



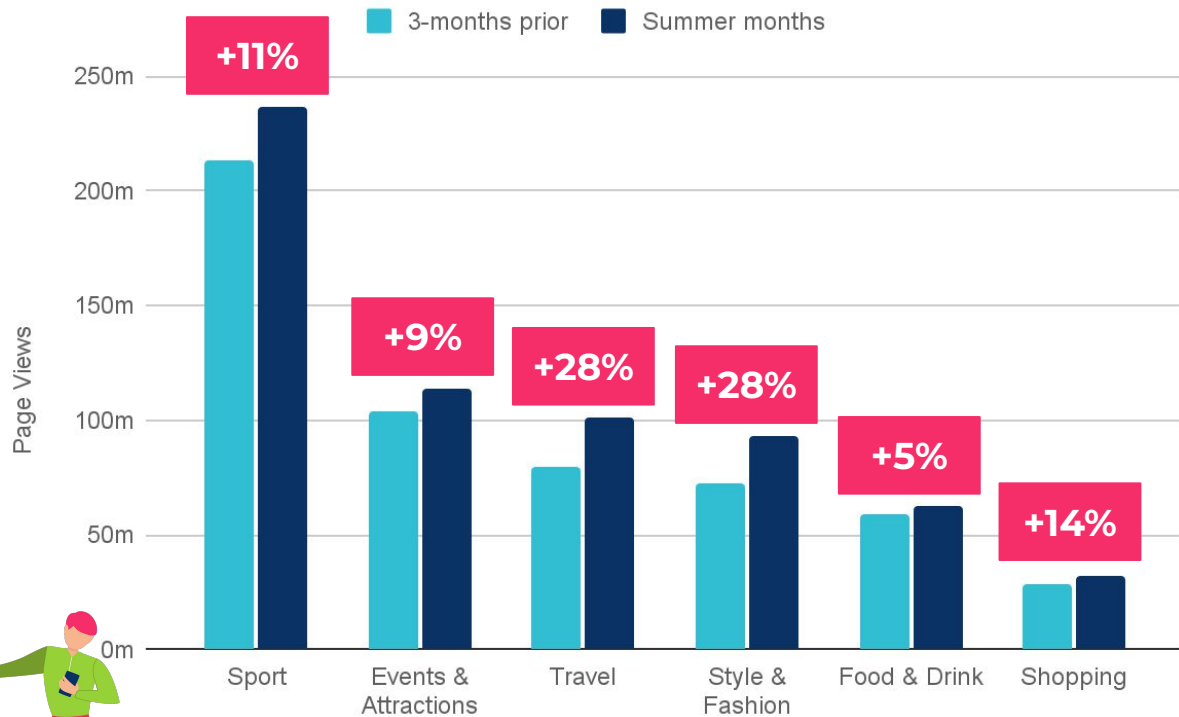
The hottest summer topics

From across the nation's biggest publishers



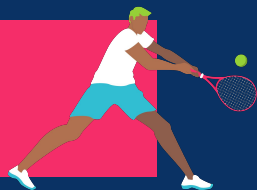
Get to know the categories that grow in the lead up to summer

From the most exciting sporting events and music festivals to finding the right outfit for a barbecue in the sun, Ozone's publishers see summer growth across a wide variety of categories as the weather heats up

