



ST. PATRICK'S DAY

Drive Brand Awareness and Engagement



St. Patrick's Day isn't just about shamrocks and green beer - it's a golden opportunity for brands to captivate audiences with purpose-driven, occasion-based marketing. From festive recipes to creative decor ideas, tapping into consumer enthusiasm with relevant, engaging content can turn this holiday into a pot of marketing gold. So, collect your pot of gold this St. Patrick's Day with the right marketing and promotion strategies! Here are some statistics, trends and strategies to help you maximize this large consumer spending occasion!

ST. PATRICK'S DAY 2024

\$7.2Bn



\$44

Total expenditure in 2024 (4.3% increase from 2023)

Average spend per person

£81.3M

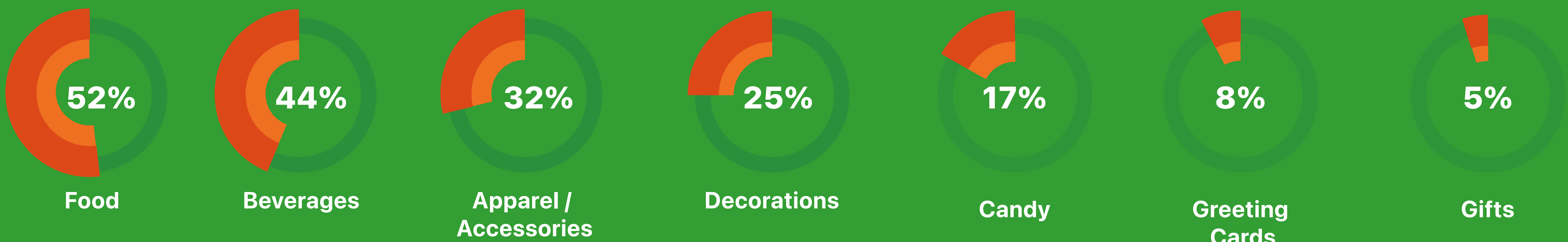


£15.19

Sales in UK's pubs, bars and restaurants (up from £78.9M in 2023)

Average spend per transaction (up from £14.73 in 2023)

CELEBRATING ST. PATRICK'S DAY



KEY TRENDS TO FOLLOW



GET OUT THERE!

Consumers are looking to celebrate at bars, restaurants, concerts and parades. 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.

EXAMPLES TO INSPIRE YOU!

When you think of St. Patrick's Day promotions, most likely you'll think of beer and whiskey. Here are some examples to inspire more brands to get creative and cash in on this holiday.



GAMIFY CONSUMER EXPERIENCES

Leverage gamification tactics (treasure hunt, spin the wheel, bingo) to enhance brand interaction, experience and boost sales - online and offline.

Lucky Charms invited families to hone their leprechaun-trapping skills. The cereal brand's mascot, Lucky the Leprechaun, went "missing" from packs of limited-edition Lucky Charms, and consumers were invited to help catch him via "leprechaun traps" on the back of the boxes. For added excitement, Lucky Charms dropped a leprechaun-trap installation on an ice-fishing lake in Minneapolis and in Miami, marked by "Lucky Was Here" signs and a few "magical" clues. The brand also partnered with Hasbro to develop the "Lucky's Leprechaun Trap" board game.

HARNESS FOMO!

Create limited edition products and limited time promotions (Combine the immediate gratification of an instant-win prize with the excitement of a sweepstake offering an exclusive reward) to create a sense of urgency and to boost seasonal sales.

Krispy Kreme created limited-time treats like the "Golden Cookies & Kreme Doughnut," the "Hat O'Gold Doughnut," the "Golden Sprinkle Doughnut" and the "Rainbow Kreme Filled Doughnut" for St. Patrick's Day. In addition, for 2 days only, customers who came in wearing green (either in-shop or drive-through) could get a free original glazed doughnut gone green.



COLLABORATE!

Partner with aligned brands - create products and run co-branded promotions to expand your customer base and create more value for consumers.

Guinness and Ancestry (family history tracker) teamed up enabling consumers to track their connections with the famous Guinness Storehouse through digitized records. The two brands unveiled over 1.6 million historical records from the Guinness Storehouse Archives, now accessible through Ancestry's family history platform. The digitized records provide an intimate glimpse into the lives of former employees of Guinness's, spanning from 1799 to 1939, offering insights into Irish familial lineage.

CAPTURE THE SPIRIT!

Create new products and packaging and run themed promotions with different tactics and mechanics - instant wins and sweepstakes for increased engagement and participation.

Pandora, a premium jewelry manufacturer and retailer introduced a new four-leaf clover charm (an iconic symbol of luck) on St. Patrick's Day to encourage people to embrace the spirit of the holiday by adding some Irish charm to their customizable bracelets. The messaging intelligently connected the symbolism behind the lucky charm with the luck St. Patrick's day is associated with.



GET SOCIAL!

Promote user-generated content, run gamified promotions, leverage influencers and reward social sharing for deeper engagement.

Oreo invited consumers to go rainbow hunting for a chance to win the pot of gold ("Pot-o-OREO Frozen Treats") at the end of the consumer, including samples of the newly launched OREO® Mint Frozen Treats. Consumers could snap a photo of a rainbow spotted in nature between March 15 and March 17 and post to social media tagging @oreo and using #OreoFrozenTreats and #Sweepstakes for a chance to win.

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

Discover how our best-in-class promotions, content and sweepstakes models can drive sales and engage your customers. Contact us today.

LET'S TALK