

STRATEGY GUIDE

Intercept Your Audience this Season Before the Big Game



The time has come to start coordinating your campaign's winning game day offensive line. Follow this GroundTruth playbook to take your team to victory. Access targeted, omnichannel strategies to reach fans, half-time viewers, and partygoers alike in the weeks leading up to the big game while building brand awareness, driving foot traffic, and maximizing media spend.

In this guide, we'll:

- Analyze historical and projected Game Day trends
- Focus on specific Game Day audiences by location and behavior
- Recommend Game Day targeting strategies

By the Numbers



103.5M

People planned to throw or attend a party in 2023.¹



\$16.5B

Total spending in 2023.¹



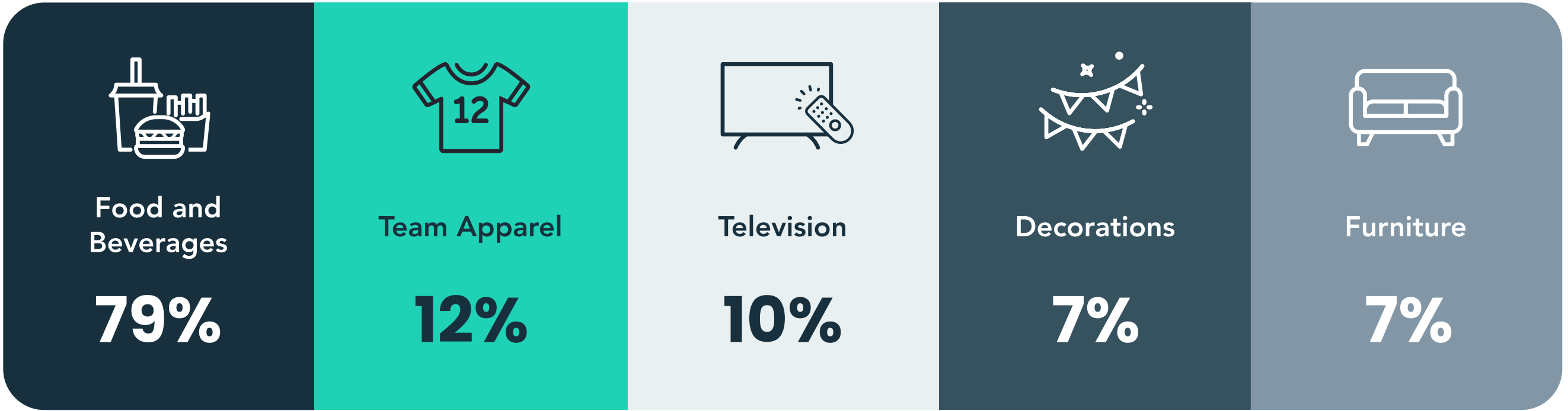
\$85.36

Average Game Day spending 2023 per person.¹

The What

Game Day spending continues to be on an upward trend year over year. There was an 8.2% increase in spending for each person who tuned into the game in 2023¹. With people across the nation heading to parties for the big game, there are many chances to reach these consumers while they are making their plans.

So, what are consumers looking to buy this year?¹

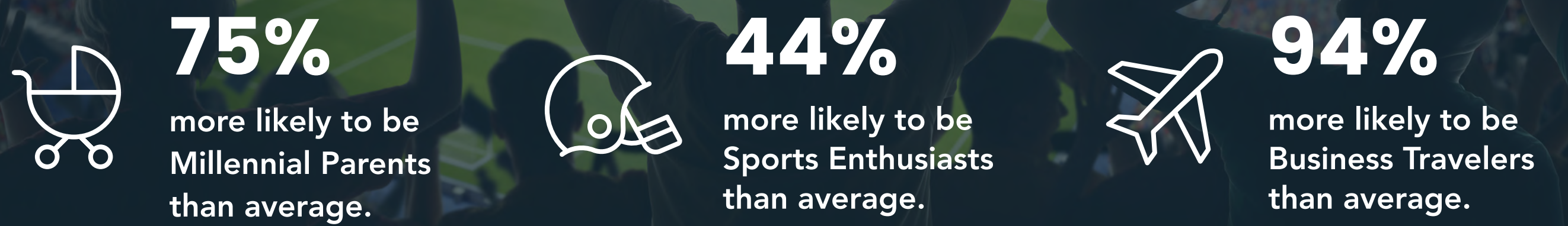


The Who


Three in five consumers planned to watch this year’s big game². That translates to roughly **193M** viewers across the United States.

The largest demographic within this group is more likely to be an older, high-income male. In general, those who watch televised football are 10% more likely to be Gen X or Boomers+, 17% more likely to have an income of \$100k, and 17% more likely to be male².

