

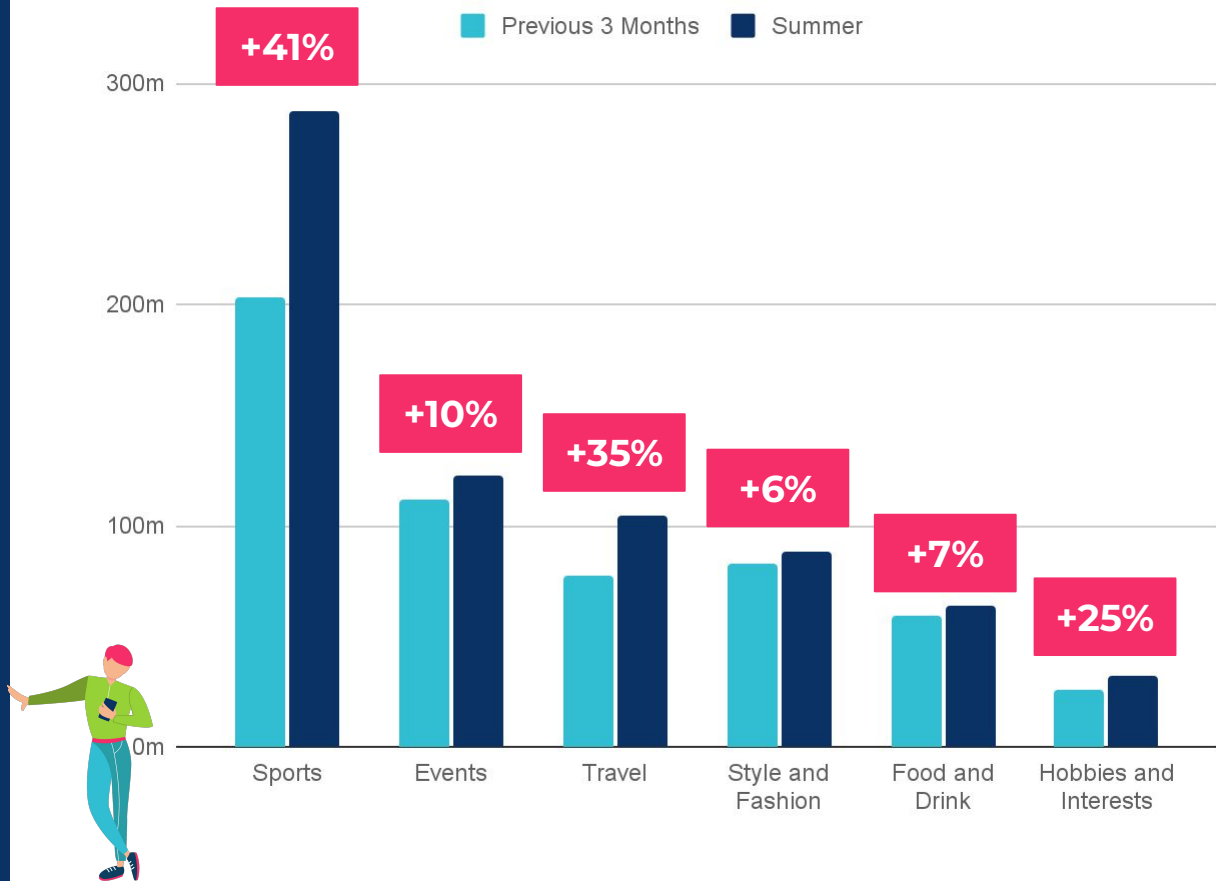
# The hottest summer topics

From across the nation's biggest publishers



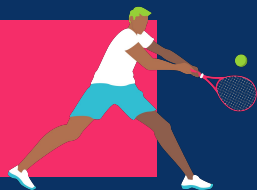
# Get to know the categories that grow in the lead up to summer

From the most exciting sporting events and music festivals to finding the right garden party outfit, 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



