

Brand Intelligence

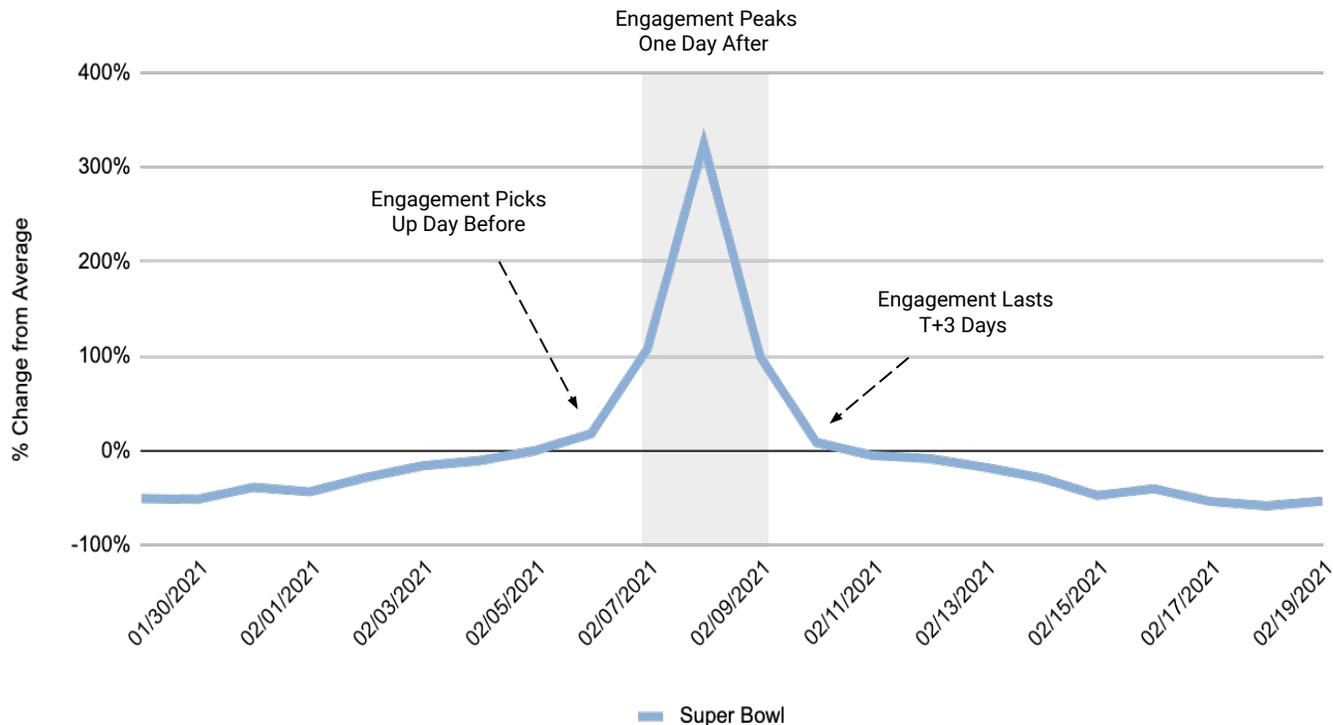
2022 Tentpole Insights
Super Bowl LVI



Select flight dates to optimize media spend

Online engagement with last year's Super Bowl picked up one day before, peaked one day after, and lasted up to three days after the game.

Engagement with Super Bowl LV | Jan - Feb 2021



This consumption trend line outlines online engagement of Super Bowl LV during the beginning of 2021.

Super Bowl LV saw above average engagement one day before the game, then spiked one day after the game was over. Engagement lasted three days after as people engaged with The Weeknd's performance as well as ads that played during the game.

Engagement started picking up much closer to Super Bowl LV's date, correlating to the pandemic and vaccines still being relatively new at the start of the year.

