



Golden Gatherings

Q4 isn't one celebration – it's twelve weeks of them. Ozone reaches the audiences planning, hosting and living every moment – from Halloween and festive parties to toasting the New Year

Q4 is twelve weeks of celebration – not one

Four reasons why Ozone reaches this audience as they perfect their party plans

8x

ABOVE AVERAGE

Party Supplies
engagement
at Halloween

11 weeks

ABOVE AVERAGE

Party Supplies interest
from Halloween
until Christmas

14M

**EVENTS &
ATTRACTIONS**

users seen in
Christmas week

56%

**OF ANNUAL
FESTIVE EVENTS**

audience engagement
occurs in December



23M
unique
users

GET TO KNOW OUR EVENTS & ATTRACTIONS UK AUDIENCE

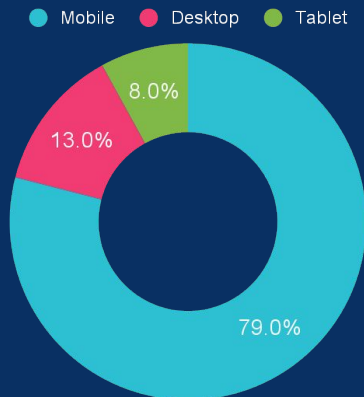
Audience overview

Ozone's **Events & Attractions** audience peaks at Christmas. They're planning their own celebrations and researching the best events to attend. They come to Ozone to discover, plan and decide what to do across the twelve weeks of Q4 – and they do it across every screen.

Top keywords for Events & Attractions

- Hotel 1.2m
- Restaurant 1.2m
- Pantomime 1m
- Dinner 930k
- Show 885k
- Outfit 830k
- Theatre 660k
- Musical 430k
- Designer 195k
- Luxury 150k

Device usage



Categories more likely to be engaged with

Local News
i155

Christmas TV
i112

Travel
i112

Family & Relationships
i111

Food & Drink
i110



17M
unique
users

**GET TO KNOW OUR
FOOD & DRINK
UK AUDIENCE**

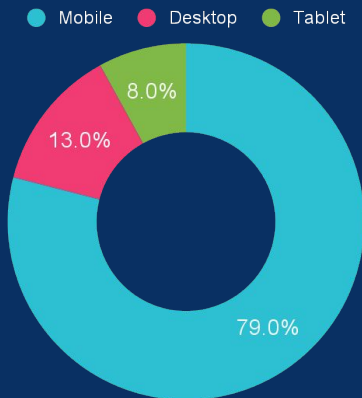
Audience overview

Ozone's **Food & Drink** audience gets the party started in October at Halloween. They're planning menus, researching recipes and catering for their guests. They're seeking inspiration to fill up their shopping lists and supermarket trolleys – and they're in market throughout the golden quarter.

Top keywords for Food & Drink

- Christmas 4.3m
- Dinner 1.7m
- Family 1.6m
- Recipe 1.3m
- Cook 1.3m
- Supermarket 1m
- Chocolate 1m
- Party 820k
- Roast 750k
- Bake 750k