Hobbies



# Big Sports

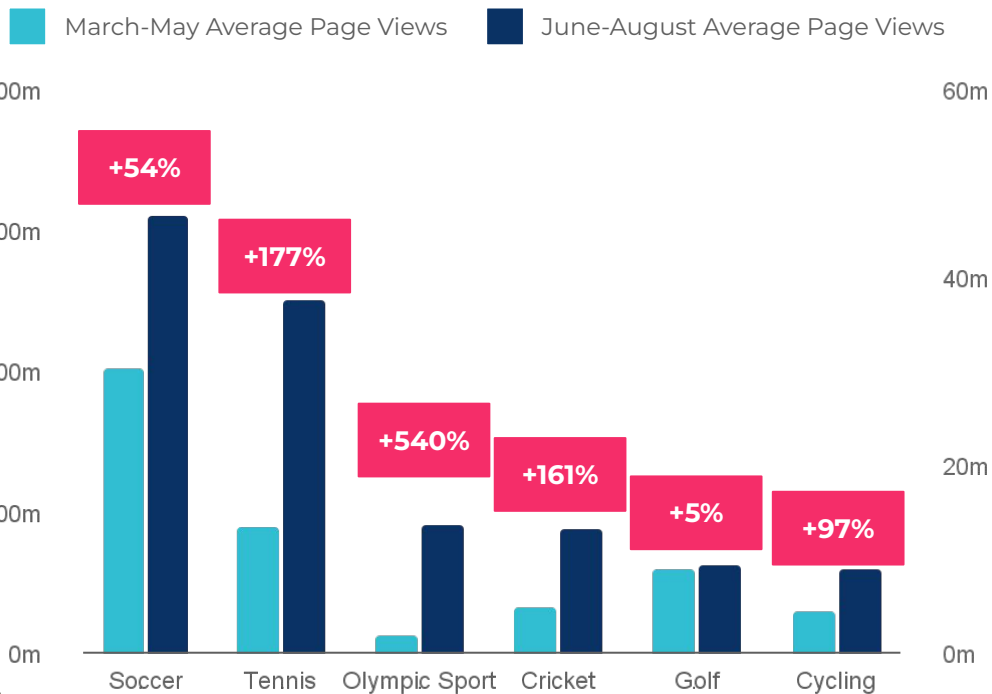
The biggest sporting events driving engagement this summer



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

Home-nation victories typically boost engagement, and with high expectations for England in the Euros, a defence of the **ICC T20** title, and popular annual fixtures like **Wimbledon** and **The Open Championship**, we can expect engagement to surge this summer.

However, with Les Bleus also joint favourites for **Euro 2024**, the annual spectacle of the **Tour de France** and Paris hosting **The Olympics**, France will likely be front and centre of Ozone's sporting editorial this summer.

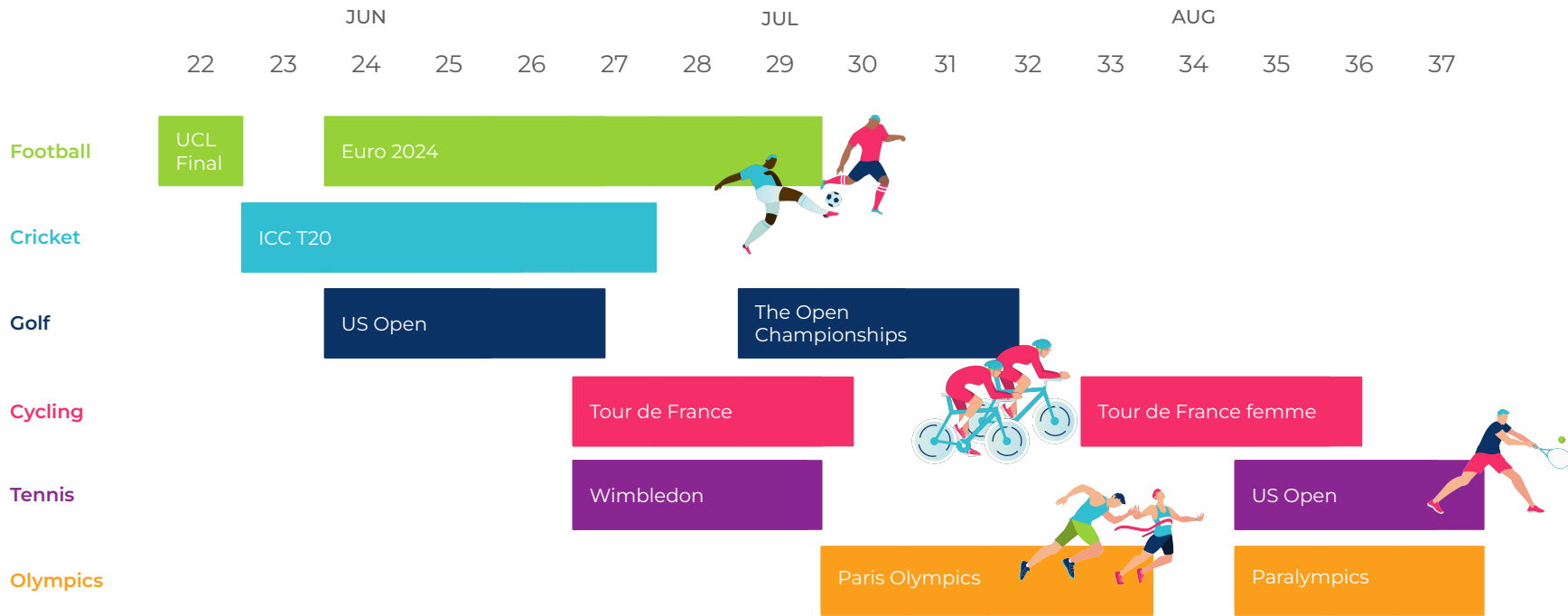


TAKE ACTION

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



# Your guide to this summer's biggest sporting moments



# Reach millions of sport fans with our highly relevant premium publisher editorial

**INDEPENDENT**

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

Support the Guardian  
Fearless, independent, reader-funded

**The Guardian**  
Newspaper of the year

News Opinion **Sport** Culture Lifestyle More

Football Cricket Rugby union **Tennis** Cycling F1 Golf Boxing Rugby league Racing US sports

