

84.51°



**2024 Fall
Football -
leverage
the unique
capabilities of
KPM to fuel
growth during
fall football.**

84.51°



Kroger shoppers show up for football



Optimize on The Fall Football Sunday Sales Spike ¹

Sunday sales spike compared to other days of the week throughout the year. Fall Sundays are also when most NFL games are played. **A September Sunday brings in 1.22x sales compared to an average day in the month.** This spike allows brands to stay top of mind & drive additional purchase during the most key football and grocery day in the Fall. ¹



Kroger Shoppers are Fans of Football ²

How were Kroger Shoppers planning to watch games in 2023?

85% Plan to watch games at home or someone else's home	25% Plan to attend games in person	21% Plan to go out to watch the games
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What were Kroger Shoppers Pre-game Plans in 2023?

43% Gathering at my house	38% Gathering at someone else's house	28% Gathering at an establishment	19% Gathering at the stadium
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Seasonal Football Commodities ³

- ✓ Bag snacks
- ✓ Chicken frozen
- ✓ Dressings/dips
- ✓ Hummus/salsa/dips
- ✓ Sweet goods & snacks
- ✓ Value added specialty meat
- ✓ Avocados
- ✓ Frozen handhelds & snacks
- ✓ Beef
- ✓ Condiments & sauces
- ✓ Frzn prepared chicken
- ✓ Liquor
- ✓ Refrigerated desserts
- ✓ Refrigerated hispanic grocery
- ✓ Smoked dinner sausage
- ✓ Traditional mexican foods

KPM activation angles



THEME

**INSPIRE
HOSTING RECIPES**

INSIGHT

Shoppers at Kroger and beyond are looking to gather with family and friends to watch football - with a large portion hosting themselves.

OPPORTUNITY

Take advantage by **inspiring recipes for large groups with messaging surrounding value and quality time** with friends and family.



**INCENTIVIZE TRIAL
AND SWITCHING**

As shoppers are willing to try new items and brands during Fall Football, this season provides an opportunity to spur household acquisition and trial.

Leverage KPM's purchase based targeting to **activate an offensive campaign prompting trial with relevant HHs followed by activations aligned to promoting retention.**



**MAKE A MARK ON
MULTIPLE SCREENS**

Social media usage will be at the forefront of Fall Football season while fans keep up with their teams and talk up their favorite players and top plays.

It is essential that brands establish their **presence on multiple relevant forums and platforms while fans engage across multiple screens.**

PROGRAMMATIC AUDIENCE THOUGHT STARTERS

Isotonic Beverage Buyers, High Protein Buyers, New Product Seekers, Fitness Enthusiasts, Beer Buyers