



Christmas

Wrap it up early with Ozone



Wrap up your Christmas 2023 planning early with Ozone



Welcome to our guide to planning for the most wonderful time of the year with **Ozone** – the UK’s premium digital advertising platform built for brands, by publishers.

As the home of festive audiences and celebratory, seasonal content, we offer brands scaled reach to millions of readers as they research, plan and seek inspiration to enjoy the perfect **Christmas**.

From Christmas shopping and gifting ideas to tips on festive fun and feasting, our guide provides insight into the categories, topics and audiences that will add a little **Ozone** sparkle to your Q4 plans.

Christmas 2023 promises the first normal festive season in three years

The Covid-19 emergency is officially over, there's no World Cup football and there are signs of falling costs, easing pressure on consumers

- Brands can currently reach more than 80% of our total audience using our bespoke, behavioural **Christmas, Black Friday** and **Main Shopper** audience – this will rise significantly in Q4 2023
- Our **Christmas audience** typically grows throughout Q4 with November's mega-sales key drivers and further growth across December. Last year, there was a trend for higher weekday engagement in December
- Top content categories where readers engage with festive editorial include: **Shopping, Events & Attractions, Food & Drink, Style & Fashion, Television** and **Tech**, which is now a key gifting category

Consumer considerations for Christmas this year



A NORMAL CHRISTMAS

There's no World Cup this year to divide consumer attention meaning 2023 will be the first 'normal' post-pandemic Christmas and may see festive spending rise.

COST OF LIVING FALLING

According to the Bank of England, inflation is forecast to drop from double digits to around 5% by the end of the year to potentially lower costs and boost confidence.

IMPORTANCE OF MEGA SALES

Black Friday will continue to drive shopping interest. Even with England matches during the promotion last year, page views grew +5% year on year in the week of the mega sale.

THE KINGDOM UNITED?

With King Charles now coronated, what impact will the first Christmas of the Carolean era have on festivities and the unity of the nation as we approach a General Election year.

Our Christmas audience

From those planning ahead to the ones leaving it to the last-minute



Ozone offers massive reach to seasonal, mega-sales and main shopper audiences



35.5M

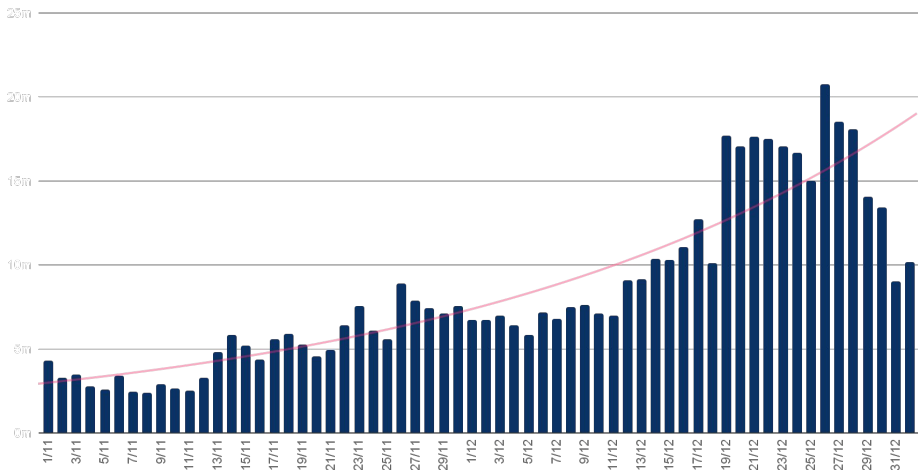
Christmas, Black Friday and Main Shoppers a month

Our Christmas audience grows throughout the golden quarter as we've seen in previous years

By daily or weekly page views, our Christmas audience grows to November's mega-sales and gets even bigger towards the 25th

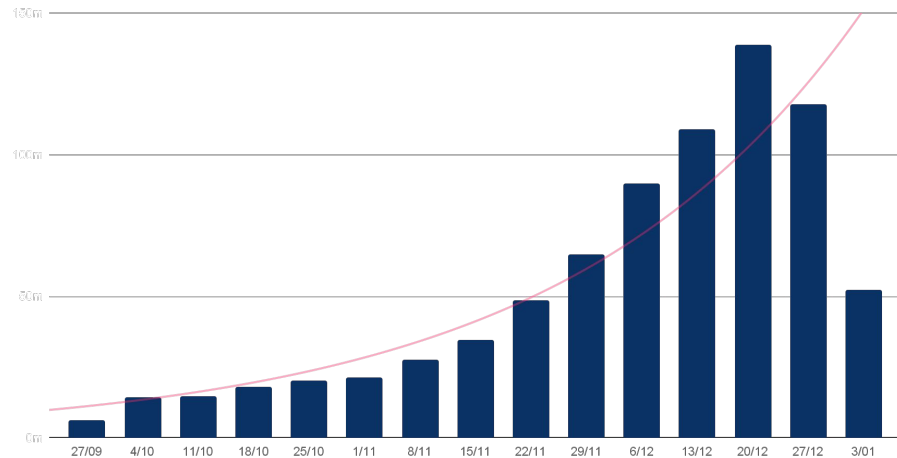
Q4 2020

■ Daily page views



Q4 2021

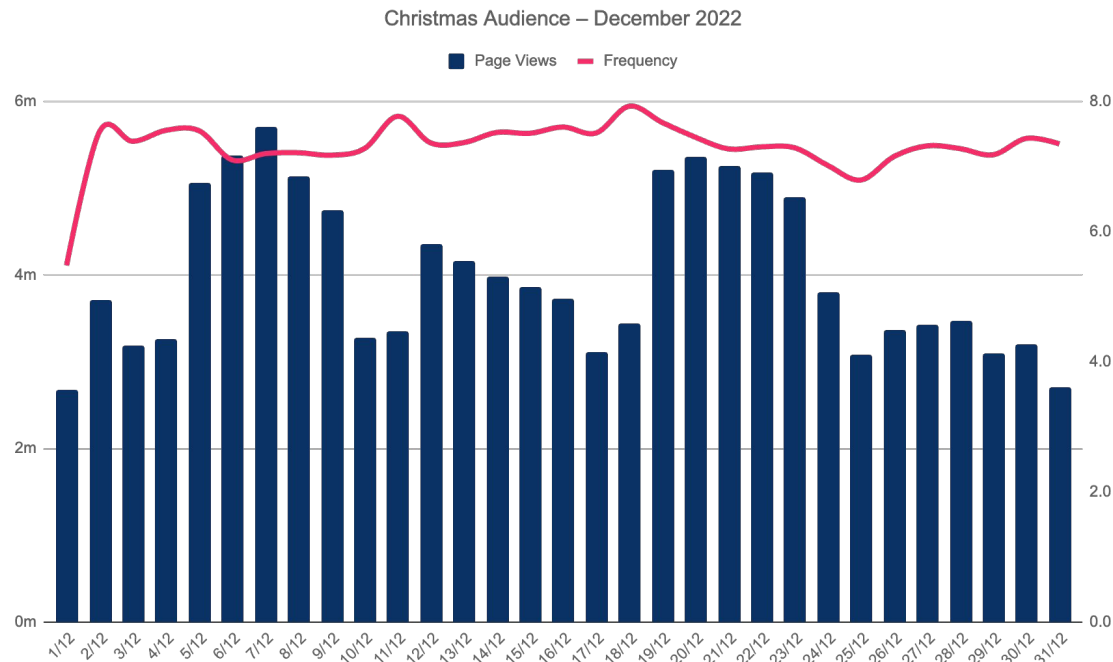
■ Weekly page views



December 2022 saw a trend for Monday to Friday reading among our audience



Beginning on Monday 5th, weekday engagement was as much as +30% higher vs. weekends