Sportblog Tennis

## 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

Most viewed

- World 'population bomb' may never go off as feared, finds study
- Two-thirds of UK workers with long Covid have faced unfair treatment, says report
- A new start after 60: my divorce felt mortally wounding - then I walked the Camino de Santiago
- The Firms hold the secret of happiness - and it is not what you might expect

**THE Sun**

UK Edition • Search

FOOTBALL TV SHOWBIZ FABULOUS SPORT NEWS MONEY HEALTH BEAR DEBBIE TECH

Transfer News Premier League Champions League World Cup 2022 Championship EFL WSL

Sport > Football > Women's Super League

## GUNNER BOOST US Eidevall says Arsenal can take 'confidence' from Tottenham trouncing into their duel with Bayern Munich

**THE ATHLETICS**

Sport

## James Maddison passes his England audition with sorcery and a smile

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

Southgate's England has a new attacking option that Gareth Southgate, the England manager, set on a path when explaining that those he deploys on either side of Harry Kane must enjoy him with goals and assists.

**The Telegraph**

News Sport Business Opinion Ukraine Money Life

Football Rugby Union Cricket F1 Women's Sport Tennis Golf Racing Boxing Cycling More...

## Ryder Cup 2023: Date, venue, format and schedule for Rome

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

By Daniel Zengler  
20 March 2023 • 9:58am

**Mirror**

England's 'backbat' 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  
15:22, 24 Mar 2023 | UPDATED 15:33, 25 Mar 2023

# 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



# Work hard play hard: the summer grows interest in cultural and business-related events

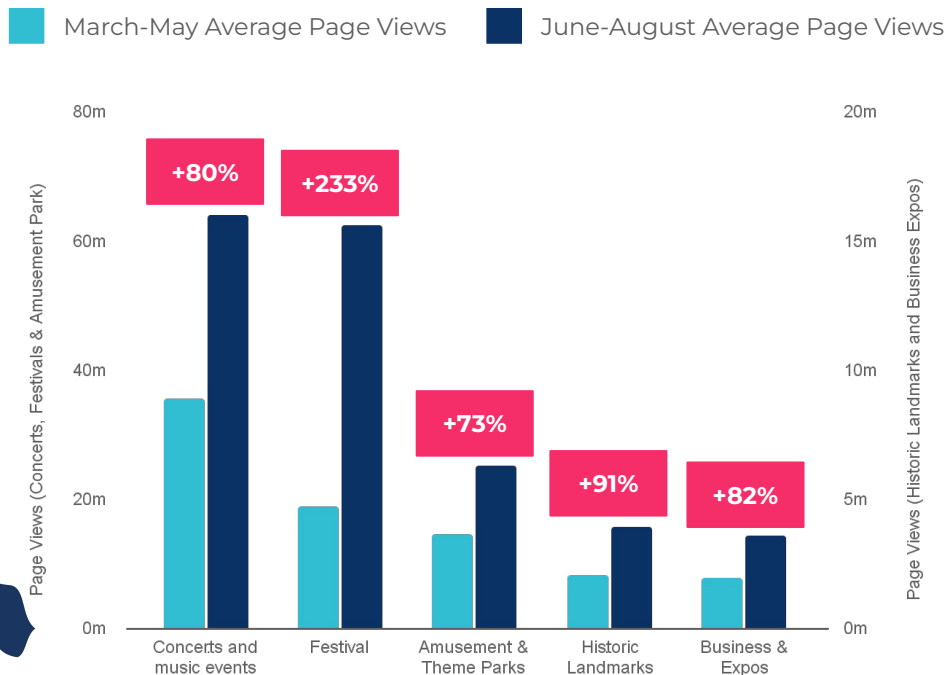
The turn of spring sees a significant increase in page views across our **Events & Attractions** content. However, as the weather continues to heat up so too does engagement growth with the category.

Take a greater interest in culture, with **Festivals**, **Music events**, and **Historical Landmarks** among the highest growing categories during the summer months.

