

STRATEGY GUIDE

Stay top-of-mind and hop into Easter planning!



Get ahead of Easter weekend and use this GroundTruth strategy guide to lead your brand to success. Fill your advertising basket with targeted, multi-channel strategies to connect with egg-cited shoppers, brunch enthusiasts, and holiday celebrants in the weeks leading up to Easter Sunday. Make your brand stand out, increase foot traffic, and maximize your media budget this Easter!

In this guide, we'll:

- Analyze historical and projected Easter trends
- Focus on specific Easter audiences by location and behavior
- Recommend Easter targeting strategies

By the Numbers



81%

Of Americans plan to celebrate the holiday.¹



\$24B

Total spending in 2023.¹



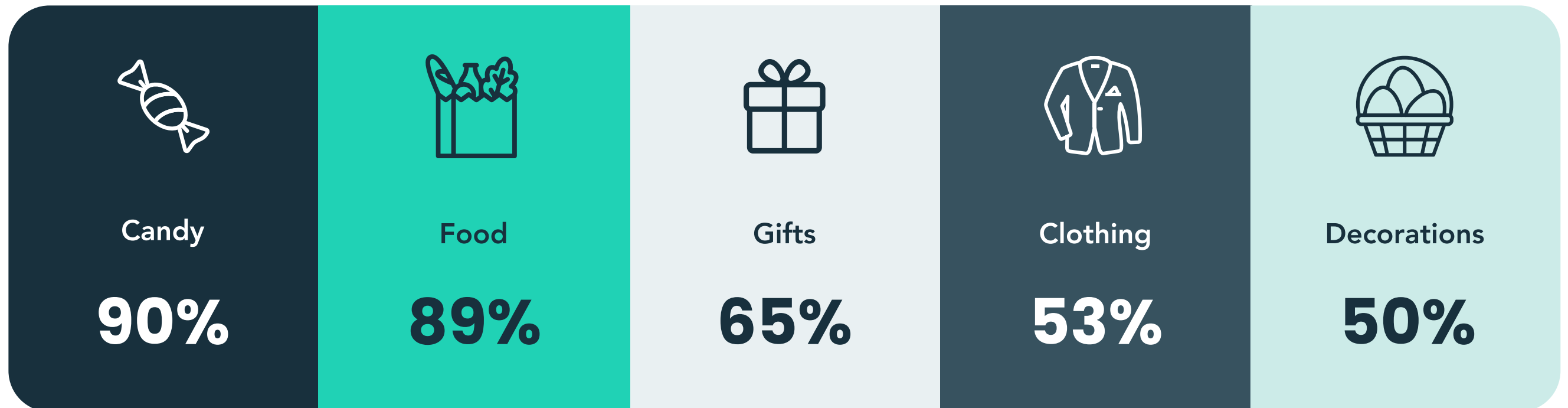
\$192.01

Average Easter spending 2023 per household.¹

The What

Easter spending continues to be on an upward trend year over year. In 2023 there was a record-breaking 13% increase in total sales for the holiday weekend.¹ Between celebrations for children, champagne-fueled brunches, and people dressing in their Sunday's best, consumers are continuously flocking to brick-and-mortar store locations to prepare for the holiday weekend festivities.

So, what are consumers looking to buy this year?¹



Traditions such as Easter baskets and egg hunts are major drivers in making the holiday the top seller for milk chocolate. Furthermore, Easter ranks seventh on the top-selling week for retail in the U.S. with an average weekly sales increase of 4%.

This lift is present across various categories and is particularly noticeable in alcohol sales with nearly 6% of the annual beverage sales occurring before the holiday weekend.²

The Who

With over 80% of consumers planning to celebrate Easter, it's important to look at the demographic breakdown to understand behaviors around the holiday. In 2023 it was found that Gen X and Boomers+ are the most likely to celebrate Easter overall, while Gen Z and Millennials are 2X as likely to travel.

Over one in four celebrants plan to celebrate the religious meaning behind the holiday and intend to attend a religious event. This makes it the top celebrated religious holiday at 28%, closely followed by both Christmas and Hannukah².

Let's take a look at last year's snapshot of how people celebrated to better prepare for Easter weekend in 2024....



57%

plan to gather with family and friends.



38%

plan to cook or bake for the holiday.



28%

plan to attend a religious event.