Relevant premium publisher content at Christmas

The content categories and topics driving the most seasonal engagement



Expected percentage of annual engagement in Q4

Things to buy

Seasonal Shopping



Reaching engaged shoppers with premium publishers this Christmas



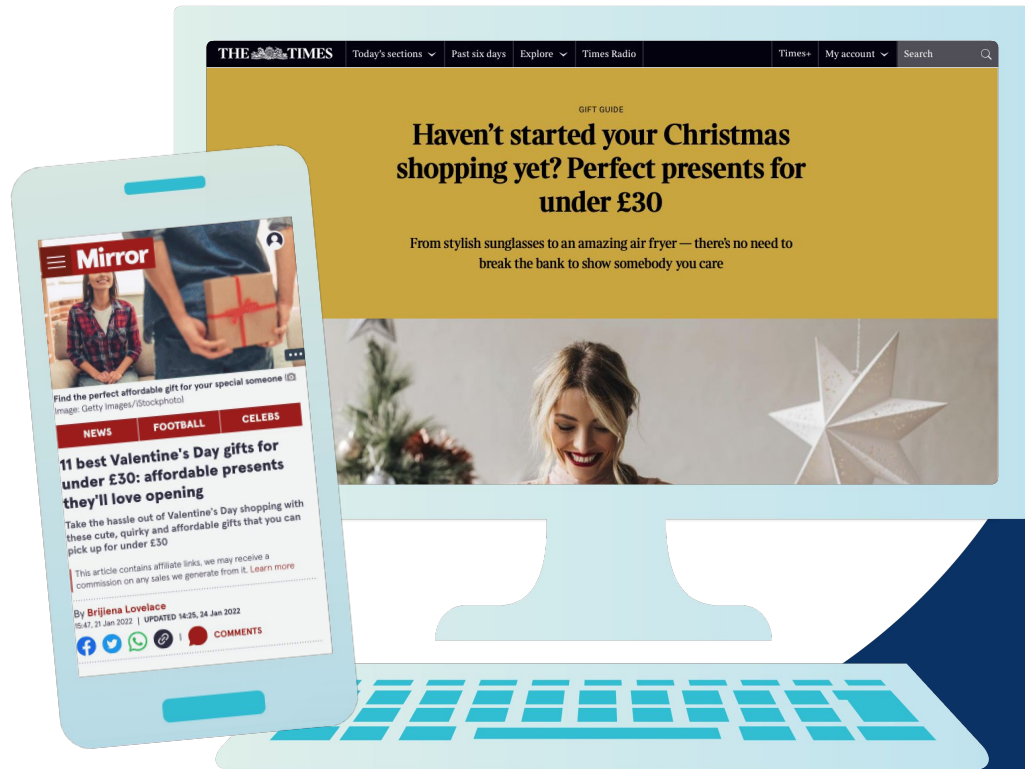
Interest in shopping is consistently high from the beginning of October, but **Black Friday week and the final two weeks before Christmas are most key.** With this in mind, activation from October with tactical upweight are critical for brand cut through during the golden quarter



34% of all shopping page views happen in Q4, so the opportunity for **audience-led as well as contextual strategies** is enormous



Reach highly engaged audiences for **Christmas Shoppers, Black Friday, Tech, Luxury Brand Lovers and many more!**



Mega sales and gifting inspo make shopping huge

34% of all category engagement in 2022 happened in Q4

MONTHLY TREND

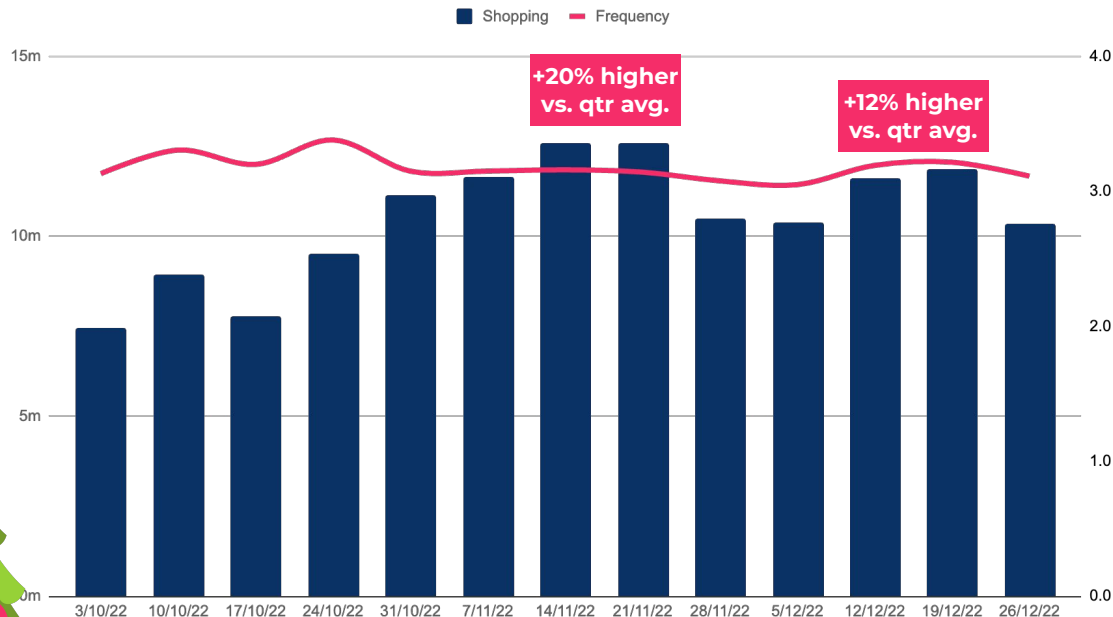
- Mega-sales days last November drove +42% page views growth, as Brits bagged a bargain
- Christmas shopping interest in December drove further growth, with page views up +14%

KEY WEEKS

- The Black Friday period and final two shopping weeks before Christmas were key last year
- Page views during both two-week periods were +20% and +12% higher respectively vs. the quarterly average



