They say all the lovers are in Paris
but you may wonder if this is true.
Quantcast first party data insights
can solve this for you.

We did a little digging
to see what we could find.
With Valentine’s Day approaching,
let’s see what’s on your mind.

Americans are putting up decorations
and doing easy DIY.
Add cookie recipes and baking,
a bit of homemaking effort
to show their partner that they tried.

Next over to the UK:
what do they have planned?
The Brits are reaching for their cookbooks
for menu ideas to make sure romantic dinners are not bland.
Add the Andy Griffith show and MTV
For a solid night of lockdown romance more than guaranteed.

Here comes a real test of the data,
is France really full of romantics?
Or are we being fooled and is it just a load of dramatics?
The French show interest in weddings, shopping and Starbucks
so maybe there is hope
and the cliche isn’t bollocks.

Jumping to fashionable Italy,
One thing is clear,
Valentine’s Day is about what you see in the mirror.

With their jewellery on point and eyeliner in check
let’s hope while rushing with their last minute gifts
they don’t hit the deck.

Love comes in the mail for the Germans,
browsing things on Amazon that seem out of sync,
Lingerie, socks, and sweatpants
show romance and comfort, combined in a blink.

Our global insights journey complete
we tapped into key market trends
to help you understand your customer and how they might spend.

Roses are still red
And Violets are still blue.
Let us help you plan your audiences
So your brand can break through.

*Words in bold are pulled from the Quantcast Audience Planner, where marketers can discover valuable audience insights to elevate marketing strategy.

Source: Quantcast Audience Planner, January 1-18, 2021, Top 50 Keywords by Market