GroundTruth’s 1st Party data shows audience affinity with in-person Game Day attendees. Compared to the average consumer, Game Day attendees are...



 This year’s game broke records in the Spanish-speaking community. With over **950k** viewers tuned into the game on FOX Deportes, it was the most-watched football game in Spanish-language cable history.

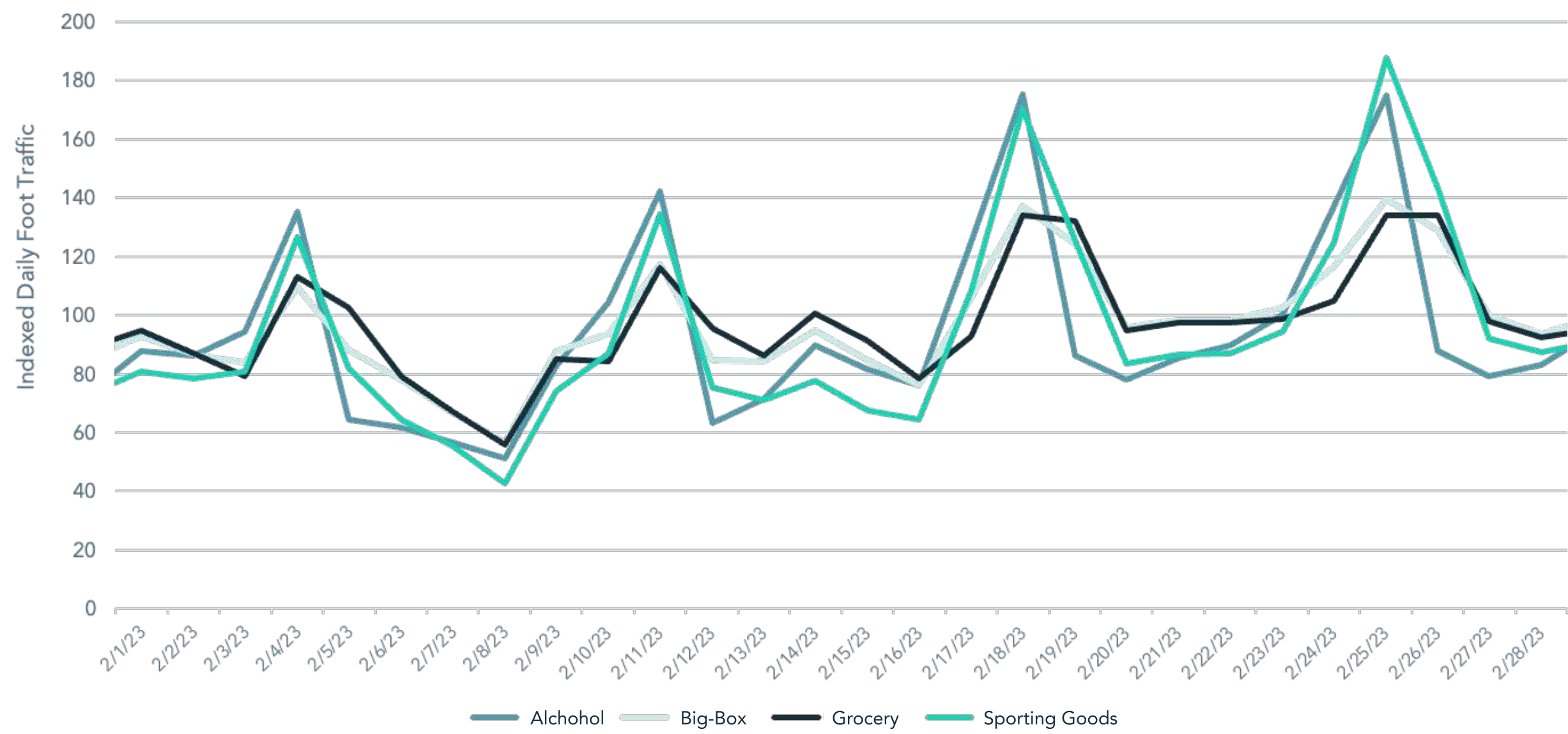
 Additionally, it drew the highest viewership numbers for a non-soccer event³. The total audience on FOX Deportes included CTV, opening a massive opportunity to advertise to the Spanish-speaking community in the future.

The Where

Fans and Game Day party-goers alike exhibit high levels of foot traffic to brick-and-mortar store locations the week of the event and the following two weekends. The day before the big game, foot traffic spikes in these store categories: Alcohol, Big Box, Grocery, and Sporting Goods. The following two weekends saw as high as an 88% increase in foot traffic at Sporting Goods stores as consumers are seeking to purchase the winning team’s apparel and accessories.