Engagement with Shopping topics – Q4 2022

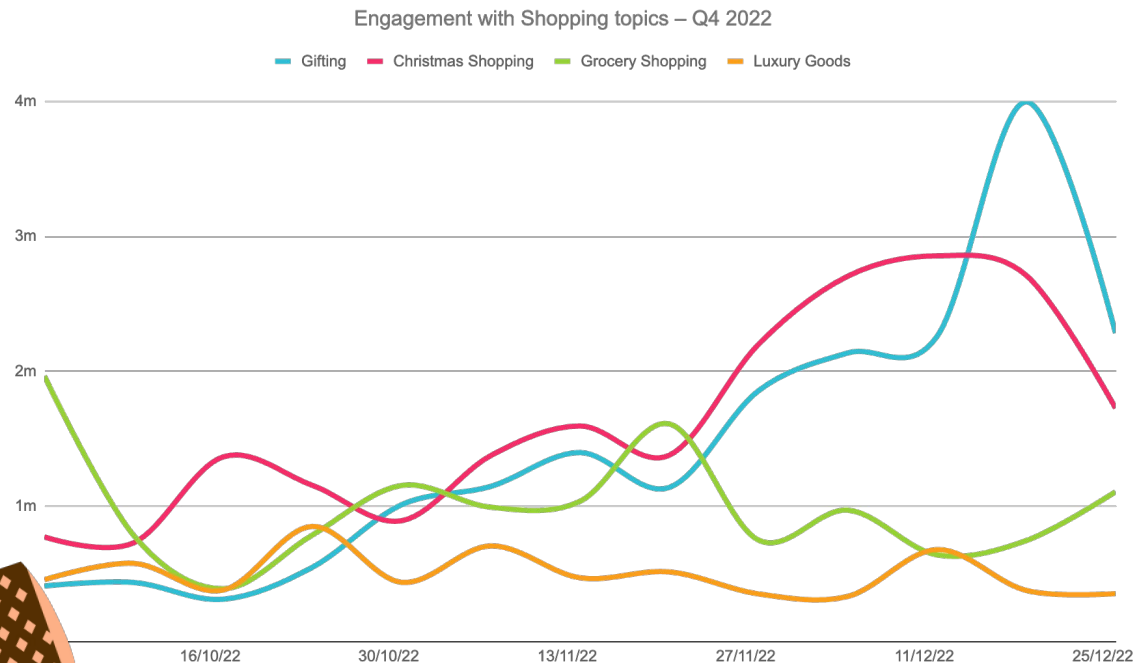


The Shopping topics driving engagement in Q4

Christmas Shopping, Gifting, Luxury & Groceries

TOPIC TRENDS

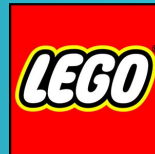
- Gifting page views were more than +70% higher in December vs. the quarterly average
- It's a similar trend for Christmas Shopping, as page views were +59% higher in December vs. the quarterly average
- Higher than normal Grocery Shopping page views in October were influenced by inflation
- Weekly Luxury Goods page views more than doubled with two weeks to go to Christmas



Building results that sleigh with The LEGO Group

BRIEF:

Ozone and The LEGO Group partnered on a Christmas campaign to build awareness and drive customer consideration of the leading toy brand to families



+26%
Overall Brand
Lift score

1.6M
Unique users
reached

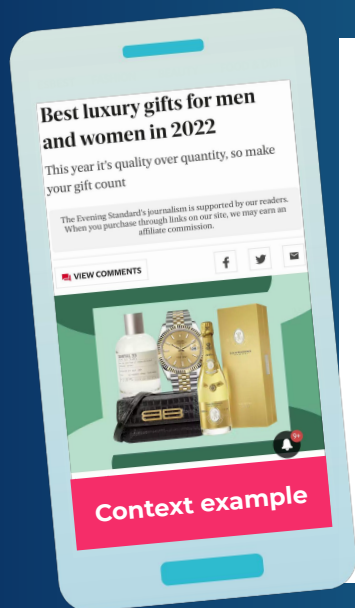
+53.1%
Ozone Attention
Index score

74%
Viewability
score

Delivering gift wrapped results for a luxury retailer

BRIEF:

With the goal of increasing awareness of its Christmas campaign, our client – a world famous luxury department store – teamed up with Ozone, with a key focus on CTR



+12.4%
Brand Uplift
score

0.44%
CTR exceeding
expectations

+21.05%
Ozone Attention
Index score

81%
Viewability
score

Reaching shopping audiences in the lead up to Black Friday and Christmas

Activating Ozone's unique first party audiences

Christmas

Ozone first party segment

Target all the highly relevant Christmas-related editorial, as well as readers of this content

24.1M unique users/month*

Black Friday

Ozone first party segment

Target all the highly relevant Black Friday-related editorial, as well as readers of this content

13.8M unique users/month*

Shopping

Ozone first party segment

Target the highly relevant shopping content as well as those readers showing the highest level of engagement

25M unique users/month

Reaching fashion and beauty audiences in the lead up to Black Friday and Christmas

Activating Ozone's unique first party audiences

Christmas

Ozone first party segment

Target all the highly relevant Christmas-related editorial, as well as readers of this content

24.1M unique users/month*

Black Friday

Ozone first party segment

Target all the highly relevant Black Friday-related editorial, as well as readers of this content

13.8M unique users/month*

Fashion & Beauty

Ozone first party segment

Target the highly relevant fashion and beauty content as well as those readers showing the highest level of engagement

27M unique users/month

Things to do

Festive fun and celebrations*



Promoting the hottest tickets with premium publishers this Christmas



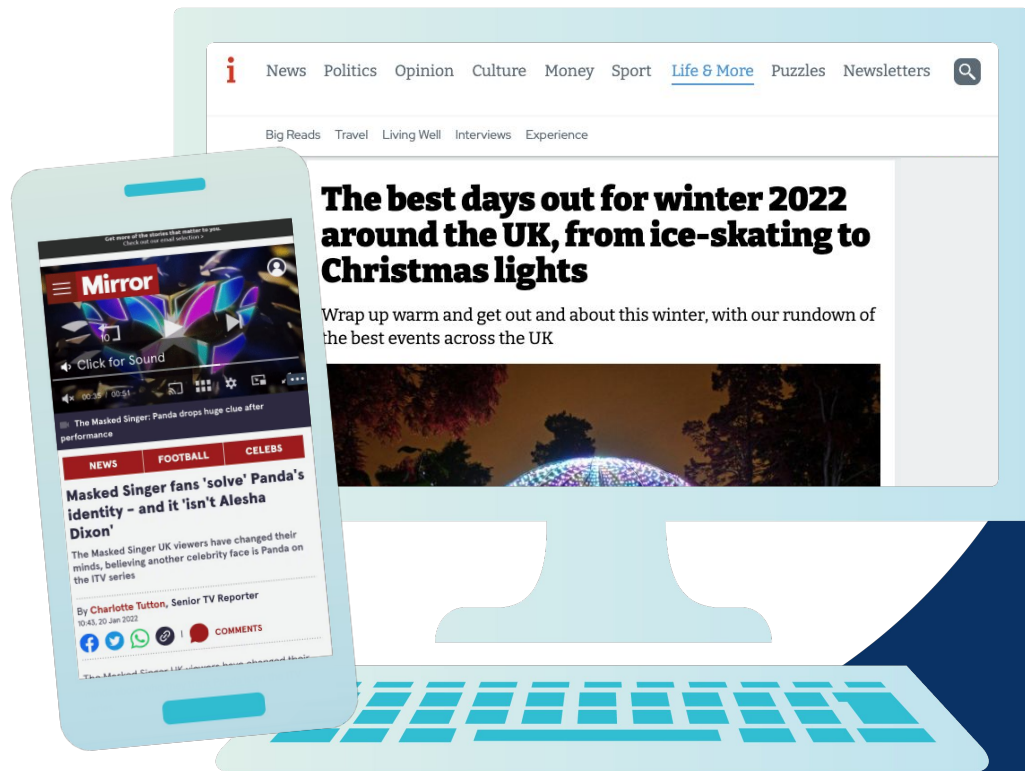
Interest in events in 2022 was almost +35% more than the previous year, suggesting **people are open to experiences even during difficult financial times.**



Significant MoM growth in both November and December is driven primarily by large increases in page views in the latter half of each month, suggesting that perhaps **people are waiting for payday to research and buy tickets for festive events.**



People looking for **cultural events such as theatre, ballet and opera increases by +25% MoM as we enter December,** as people look for last minute plans ahead of Christmas