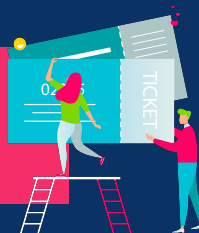


The premium publisher editorial driving the most growth over the summer

Sport



Things to do



Travel



Style & Fashion



Food & Drink



Shopping



Sport

The sport driving summer engagement

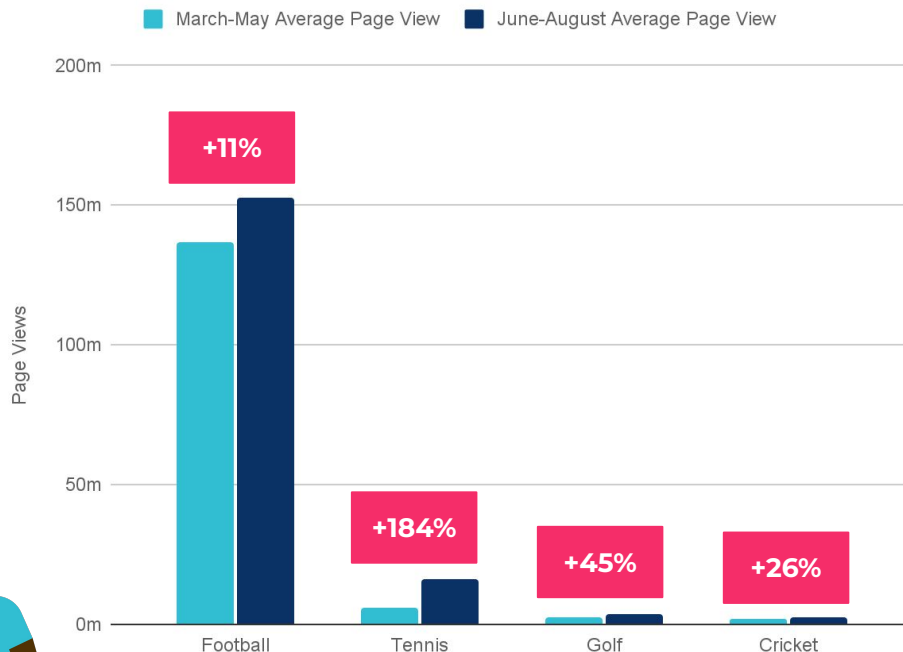


The year's biggest sporting events drive enormous interest among committed and fair-weather fans

The summer of sport drives significant growth in engagement across the biggest moments.

The Lioness's Euro 2022 victory saw **Football** engagement **+16% higher** than the 2021/22 English Premier League season average. We expect this year's World Cup to deliver similar engagement.

Wimbledon and The Open Championship also drive significant growth for our **Tennis** and **Golf** content respectively. Expect **Cricket** to deliver higher rates of growth this year with the Ashes.



TAKE ACTION

Tailor targeting to reach the fair-weather fans as well as sport's biggest supporters using both Ozone's **broad** and **high** engagement segments.



Reach millions of Sport fans with our highly relevant premium publisher editorial

INDEPENDENT Amazon Sale ENHANCED BY Google

NEWS **SPORT** VOICES CULTURE LIFESTYLE TRAVEL PREMIUM MORE INDEPENDENT

Sport > Football

Manchester City hand Chelsea rare defeat to draw level with United at the top

First half goals from Filipa Angel Dahl and Lauren Hemp secured a 2-0 victory

Pa Sport Staff • 18 hours ago • Comments

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Rybakina backing up Wimbledon breakthrough with composure of a champion

Supreme shotmaker has positioned herself as one of the game's elite with understated self-belief and calmness under pressure

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Sport

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Middie's eye has not been his only goal or asset but he still showed Gareth Southgate what he can bring to the international stage

Paul Allen

Friday, March 29, 2023 11:01am

Football

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Such is the depth of England's attacking options that Gareth Southgate, the England manager, felt no need when explaining that those he deploys on either side of Harry Kane must enjoy him with goals and assists.

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Plus: How to watch on TV, ticket information and qualification standings

By Daniel Zeman
20 March 2023 9:58am

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England's 'backlist' approach is set for its toughest test yet

NEWS POLITICS FOOTBALL CELEBS TV MONEY ROYALS

England's Bazball approach could be hampered as balls are "back to normal" ahead of Ashes

Brendan McCullum's England will face a new challenge in the home Ashes series with Australia with the heavily criticised Dales ball now being 'back to normal'

By Ben Parsons
13:22, 24 Mar 2023 | UPDATED: 13:33, 25 Mar 2023

Facebook Twitter WhatsApp Email Print BOOKMARK

Charity scores awareness win with World Cup campaign

BRIEF:

Our client – a leading UK charity – wanted to raise awareness of a clear creative direction to its services with Football Superfans during the 2022 FIFA World Cup in Qatar

- ✓ Targeted cut through with football fans to during a busy period
- ✓ Over-compete for share of voice to raise awareness
- ✓ Structure activity to reflect higher match volumes during the early rounds
- ✓ 'Favourite to win' tactic devised to upweight pacing when match upsets occurred
- ✓ Measure success using brand study and attention index

