



# SCORE BIG WITH BIG GAME SHOPPERS

2023 BIG GAME GUIDE



**INMAR**  
intelligence.





## IN THIS GUIDE

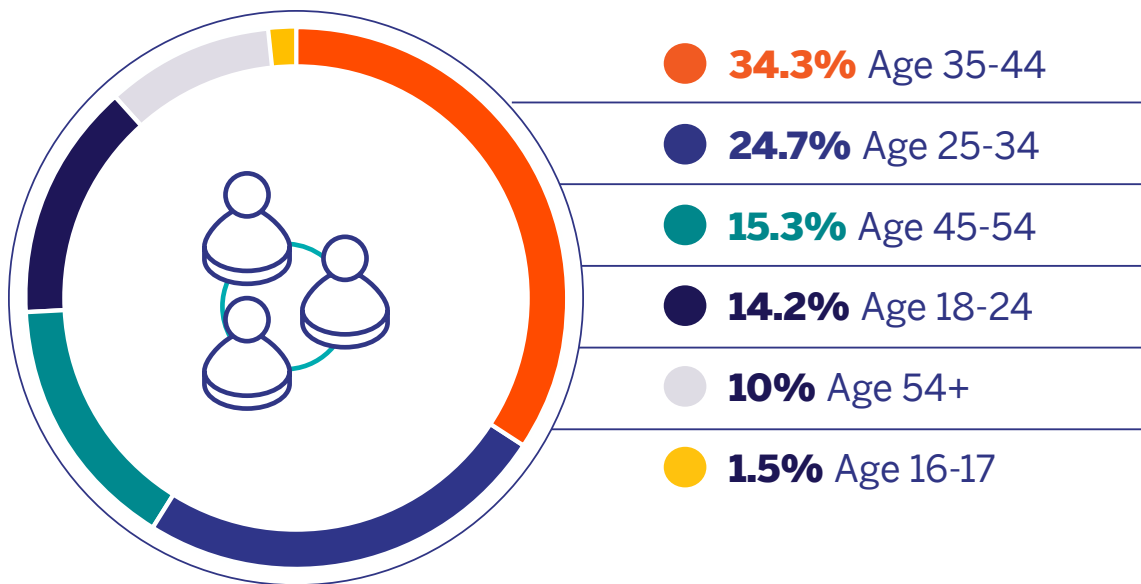
**Get to Know the Roster —  
Who's the Big Game Shopper?** 04