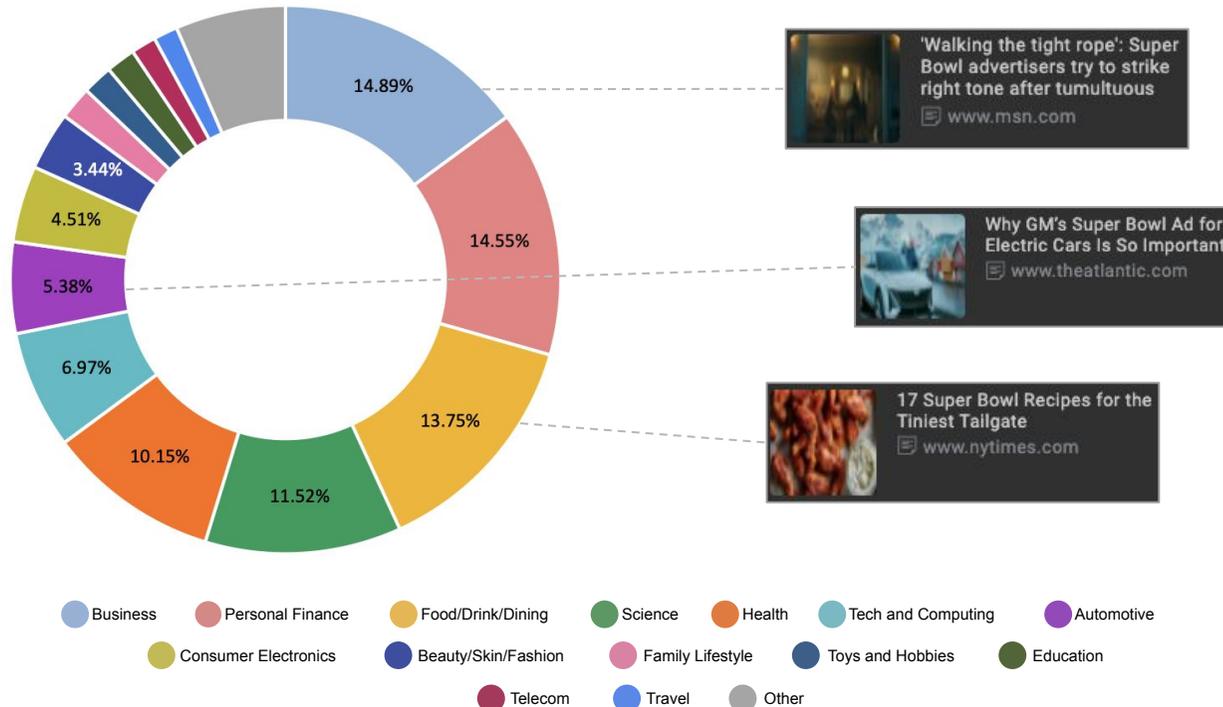
Recommendation

For campaigns wanting to leverage audience interest in Super Bowl content, consider a flight beginning a week prior to February 13, 2022 and extending until the following three days.

Target users through non-endemic topic areas

In addition to sports and entertainment, the Super Bowl is most commonly discussed within business, food/drink/dining, automotive, and beauty/skin/fashion topics.

Top Consumed Non-Endemic Topics for Super Bowl LV



This chart displays the top consumed non-endemic topics around the Super Bowl.

The Super Bowl is mostly mentioned in Business, Food/Drink/Dining, Automotive, and Beauty/Skin/Fashion content. Other top topics including Personal Finance, Science, and Health were most likely impacted by the year-long pandemic.

The Super Bowl holds smaller percentages of conversation within (but not limited to) Consumer Electronics, Tech and Computing, Family Lifestyle, Toys and Hobbies, Education, Telecom, and Travel.

Recommendation

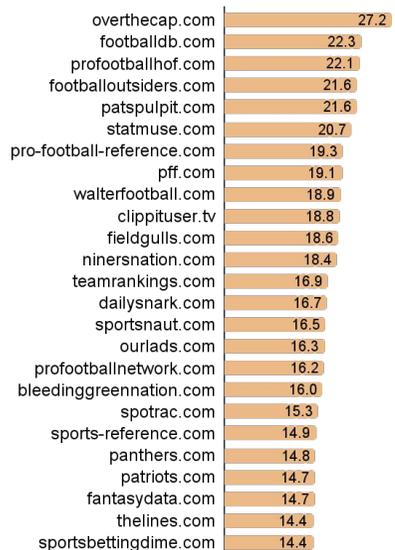
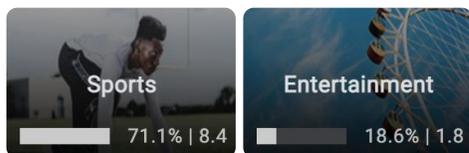
Consider placing heavy focus on aligning with major non-endemic topics such as Business, Food/Drink/Dining, Automotive, and Beauty/Skin/Fashion.