Device usage



Categories more likely to be engaged with

Christmas Shopping
i121

Household Supplies
i117

Sales & Promotions
i113

Home Improvement
i112

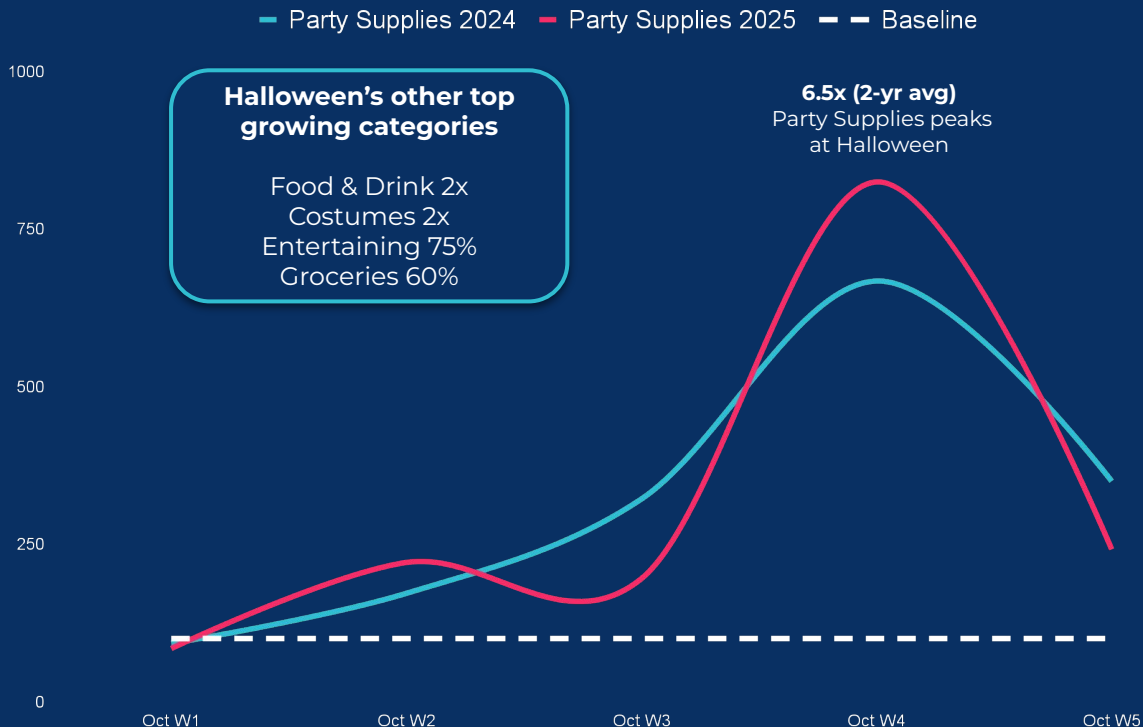
Bars & Restaurants
i112

Party treats kick it all off

Halloween gets the Q4 party started. Audiences aren't just stocking up on **Party Supplies & Decorations** to spookify their homes – they're filling their cupboards with party food, sweet treats and refreshments and dressing up to get party ready. **Food & Drink, Grocery Shopping, Costumes** and **Home Entertaining** all over-index in October, meaning the Halloween moment on the Ozone platform is a broader planning opportunity.