Seeking out festive things to do starts with us

From parties and carol services to rolling into the new year

QUARTERLY TREND

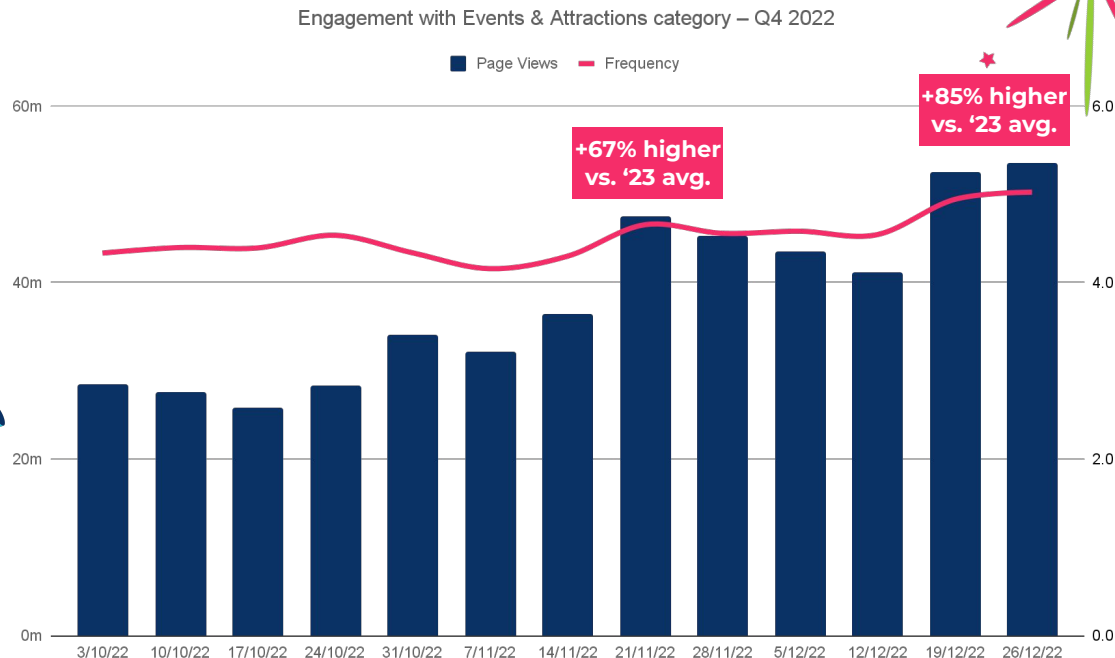
- Almost 500m page views in Q4 was +35% higher than the quarterly average in 2022

MONTHLY TREND

- Engagement in November and December was +22% and +92% higher vs. the monthly average

KEY WEEKS

- Page views were a third higher in the final six weeks of Q4 vs. the first half of the quarter
- The final two weeks of the year were +85% higher vs. the weekly average in 2022



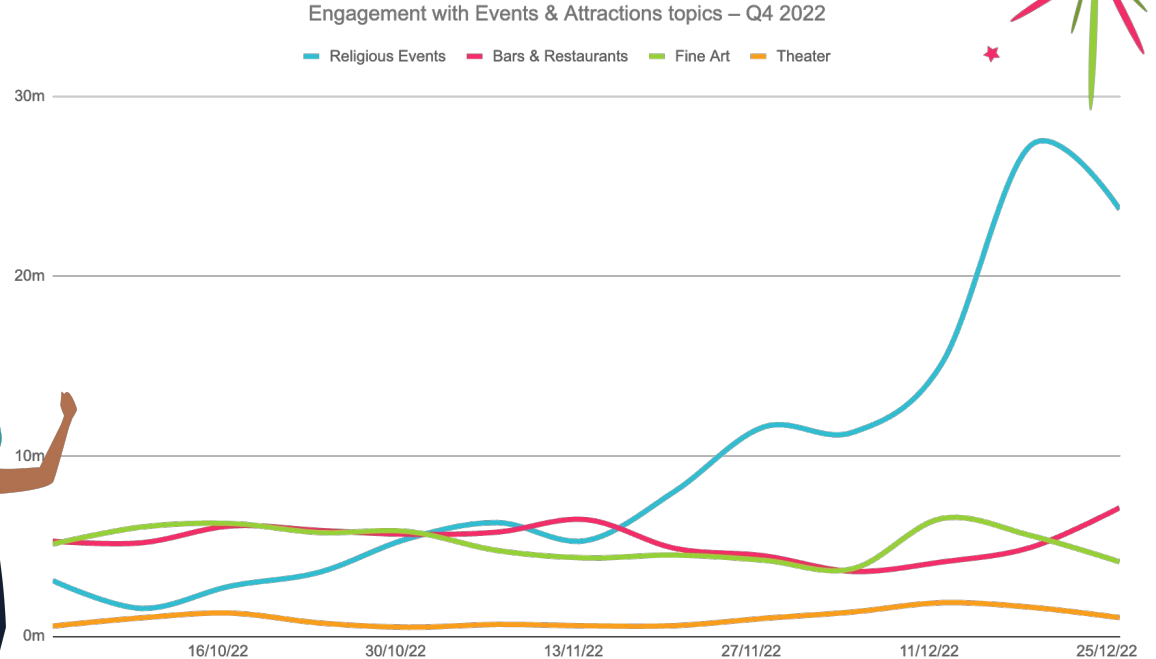
The Celebratory topics driving engagement in Q4

Celebrations, hospitality, theatre and cultural events



TOPIC TRENDS

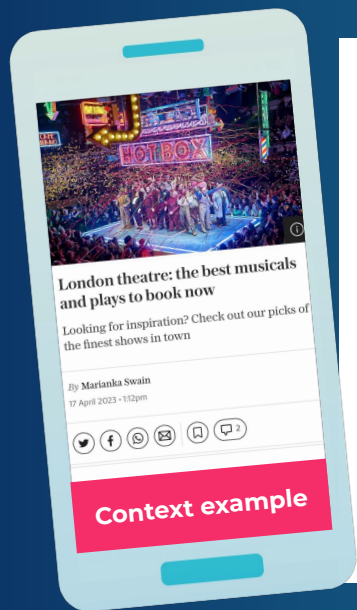
- Marking Christmas at celebratory occasions, like carol services, grew Religious Events page views by 3.5x in December
- 28% of all Bars & Restaurants engagement happened in Q4 2022. Page views grew +8% vs. the previous quarter
- Engagement for the topic grew +45% in the final week of 2022 to a record 7.1m page views
- Monthly engagement with cultural events such as theatre, ballet and opera increased by +25% in December, driven by c.4x higher Theatre topic page views



Ozone was the star of the show for musical production

BRIEF:

Ozone put in a five-star performance for our client – a leading theatre producer – to raise awareness of its West End musical during its winter run, with a focus on driving CTR



+2.5%
Overall Brand
Uplift score

0.12%
Overall
CTR score

+27%
Ozone Attention
Index score

74%
Viewability
score



Premium Only Video Pre-roll delivers superb VTR

BRIEF:

With the aim of driving awareness and engagement, our agency partner and their leading entertainment client helped us launch our new Premium Only Video Pre-roll format



69.8%

VTR for a 30 second video

74.4%

Overall viewability score

+300k

Impressions of added value

1.13%

CTR; far above benchmarks

Reaching party and event planners in the lead up to Christmas

Activating Ozone's unique first party audiences

Christmas

Ozone first party segment

Target all the highly relevant
Christmas-related editorial, as well as
readers of this content

24.1M unique users/month*

Events & Attractions

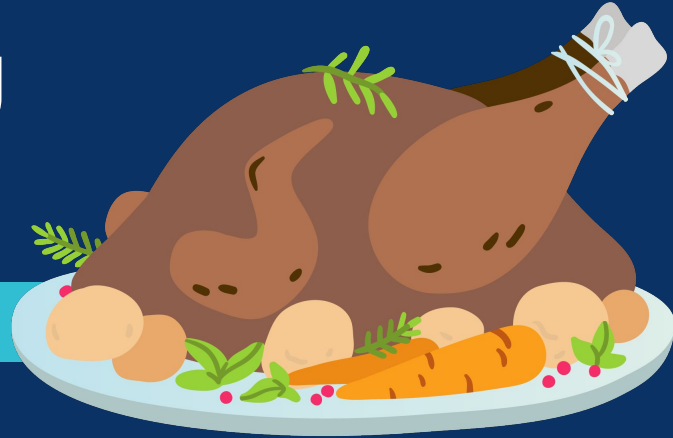
Ozone first party segment

Target the highly relevant events
editorial and those researching the most
popular events during the festive period

13.2M unique users/month

Festive feasting

Food & Drink at Christmas



Reaching passionate foodies and alcohol buffs with premium publisher's this Christmas



December is typically the biggest month of the year for food and drink, with a third of all cooking page views occurring in Q4 last year.