Understand and reach your audience

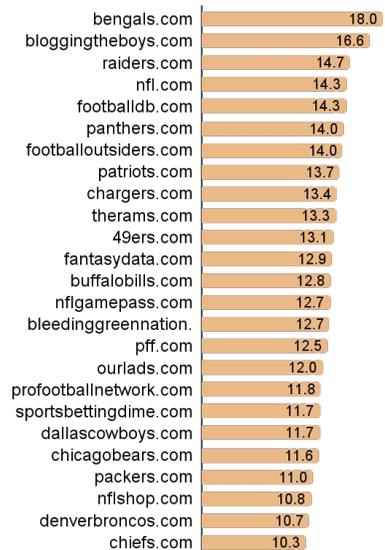
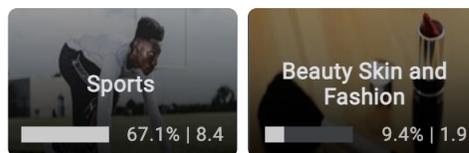
Younger Super Bowl Fans are more likely to be excited about the halftime show and engage with fantasy football, while older Super Bowl Fans are rooting for their favorite team(s) and are huge football fans in general.

Super Bowl Fans

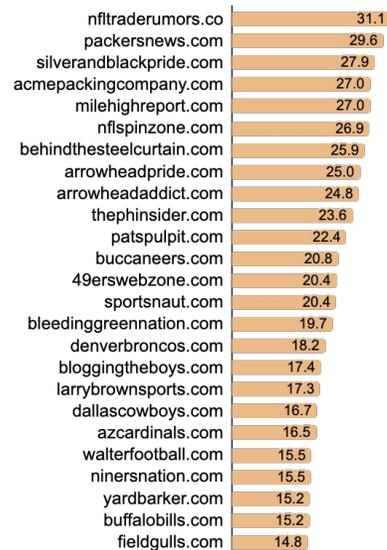
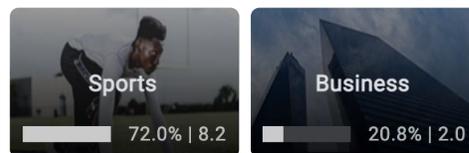
A18-34



A35-54



A55+



Super Bowl Fans A18-34 are also engaging with Entertainment topics and are most likely to be excited about the performers at the **halftime show**. They are more likely to be interested in **fantasy football and sports betting**, engaging with overall scoreboards than specific teams.

Super Bowl Fans A35-54 are also engaging with Beauty/Skin/Fashion topics, including **athleisure and outdoor brands** like Nike and Patagonia. They are also interested in fantasy sports but also engage with specific teams and **NFL merchandise**.

Super Bowl Fans A55+ are also engaging with **Business** topics. They are mostly on team-specific sites with **updates surrounding their favorite teams**.