Celebratory spirits lifted by Halloween

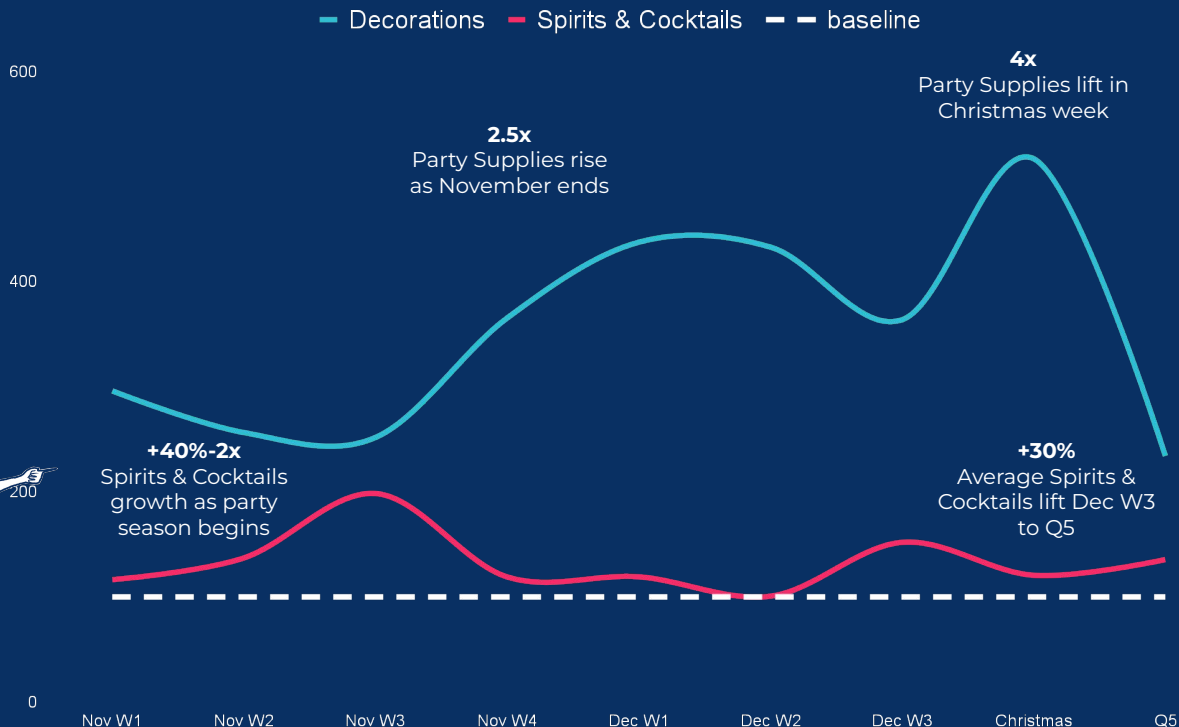


Party plans power up

Halloween ends but party planning doesn't. Engagement with **Party Supplies & Decorations** continues to over-index as skeletons and cobwebs are almost instantly replaced by Christmas wreaths and tinsel-covered trees.

As festive socialising begins, **Spirits & Cocktails** interest builds through November and December – peaking as work parties and Christmas celebrations get into full swing, and sustaining into Q5 as New Year's Eve rounds off the festive season.

Halloween pivots to festive fun



Cooking up a food frenzy

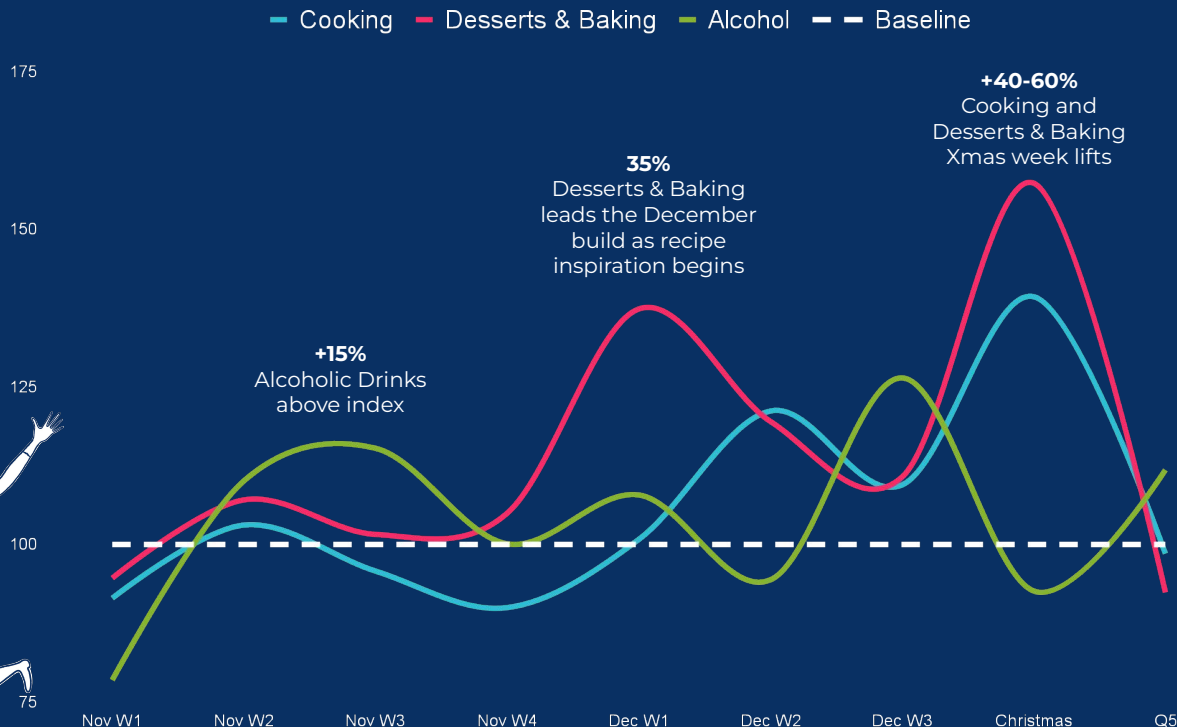
Feast plans, recipes and festive tipples top up **Cooking, Desserts & Baking** and **Alcoholic Drinks** in December.