+9%
point uplift in
awareness



+18%
Higher attention
vs. benchmark



6.8M
Football fans/
34m impressions



0.17%
CTR, +22% vs.
benchmark



Things to do

The must-attend summer events

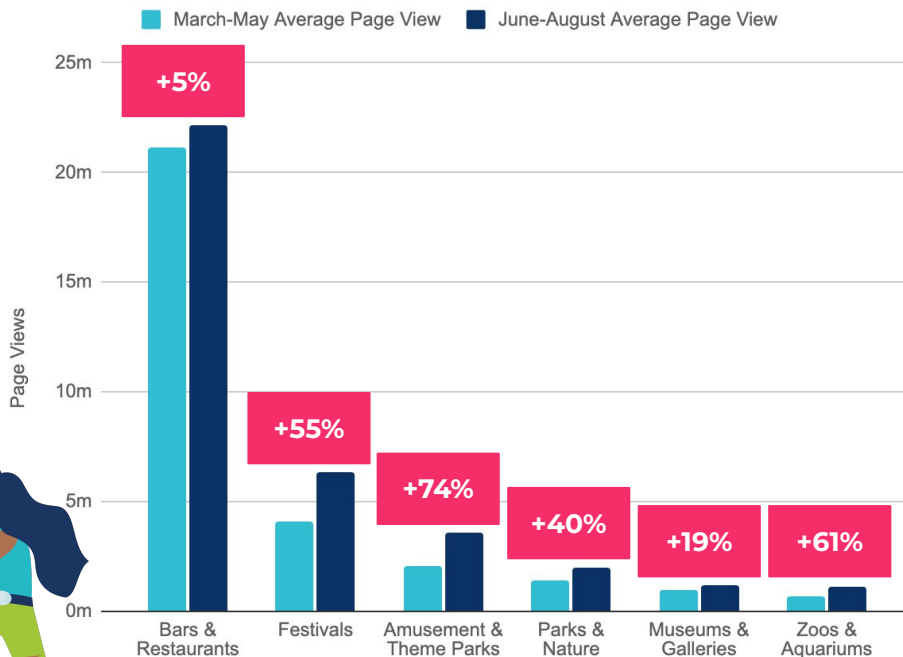


Bank holidays and the summer break triggers research into the best events and fun days out

The turn of spring sees a significant increase in page views across our **Events & Attractions** content. However, as the weather continues to heat up so does engagement growth with the category.

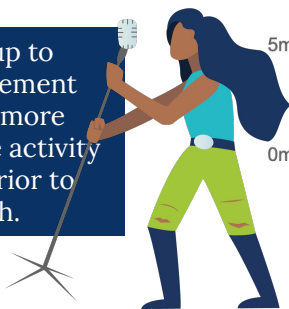
With page views peaking in June, the start of the summer kicks off huge interest in outdoor activities such as **Theme Parks, Nature Parks** and – of course – **Festivals**.

The school summer holidays also trigger interest in inspiration for days out, including **Museums & Galleries** and **Zoos & Aquariums**.

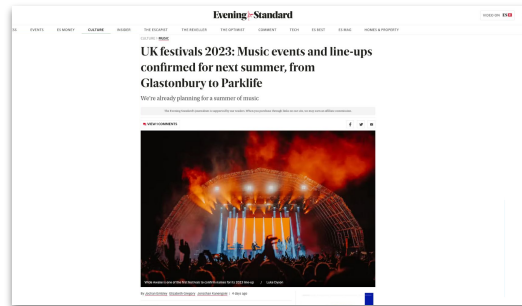
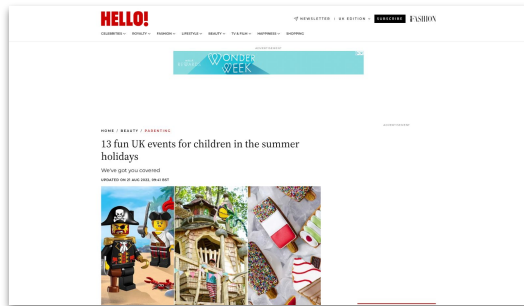
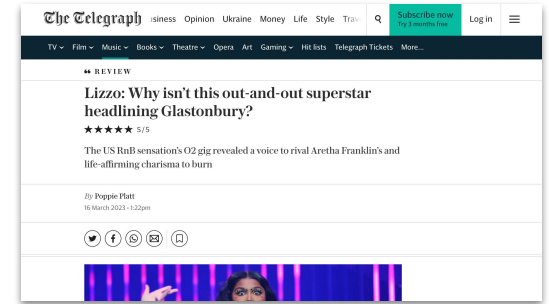
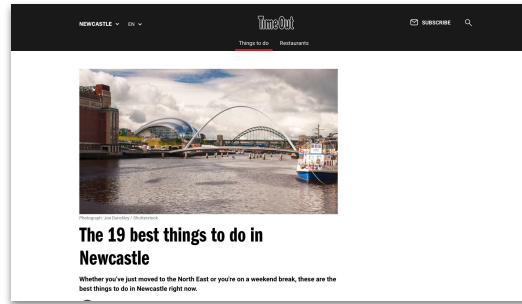
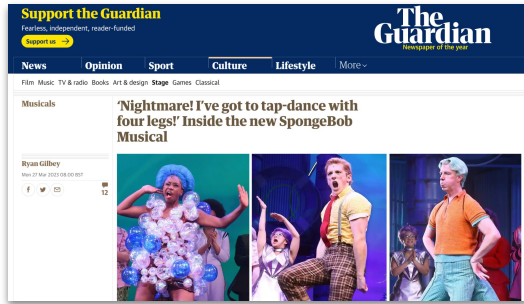


