

A fashionably late fall season

The original influencer, weather impacts what we try, buy, and how we feel.

Fall 2022 will again be warmer than average for much of the US, delaying typical seasonal purchases while prolonging spending associated with summer.

Consumers are excited for fall and we expect fall's arrival to release pent up demand and unleash positive consumer sentiment.



Based on consumer response to IBM's Fall 2022 Behavior Survey, here's what marketers can expect from this fall:

The emotion I most associate with fall is: _____.

The brand, company, or product I most associate with fall weather is: _____.



3 Keys for Marketers to Succeed this Fall:

- 01 All eyes on the forecast.**
With seasonal norms no longer reliable, marketers should eschew the calendar and execute campaigns based on the forecast.
- 02 Relativity is relevance.**
Weather-triggered media accounts for differences in how consumers experience weather, leveraging local condition mixes to increase fall campaign effectiveness.
- 03 Fortune favors the empathetic.**
Plan now to activate targeted campaigns when the transition to fall weather inspires joy and relief, accelerating seasonal spending.

Here are a few examples of what brands can expect from fall 2022.

Food & beverage

Fall weather has a distinct but nuanced impact on seasonal choices

- 67%** of people say fall weather makes them crave richer, more comforting foods, especially when it is cold, rainy or stormy
- 69%** say fall weather impacts their grocery purchases
- 66%** say fall weather impacts the type and temperature of beverage they drink



- Recommended triggers:
- Hot beverage sales
 - Beer and cider sales
 - Forecasted rain

Weather Targeting Success:
A quick-service restaurant increased incremental visits by 30%

Apparel

Fall weather drives more than back-to-school wardrobe decisions

- Over 76%** of people say they check the weather in the fall to determine what to wear or how to dress their kids
- 21%** say the arrival of fall makes them most excited about updating their wardrobe, but for Gen Z, that number jumps to 39%

Recommended triggers:

- Seasonal first fall
- Apparel shopping
- Boot shopping

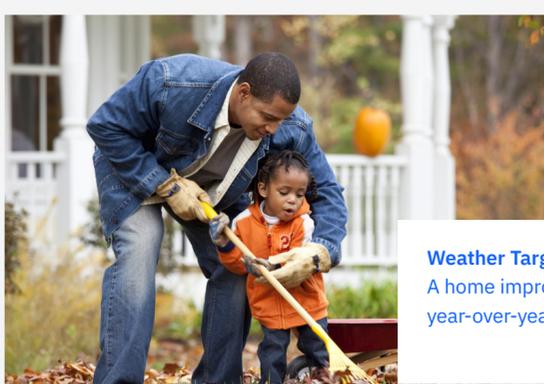


Weather Targeting Success:
A major lifestyle retailer achieved a 2.8x increase in foot traffic and a 20% lift in purchase consideration

Gardening and home improvement

We celebrate the season by investing in our homes

- 63%** Gen Z plan to purchase fall décor when fall weather arrives
- 46%** Millennials
- 51%** of people plan to tackle home maintenance or yard work once fall weather is in their forecast
- 66%** start to prepare for winter weather impacts to their home or vehicle in the fall



- Recommended triggers:
- Home improvement shopping
 - Home furnishing shopping
 - Forecast outdoor activity

Weather Targeting Success:
A home improvement retailer grew foot traffic by 368% year-over-year and increased in-store sales by 11%

Auto parts and services

Fall weather inspires weekend road trips

- 42%** of people check the weather in the fall specifically to plan weekend getaways
- 82%** of people planning to travel in the next 12 months say they check their vehicle's tires and accessories prior to hitting the road for holiday travel
- 27%** are most likely to check their antifreeze levels in the fall

- Recommended triggers:
- Forecast clear skies
 - Auto cleaner and protectant sales
 - Tire sales



Weather Targeting Success
A leading auto brand increased brand awareness by 4.1%

IBM Watson® Advertising Weather Targeting discovers specific weather patterns that lead to consumer actions and can automatically trigger targeted media when and where those conditions are present.

Improve campaign effectiveness and efficiency while creating a sense of empathy with audiences by activating against weather-driven consumer mindsets this fall.

Contact us today to discuss what IBM Watson Advertising Weather Targeting can do for your brand.

For forecast maps by month, expected precipitation levels and more, read the full [Fall 2022 Seasonal Outlook](#).