Cooking and **Desserts & Baking** over-index as the season of goodwill begins, peaking at Christmas.

With an earlier peak for **Alcoholic Drinks** in November, as festive socials start and retail sales occur, there's an opportunity for brands to connect with festive foodie audiences in a less competitive phase.



Feasting inspiration tops audiences up

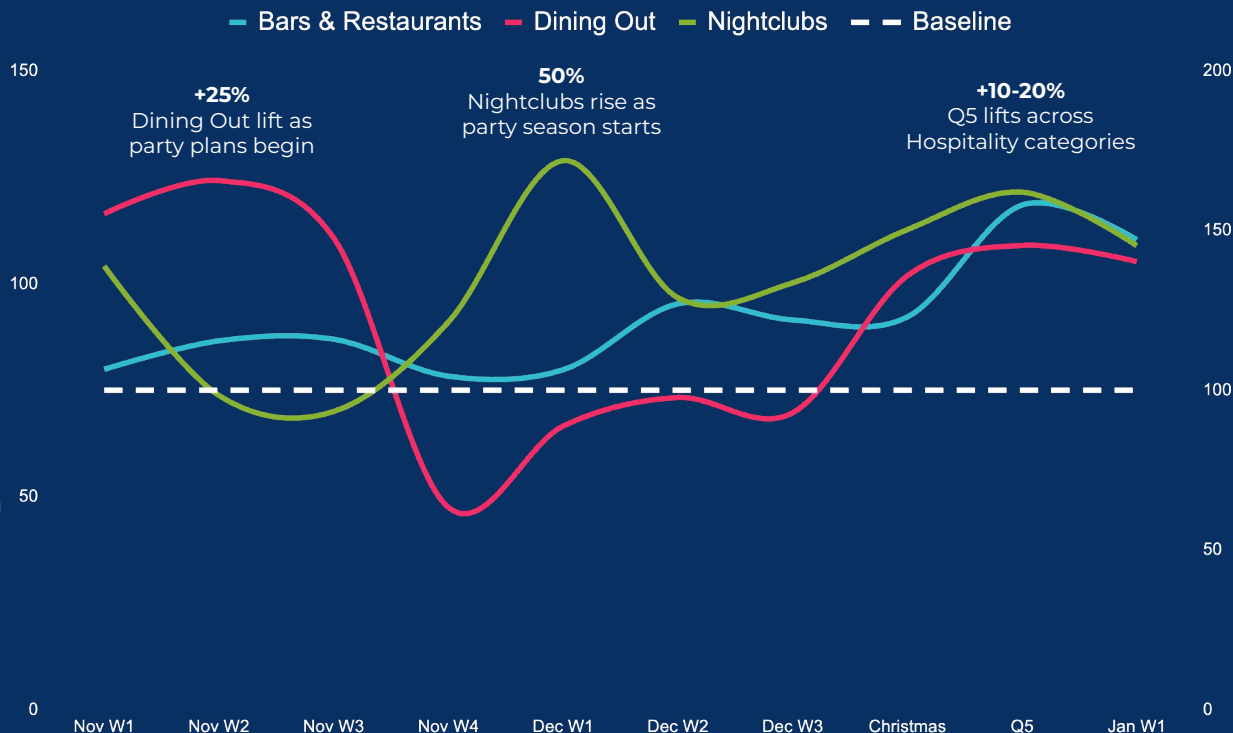


Celebrations out of home

The sense of festive conviviality carries on throughout November and December. While home hosting planning continues, attention turns to out-of-home revelry driving increased audience engagement with hospitality categories.