While people typically cook well-known and loved recipes for Christmas Day, **NYE presents an opportunity to explore, with recipe engagement +22% WoW in the final week of the year.**



The opportunity is just as significant for drinks brands over this period, as those looking to toast Christmas with an **alcoholic drink drove page view growth +6% in December** versus the annual average.



Festive feasting grows our Food & Drink category

Expect the category to grow by at least +10% QoQ in Q4

MONTHLY TREND

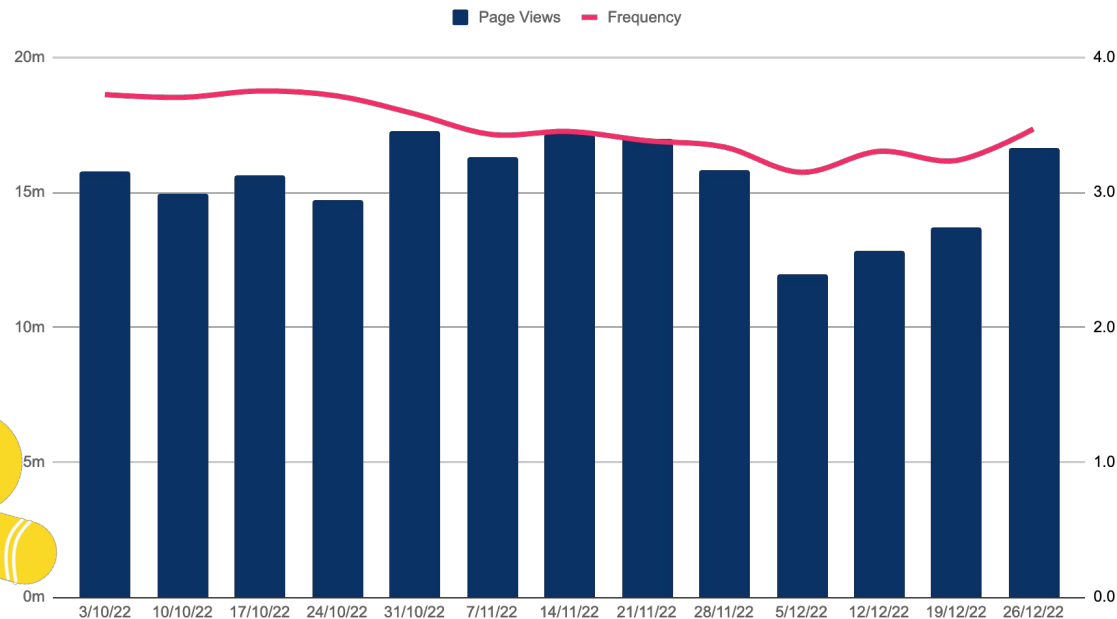
- December was last year's biggest month. From w/c 28 Nov, page views were +13% higher vs. the monthly average

KEY WEEKS

- Halloween and the Bake Off final drove weekly page views past the 17m mark – +12% higher vs. the quarter's average
- The final week of the year saw page views grow +22% as Brits planned new year celebrations



Engagement with Food & Drink category – Q4 2022



The Food & Drink topics driving engagement in Q4

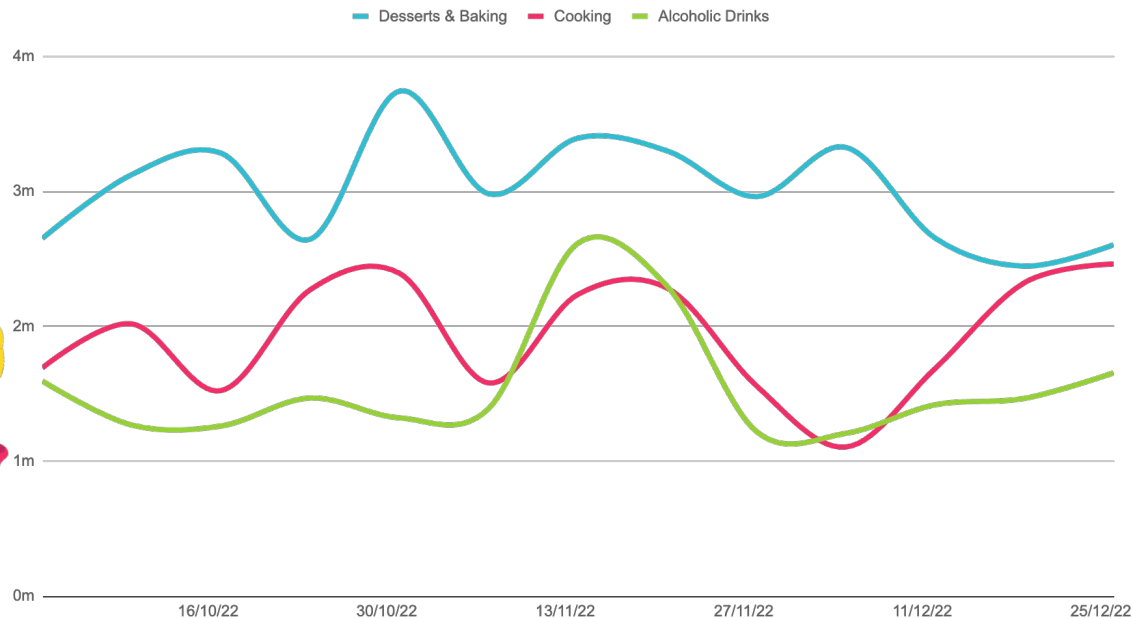
From festive food trends and recipes to the best bubbly to buy

TOPIC TRENDS

- Almost a third of all Cooking page views last year occurred in Q4, with festive recipes a huge focal point
- Cooking page views were +41% higher in December than the monthly average in 2022
- Almost 14m Desserts & Baking page views in December was +30% higher than the monthly average last year
- Toasting Christmas with an Alcoholic Drinks saw topic page views grow +6% in December vs. the 2022 average



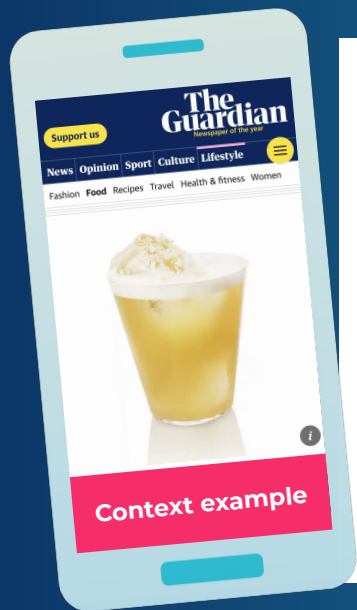
Engagement with Food & Drink topics – Q4 2022