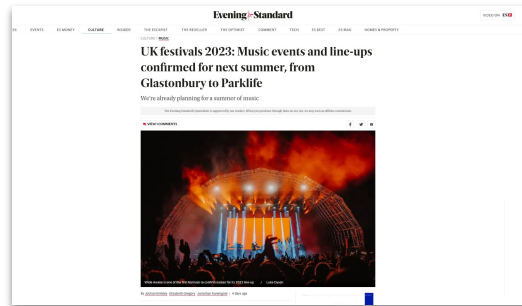
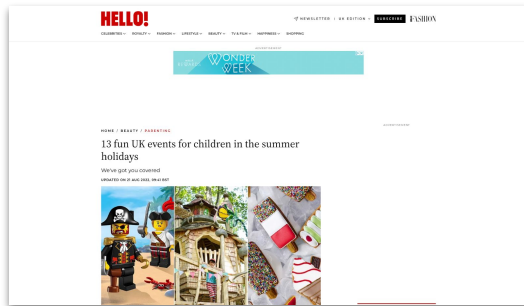
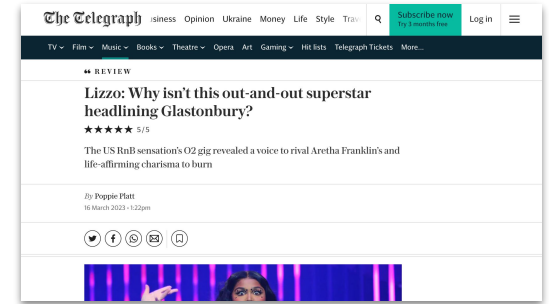
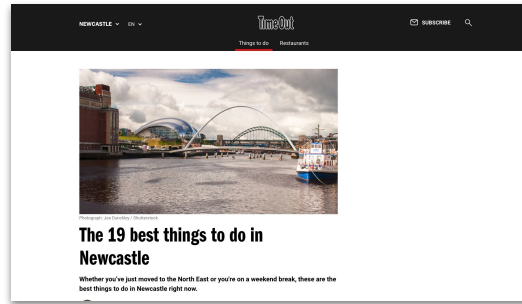
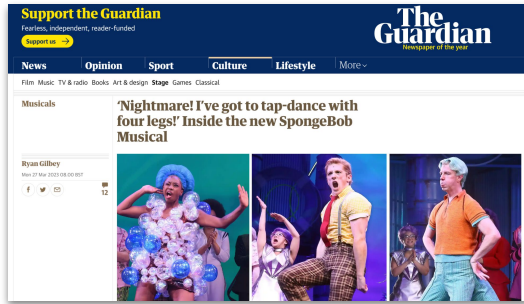
Britons' summer sociability is a great benefit to businesses too, with interest in **Business Expos** and **Events** also seeing significant growth during the summer months.

TAKE  
ACTION

Activate at the start of summer to capitalise on growth through the summer months. Upweight Business Expos towards the end of summer when this audience sees the greatest scale.



# 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

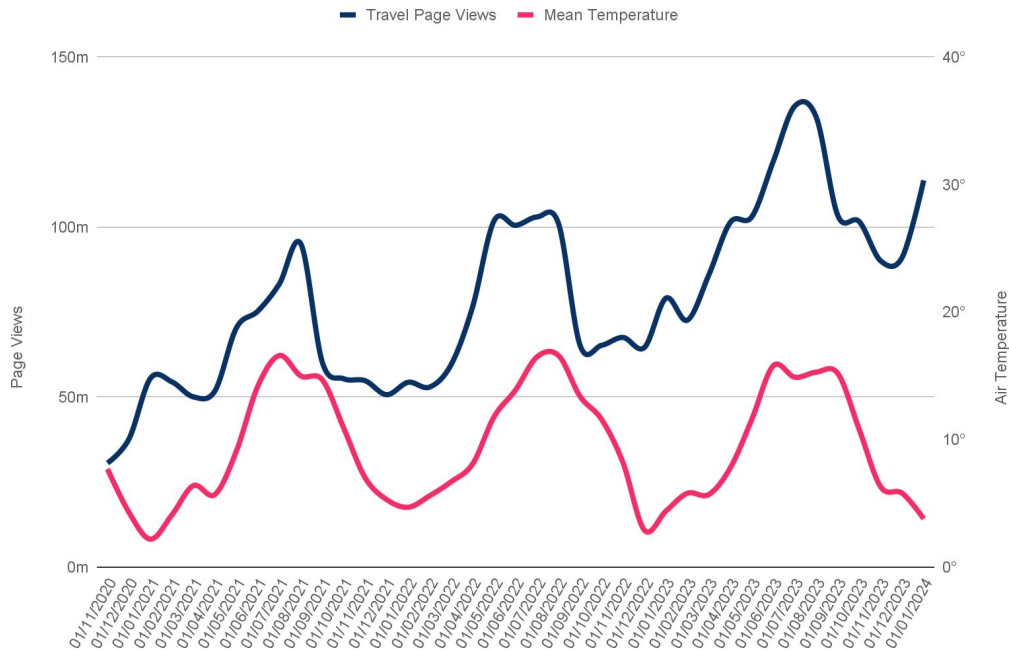
The summer's hottest holiday topics



# Holiday interest hots up with better weather

The weather has a strong influence on travel readership. As clement weather begins to return in spring, we see steady growth in Brit's interest in travel. Page views consistently peak between June-August.

