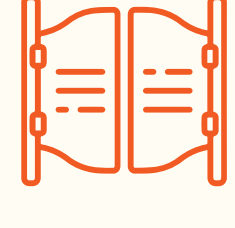


ST. PATRICK'S DAY

MARKETING TRENDS 2023

Collect your pot of gold this St. Patrick's Day with the right marketing and promotion strategies

KEY TRENDS TO FOLLOW



GET OUT THERE!

Many consumers are looking to celebrate at bars, restaurants, concerts and parades this year. But online is still valuable.



COMBINE FOOD & DRINK

Alcohol spend is high, but pairing drink promotions with food will yield higher engagement.



BUILD BUZZ NOT SALES, ONLINE

Create new digital experiences and twists on traditional themes to create excitement.

KEY STATISTICS

COUNTRY



54% of US consumers celebrated St Patrick's Day in 2022



Brits spent £5.9bn on St. Patrick's Day in 2019



Ireland generates €70mn of revenue between March 16-20 annually

DEMOGRAPHIC

Most likely to celebrate St Patrick's Day



The biggest spenders with an average spend of \$49.27

SPEND



Average spend per person

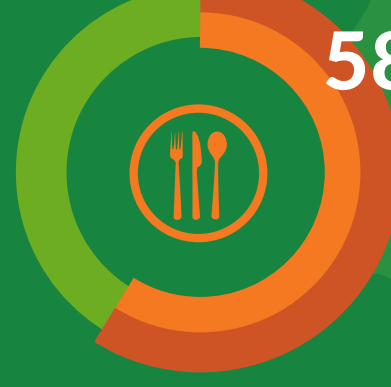
That's about 6 pints of Guinness!



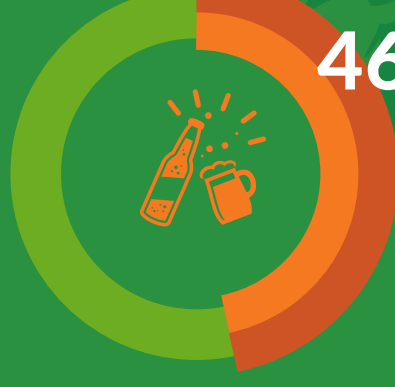
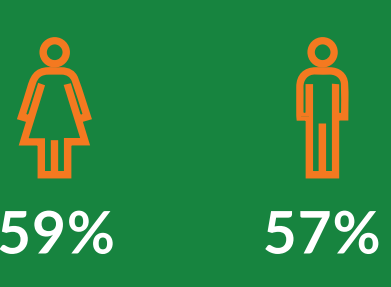
2022 Total spend

That's over 3,300 pots of gold!

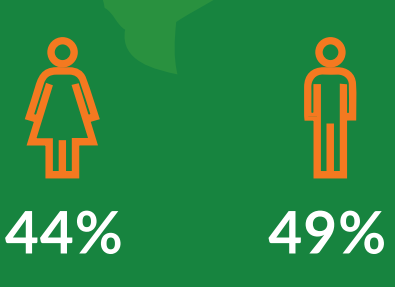
CATEGORIES



Food



Drink



Apparel & Accessories

ONE OF THE BIGGEST DAYS OF THE YEAR FOR ALCOHOL BRANDS

DAILY SALES INCREASE



Beer

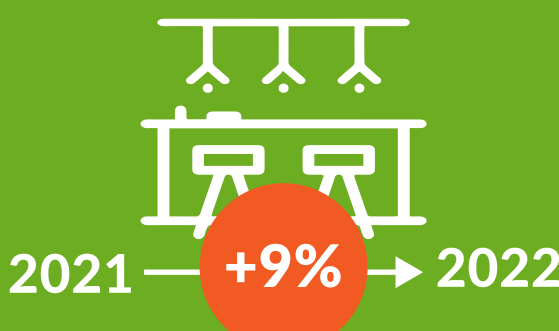


Spirits

13 million pints of Guinness are consumed globally on St Patrick's Day

EATING IN AND EATING OUT ARE POPULAR

Bar/Restaurant Visits



Brands should create engaging, in-person experiences

Make a Special Dinner

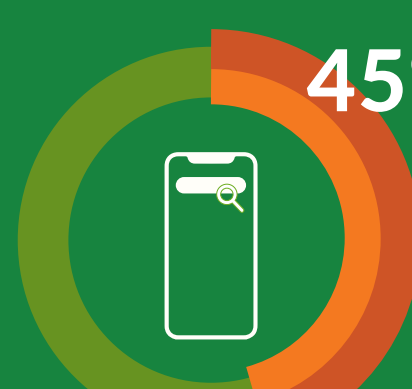


Don't neglect CPG/FMCG opportunities for promoting key line items

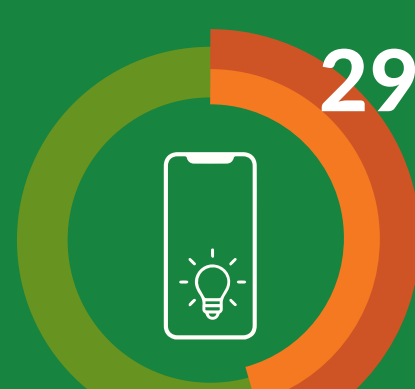
SHOULD BRANDS RUN PROMOTIONS ONLINE



Do their St Patrick's day shopping online



Search online to research in-store purchases



Find online retail stores inspiring



Head to grocery stores for their St. Patrick's Day items



Consumers look online for research and inspiration ahead of making in-store purchases. Step up your game with digital promotions and online experiences that drive pre-purchase awareness and engagement

HOW TO SEE THE GREEN THIS ST. PATRICK'S DAY



Support Stores & Distributors

Combine customer purchase rewards with "stock more, earn more" trade programs.

- 'Stock more, earn more' promotions for bars & clubs
- On-premise gamification
- Text-to-enter programs with fast responses
- Continuity programs to keep consumers engaged

SNIPP | TIP

Offer financial incentives to retailers that stock more of your products. It's a win-win situation: you get greater brand exposure and increased revenue, the retailer gets a handy discount.



Layer Food & Drink Promotions

Run promotions with partner brands / Create portfolio level promotions to enhance engagement and sales.

- Partner with aligned brands
- Layer promotions with different tactics and mechanics
- Reward on-premises purchases
- New product gift with purchase

SNIPP | TIP

Run a promo combining the gratification of an instant win prize (a free drink or appetizer) with a sweeps offer of an exclusive, high value reward (a brewery tour) to increase engagement and participation.



Be Inspirational

Giveaways, trials, and freebies encourage new routines – for consumers that want unique experiences that harness digital innovations like the metaverse.

- User-generated content
- Social sharing
- Gamified digital experiences

SNIPP | TIP

Reward consumers who share their experiences with your products on social media. 79% of consumers say UGC impacts their purchasing decisions, making it a great way to sell more while letting customers express themselves.

Looking to run a St. Patrick's Day promotion?

Visit us at www.snipp.com or contact us to learn more about how our technology and marketing solutions can engage your customers and drive sales.

LET'S TALK

Sources

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