Recommendation

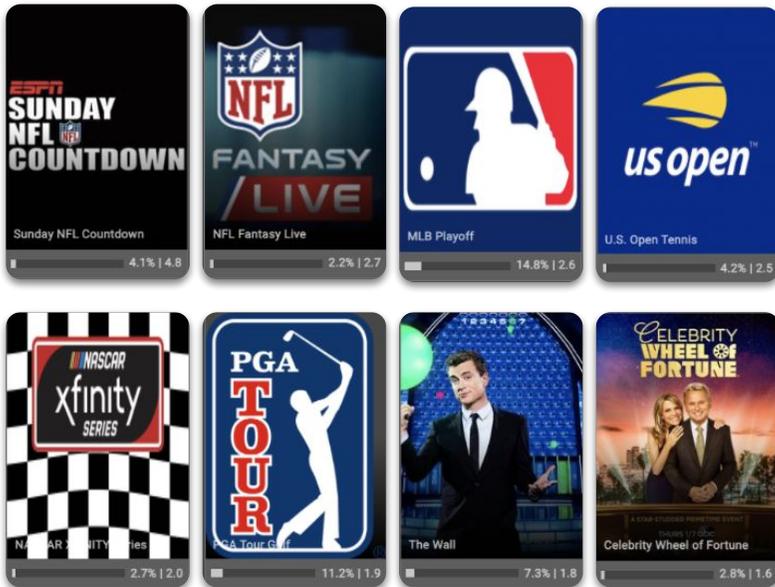
Utilize Brand Intelligence to reach your audience with Amobee **Custom Personas**, audience segments based on real-time engagement with digital interests.

Reach your audience across CTV

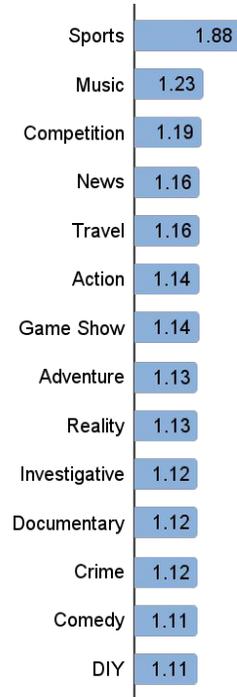
NFL regular season viewers also watch college football, baseball, tennis, racing, golf, and game shows. Their top sports networks include ESPN, Fox Sports, CBS Sports, and Big Ten Network.

Smart TV Affinities of NFL Regular Season Viewers

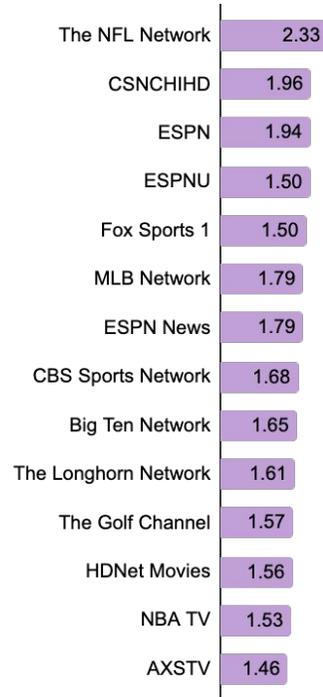
TV Shows



Genres



Networks



NFL Regular Season Viewers are huge sports followers in general and are **watching a wide variety of sports and tournaments** when they are in season (i.e. MLB - baseball; US Open - tennis; Nascar - racing; PGA Tour - golf).

Their top genres also include competition and game shows, including The Wall and Celebrity Wheel of Fortune.

In addition to NFL Network, their top networks are ESPN, Fox Sports, MLB Network, Big Ten Network, The Golf Channel, and NBA TV.