TAKE ACTION

In the week leading up to bank holidays, engagement with **Events** content more than doubles. Ensure activity is live in the weeks prior to maximise cut through.



Reach those seeking fun things to do with our highly relevant premium publisher editorial



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

- ✓ Raising awareness and engagement for our ents client
- ✓ Launch partner for our new Premium Only Video Pre-roll format
- ✓ Targeting Pop Culture and Events & Attractions readers in context
- ✓ Bold and distinctive creatives creating positive sentiment
- ✓ VTR, CTR, and Viewability MOAT benchmarks smashed

69.8%
VTR for a 30
second video



74.4%
Overall
viewability score



+300k
Impressions of
added value

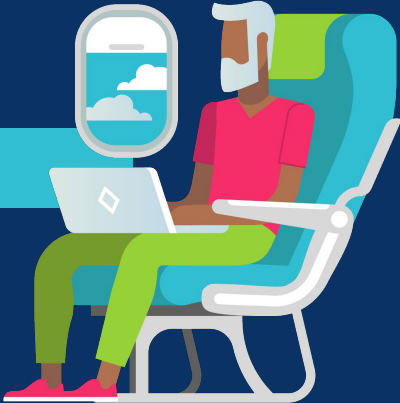


1.13%
CTR; far above
benchmarks



Travel

The summer's hottest holiday topics



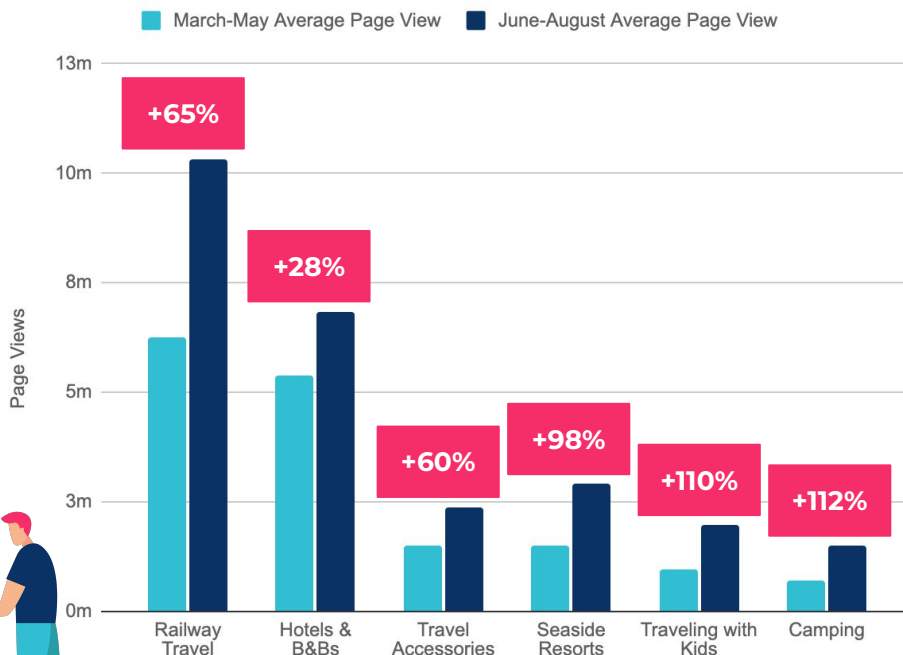
Travel interest is high throughout the summer, mainly for hotel and transport recommendations

The summer sees reader focus shift from seeking holiday inspiration to finalising plans, including accommodation, transport and what to pack.

