

Easter & Spring

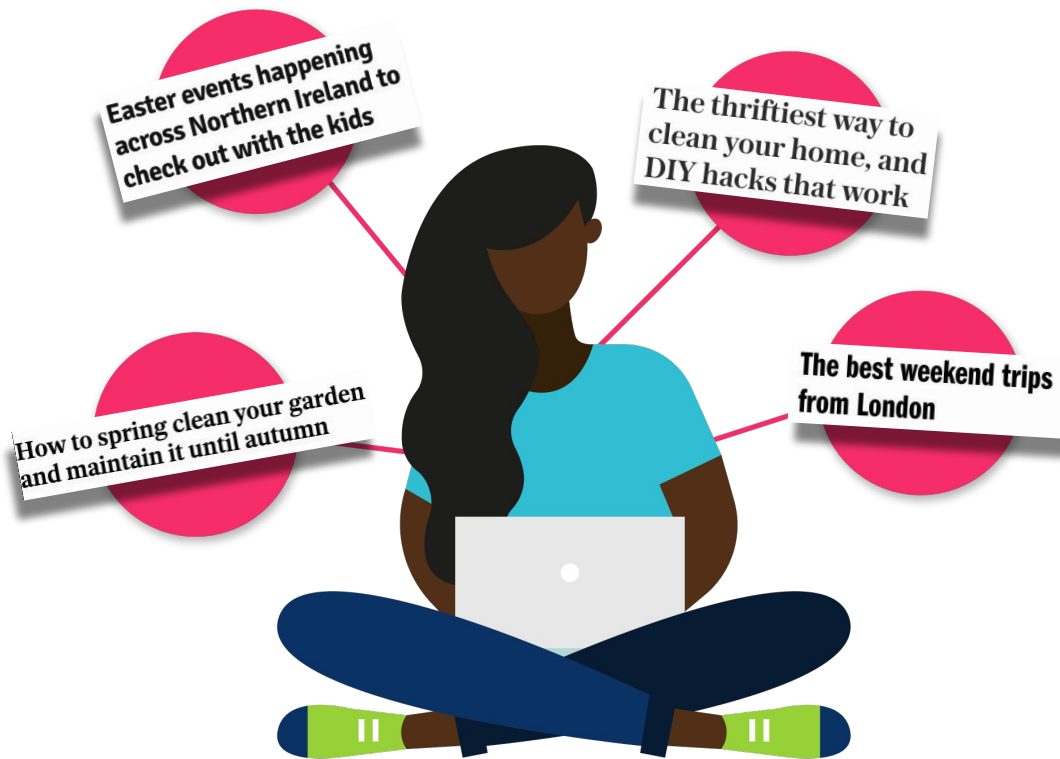
Reaching inspiration seekers across key categories at Easter



Every year, more than 29m Brits come to Ozone's premium publishers for inspiration in the lead up to and during Easter

In the ultimate planner's guide to Easter, discover...

- Which categories see the biggest growth
- What in particular grabs Brits' attention in each category
- How you can reach these engaged audiences
- Case studies for relevant Easter categories