---

**Key Plays That Will Drive  
Big Game Purchases** 10

---

**Glossary & Appendix** 13



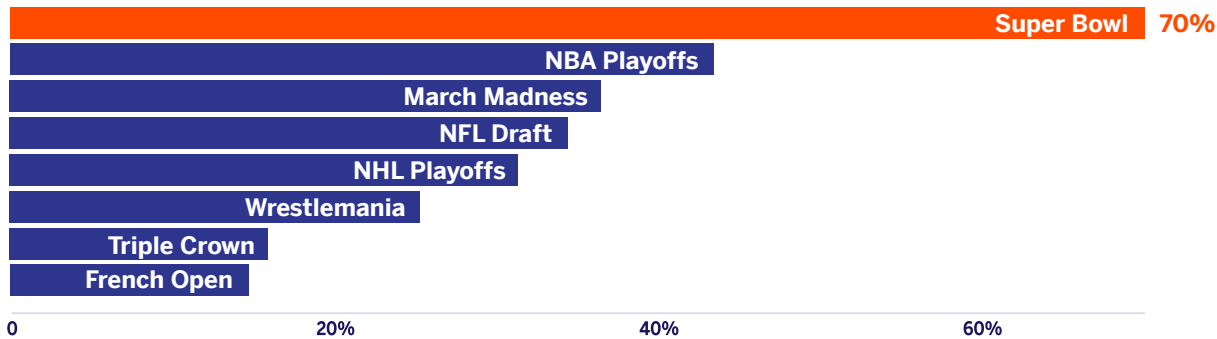
## SOURCES

- Custom 2022 Inmar Intelligence Survey Data
- 3rd Party Research

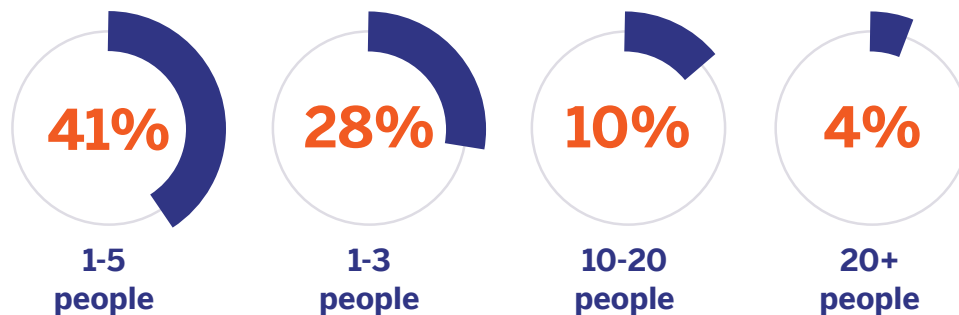


# GET TO KNOW THE ROSTER — WHO'S THE BIG GAME SHOPPER?

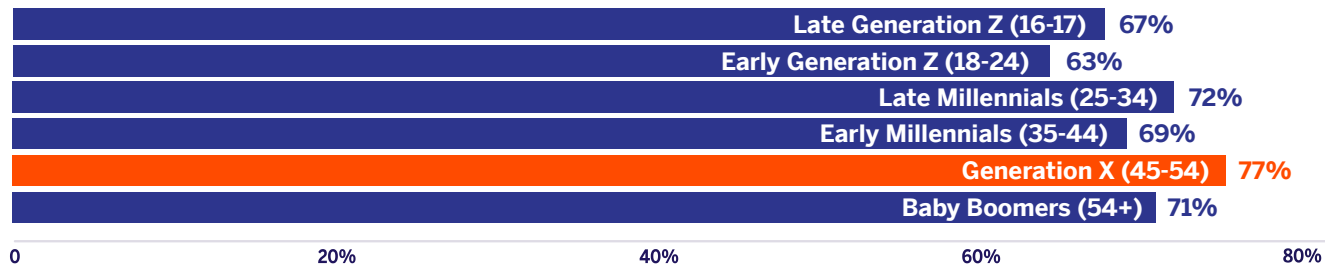
Compared to other sporting events in the first half of 2023, the Big Game is far and away the biggest draw for consumers.



When watching the Big Game in 2023, most shoppers will choose to gather in small groups.



## Which generation is most likely to tune in to the Big Game?



## PLAY CALL

Help consumers with their gathering plans by inspiring recipe inspiration (via geotargeted ads or influencer-inspired content) with coupons or discounts on ingredients, bulk items, and other Big Game staples.



Many viewers will be tuning in exclusively for the ads — and even those watching for the action will still consider ads an important part of the experience.

# 42%

OF BIG GAME VIEWERS WILL BE TUNING IN JUST FOR THE ADS.

# 41%

OF VIEWERS WILL WATCH PRE-RELEASED ADS BEFORE THE GAME.

