

FATHER'S DAY

Go where your audience is!

Father's Day is an amazing opportunity to reach out to our loved ones. With people spending more time than ever at home, digital audio is the perfect medium to share your message and make your brand heard.

- **Top 3 gifts** that grew in popularity FD: 25% personal care (grooming), 21% home/garden, 21% total appliances (% who plan to purchase)
- Given the current state of the COVID-19 pandemic, how likely are you to celebrate **Father's Day** virtually this year? **75% responded "VERY LIKELY"**
- **\$17B** total expected spending (\$148 per consumer, up from 115\$ in 2015)
- **22%** plan to give an experience gift
- **36%** plan to give a subscription box as a gift

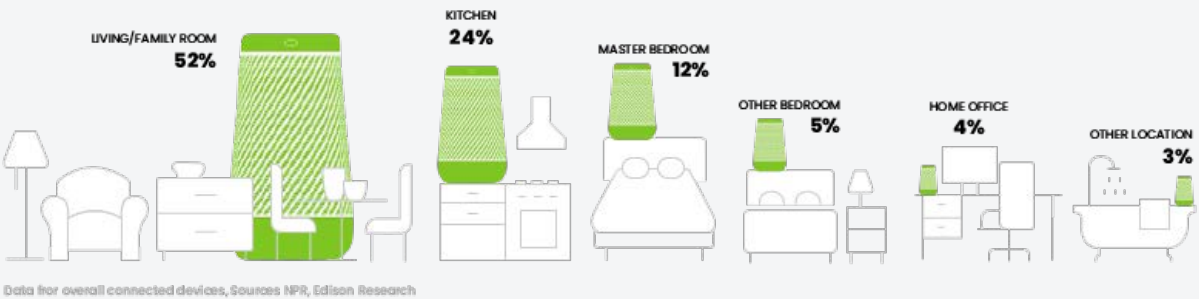
Sources: <https://nrf.com/insights/holiday-and-seasonal-trends/fathers-day>

Special offer

Audience segment: GM + Podcast **5M impressions** per week (surrounding the event)

Reach out directly to fathers or their loved ones through our targeted inventory

TARGETSPOT SITS IN THE MIDDLE OF THE HOUSEHOLD LIFE



SONOS RADIO FATHER'S DAY PRESENCE + AI HOST AD

- Sonos Radio listenership has increased +70% MoM
- #3 most listened to service on Sonos in total
- #2 most listened to service among new users
- AI "Host reads" are an excellent conversion asset

DEEZER FATHER'S DAY PLAYLIST



At home



In the car



In the street



In public transport



In the office

Deezer is a music streaming service that provides a user-friendly experience in all the environments where digital audio thrives. For Father's Day, we are offering a presence on unique Father's Day playlists and channels!

MORE OPPORTUNITIES

'Host' read: AI generated live reads in pre-roll

Sponsored ad breaks & stations

Share of voice: Category Ownership on Platform

AND MORE!

REACHING THE RIGHT AUDIENCE WITH THE PROPER TARGETING

Our Father's Day segments cover an audience that has **engaged in a range of online actions**, including Father's Day gifts, men products, and more - indicating that they are more likely to make a purchase or engage with certain content.