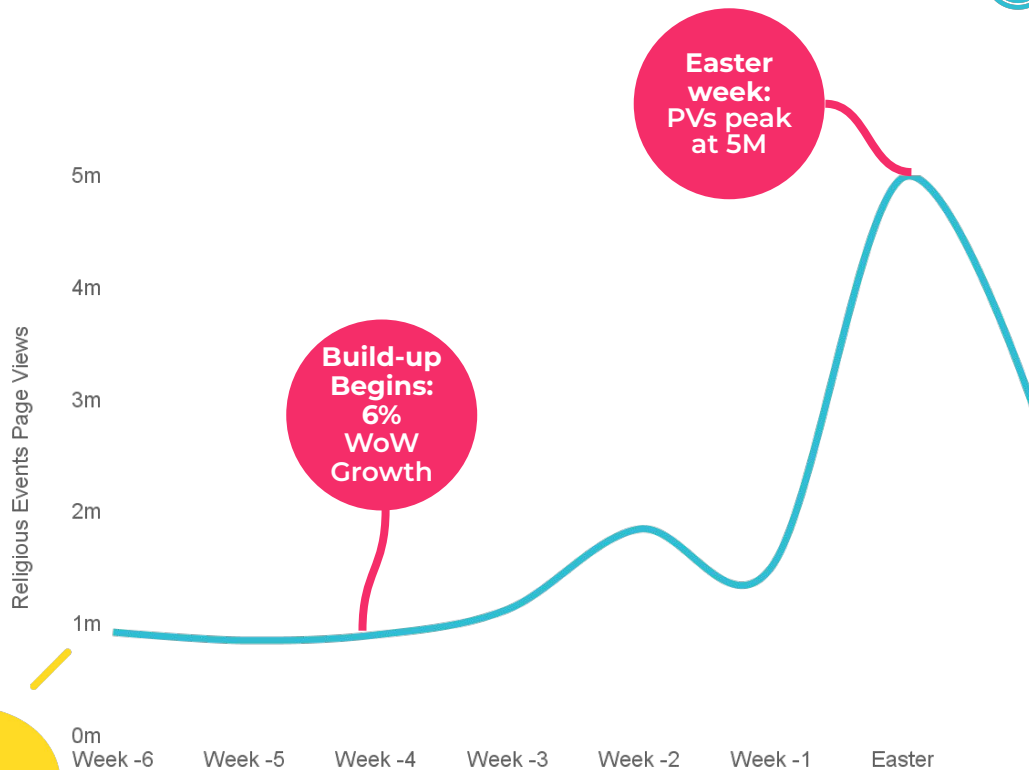


Easter inspiration builds from Early March

Easter interest typically begins four weeks prior, culminating in 232% growth in the Easter week.

This is the trigger moment for building front of mind awareness ahead of the Easter weekend.

With the forthcoming Easter falling on the 31st March, it will be the earliest since 2016, ensure to activate by the 26th February.