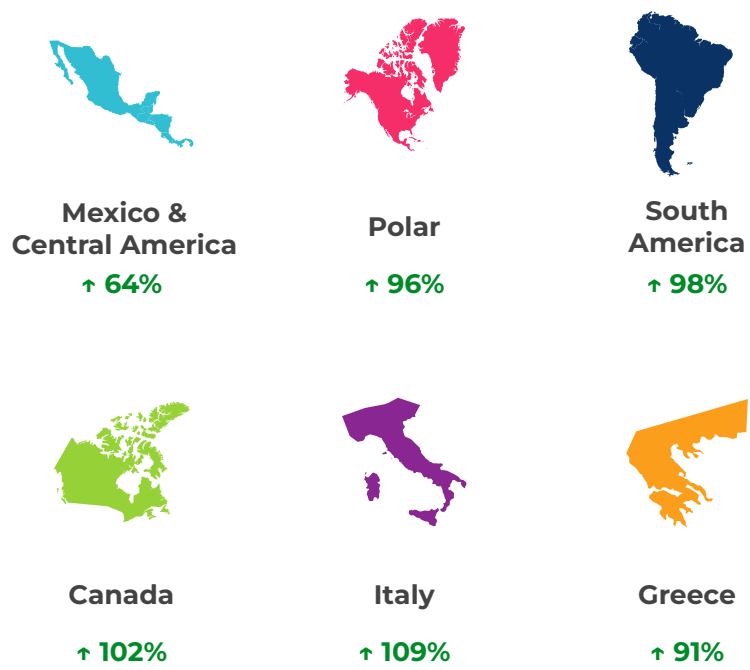
Interest in classic European destinations, like Greece and Italy, remain high. However, in recent years interest in longer haul destinations, particularly the Americas, has seen significant growth.



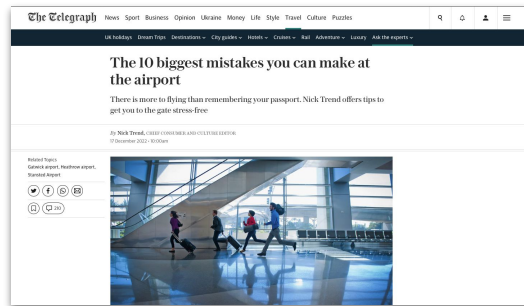
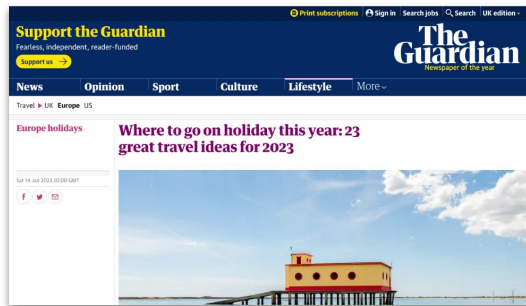
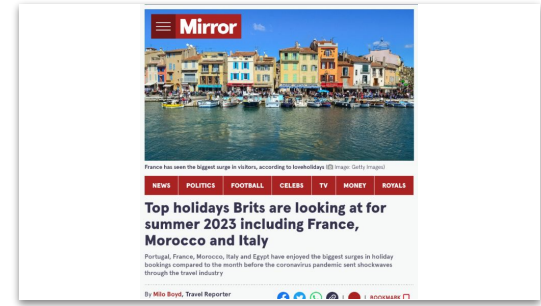
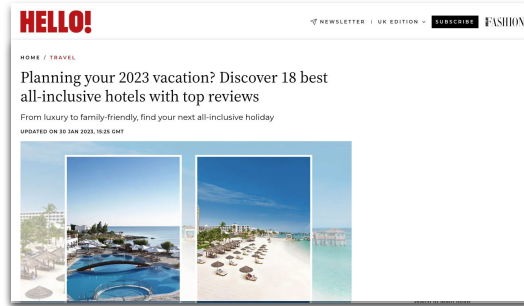
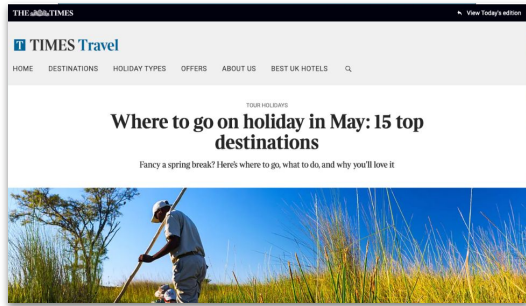
## TAKE ACTION

The heat gets Brits in the mood for travel, so where possible be agile and look to upweight during the hottest weeks of the year

# Classic European destinations remain popular, but Brits are increasingly looking further afield



# Reach sunseekers and staycationers with our highly relevant premium publisher editorial



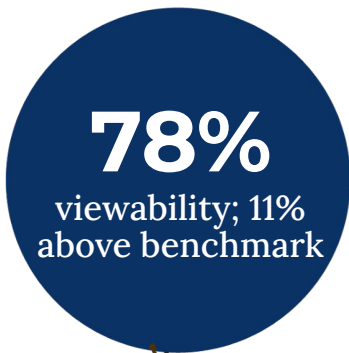


# Brand lift jets off for a well-known travel client

## BRIEF:

Ozone and our client, a world-renowned travel brand, collaborated on a Premium Only Video campaign that skyrocketed overall brand awareness and consideration