Ozone serves top results for a leading cider brand

BRIEF:

A well known, leading UK alcoholic beverage company teamed up with Ozone, in the aim of increasing brand engagement, using various high impact formats



+4.1%
Brand Uplift
score

0.18%
Overall CTR, well
above benchmark

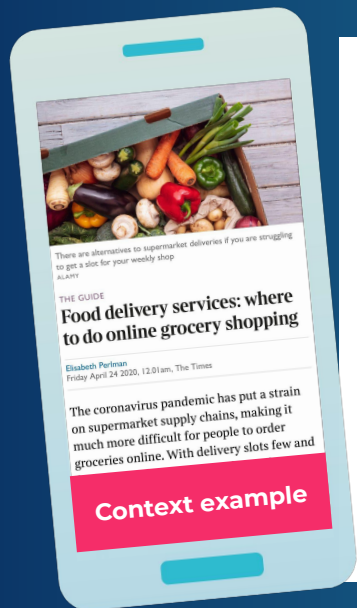
+11.05%
Ozone Attention
Index score

74%
Viewability score

Dynamic content campaign drives 6.5x ROI

BRIEF:

Our client wanted to increase awareness of individual store offers using a dynamic creative optimisation to reach a highly relevant foodie audience in premium environments



81%

Viewability; +23%
vs. benchmark

0.14%

CTR; +40% vs.
benchmark

+14%

higher average order
value vs. target

6.5x

Return on
investment

Reaching foodies and main shoppers in the lead up to Christmas

Activating Ozone's unique first party audiences

Christmas

Ozone first party segment

Target all the highly relevant Christmas-related editorial, as well as readers of this content

24.1M unique users/month*

Main Shoppers

Ozone first party segment

Target regular readers of recipe content, grocery shopping, parenting, home utilities and house care

32.5M unique users/month

Foodies

Ozone first party segment

Target the highly relevant food content as well as those readers showing the highest level of engagement

21M unique users/month

What to watch

Comedy, drama and family faves



Cutting through the competition of what to watch this Christmas



Television engagement is typically up **+8%** in December versus the annual average, with **film engagement up +10%**.



The week prior to Christmas Day sees **the most attention**, with film interest seeing an increase of up to **+26% WoW**.



While Reality TV engagement peaks at the end of November thanks to the finals of programmes like I'm A Celeb and Great British Bake Off, **interest remains high throughout the festive period with various Christmas specials** such as Strictly Come Dancing.



Christmas and New Year's storylines ensure **Soaps also see enormous growth, peaking at the end of the year**.



The battle for the remote hots up at Christmas

More than a quarter of annual engagement for both categories is in Q4

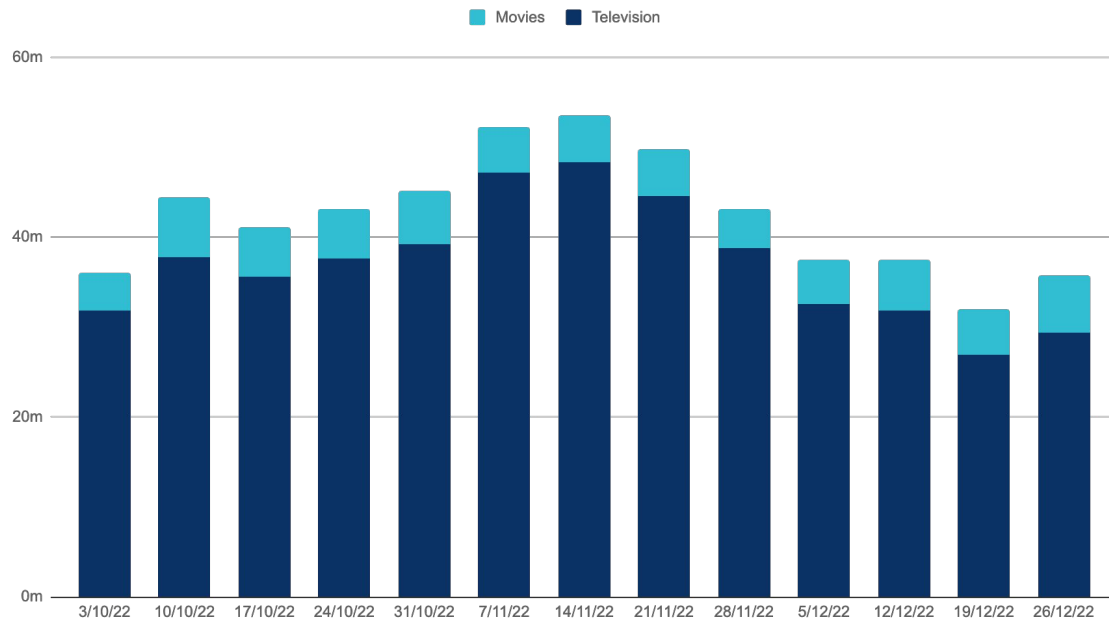
MONTHLY TREND

- Television page views last December were +8% higher vs. the 2022 monthly average
- It was a similar trend for Movies, with December page views +10% higher vs. the 2022 average

KEY WEEKS

- I'm a Celeb and Bake Off heated up a three-week period in November, with weekly page views +26% vs. the qtr average
- The weeks prior to Christmas and New Year's Eve saw weekly Movies page views grow +15% and +26% respectively

Engagement with TV and Movies categories – Q4 2022

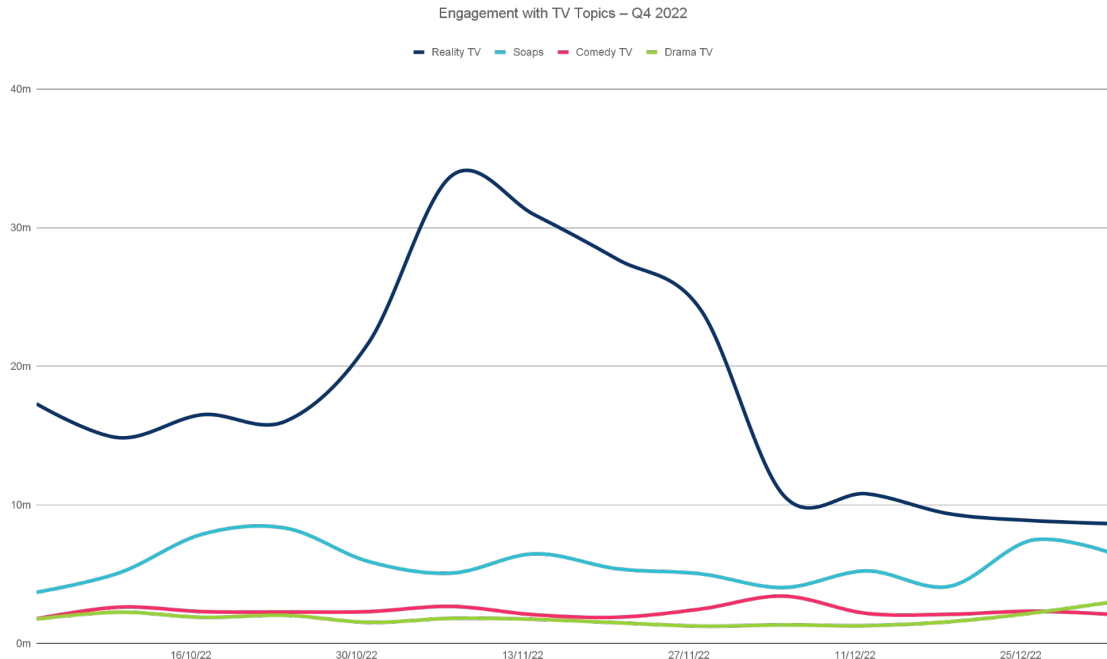


Reality TV shows and Christmas specials boost Q4

TV viewers have reasons to read throughout the golden quarter

TOPIC TRENDS

- Reality TV page views were +81% higher in the second week of November with I'm a Celeb and Bake Off interest soaring
- Christmas and New Year's storylines drove +81% Soaps page views growth in the final week of the year
- Drama TV sees similar growth in the same week, with weekly page views increasing by +40%
- December saw 2.4 times higher Dramatic Films page views vs. the 2022 average, while Family Films were 1.8x higher