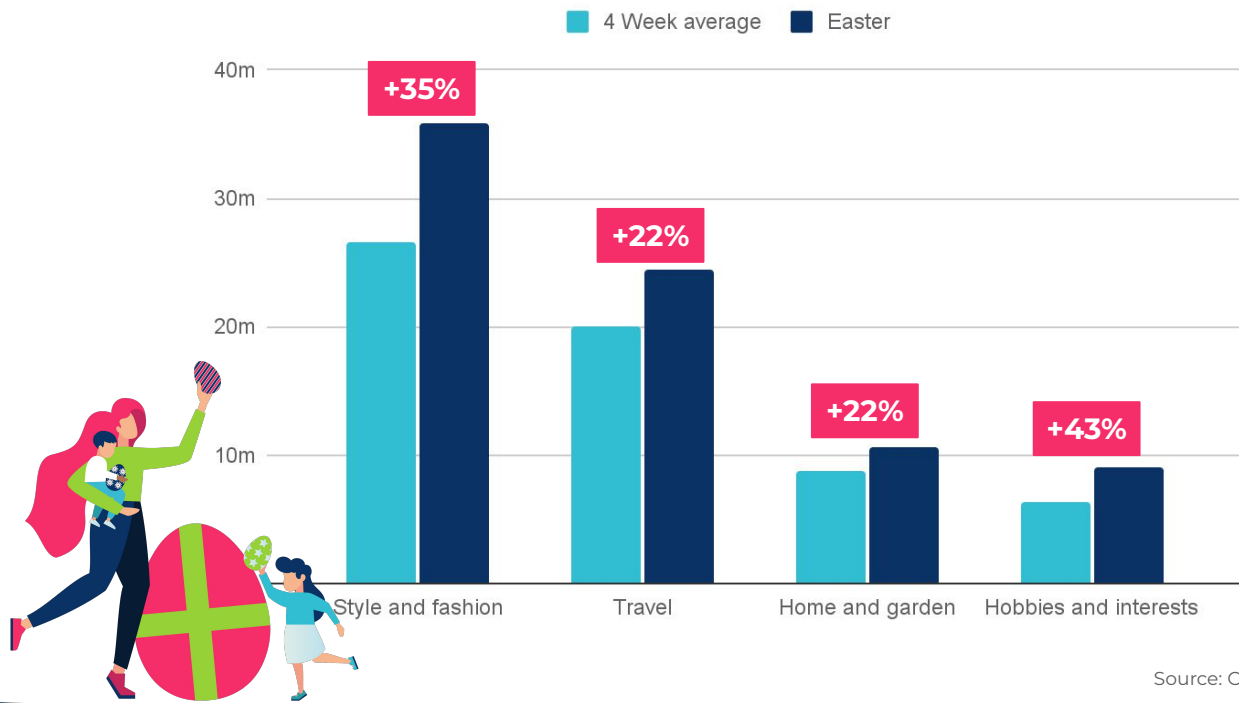


The top growing categories in the Easter lead up

With the changing of the seasons Brits are looking to change themselves

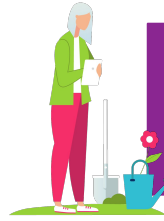
There's more to Easter than Eggs and Hot Cross Buns...

Easter symbolises a fresh start, and we see Brits adopt that message. Over the Easter weekend, Brits look for a new lease of life by updating their wardrobe, searching for new experiences with travel and hobbies and improving their homes & gardens



Contents

The topics people are paying attention to for Easter



Home & Garden



Travel



Shopping



Hobbies & Interests

Home & Garden

Green fingered Brits spring into action

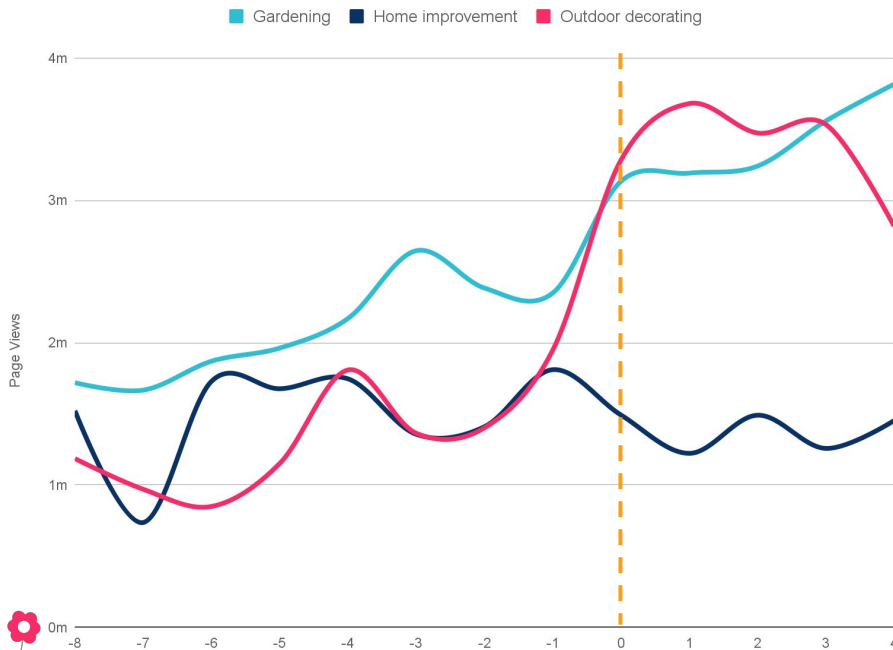


Home & Garden grows on Gardening

Interest blooms from as much as six weeks prior to Easter

Seeking inspiration for outdoor decorating and gardening peaks during Easter. The 4 week mark before the Easter weekend sees as much as +57% growth WoW.

