

DSTILLED

VALENTINE'S DAY AUDIENCES



Valentine's Day - a day to show a little extra appreciation and affection towards those you love. On February 14th, just over half of the American population, 54% to be exact, are expected to celebrate the holiday in some form or another. Whether you're showing some extra love to your spouse, parent, sibling, friend, or even yourself, Dstillery has a wide variety of audiences to assist marketers in reaching consumers who are right in the crosshairs of Cupid's arrow.

CANDY IS DANDY

58 million pounds of chocolate will be purchased during the week of Valentine's Day alone! Let's face it, a little sugar is a great way to show your favorite Sweet Teeths, Chocolate Lovers and Cookie Eaters you care about them. Excited Candy Shoppers and Ice Cream Shoppers can find plenty of Cakes & Sweets at your local Duane Reade, Ghiradelli Chocolate or Godiva Chocolatier.

PERFECTLY PAMPERED

Some Romantics opt to shower their squeezes with flowers, wine, or even spa treatments to show they care. Whether it's Fragrance Shoppers, Flower & Gift Basket Shoppers, Spa Goers & Wine Lovers, there are a variety of options available to those who are looking for an alternative to that heart-shaped box of chocolates!

LET'S GET AWAY FROM IT ALL

Valentine's Day is the perfect excuse to shake up your routine and enjoy some one-on-one time with your sweetheart. Some prefer

extended Cruise Vacations to their favorite warm and tropical destination, whereas some couples are Last Minute Travelers and enjoy the thrill of spontaneity. Or maybe you're a Las Vegas Trip Planner looking to make it official with your one and only! Whatever the reason, a vacation can be the ultimate memorable and romantic activity.

FIRST COMES LOVE...

Few things scream love and romance like weddings and proposals. Eager Engagement Ring Shoppers seeking the perfect ring at a Kay Jewelers, Zales or Tiffany and Co to surprise their partner is one of the more exciting aspects of Valentine's Day. Or some Brides & Wedding Planners or Wedding Registrants may already be further in the Wedding Planning process and may use V-Day as an excuse to start picking out Baby Names!

ROMANCE ON DEMAND

These days, consumers have access to just about anything with the touch of a button, meaning that Valentine's Day is the perfect occasion for staying in. Romance Movie and TV Enthusiasts will cozy up on the couch and relax, while Streaming Music Enthusiasts may put the best of Barry White on repeat. Home Cooks and Recipe Researchers will enjoy whipping up a sweet dish from scratch or preparing their favorite Meal Kit Delivery. And while Valentine's day is a day most consumers celebrate love, family and friendship - Dog and Cat Lovers are sure to remember a special something for their furry friends.