# 50%

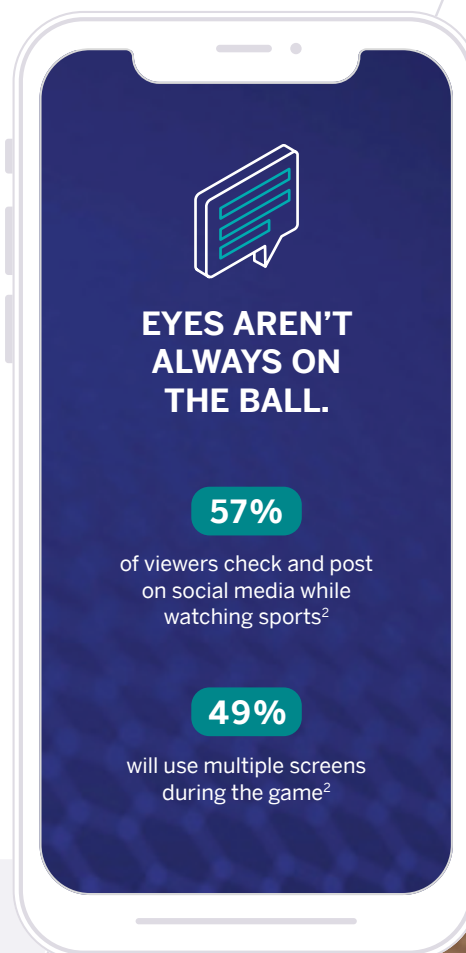
OF VIEWERS WILL PURCHASE SOMETHING BASED ON BIG GAME ADS.



## SOCIAL IS THE HOT TICKET

**5MM**<sup>1</sup> Social posts mention the game itself

**8.9MM**<sup>1</sup> Posts mention ads during the game



**87%** of consumers will start preparing for their Big Game celebration in the two weeks before the event.



**40%** the week of

**30%** 1-2 weeks before

**17%** the day of

**7%** a month before

## PLAY CALL

Your ad doesn't have to run in an expensive, prime-time network slot to make an impression. Shoppers will be drawn to social this year, so you use the platforms to engage audiences before, during and after the game.



## PLAN FOR A BUY WEEK

Food and beverages will be the biggest purchases for the Big Game.

- 79%** Food / Beverages
- 11%** Televisions
- 9%** Furniture
- 8%** Team apparel or accessories
- 5%** Decorations

Shoppers are most likely to make or bring snacks and appetizers.

- 44%** Snack foods, appetizers
- 17%** Desserts
- 15%** Drinks (alcoholic)
- 14%** Entrees
- 7%** Drinks (non-alcoholic)



Financial and inflation concerns will affect Big Game grocery purchases.

- 34%** of shoppers will purchase fewer items overall
- 29%** will use more coupons and discounts
- 16%** of shoppers will shop with retailers who manage prices better
- 10%** will buy cheaper brands or items



# KEY PLAYS THAT WILL DRIVE BIG GAME PURCHASES

## 01: Inspiration will occur in-store first.

When it comes to grocery purchases:

- 54%** of shoppers find purchase inspiration from in-store displays
- 52%** from social media
- 30%** from digital ads
- 29%** from TV

## 02: On social, short-form will be a driving force.

Of those who find grocery purchase inspiration on social media:

- 31%** of shoppers find purchase inspiration from in-store displays
- 21%** from social media
- 15%** from digital ads

## 03: Coupons and discounts will play a key role in Big Game purchase decisions.

- 45%** of shoppers find purchase inspiration from in-store displays
- 27%** from social media

### NOT SO FUN FACT:

88% of shoppers say inflation will affect their purchase behavior this spring. That's a 6% increase from the 2022 holiday season, and a 35% increase from the 2022 back-to-school season.





## PLAY CALL

Think beyond game day! Antacid sales jump 20% the Monday after the Big Game<sup>1</sup>, as some 16.5 million Americans call in sick<sup>2</sup>. Anticipate shopper needs (other than pizza, beer, and wings) and tap into pre-/post-game consumer conversations using 3<sup>rd</sup> party data such as Inmar's platform, PrescriptiveIQ™.

1. StatisticBrain 2. BusinessNewsDaily



# WHAT YOU CAN DO TO REACH BIG GAME SHOPPERS

## 01. Inspire with savings.

Inflation is still topping the list of consumer concerns, forcing shoppers to adopt a savings-first approach. Coupons and discounts will be critical for those building group-sized assortments of food and beverages.