Conversely, traditionally popular categories, such as home renovation and DIY, see a drop over the Easter weekend, down -8% WoW. Interest in these categories occur further in advance, around 6-8 weeks prior.



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Allan Jenkins on gardening
Life and style

It's time to get seed supplies organised, always a task full of hope

They come from Italy to Ireland, from farther afield and all are full of promise for summer

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- Live: Shoppers report rising food shortages, grocers warn UK food supplies may run out - business live

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Want A Gorgeous Garden For Summer? Then These Are The Simple Jobs You Need To Do Now

Whether you're green-fingered or not, future you will thank you for putting a little bit of groundwork in now.

By Georgia Lockstone

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Storage for design buffs

Because even the choicest people need a place to hide their clutter – as well as additional surfaces to display treasured objects

Four different styles of storage units: a tall grey one, a red one, a dark blue one, and a light blue one.

The Telegraph
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See all Life

Not all slugs are bad – you should embrace them in your garden

Here's how to distinguish between helpful and hateful slugs – and the most effective ways of dealing with them

By Yal Bourne
17 February 2023 - 12:00pm

Embrace 'soft girl' spring with these chic homeware buys

STYLIST
HOME LIFESTYLE ENTERTAINMENT

Embrace 'soft girl' spring with these chic homeware buys

Image showing a pink watering can, a pink watering can, a pink watering can, and a pink watering can.

Garden News
PLANTS ADVICE MAGAZINE COMPETITIONS SUBSCRIBE BEST 100 GARDENS

The beauty of begonias

There's so much more to them than meets the eye!

BY GARDEN NEWS | PICTURED ON 7 FEB 2023

Adding colour to the garden is still the job that if they grow plants! The world covers such a range of different forms of flowers and leaves. There are tough begonias for bedding, colourful foliage houseplants, lush, small-flowered plants for summer pots, and large-flowered trailing plants for hanging baskets. If you've always thought of begonias as just small bedding plants and never given them a second look, it's time to discover some new and incredibly useful plants that can add interest to the garden for months.

One that that become hard to remove is that they'll be killed by frost and can be damaged by cold.

Reaching Home & Garden inspiration seekers

Activating Ozone's unique first party audiences

Easter

Ozone first party segment

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

16.1M unique users/month

Home & Garden

Ozone first party segment

Target highly engaged readers of home & garden content, in particular outdoor furnishing, equipment and gardening

20.3M unique users/month

Furnishing our client with brilliant 'always on' results

BRIEF:

In partnership with our client we wanted to deliver strong return on media investment, positively shift brand effectiveness measures and better understand our client's audience

- ✓ Reach high attention audiences at platform scale across Ozone
- ✓ Deploy pixels on the client's site to understand its customer base in
- ✓ Utilise learnings from the campaign's first burst to inform a second wave targeting strategy
- ✓ Brand study used to track key brand lift and awareness metrics