Ozone achieves stellar five-star results for TV client

BRIEF:

Ozone and a leading TV broadcaster collaborated in the pursuit of driving reputation and acclaim for two of the client's drama series, with a primary focus on CTR and Viewability



+23.2%
Overall Brand Uplift score

1.92%
CTR; 1.9x higher vs. Skins b.mark

+21.3%
Ozone Attention Index score

67.5%
Viewability score; exceeding KPI

Viewability high for iconic film release

BRIEF:

Our Entertainment client wanted to reach movie fans – new and old – at scale using rich media, high impact ad formats to drive awareness of an iconic film release



92%

viewability – 42%
above MOAT
benchmark



10%

VTR – 8% higher
than industry
benchmark



4.5%

brand lift despite
high awareness of
the franchise



2.8m

impressions
delivered with a
1.21% CTR



Every week
4.5m people
come to
Ozone
publishers for
inspiration
about what to
watch next

29 
MILLION
TV fans per month

Ozone's What's On segment features

TV Guides

Television and
film reviews

Terrestrial channels

Streaming platforms

Festive fashion

Seasonal styles to snow off in



Reaching the nation's fashionistas with premium publisher's across Christmas and Black Friday



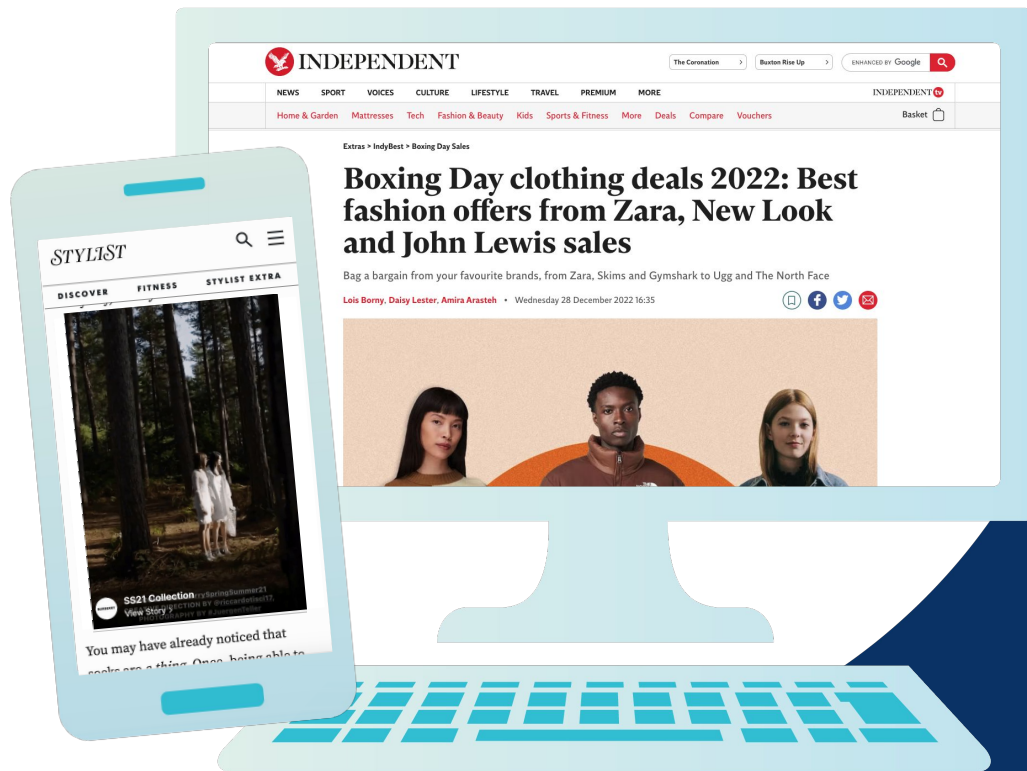
Interest in shopping is consistently high from the beginning of October, but **Black Friday week is the most key when it comes to fashion.**



Although category interest remains high in the lead up to Christmas, **the next biggest peak after Black Friday is actually the final week of the year, in the lead up to the January sales,** rather than the lead up to Christmas.



In addition, half term and Halloween drive significant growth amongst children's clothing categories.



Parties and gifting boost seasonal Style & Fashion

'Tis the season to look and feel fabulous

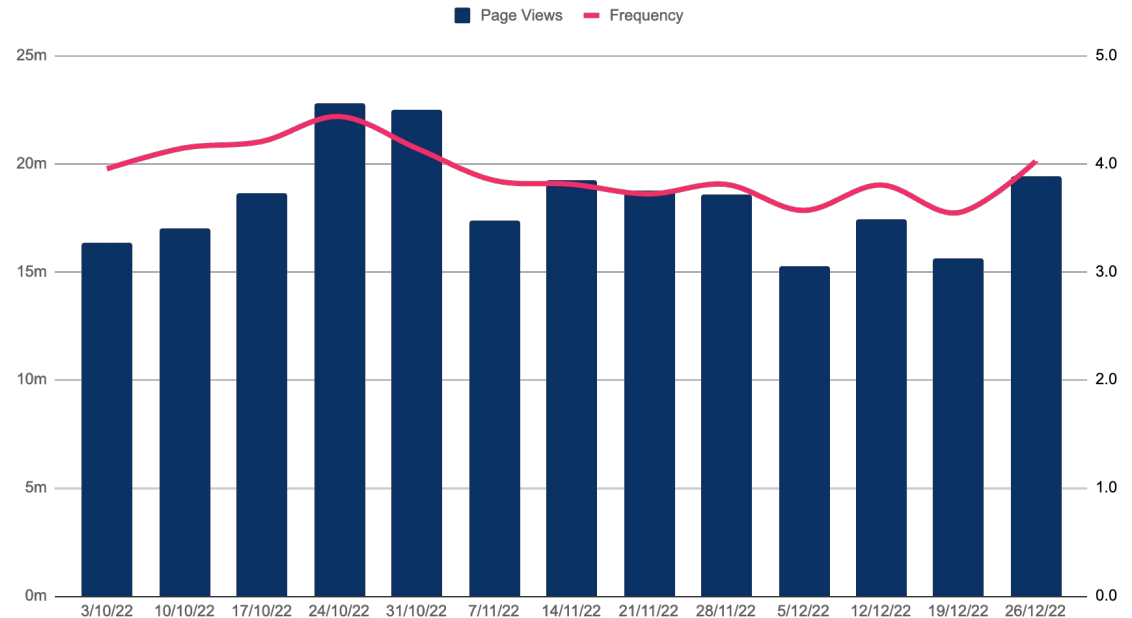
MONTHLY TREND

- December page views grew +23% on average in the past two years as party season begins