GroundTruth’s 1st Party data shows foot traffic spikes the weekend of and two weekends after the big game.

Foot Traffic Visitation Trends



GroundTruth Insights

What were some of the highest peaks in visitation leading up to the Big Game in 2023? GroundTruth observed that foot traffic to...

Casinos

increased by 20% the day before the Big Game.

Warehouse Stores

increased by 17% the day before the Big Game.

All categories listed above

was down the day of the Big Game, showing the importance of getting ahead.

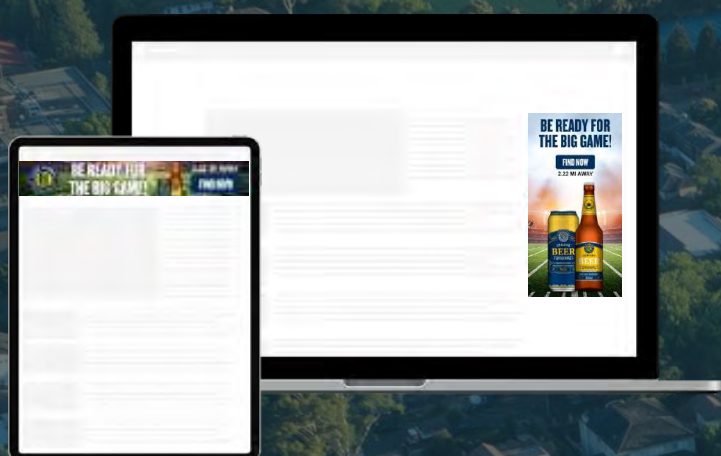
An Omnichannel Approach

Utilizing different channels allows you to retarget and amplify your brand's messaging among intended audiences and consumers.



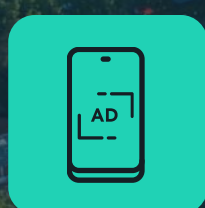
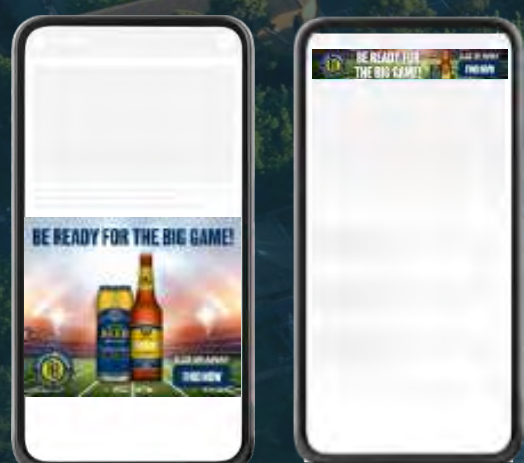
CTV | OTT

Reach Game Day celebrants while they're at home and remind them to stock up on their favorite snacks and drinks, their team's apparel, and party decor. Boost user engagement by including GroundTruth's customized and scannable QR codes.



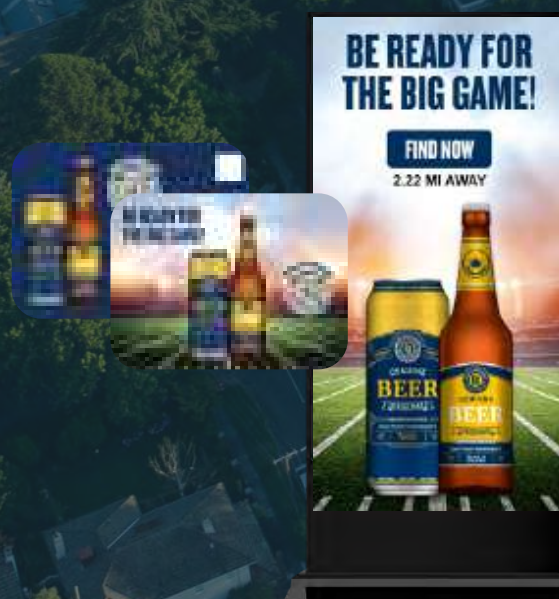
Desktop | Tablet

Retarget your intended audiences and continue reinforcing your message. Reaching the same user across multiple devices keeps your brand's Game Day offerings at the forefront of consumers' minds.



Mobile

Banner ads on mobile serve to drive Game Day conversions. Add a specific call to action to achieve your KPIs, whether that's increasing visits, clicks, or brand awareness.



Audience-Based Direct Mail | Digital Out-of-Home

Audience-Based Direct Mail performs best for reaching people with a certain lifestyle interest. Use Digital Out-of-Home to target individuals during their commute or at other points throughout the consumer journey.

Interested in more options? Addy, powered by GroundTruth, offers advertising thorough print, magazine, and linear TV.