x2
ROI on
media spend



+18%
increase in
action intent



+22%
uplift in brand
preference

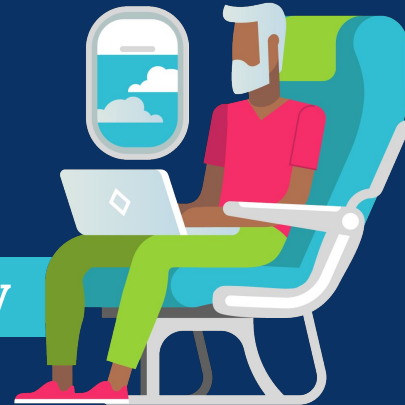


-67%
Reduction
in eCPA



Travel

The year's first holiday opportunity



How our Easter adventurers read about travel

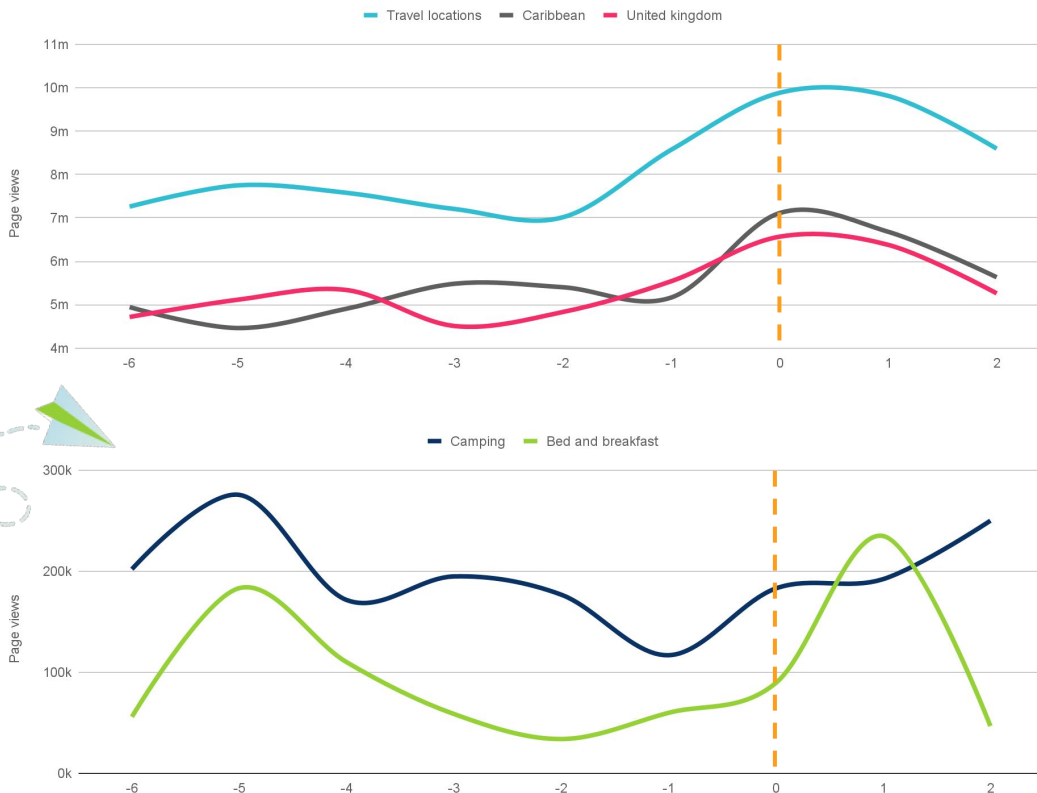
Typically see two categories of travel readership around the Easter weekend; the planners and the doers.

During the bank holiday weekend, readers use the extra down time to research future trips both domestic and international. The week of, and following, Easter readership across Travel Locations and UK Travel typically sees 20% growth. We also see consistently high interest in the Caribbean as a destination around Easter, with a 50% increase vs. the period average.

Those planning Camping Trips or B&B stays over the long weekend begin their research up to five weeks in advance, with page views +41% and +97% respectively vs. the period average.



Holiday season has begun once spring has sprung



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Travel > News Travel

SANDS LOVELY The little-known beach that is now the best in the UK according to TripAdvisor

THE TIMES

Times Travel

HOME DESTINATIONS HOLIDAY TYPES OFFERS ABOUT US BEST UK HOTELS

Best things to do in Windsor

The town is synonymous with the British royal family, but there's more to explore — from chocolatiers to breweries

Mirror

Lindos on the island of Rhodes (Image: The Image Bank)

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Europe's 'most underrated' city break has amazing beaches and flights from £20

Rhodes in Greece, the Moroccan city of Marrakech, and Porto in Portugal, have scored highly in a ranking of the least visited but best and most exciting holiday destinations

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Europe holidays

Six of Europe's best slow, scenic rail journeys

Nicky Gardner
Sat 17 Feb 2023 11:00 GMT

NEW YORK

TimeOut

Things to do Food & Drink Culture Theatre Travel Time Out Market Time to Consider News Show us

Five NYC restaurants to check out this spring

Including newcomers and NYC classics.