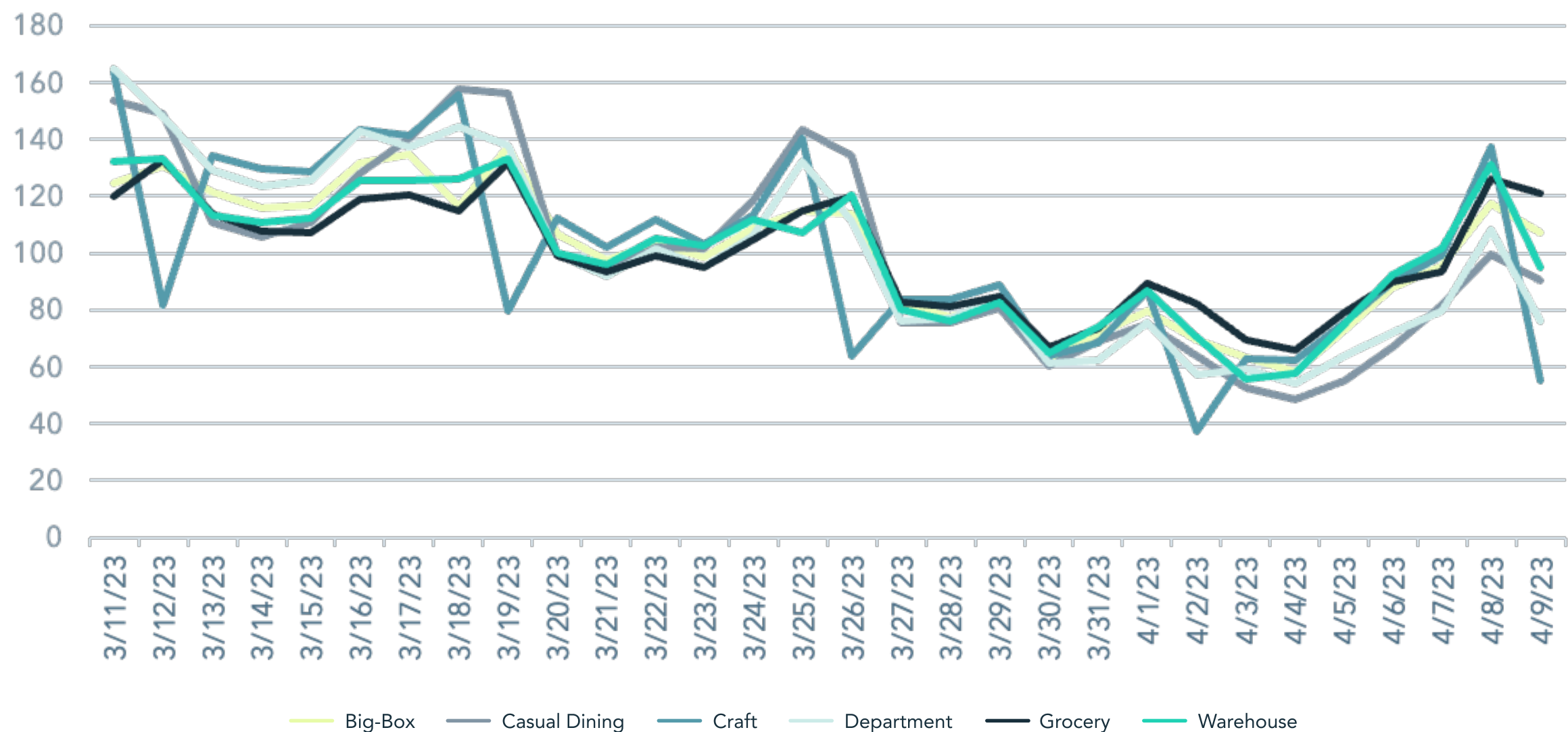
The Where

Easter celebrants exhibit high levels of foot traffic to brick-and-mortar store locations the month leading up to the holiday weekend.

The day before Easter, foot traffic spikes in these store categories: Big Box, Grocery, Craft, Department, and Warehouse. With spending this year projected to surpass last year's \$24B, it's important to understand where consumers are shopping to bring in the holiday.