- ✔ To raise awareness and engagement with a new brand campaign
- ✔ Use of our non-intrusive Premium Only Video outstream player
- ✔ Brand lift study used to measure awareness and consideration metrics
- ✔ Target readers in Travel and Environment content
- ✔ Travel audience segment used for precision targeting



# Fashion

Summer styles and fashion trends

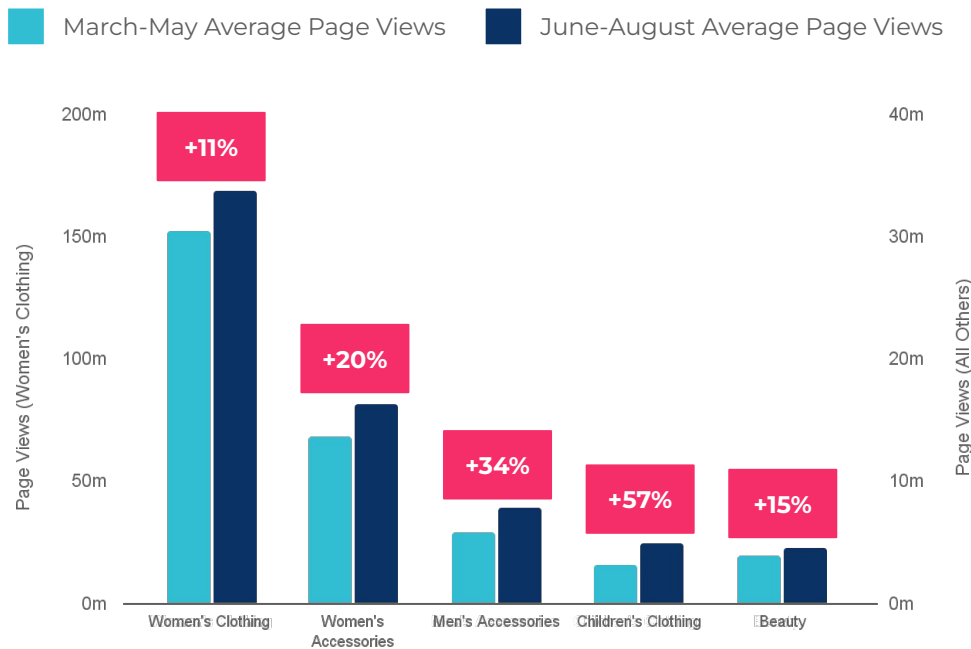


# The summer months drive some of the highest engagement of the year for Style & Fashion

Women's engagement drives the category with **Women's Clothing** and **Women's Accessories** delivering significant volume throughout the year. During the summer both of these categories see double-digit growth.

Although we traditionally see **Men's Fashion** spike in mid-summer, the effect of Euro 2024 on Men's fashion is likely to bring engagement earlier into June.

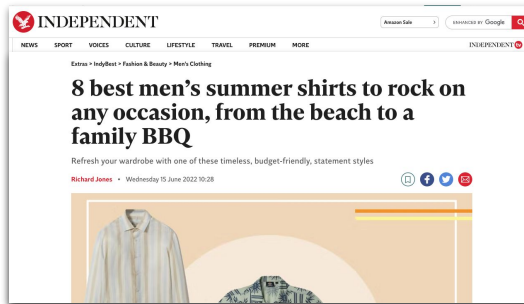
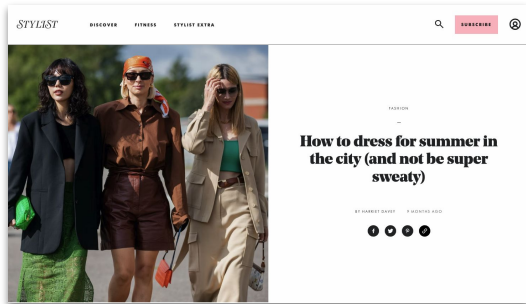
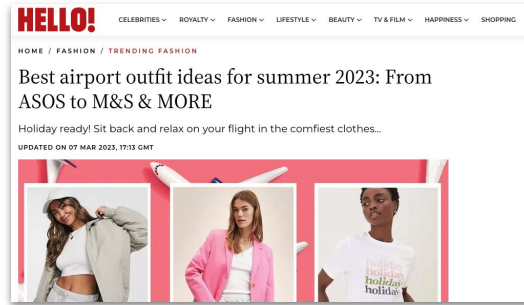
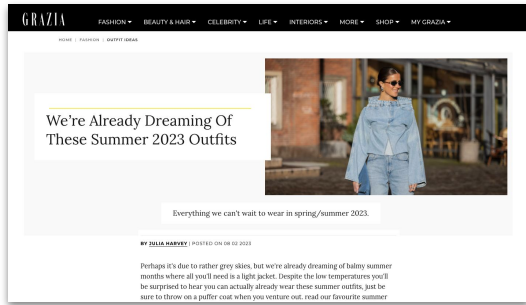
**Children's Clothing** sees enormous growth over the summer as parents use the holidays to prepare for the start of the new school year. June-August account for nearly 40% of annual page views.