Written by Andrew Sutherland/Memphis Tuesday February 28 2023

Popular on Time Out

- 7 openings and experiences in NYC to look forward to this spring
- The 50 best restaurants in NYC right now
- 14 amazing hidden gems in NYC to visit right now
- NYC events in March 2023
- A beautiful new theater is opening in the World Trade Center later this year

Reaching travel inspiration seekers in the lead up to Easter

Activating Ozone's unique first party audiences

Easter

Ozone first party segment

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

16.1M unique users/month

Travel

Ozone first party segment

Target the highly relevant travel editorial and those reading about the most popular travel types over Easter

17M unique users/month

Staycations

Ozone first party segment

Target the highly relevant UK travel editorial and those reading about it in the lead up to Easter

1M unique users/month

Scorching results as VTR takes off for travel brand

BRIEF:

A leading travel company – based in one of the world’s most sought after holiday destinations – wanted to attract visitors from around the globe with a new campaign

- ✔ Formulate a strategy targeting key market behaviours
- ✔ Contextual delivery to reach individuals at key moments of influence
- ✔ Effectively leveraged the Ozone video format to amplify the effect of our display activity
- ✔ Drive a sizeable uplift in brand consideration

+6.9%
consideration
brand uplift



80%
higher VTR
than benchmark



+1.7%
uplift in
action intent



5x
better CPCV
than targeted



Shopping

Spring styles and Easter groceries



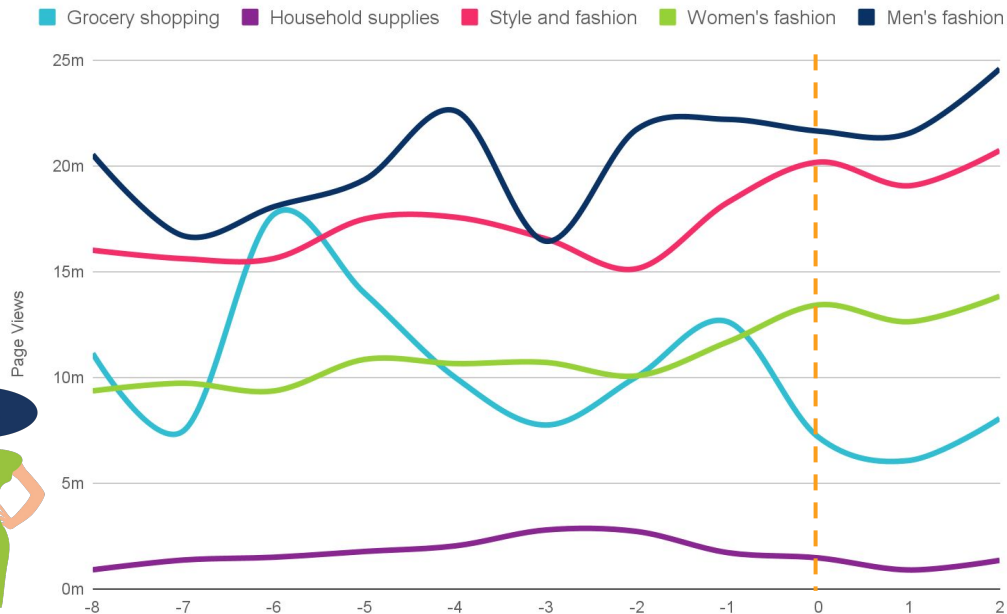
Shopping grows on spring styles and groceries