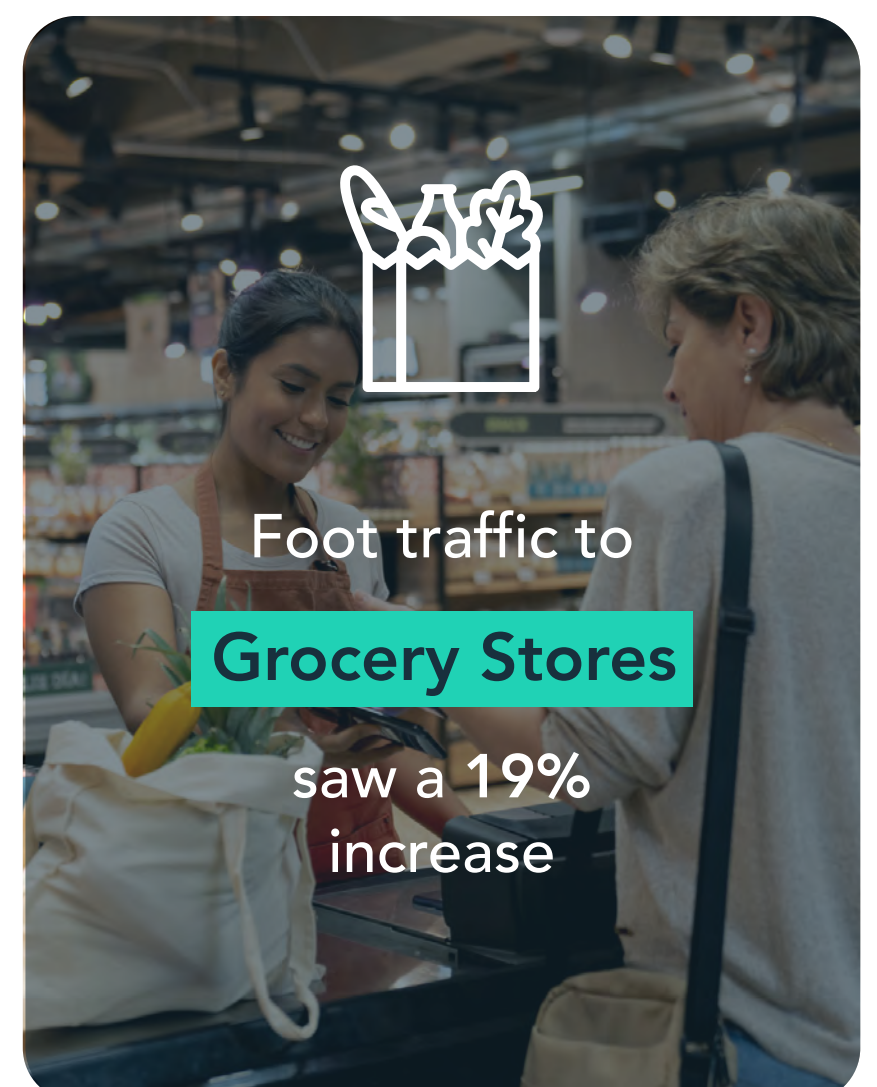
GroundTruth's 1st party data shows foot traffic spikes the month leading up to Easter Weekend:

Foot Traffic Visitation Trends



GroundTruth Insights

What other insights did we see during the month leading up to Easter through GroundTruth's foot traffic visitation data?



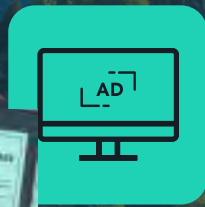
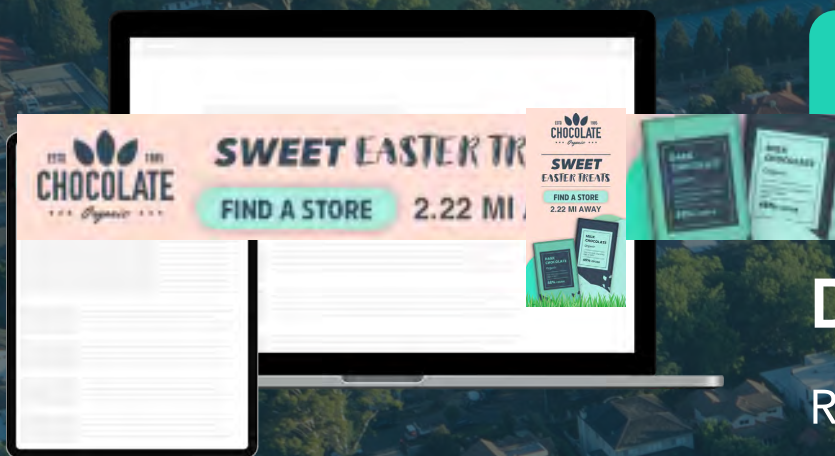
An Omnichannel Approach

Utilizing different channels allows you to retarget and amplify your brand's messaging among intended audiences and consumers.



