# 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

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:

consumer sentiment.

beauty coming heat sadness time r summer

with fall weather is:

The brand, company, or product I most associate

clothing

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

# say fall weather impacts their

69%

grocery purchases

## say fall weather impacts the type

66%

and temperature of beverage they drink

Hot beverage sales Beer and cider sales

Recommended triggers:

Forecasted rain



A quick-service restaurant increased incremental visits by 30%

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

**Apparel** 

Over 76% 21%

### of people say they check the weather in the fall to determine what to wear

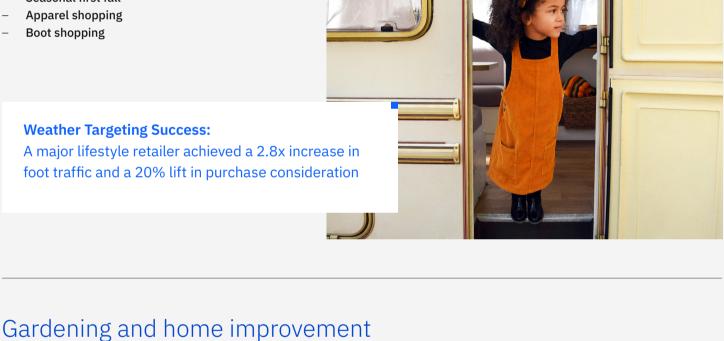
or how to dress their kids

**Weather Targeting Success:** 

### say the arrival of fall makes them most excited about updating their wardrobe, but for Gen Z, that number jumps to 39%

### Seasonal first fall Apparel shopping **Boot shopping**

Recommended triggers:



### Millennials Gen Z

63% 46% 51%

We celebrate the season by investing in our homes

plan to purchase fall décor when fall weather arrives

of people plan to tackle home

maintenance or yard work once

fall weather is in their forecast

66%

Recommended triggers: Home improvement shopping Home furnishing shopping

Forecast outdoor activity

start to prepare for winter

or vehicle in the fall

weather impacts to their home

**Weather Targeting Success:** 

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

### of people check the weather of people planning to travel in the in the fall specifically to plan next 12 months say they check their weekend getaways vehicle's tires and accessories prior to hitting the road for holiday travel

Auto parts and services

Fall weather inspires weekend road trips

# Recommended triggers:

42%

Forecast clear skies Auto cleaner and protectant sales Tire sales

82%

27%

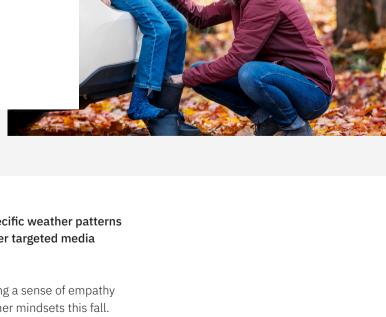
are most likely to check their

antifreeze levels in the fall

awareness by 4.1%

A leading auto brand increased brand

**Weather Targeting Success** 



when and where those conditions are present.

IBM Watson® Advertising Weather Targeting discovers specific weather patterns that lead to consumer actions and can automatically trigger targeted media

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

For forecast maps by month, expected precipitation levels and more,

IBM Watson Advertising Weather Targeting can do for your brand.

read the full Fall 2022 Seasonal Outlook.

**Watson Advertising** 

All statistics are based on results from the following IBM surveys (published internally): IBM Watson Advertising Fall 2022 Behavior Survey, July 2022; IBM Travel 2022 Behavior Survey, June 2022; IBM Watson Advertising Automotive 2022 Survey, April 2022.

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