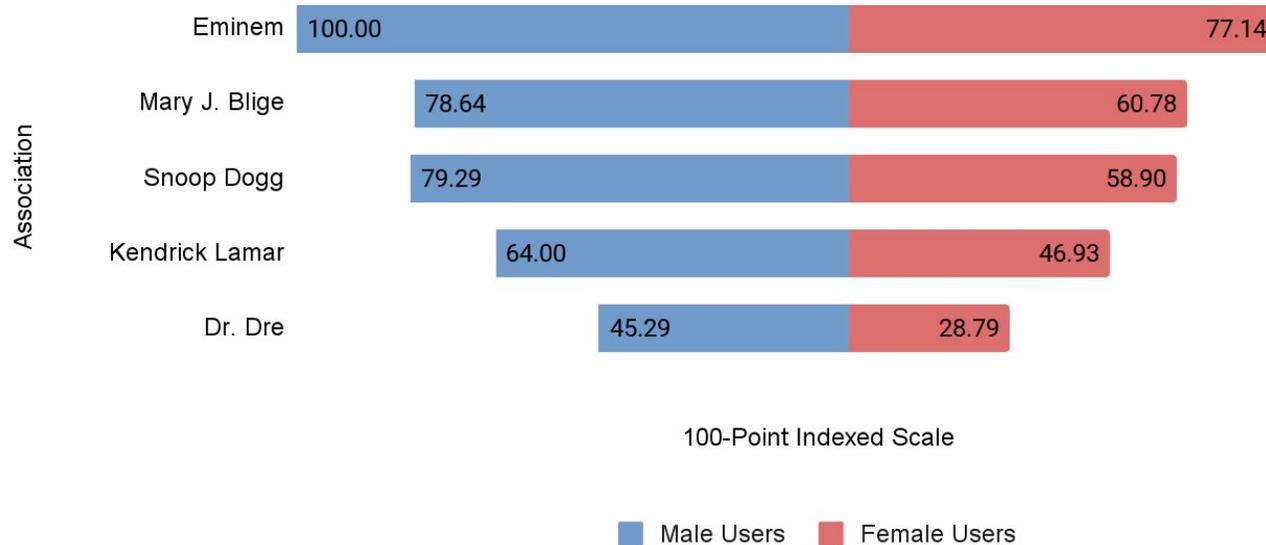
Recommendation

Deterministically reach users on CTV through Amobee's **TVA segment** or leverage lookalike modeling to reach consumers across digital/CTV using Amobee's **Amplified TVA segment**.

Capitalize on the hype around Super Bowl Halftime Show performers

Both male and female users highly associate next year's halftime show with Eminem.

Super Bowl LVI Association to Halftime Show Artists | Male vs. Female Users | Oct 2021

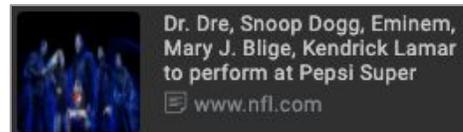
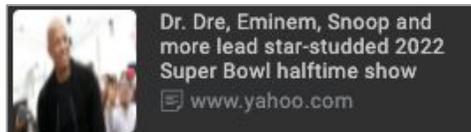


During the past month after the artists were confirmed, Eminem was the most associated with the upcoming Super Bowl among both male and female users possibly because of mainstream awareness of the rapper.

Mary J. Blige followed in second for female users, whereas Snoop Dogg was next in highest association for male users. There was more engagement from male users overall.

Recommendation

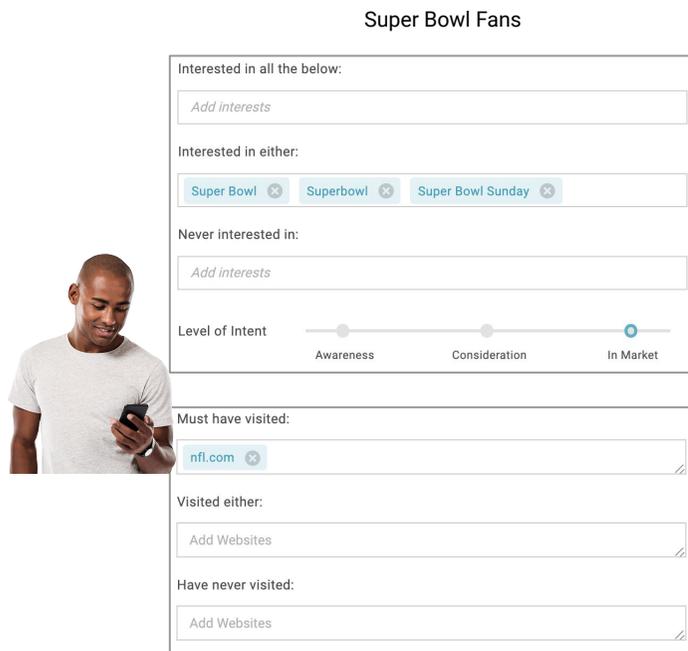
Activate on Amobee's behavioral and smart contextual targeting solutions with a focus on entertainment topics, specifically surrounding Super Bowl LVI Halftime Show.



