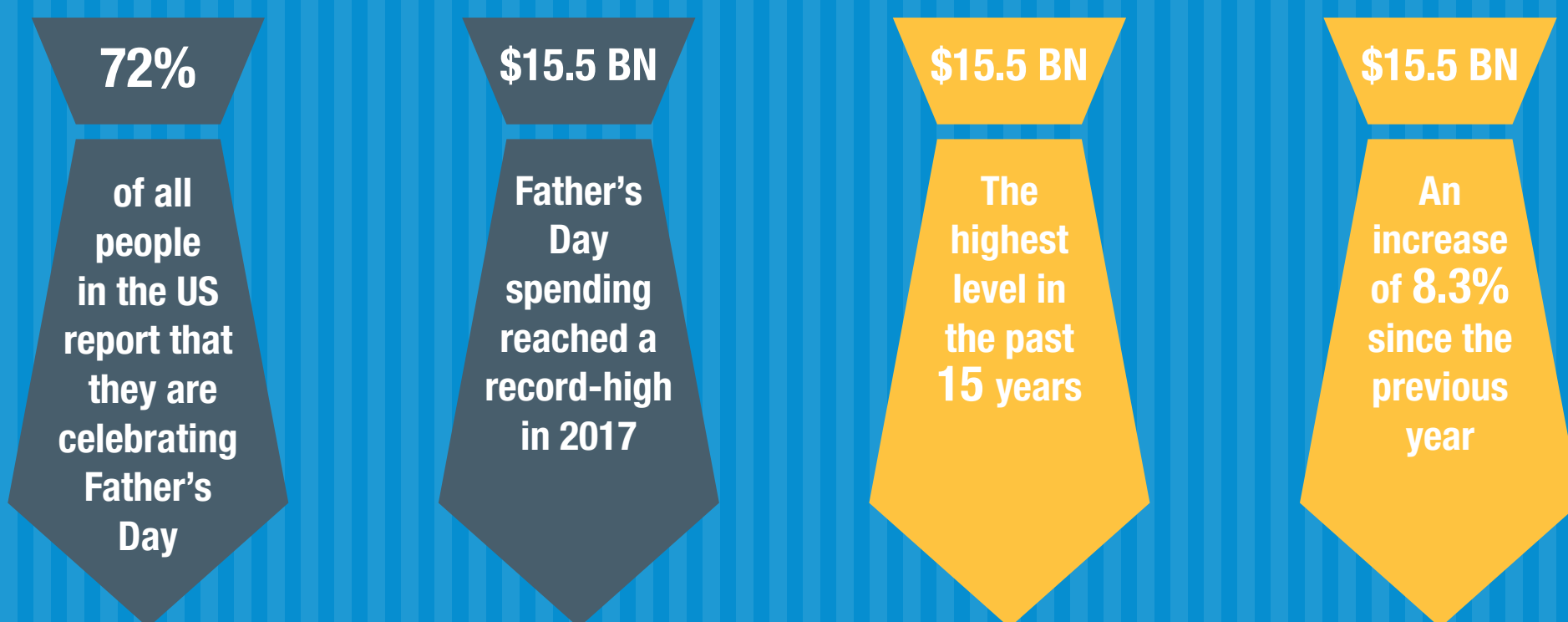


# FATHER'S ~ DAY

Father's Day is a time overflowing with nostalgia. Warm memories of summer, barbecues, football on the lawn and sharing a beer on the porch – these are the moments consumers reminisce so fondly with each passing year. It's easy to understand why brands that strategize their summer activations and capitalize on Father's Day can ensure that these consumer passions ingrain themselves deeply into their core equity. Therefore, if you want to raise and nurture your marketing efforts for success like any good parent would, keep this Father's Day infographic handy for this year's special day!