**GAME PLAN:** Run offers in a retailer's coupon gallery to engage shoppers as they prepare their Big Game shopping list. Maximize your budget with personalized offers, providing larger discounts to new buyers and smaller — but still enticing — savings to loyal customers to prevent brand-switching.

## 02. Meet up with multichannel consumers.

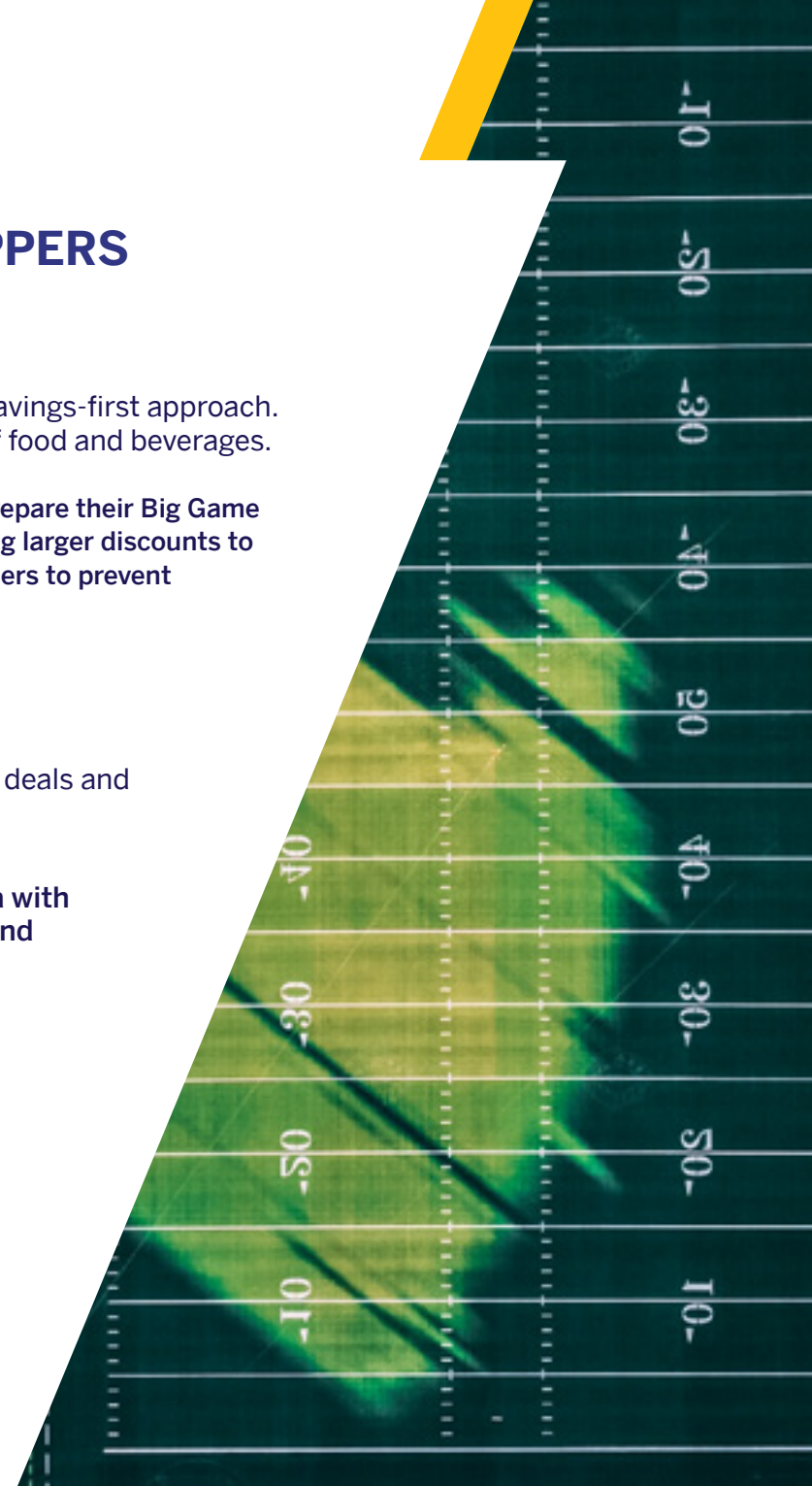
Shoppers are expanding their journey to additional channels, searching for the best deals and experiences — which means you need to build a multichannel strategy of your own.