Typically, the topics with the greatest growth within **Travel** are **Travelling with Kids**, **Camping Trips**, **Seaside Resorts** and **Rail Travel**.

Similarly, with many people getting excited for upcoming holidays and what to pack, engagement with **Travel Accessories** grows by +60%.

While interest in European and other overseas destinations does grow, it is comparatively low compared to UK travel.

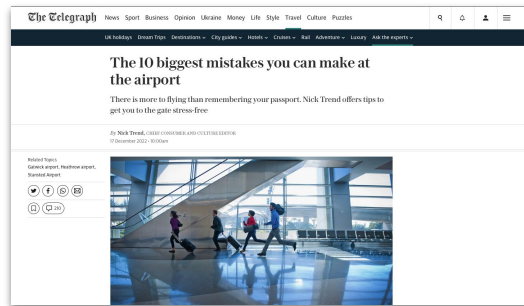
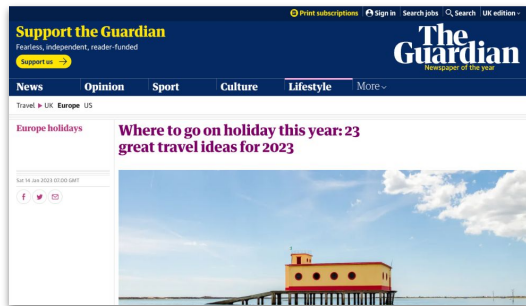
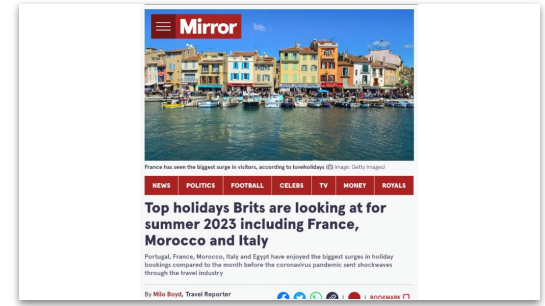
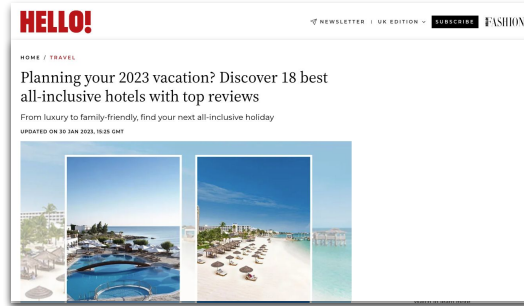
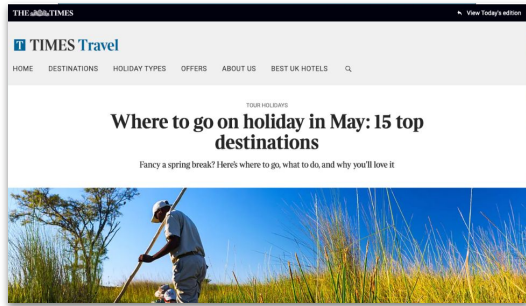


TAKE ACTION

Of all **Travel** audiences, families are far more likely to be looking for a last-minute trip, so target this audience in particular with final deals for the summer.



Reach sunseekers and staycationers with our highly relevant premium publisher editorial