Brits seek our what to wear and what to eat at Easter

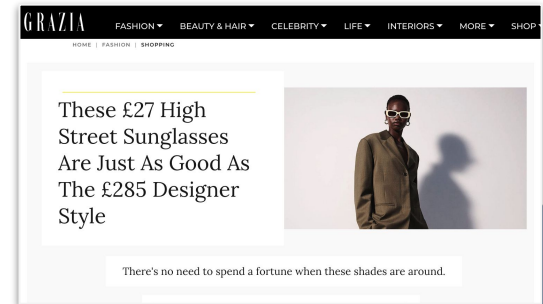
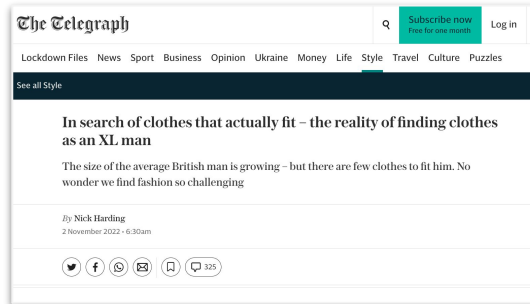
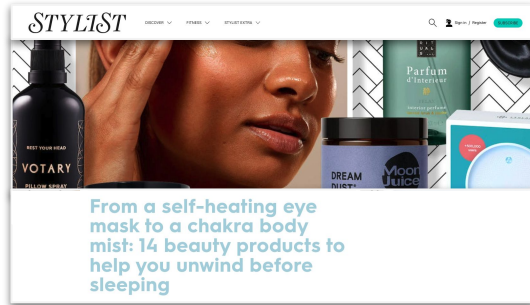
Interest in Grocery Shopping divides consumers into the organised and the last-minute. Most significant growth occurs around 6 weeks before Easter, up +137% WoW. Shoppers looking for last minute recommendations however do also generate a large increases in engagement, up +26% WoW.

Household supplies see some increase in engagement, although not as significantly as many other home categories, increasing by +37% around 3 weeks prior to Easter.

Whilst in previous years men's fashion interest increased closer to summer, more recently engagement has aligned with women's fashion. Style & Fashion in general begins to grow 2-3 weeks prior to the Easter weekend, seeing +21% WoW a fortnight before.



Aligning with highly relevant premium editorial



Reaching shoppers in the lead up to Easter

Activating Ozone's unique first party audiences

Easter

Ozone first party segment

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

16.1M unique users/month

Main Shoppers

Ozone first party segment

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

34M unique users/month

Style & Fashion

Ozone first party segment

Target regular readers of style & fashion categories across men's and women's styles

19M unique users/month

Delivering new customers for less

BRIEF:

An online retailer wanted to drive new customers to its ecommerce site, increase brand awareness and drive consideration to trial shopping delivery service

- ✔ Identify and suppress known users from targeting
- ✔ Behavioural analysis creating 'lookalike' customers to target
- ✔ Knowing audience enabled contextual targeting
- ✔ Geo-target to locate lookalikes in relevant areas
- ✔ Drive views, dwell time and CTR with engaging formats