Reach target audiences using omni-channel activations

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

Super Bowl Sample Custom Personas



Super Bowl Fans

Interested in all the below:

Add interests

Interested in either:

Super Bowl X Superbowl X Super Bowl Sunday X

Never interested in:

Add interests

Level of Intent

Awareness Consideration In Market

Must have visited:

nfl.com X

Visited either:

Add Websites

Have never visited:

Add Websites



Super Bowl Recipe Considerers



Super Bowl Recipe Considerers

Interested in all the below:

Super Bowl X

Interested in either:

Recipes X snack X recipe X DIPS X Salsas X

Never interested in:

Add interests

Level of Intent

Awareness Consideration In Market



Fantasy Football Considerers



Fantasy Football Considerers

Interested in all the below:

Add interests

Interested in either:

fantasy football X Fantasy Sports X Sports betting X

Never interested in:

Add interests

Level of Intent

Awareness Consideration In Market



Choose from our sampling of relevant Super Bowl LVI 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

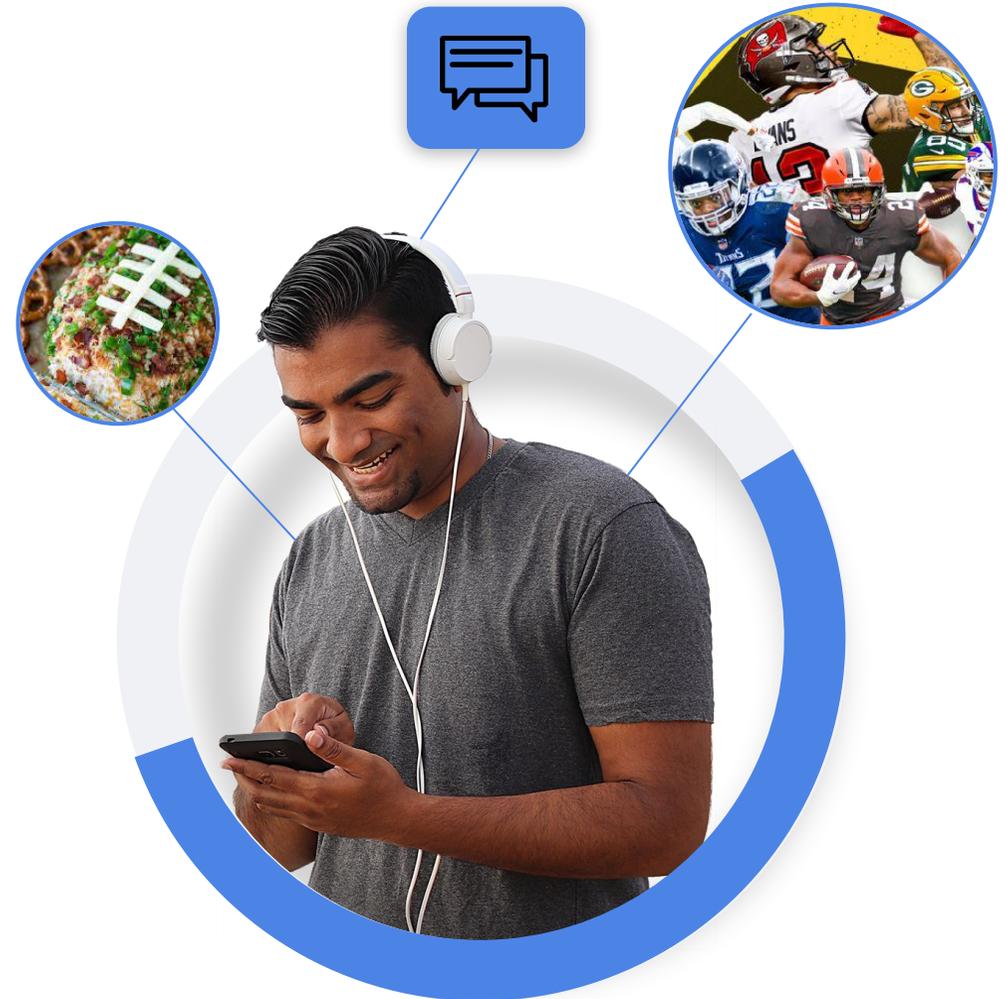
1 Discover Insights

- 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