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



Fashion

Summer styles and fashion trends

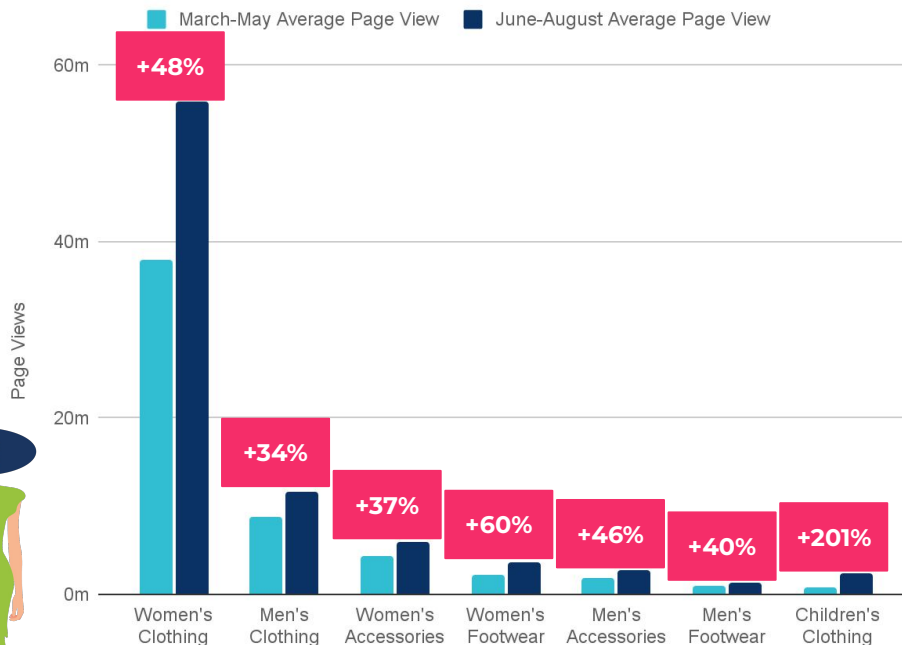


The summer months drive some of the highest engagement of the year for Style & Fashion

New season's trends and the need for a new summer wardrobe drive growth among almost all **Style & Fashion** content topics.

Summer's start sees the greatest engagement increase with the **Women's Fashion** topic, as interest in the new season's styles peaks and remains high. Typically, **Men's Fashion** doesn't spike until July.

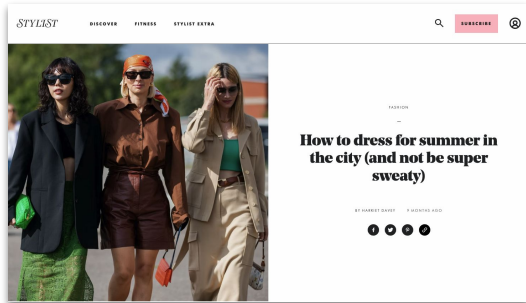
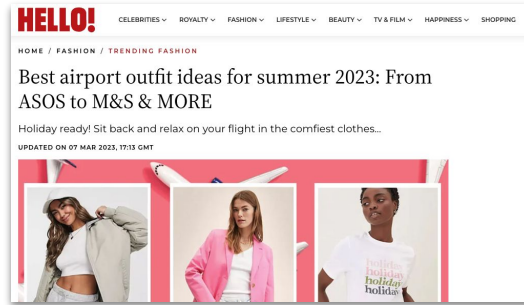
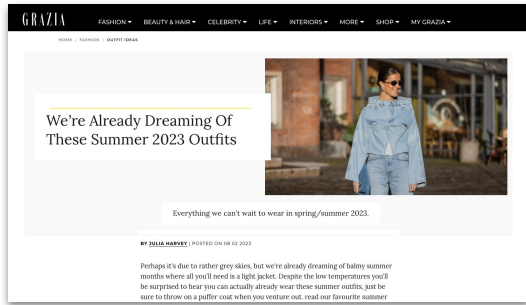
Children's Clothing sees enormous growth at the start of the school holidays. July and August are by far the biggest months, driving nearly 30% of annual page views for the topic in those months alone. It's also a key time for back-to-school clothing.



TAKE ACTION

For maximum **Style & Fashion** efficiency, consider activating women's messaging ahead of the start of the season and upweight men's once the summer begins.

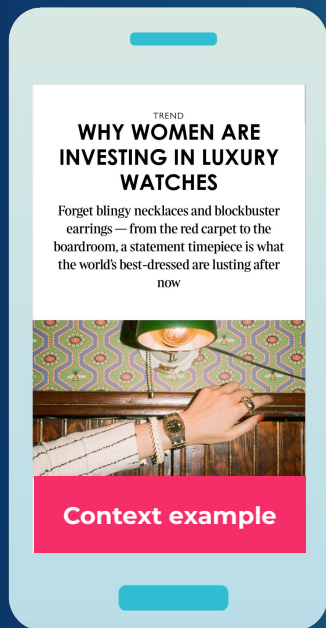
Be in with the style crowd with our highly relevant premium publisher editorial



Luxurious results that never go out of style

BRIEF:

Our dream team premium partnership with a world-renowned luxury brand raised awareness and consideration of the brand's desirable high-end jewellery and watches.



