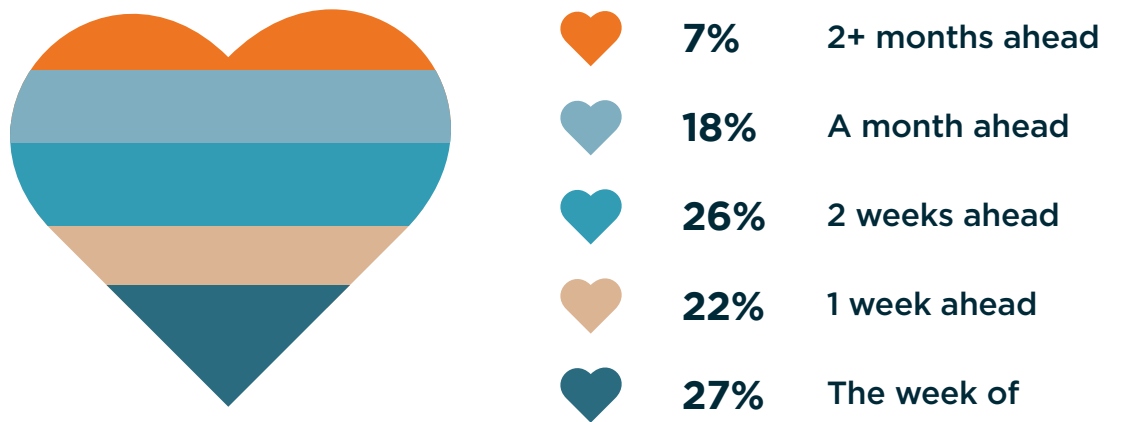


VALENTINE'S DAY PLANS:

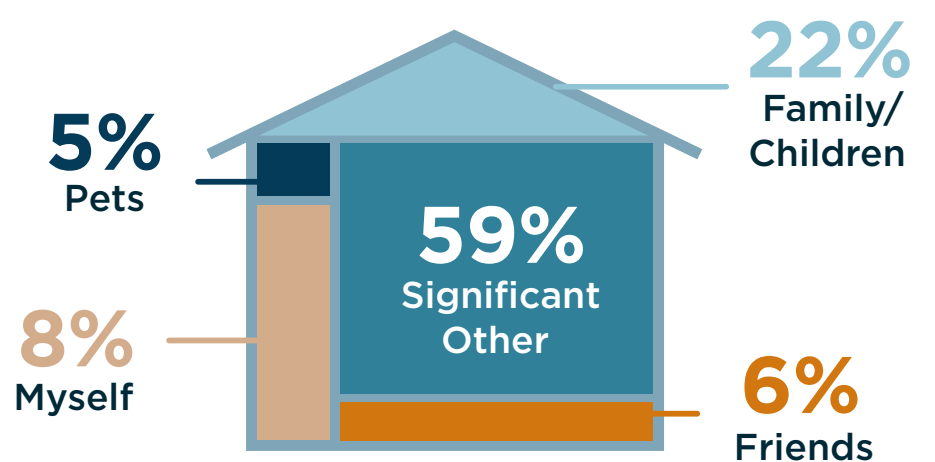
Of those celebrating the holiday this year, here's what they're celebrating:



How far in advance they start planning:



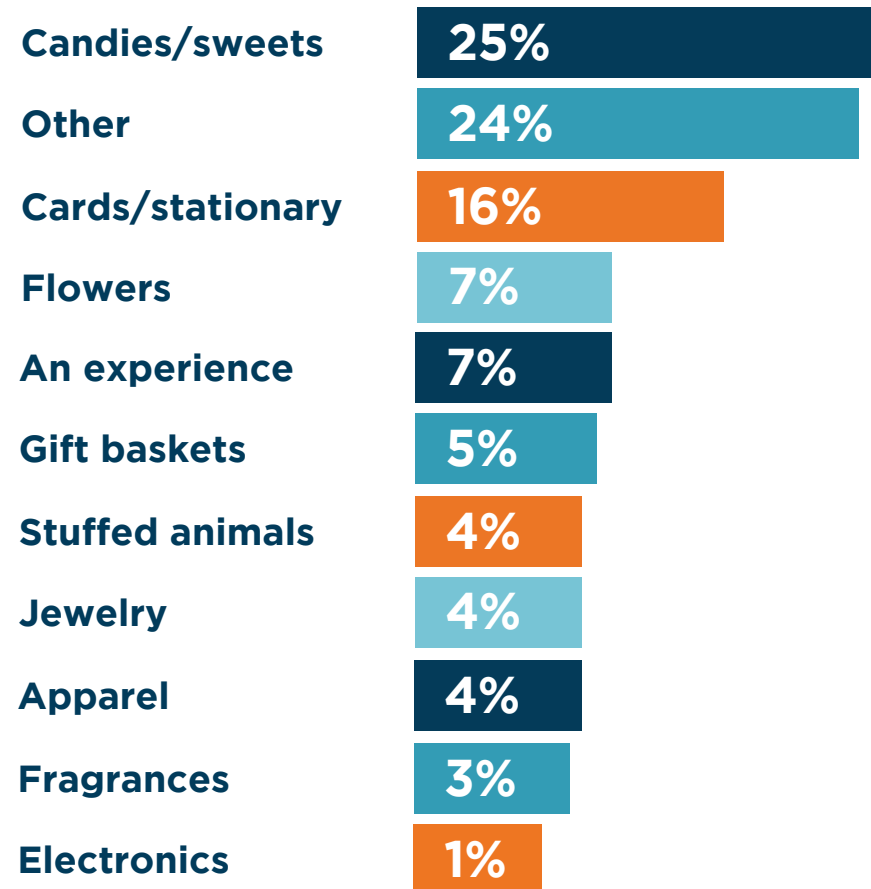
Who they're celebrating with:



How they're celebrating:



What they're gifting:



SEASON OF LOVE

We surveyed shoppers to find out how they're celebrating Valentine's Day this year - from what they're gifting to their favorite Valentine's Day treat. Check out the results!

SHOPPING PREFERENCES:

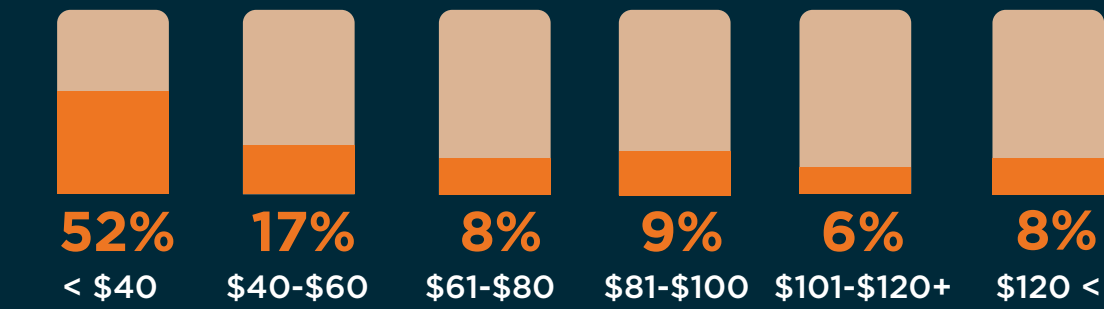
Where they shop for their Valentine's Day gifts:



If they're purchasing their gifts or making them at home:

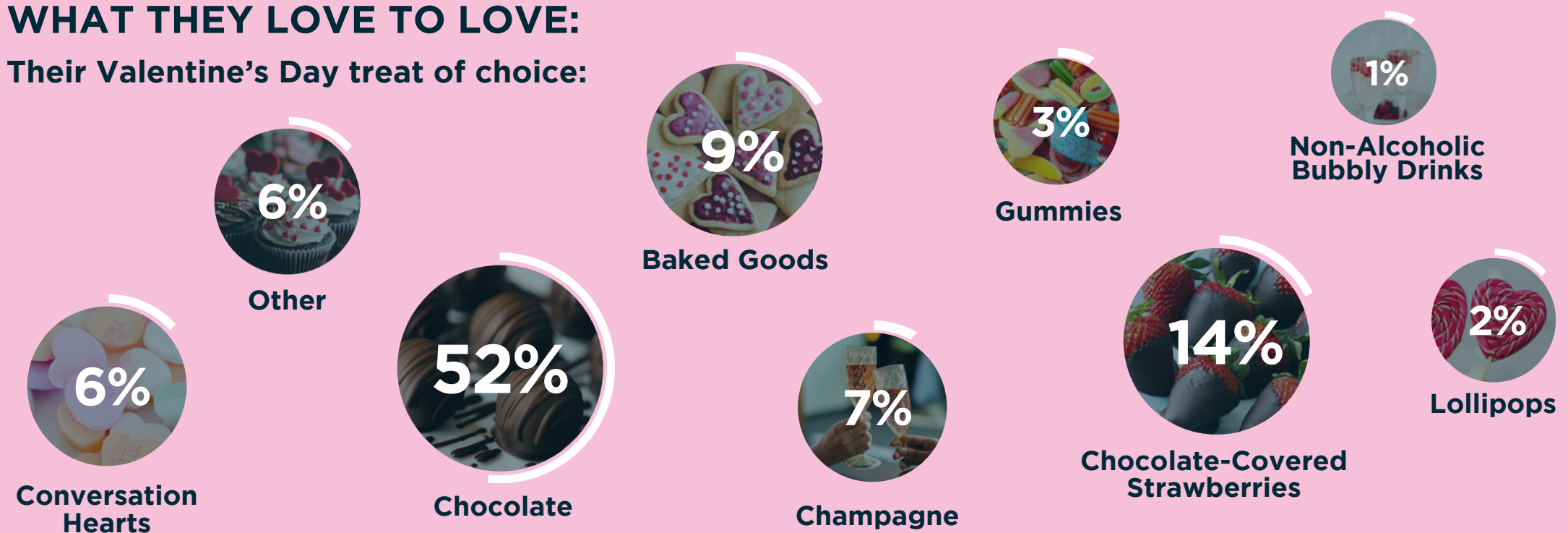


How much they're planning to spend on Valentine's Day-related items:

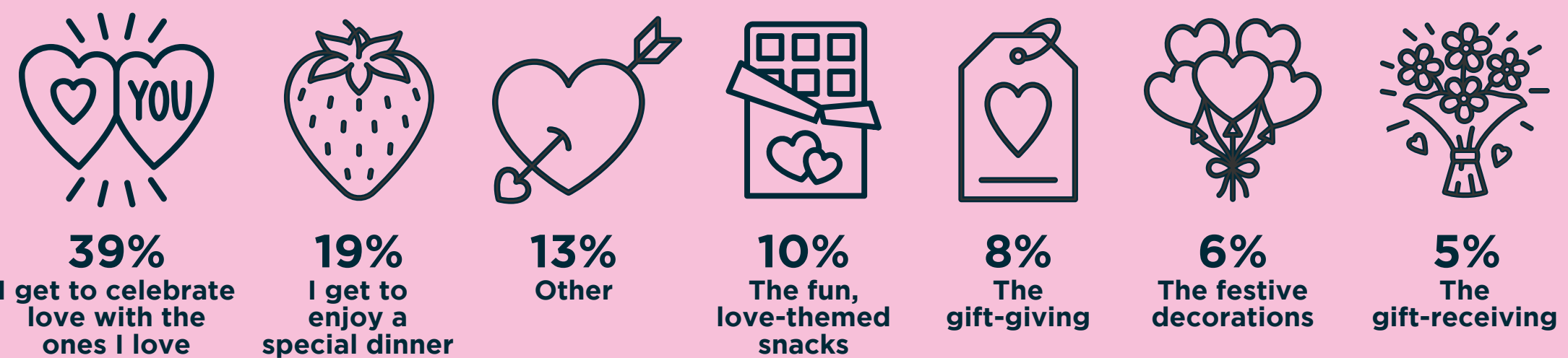


WHAT THEY LOVE TO LOVE:

Their Valentine's Day treat of choice:



Their favorite part of Valentine's Day:



VALENTINE'S DAY WITH BREAKTIME:

Here are just a few ways our **fun, personalized, interactive content** can help your brand engage and educate shoppers, while driving sales, as they prepare for Valentine's Day:

- Help shoppers plan the perfect Valentine's Day date using a **personality quiz** to suggest ideas that incorporate your brand's products
- Help shoppers choose the perfect gift for their Valentine by featuring your brand's products in a Valentine Day-themed **listicle**
- Inspire purchase through fun and romantic Valentine's Day **recipes** showcasing your brand's products
- Encourage shoppers to share how they're incorporating your brand into their Valentine's Day plans with a **social giveaway**