KEY WEEKS

- Half Term and Halloween drove engagement with Children's Clothing to Q4 highs in October
- The mega-sales period, Singles' Day, Black Friday and Cyber Monday, drove consistent weekly page views
- Page views in the final week of the year are +16% higher than the four-week average as attention shifts to NYE

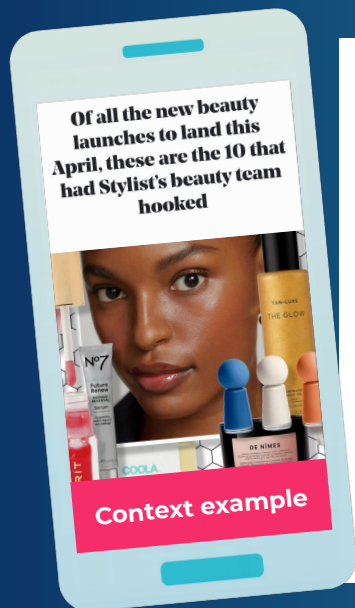
Engagement with Style & Fashion category – Q4 2022



Major glow up for high street retailer's beauty campaign

BRIEF:

Our client – a leading UK retailer – wanted to raise awareness of a new beauty range, prepping for the summer and festival season, with a specific focus on VTR and viewability



2.8M
unique users
reached

14.6%
VTR score

76.3%
Viewability; far
above benchmark

53.3%
Ozone Attention
Index score

Ozone Stories debuts with luxury brand

BRIEF:

We launch Ozone Stories, our new high impact mobile-only creative treatment, through a new partnership with a world-renowned luxury brand to drive exceptional results



1.4m
impressions
delivered

2.6x
the expected
engagement rate

13.3"
in-view time, 21%
higher than
benchmark

57%
average
story depth

Reaching fashion and beauty audiences in the lead up to Black Friday and Christmas

Activating Ozone's unique first party audiences

Christmas

Ozone first party segment

Target all the highly relevant Christmas-related editorial, as well as readers of this content

24.1M unique users/month*

Black Friday

Ozone first party segment

Target all the highly relevant Black Friday-related editorial, as well as readers of this content

13.8M unique users/month*

Fashion & Beauty

Ozone first party segment

Target the highly relevant fashion and beauty content as well as those readers showing the highest level of engagement

27M unique users/month

Tech & Computing

Big ticket gifting for techies



Reach gamers and gifters alike through premium publishers this Black Friday and Christmas



As expected, Black Friday and Cyber Monday drive enormous tech engagement, however **previews of the best sales ensure this interest builds from early as October.**



Outside of these sales periods, **half term at the end of October and the two weeks over Christmas** see the highest levels of attention in tech.



Year-on-year the consumer electronics seeing greatest growth were **laptops, mobile phones, wearables and consoles.**

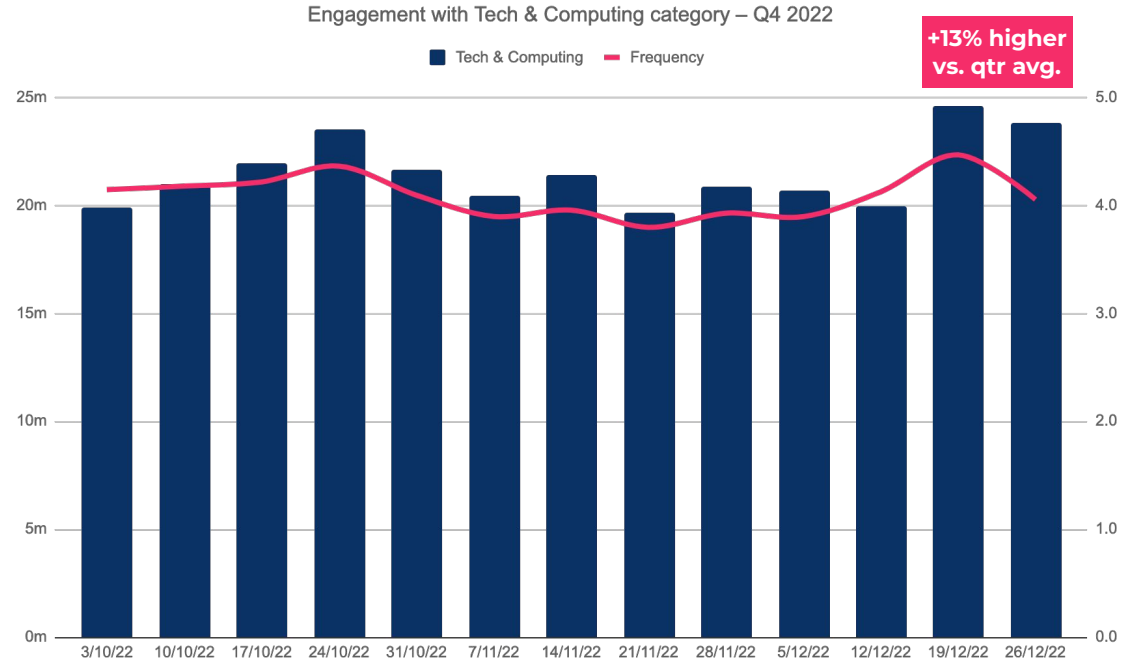


Q4 sees bigger ticket tech gifting interest grow

Consideration swells in the period before the mega sales

KEY WEEKS

- Half term in the final week of October saw page views +9% higher vs. the quarterly avg.
- With previews for mega-sales day deals going live in advance of Black Friday and Cyber Monday interest spikes
- The new tech switch on drives huge growth in Christmas and Boxing Day weeks
- Key topics driving Q4 engagement are Laptops, Mobiles, Wearables, Home Entertainment Systems, including Consoles, Cameras and Software.



∞ Meta rings in the New Year with Premium Only Video

BRIEF:

Ozone and global technology platform Meta teamed up to celebrate New Year's Eve and build awareness of the platform's WhatsApp messaging app with a heartfelt video.



70.2%
Overall
Viewability

40.8%
Overall
VTR score

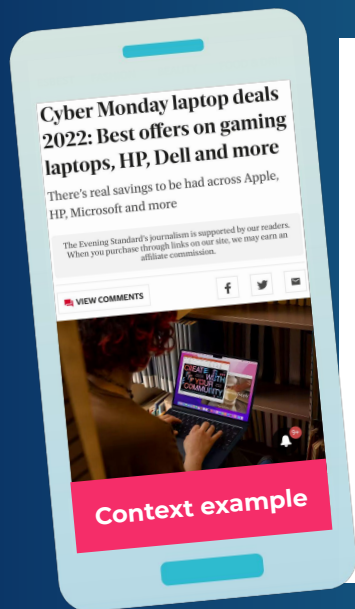
3M
Unique users
reached

0.17%
CTR

Powering up Black Friday awareness for electronics retailer

BRIEF:

We drove impressive brand awareness for a major British electronics retailer for its Black Friday sale, smashing the client's primary KPIs with high CTR and Viewability



+4.6%

Brand Uplift driven
by Consideration



0.22%

CTR driven by
Interscroller



+16.4%

Ozone Attention
Index score



+100k

Impressions of
added value



Reaching tech audiences in the lead up to Black Friday and Christmas

Activating Ozone's unique first party audiences

Christmas

Ozone first party segment

Target all the highly relevant Christmas-related editorial, as well as readers of this content

24.1M unique users/month*

Black Friday

Ozone first party segment

Target all the highly relevant Black Friday-related editorial, as well as readers of this content

13.8M unique users/month*

Consumer Electronics

Ozone first party segment

Target the highly relevant tech and consumer electronics content as well as those readers showing the highest level of engagement

15.9M unique users/month