0.65%
CTR more than 2x
the benchmark

53.4%
VTR more than 2x
the benchmark

79.5%
Viewability vs.
70% benchmark

60.8%
Ozone Attention
Index score

Food & Drink

Alfresco dining and sundowners

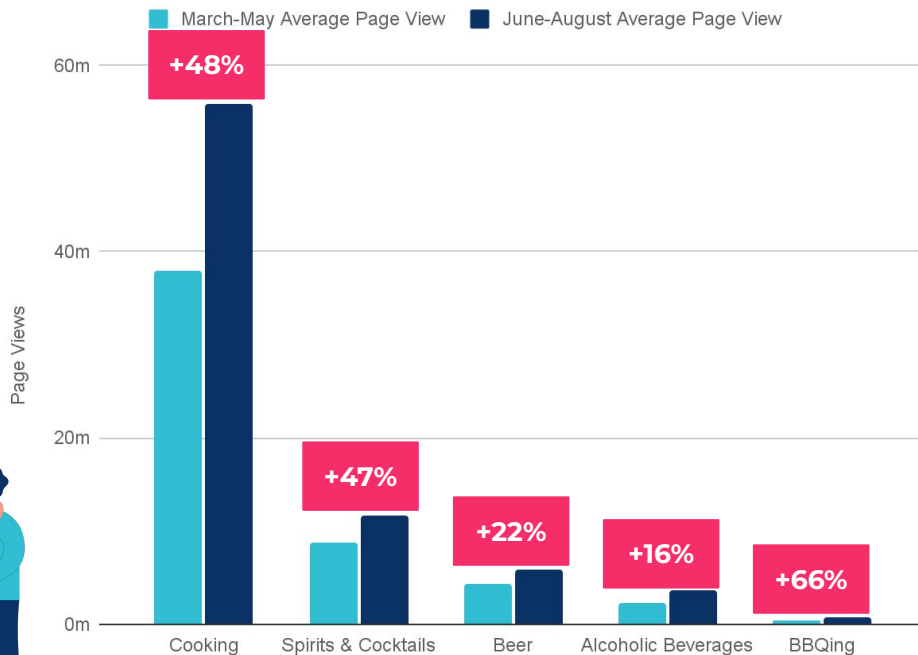


The better the weather the higher the engagement when it comes to Food & Drink

With people looking to spend more time enjoying alfresco aperitifs or dining in the sun, we see growth across related **Food & Drink** topics.

Page views for **Cooking** increases considerably during the summer with **BBQ & Grilling** recipes a particular area of interest. We see considerable growth in the lead up to heatwaves, up by a further +70% in the seven days prior to the hottest weeks of the year.

Alcohol also drives huge category growth across both **Beer** and **Spirits**, which also grow more the hotter weather. Previously, the first heatwave of the year saw nearly +25% growth for the **Alcoholic Drinks** topic.

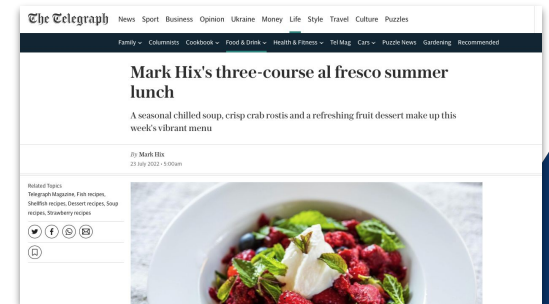
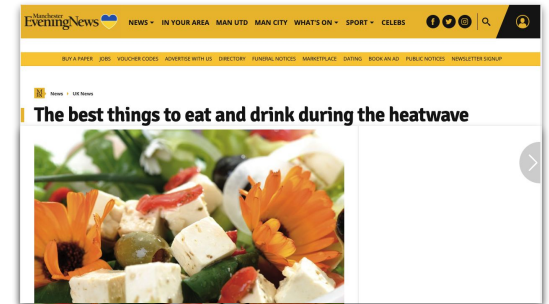
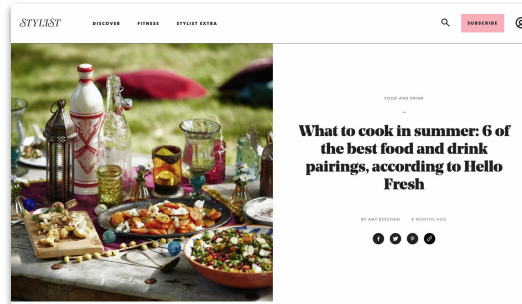


TAKE ACTION

Maximise the impact of **Food & Drink** campaigns in the lead up to hotter periods using dynamic creative that changes depending on the weather and increase delivery.