## TAKE ACTION

For maximum **Style & Fashion** efficiency this season, consider activating men's and women's messaging ahead of the start of the season and upweight men's around Euro 2024.

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



# 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%**  
above VTR score

**76.3%**  
Viewability; far  
above benchmark

**53.3%**  
Ozone Attention  
Index score

# Food & Drink

Alfresco dining and sundowners



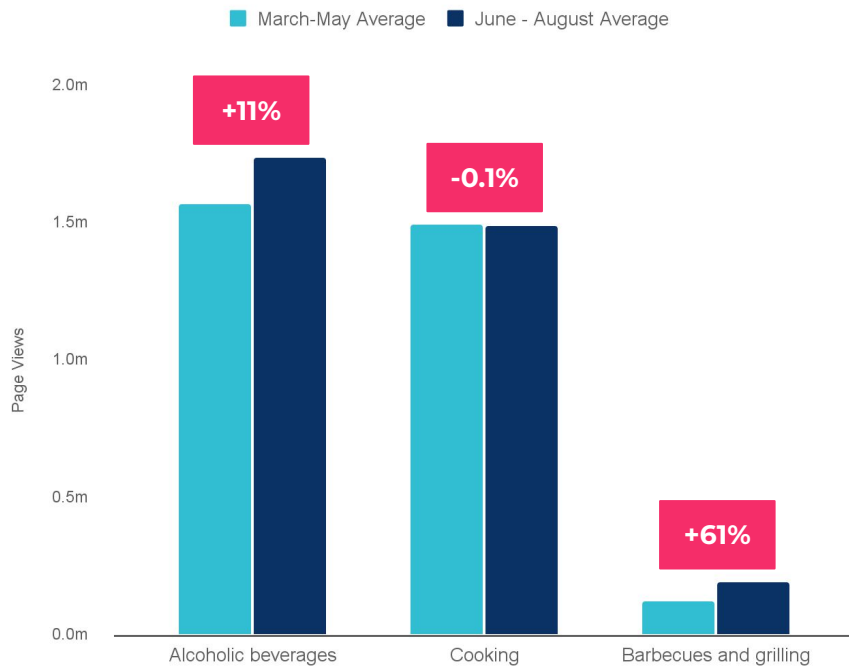
# The better the weather the higher the engagement when it comes to Food & Drink

While interest in **cooking overall remains consistent**, more daylight hours and better weather drives increases in engagement across more fairweather categories.

Within cooking, interest in BBQ and grilling recipes increases by over 60% compared to the three months prior. Similarly, interest in alcohol - and drinks recipes specifically - also increases by 11%.

TAKE ACTION

Reach up to 15M engaged foodies each month, delivering relevant BBQ and alcohol creative for maximum impact.



# Engagement can be impacted by anything from sunny spells to sporting successes

- Typically interest in BBQing increases **one week prior to a large sporting event**
- The **week of a heatwave** will reduce interest in cooking while the weather is good
- **A fortnight prior to a bank holiday** readers will begin researching what to eat and drink during the long weekend





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

**Support the Guardian**  
 The Guardian  
 Newspapers of the year

News Opinion Sport Culture Lifestyle More

Summer food and drink

**Mark Diacono's recipes for alcohol-free summer drinks**

STYLST

FOOD AND DRINK

**What to cook in summer: 6 of the best food and drink pairings, according to Hello Fresh**

Evening News

NEWS - IN YOUR AREA MAN UTD MAN CITY WHAT'S ON - SPORT - CELEBS

**The best things to eat and drink during the heatwave**

INDEPENDENT

**All hail summertime cooking**

Summer is Emily Weinstein's favourite time of year to cook - here's four of her recommendations

Monday 13 June 2022 12:00

Evening Standard

**London's best margaritas, from Hacha to Side Hustle**

The recipe for a good time? Take my advice with a pinch of salt, says Clare Finney, but it's all down to tequila, triple sec and lime

The Telegraph

**Mark Hix's three-course al fresco summer lunch**

A seasonal chilled soup, crisp crab rosti and a refreshing fruit dessert make up this week's vibrant menu

By Mark Hix  
23 July 2022 - 5:00am

# 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

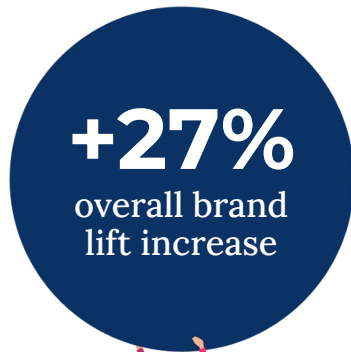
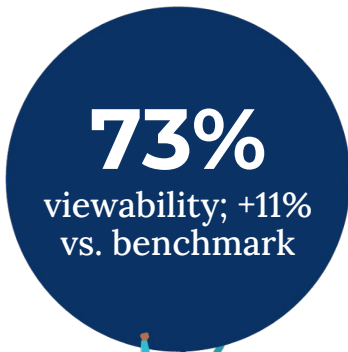


# Whipping up tasty results for plant-based food brand

## BRIEF:

Our client – a plant-based food brand – collaborated to achieve some very tasty results, most notably in the brand lift and Ozone Attention Index scores.