**GAME PLAN:** Pair the personalized, contextual advertising of Moments Media with influencer marketing, in-store media and more to stay top of mind throughout the expanded buyer journey.

## 03. Reach each shopper, not every shopper.

Consumers are looking for stronger connections, better experiences, added value and more meaningful engagements.

**GAME PLAN:** Build shopper profiles to better connect with individual shoppers, engaging with them in a 1:1 way as the consumer navigates their shopping journey, before, during or after the Big Game.



# GLOSSARY

## **SHOPPERSYNC® — Meaningful Experiences, Measurable Outcomes**

The industry's most comprehensive retail marketing technology and services solution, designed to deliver more impactful, personalized customer experiences and quantifiable outcomes. Powered by proprietary data and insights, it's a game changer for retailers and brands.

The ShopperSync® CDP mobilizes SKU-level transaction data and other shopping-related behaviors sourced from point-of-sale systems and consumer touchpoints, enabling personalization and activation across the marketing portfolio.

## **INFLUENCER MARKETING — Better Matches, Better Outcomes**

Influencers are in complete control of the social commerce space, and campaign outcomes are better for it. Recent updates to our FitScore™ matching technology add deep insights into influencer audiences, enabling selection based on the audience and its receptivity to align more closely with brand KPIs.

## **CONVERSATIONAL COMMERCE — More Intuitive Messaging**

Conversational Commerce is a powerful delivery tool allowing you to engage customers in personalized one-to-one conversations. Use this technology to provide personalized product recommendations, digital rebates or drive engagement.

## **CTV ONE — Fatigue-Free CTV Campaigns**

CTV One is a powerful new solution capable of enhancing creativity and eliminating ad fatigue on Connected TV. A strong AI core allows for automated dynamic messaging, creative production efficiency, human-enabled anti-fraud, and frequency — without sacrificing scale.

## **MOMENTS MEDIA — Contextual, Personal Advertising**

Moments are built from billions of signals to analyze human behavior, with outputs that are easily understood and acted on by marketers. Messages can then be created to send contextually, delivering on the promise of the “right place, right time.”





# APPENDIX

## ► Personalization Report

Shopper-by-shopper personalization to drive engagement and conversion

## ► The New Social Guide

A blueprint for social commerce with the latest social media trends

## ► 2023 Advertising Predictions White Paper

New year predictions, changes, and advertising sneak-peeks

## ► Future of Stores Report

Stronger brand and retailer collaborations to enable better outcomes

## ► Mistakes Brands Make

Avoid the pitfalls of launching a new product, and inform better decisions

## ► 2022 Holiday Trends Guide

2022 holiday shopping shifts that will shape purchase decisions

### LICENSE-FREE IMAGE SOURCE:

Pexels.com: page 06: @diva-plavalaguna; page 15: @rodnae-prod;

Unsplash.com: page 03: robert-hernandez-villalta-35224; page07: @andres-ayrton;  
page 08: @norevisions; page 13: @kool-shooters; page 14: @priscilladupreez;



## ABOUT INMAR INTELLIGENCE

Through curiosity and the intelligent use of data and technology, we make businesses smarter to improve consumers' lives. As a trusted partner to brands and retailers for over 40 years, we design, build and operate reliable, dynamic, personalized media and incentives solutions to create greater efficiencies and enable connections that unlock the potential of sophisticated marketplaces and help shoppers save billions.

**For more information about Inmar, please follow us on Twitter, LinkedIn, or Facebook, or call (866)440-6917**



**GET IN TOUCH**