This 10-week period sees **Bars & Restaurants**, **Dining Out** and **Nightclubs** outperform typical levels of engagement as festive and New Year's Eve moments take centre stage.

Party season sees hospitality ramp up



Connecting with curators of festive moments

Holiday Hosters

20M
users

Food & Drink,
Cooking, Groceries, Alcoholic
Beverages, Non-alcoholic
Beverages, Desserts & Baking

Home Entertainer

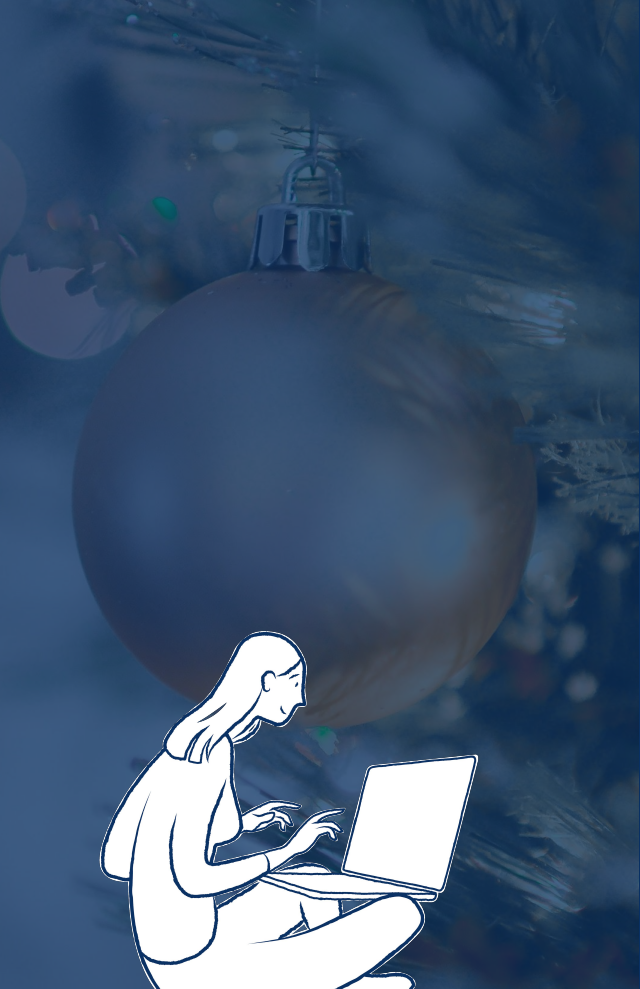
19M
users

Home & Garden, Home
Entertaining, Consumer
Electronics, Party Supplies &
Decorations, Household
Supplies

Social Planner

30M
users

Events & Attractions, Shopping,
National Holidays, Gifting, Music
Events, Home Entertainment
Systems



Own the Golden Gatherings moment

Beyond the party, capture the nation's celebratory audiences with Ozone throughout the golden quarter

- Reach audiences planning, hosting and celebrating across all twelve weeks of Q4 – from Halloween's 8x **Party Supplies** spike to New Year's Eve's nightclub and dining surge
- Activate against the moments that matter: Halloween, Christmas parties, festive dining and New Year – all fully addressable and available on the Ozone platform
- The celebration never stops. From the first Halloween party to the last New Year's toast, Ozone's audiences are engaged, in-market and ready to be reached
- Don't go dark after Christmas – **Bars & Restaurants**, **Nightclubs** and **Dining Out** all over-index into January, extending the celebrations opportunity well into Q5