Cook up the ideal Food & Drink campaign with our highly relevant premium publisher editorial



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



Shopping

Summer sales drive bargain hunters

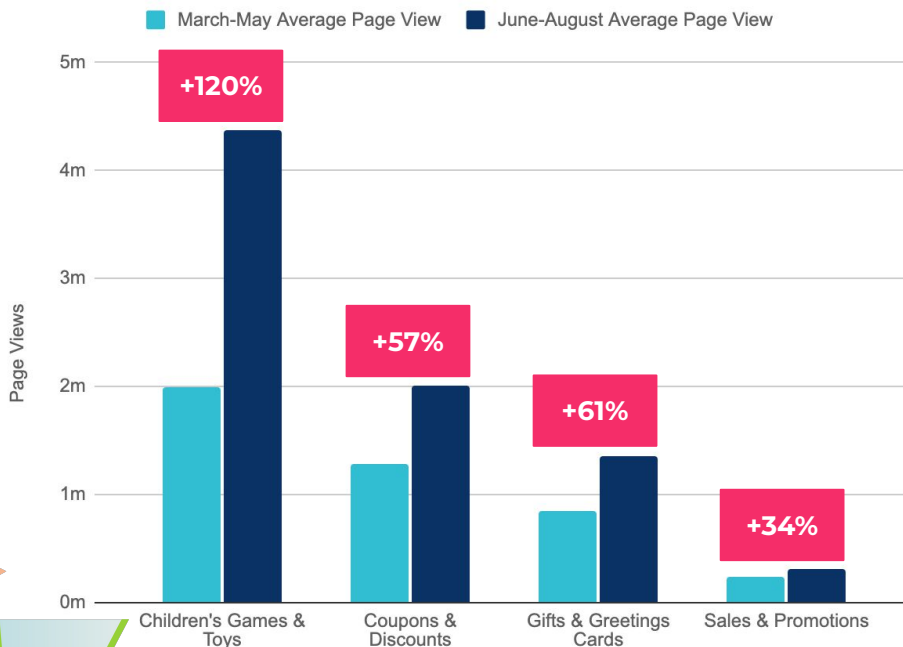


Shopping interest spikes among readers looking to bag a bargain in the summer sales

Increases in **Shopping** engagement are driven by two main events during the summer months.

The first moment is the start of the summer sales. With the sales typically starting at the beginning of July, **Shopping** sees a +25% increase that month.

Beginning in mid-July, the school holidays also triggers enormous growth in page views for the **Children's Games & Toys** topic as parents seek out fun ways to keep their kids entertained.



TAKE ACTION

With July the biggest of the summer months for **Shopping** engagement growth, consider activating product-led messaging to build pre-sales consideration.



Reach summer's savvy shoppers with our highly relevant premium publisher editorial

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HOME / SHOPPING

The best summer sales to shop now: ASOS, Marks & Spencer, Charlotte Tilbury, John Lewis & MORE

Find the best deals this summer!
UPDATED ON 28 AUG 2022, 09:46 BST

Sun HEALTH DEAR DEIDRE TECH TRAVEL MOTORS PUZZLES SUN BINGO SUN VOUCHERS TC >

SET A BUDGET
PLAN AHEAD
MAKE A LIST

Money > News Money

SAVVY SAVER You've been shopping the

Mirror

The Bargain Max summer sale is on now!

NEWS POLITICS FOOTBALL CELEBS TV MONEY ROYALS

Bargain Max slashes price on kids outdoor toys in huge summer sale

Bargain Max has launched its huge summer sale on outdoor toys and games that are perfect

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Interiors

Buy fabric, avoid the obvious and don't be a snob: the dos and don'ts of holiday shopping

Jess Cattermole-Warley
@jesscw
21 Feb 2022, 20:00 BST

Evening Standard

INSIDER THE ESCAPIST THE REVELLER THE OPTIMIST COMMENT TECH ES BEST ES MAG HOMES & PROPERTY

Best kids outdoor toys for the garden this summer

Get them away from screens and into the great outdoors

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VIEW COMMENTS

PinkNews News Trans Culture Lifestyle Shopping Business

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Style

Nike is releasing its first ever gender neutral athletic wear collection

Mar 23 • Written by Jonny Yates

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Heldi Klein Luxury Bikinis

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

