travel to Chicago
- Travel to Boston

Never interested in:

Add interests

Level of Intent: Awareness — Consideration — In Market

**St. Patrick's Day Recipe Considerers**

Interested in all the below:

Add interests

Interested in either:

- slow cooker corned
- cabbage recipe
- corned beef

Never interested in:

Add interests

Level of Intent: Awareness — Consideration — In Market

**Irish Beer Considerers**

Interested in all the below:

Add interests

Interested in either:

- Irish beer
- Guinness
- Irish stout

Never interested in:

Add interests

Level of Intent: Awareness — Consideration — In Market

Choose from our sampling of relevant St Patrick's Day 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

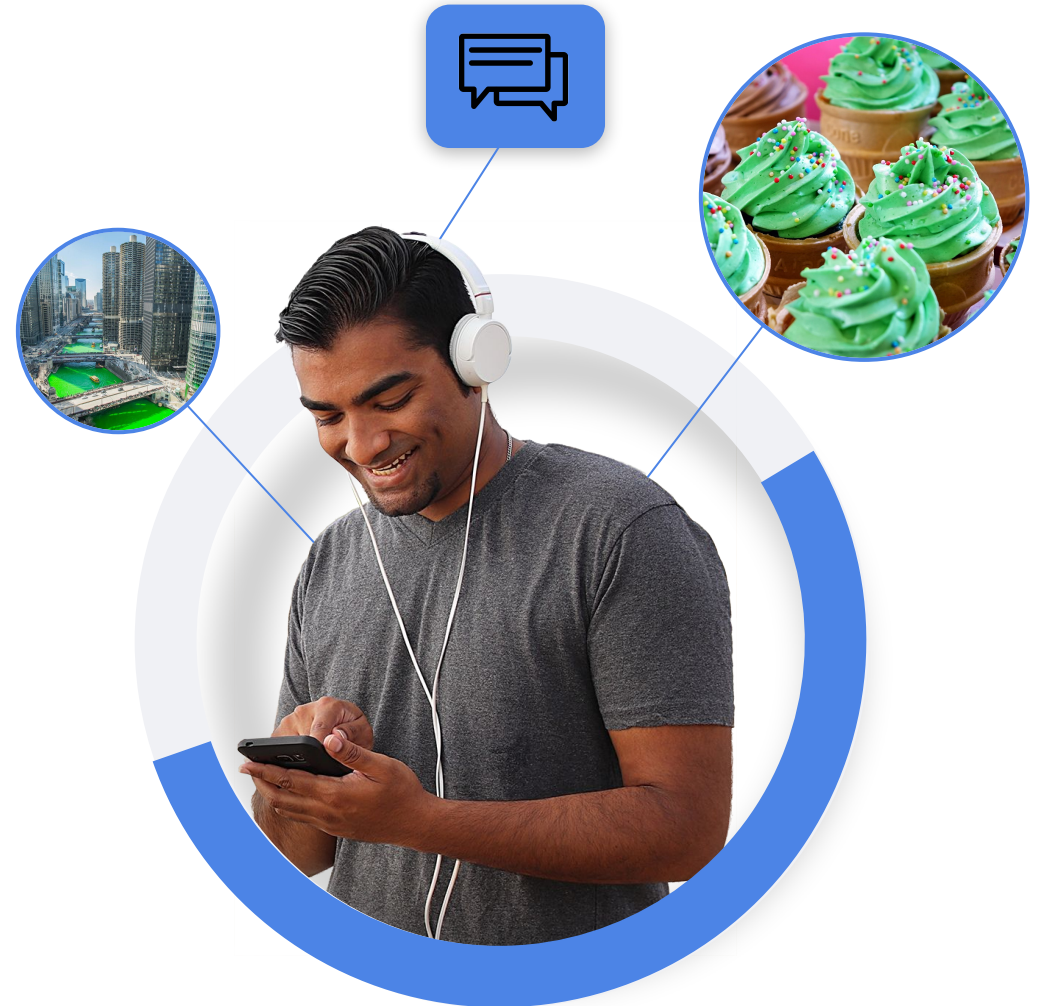
## 1 Discover Insights

- 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

<b>Amobee Contextual</b>	Align with emerging interests to reach your audiences on real-time trending and top resonating content across programmatic channels.
<b>TV Amplifier (Audience)</b>	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.
<b>Custom Persona (Audience)</b>	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