- ✓ Use of high impact ad formats (rising stars and interscrollers)
- ✓ Raise brand awareness and reach through our targeting capabilities
- ✓ Target readers of Healthy Living, Healthy Food & Drink, and Environment
- ✓ Brand study used to track brand lift and awareness metrics
- ✓ Reach 1.5m UK users of the brand's core target audience



# Hobbies & Interests

Summer days inspire hobbyists



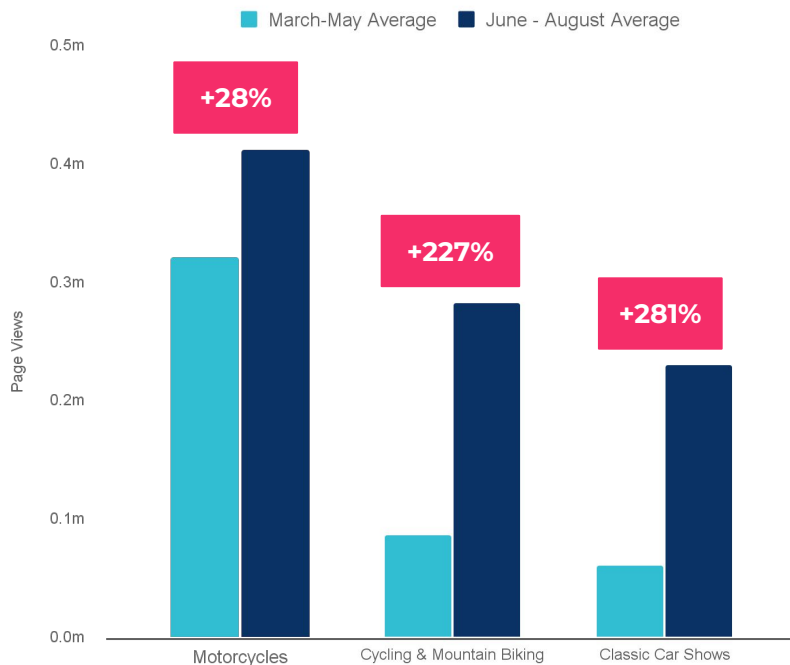
# The good weather encourages people to spend more time indulging in their favourite hobbies

Overall reader's interest in **Hobbies** is impacted significantly by the better weather and more hours of daylight, with engagement increasing +25% during the summer months.

The good weather ignites readers' passions, with more than 3X increase in cycling and mountain biking engagement, as well as +28% growth in motorcycling. Interest in classic cars and auto shows also see enormous increases in interest during the summer months, growing by over +280% compared to the three months prior.

TAKE  
ACTION

Build brand awareness amongst hobbyists, aligning creative messaging with their passions during the summer to drive real engagement



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

**HELLO!** NEWSLETTER | UK EDITION | SUBSCRIBE | FASHION

CELEBRITIES ROYALTY FASHION LIFESTYLE BEAUTY TV & FILM HAPPINESS SHOPPING

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

Support the Guardian  
Prestige, independent, reader-funded

**The Guardian**  
Newspaper of the year

News Opinion Sport Culture Lifestyle More >

Fashion Food Recipes Travel Health & fitness Women Men Love & sex Beauty Home & garden Money Cars

Interiors

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

Jess Cartner-Morley  
@jesscm  
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

The Evening Standard's journalism is supported by our readers. When you purchase through links on our site, we may earn an affiliate commission.

VIEW COMMENTS

**PinkNews** News Trans Culture Lifestyle Shopping Business

Support LGBTQ+ rights

Style

**Nike is releasing its first ever gender neutral athletic wear collection**

Mar 23 • Written by Jonny Yates

Share Save for later

Advertisement Sponsored ads

Heldi Klein Luxury Bikinis

# Growing campaign success for a gardening brand

## BRIEF:

We teamed up with a leading gardening brand to deliver a video campaign to grow positive engagement with millions of online horticulture fans

- ✓ To raise awareness and engagement with this client
- ✓ Use of our high attention Premium Only Video player, Video DMPU and MPU formats
- ✓ Target readers of Home & Garden, Gardening and Outdoor Decorating content
- ✓ Home & Garden audience segment used for precision targeting
- ✓ Creatives led to growth of more positive sentiment

**0.15%**  
CTR score



**77.3%**  
Viewability



**33.1%**  
VTR score



**877k**  
Unique Users

