

# Valentine's gifting and prep drives engagement

Ozone connects brands to 27m+ lovebirds during Valentine's

## HUMAN CONNECTIONS AT SCALE



## LIVING AUDIENCE INTELLIGENCE



Brits are expected to lean into dining in, with **Cooking** content engagement rising steadily in the lead-up as at-home date nights are planned and prepped. Gifting content will include a combination of physical presents from **Luxury Gifting** to **Beauty** and shared experiences like **Spas** and **Hotels and B&B's**.

Expect **Beauty** engagement to increase from two weeks out, as early gift-buyers begin browsing, before a peak again in the final days when last-minute gifting search for inspiration, such as **Flower shopping** and **Gifts & greeting cards**.

## CONTEXT RESPONSIVE CREATIVE



Deploy video, display and rich media campaigns with Studiozone builds  
**Rich media** (Skins; Interscrollers)  
**Online Display** (High Impacts; IABs)  
**Video** (Pre roll; Outstream; Video Wrap)