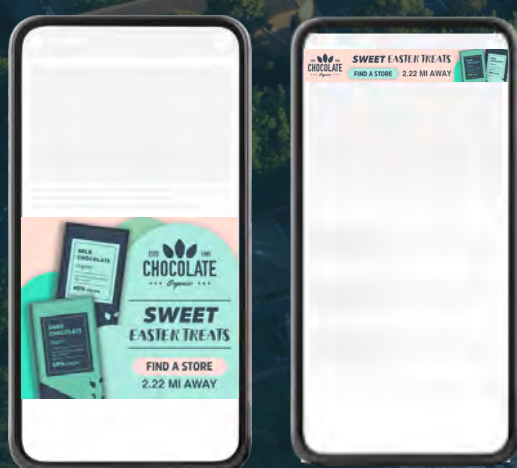
CTV | OTT

Reach Easter celebrants while they're at home and remind them to stock up on their favorite candy, brunch ingredients, gifts, and party decor. Boost user engagement by including GroundTruth's customized and scannable QR codes.



Desktop | Tablet

Retarget your intended audiences and continue reinforcing your message. Reaching the same user across multiple devices keeps your brand's Easter offerings at the forefront of consumers' minds.



Mobile

Banner ads on mobile serve to drive Easter conversions. Add a specific call to action to achieve your KPIs, whether that's increasing visits, clicks, or brand awareness.



Audience-Based Direct Mail | Digital Out-of-Home

Audience-Based Direct Mail performs best for reaching people with a certain lifestyle interest. Use Digital Out-of-Home to target individuals during their commute or at other points throughout the consumer journey.

Interested in more options? Addy, powered by GroundTruth, offers advertising through print, magazine, and linear TV.



Recommended Strategies

Snapshots of tactics to maximize your Easter marketing campaigns.



Behavioral Audiences

Combine visitation behaviors with demographic information to form audience profiles which define consumer lifestyle and interests. Our audiences allow your advertisements to be hyper-focused to your target demographic.

- **Families:** Connect with consumers that fall into categories such as Dads, Millennial Parents, Moms, and Children Shoppers.
- **Grocery & Big Box Shoppers:** Target potential customers based on where they have shopped including Big Box Shoppers, Small & Medium Businesses, and Grocery Shoppers.
- **Retail Shoppers:** Get ahead of Easter shopping by reaching Department Shoppers, DIY (Do It Yourselfers), Fashion Shoppers, and Arts and Craft Lovers.
- **Foodies & Restaurant Goers:** Reach the 79% of celebrants purchasing food and beverages with Fast Casual Diners, QSR Diners, Lunch Diners audiences.



Location Audiences

Reach relevant audiences such as loyalists or steal share from your competitors to ensure effective and efficient targeting. Location Audiences enable advertisers to target consumers based on past visitation behaviors to specific business or locations.

- **CPG:** Target audiences with shown visitation to Convenience Stores, Grocery Stores, Liquor Stores, and Wholesale Clubs as they prepare to host or attend brunches.
- **Restaurants:** Reach audiences while they are planning out their Easter spreads through their visitation habits to Coffee Shops, Restaurants, and QSRs.
- **Entertainment:** Connect with consumers heading out of town at Airports, Car Rental locations, Hotels, and Train Stations.
- **Retail:** Grab shoppers' attention when they are heading to Department Stores, Shopping Centers & Malls, and Toy Stores.





Connected TV (CTV)

Go beyond impressions and create digital and offline engagement opportunities with consumers through big screen TV ads.

- **Behavioral Audiences:** Serve your ads to audiences based on a mix of their past visitation patterns and demo data such as Stay at Home Moms, Discount Shoppers, and Morning QSR Diners.
- **Content Targeting:** Reach audiences based on the genre or category that the viewer is watching. Choose from one of our 11 segments including Reality, Food & Home, and News & Weather.
- **Weather Triggering:** Tailor your message to viewers based on the weather conditions around them including Temperature, Rain Probability, Snow, and more.



About GroundTruth

We're a media company that turns real-world behavior into marketing that delivers real business results.

Interested in Learning More?
Connect with your GroundTruth representative or reach out to hello@groundtruth.com

Sources: ¹National Retail Federation, ²Nielson NIQ, ³Numerator