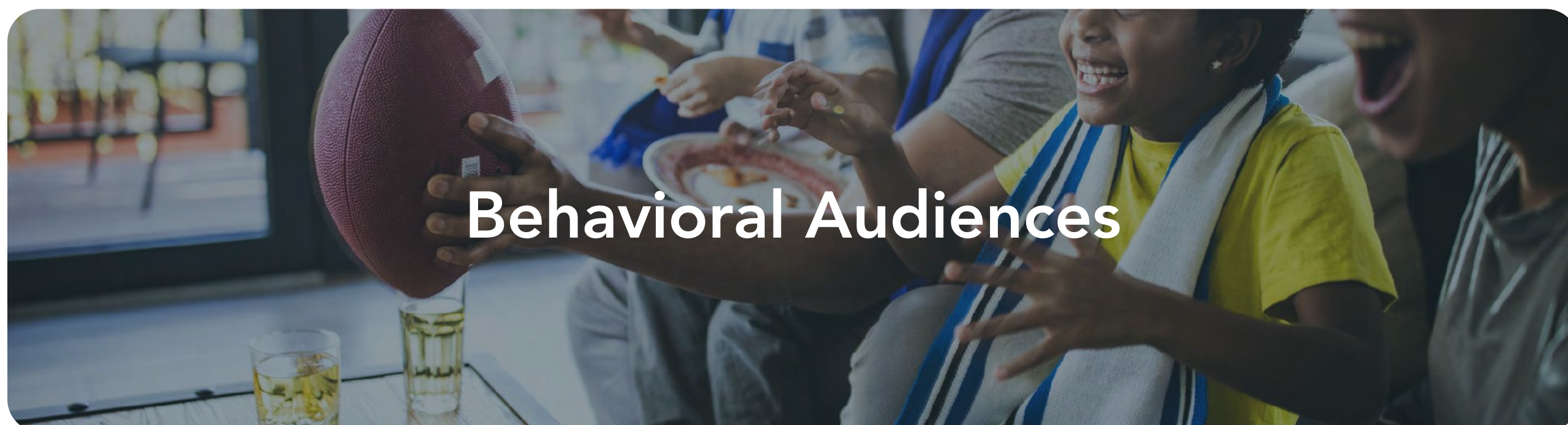


Real-world behavior. **Real business results.**

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Recommended Strategies

Snapshots of tactics to maximize your Game Day marketing campaigns.



Combine visitation behaviors with demographic information to form audience profiles which define consumer lifestyle and interests. Our audiences allow your advertisements to be hyper-focused to your target demographic.

- **Sports:** Connect with consumers that fall into categories such as Sports Enthusiasts, Fitness Enthusiasts, and Gamers.
- **Grocery & Big Box:** Target potential customers based on where they have shopped including Big Box Shoppers, Convenience Shoppers, and Grocery Shoppers.
- **Retail:** Get ahead of post-game day shopping by reaching Department Shoppers, Discount Shoppers, Electronic Enthusiasts, and Luxury Shoppers.
- **Foodies and Restaurant Goers:** Reach the 79% of celebrants purchasing food and beverages with Fast Casual Diners, QSR Diners, and Pizza Lovers audiences.



Reach relevant audiences such as loyalists or steal share from your competitors to ensure effective and efficient targeting. Location Audiences enable advertisers to target consumers based on past visitation behaviors to specific business or locations.

- **CPG:** Target audiences with shown visitation to Convenience Stores, Grocery Stores, Liquor Stores, and Wholesale Clubs as they prepare to host or attend parties.
- **Restaurants:** Reach audiences while they are planning out their game day spreads through their visitation habits to Bars, Pizza Places, Restaurants, and QSRs.
- **Entertainment:** Game Day watchers overlap with Casino Goers, Movie Theaters, Museum Goers, and Sports Fields.
- **Retail:** Grab shoppers' attention when they are heading to Department Stores, Shopping Centers & Malls, and Sporting Goods Stores.





Connected TV (CTV)

Go beyond impressions and create digital and offline engagement opportunities with consumers through big screen TV ads.

- **Behavioral Audiences:** Serve your ads to audiences based on a mix of their past visitation patterns and demo data such as Party Animals, Dads, and Entertainment Enthusiasts.
- **Content Targeting:** Reach audiences based on the genre or category that the viewer is watching. Choose from one of our 11 segments including Sports, Comedy, and News & Weather.
- **Weather Triggering:** Tailor your message to viewers based on the weather conditions around them including Temperature, Rain Probability, Snow, and more.



About GroundTruth

We're a media company that turns real-world behavior into marketing that delivers real business results.

Sources: ¹National Retail Federation, ²Numerator, ³FOX

Interested in Learning More?
Connect with your GroundTruth representative or reach out to hello@groundtruth.com