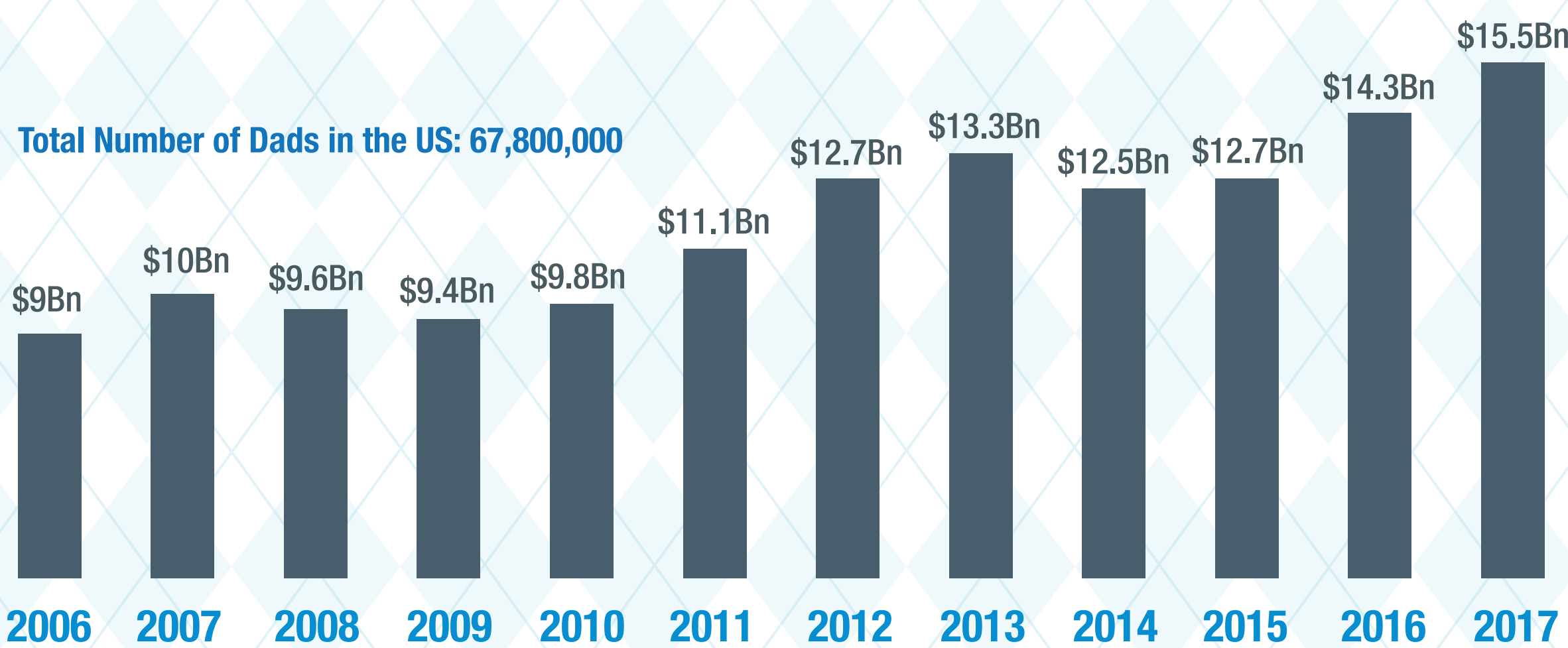


## FATHER'S DAY SPENDING LANDSCAPE



## FATHER'S DAY HISTORICAL SPEND

Total Number of Dads in the US: 67,800,000

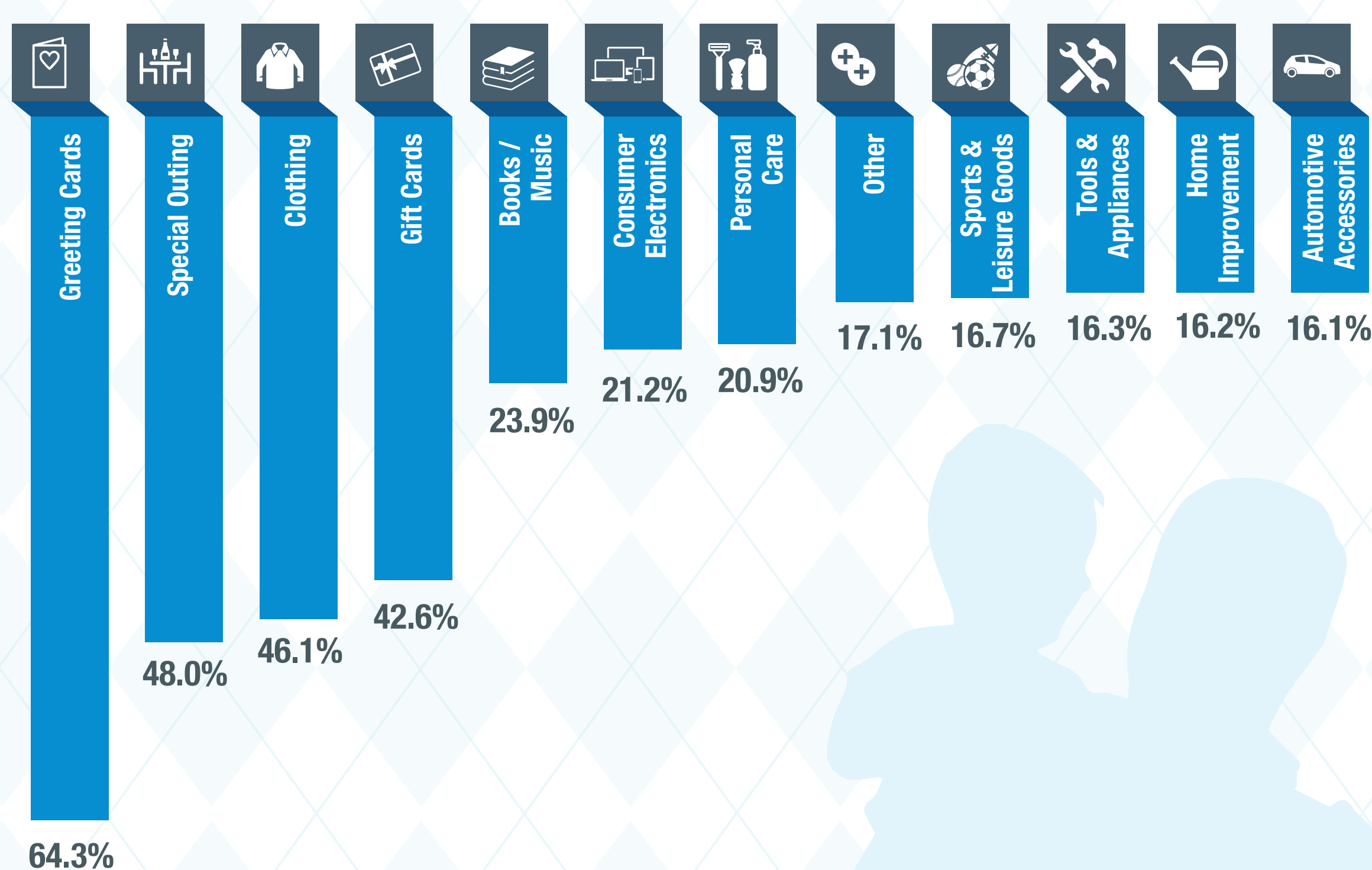


## HOW MUCH AMERICANS PLAN TO SPEND ON FATHER'S DAY

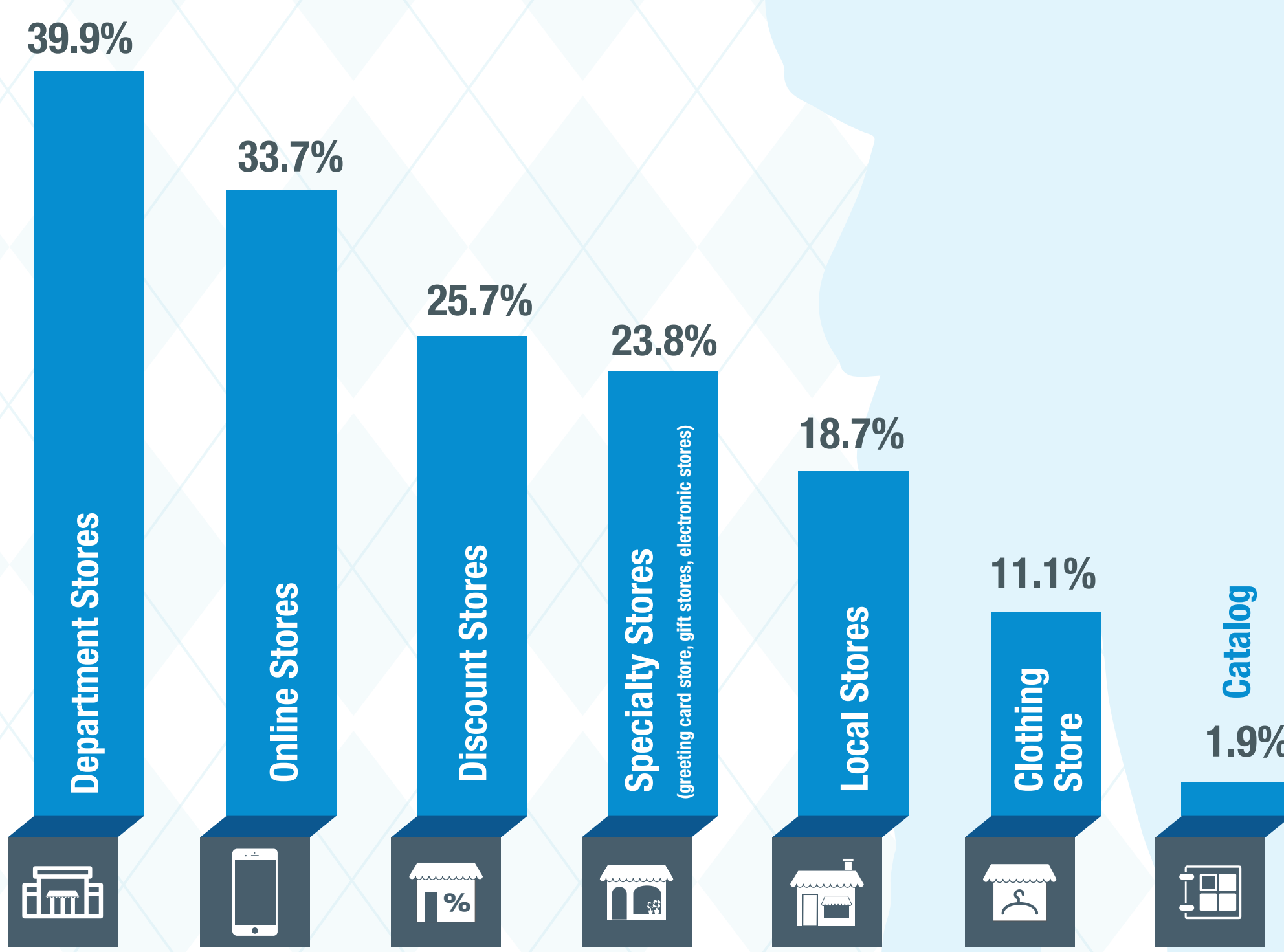
By Age Group (Average Per Person)



## PLANNED FATHER'S DAY GIFTS



## WHERE THEY ARE BUYING GIFTS



## TACTICS THAT WILL DETERMINE SUCCESS

### Insight

63% of millennials are loyal to many of the same brands as their parents.

### Tactic

**“Co-branded promotion”** – find a synergy between a favorite millennial and their dad’s brand and create a compelling offer.  
Example: “Buy X whiskey brand and Y cocktail mix for exciting rewards”

### Insight

65% of men who are willing to share their data say they want to get loyalty program points and rewards.

### Tactic

**“Digital sweepstakes”** – create a male-centric sweepstakes with mobile-optimized registration to activate dads.  
Example: “Next round of golf, snap a picture of your scorecard and text it to 811-811 to register for a VIP Golf Getaway for 2 and 1,000 bonus loyalty points”

### Insight

Men are 81.7% more likely to continue shopping at a store after a positive experience.

### Tactic

**“In-store digital engagement”** – create a positive experience that is exclusive to the in-store environment by leveraging digital technology.  
Example: “Send in your picture with the product in store for an instant digital reward”

### Insight

Fathers spend 15% more than mothers on household supplies and groceries per shopping trip.

### Tactic

**“Build basket size programs”** – promotions that encourage spending more or buying more products will resonate well with dads.  
Example: “Buy 5 frozen pizzas and a get a free movie download”