16%
lower cost per unique land than expected



10%
increase in consideration – 3x the retail average



81%
viewability – 8% higher than expected



58%
higher attention than the average Ozone campaign



Hobbies & Interests

Reaching Easter hobbyists

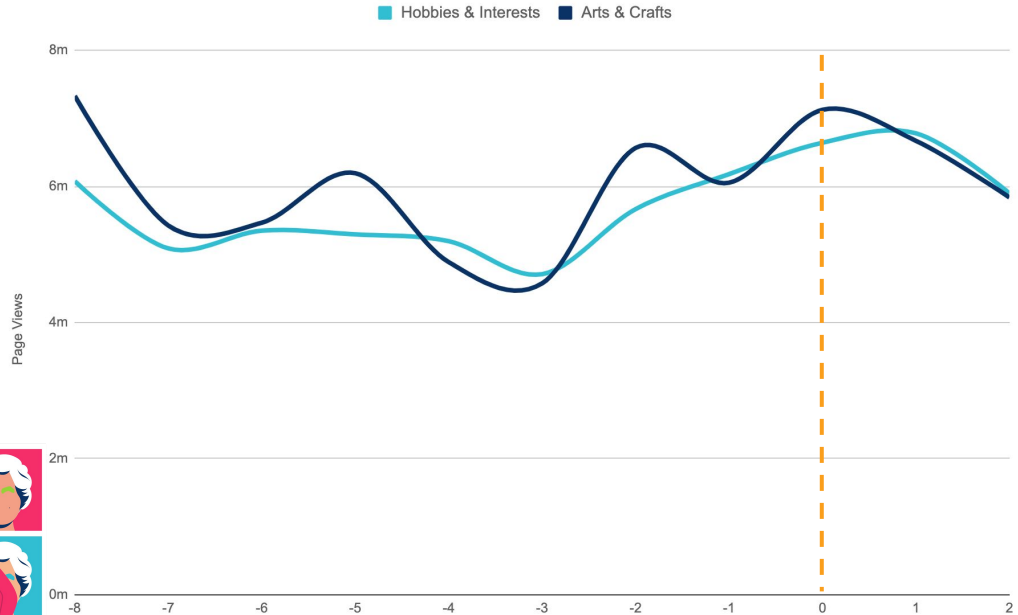


Easter weekend marks an opportunity to indulge in the nation's favourite hobbies

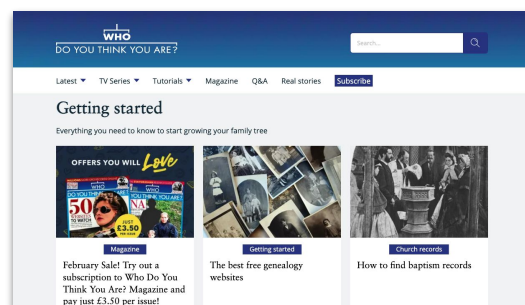
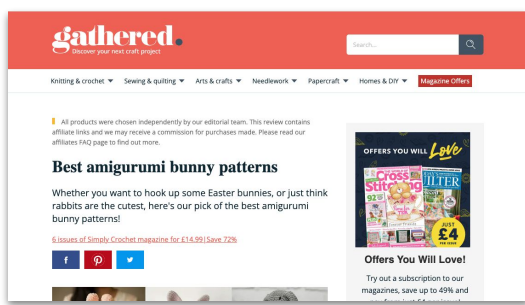
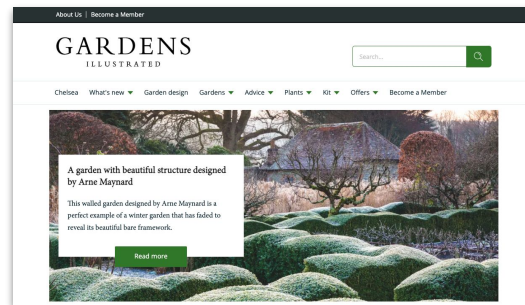
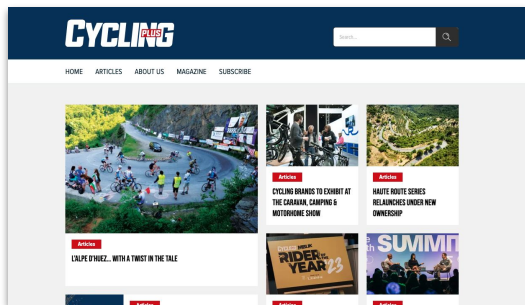
Easter is seen as one of the biggest opportunities of the year for the nation to indulge in their favourite hobbies.

Growth in engagement begins two weeks prior to Easter weekend, with page views up +20% WoW. By the week of Easter interest has grown by more than +26% compared to the HI average.

Of all of the categories within hobbying, Arts & Crafting was by far the most popular, with enormous growth quarter-on-quarter. As we reach Easter weekend crafting audiences have grown by more than +55%, with page views peaking over the weekend.



Aligning with highly relevant premium editorial



Reaching hobbyists in the lead up to Easter

Activating Ozone's unique first party audiences

Easter

Ozone first party segment

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

16.1M unique users/month

Hobbyists

Ozone first party segment

Target regular readers of hobbying content and all the highly relevant premium content

17.5M unique users/month