



## Oh S#!%! Groupon Tackles Last-Minute Holiday Shopping For the Forgetful

December 14, 2017

*New ad campaign in conjunction with OKRP promotes Groupon's instant, last-minute gifting options*

CHICAGO--(BUSINESS WIRE)--Dec. 14, 2017-- You know that moment when you remember who you forgot to get a present for on your shopping list? [Groupon](#)—the only holiday shopping destination that offers instant, last-minute gifting options for everyone on your list ranging from paint classes to sushi nights to no-chip manicures to family activities—does. And most likely it's in the middle of the night when you wake up in a panic as the heroine from Groupon's [new holiday ad campaign](#) realizes "Oh S#!%!, I didn't get a present for everybody... and they'll be pissed."

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171214006097/en/>

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(Graphic: Business Wire)

The ads, created with O'Keefe Reinhard & Paul, appeal to forgetful shoppers and remind them that Groupon has experiences for everyone on their list. And with instant gifting, they can finish up their shopping and go back to a restful night's sleep. According to the National Retail Federation, only one in 10 Americans complete their holiday shopping by mid December with indecisiveness over what to buy ranking as the number one cause.

"This campaign celebrates what sets us apart from all other holiday shopping destinations—the ability to instantly gift amazing local experiences from small businesses in your community," said Jon Wild, vice president of North America marketing, Groupon. "We have the distinctive ability to be the idea last-minute gifting source for shoppers with our wide variety of activities, restaurants, beauty services and more. Plus, we provide a seamless savings experience for the gift-giver."

The last-minute gifting campaign continues Groupon's use of celebratory musical storytelling with lyrics set to up-tempo polka tunes. The ads, running on television, online video and radio through Christmas, are an extension of Groupon's broader holiday campaign that launched in early November.

"We have built a unique voice for the Groupon brand that is instantly recognizable with its use of orchestral music and operatic rhyme," explained Matt Reinhard, Chief Creative Officer at OKRP. "This year we saw an opportunity to leverage our musical storytelling to promote Groupon's deep local offerings as the perfect antidote to the last minute gifter while also celebrating the great deals they offer."

Groupon has built one of the largest local marketplaces of its kind offering a wide range of local goods, services and experiences to consumers while helping small local businesses grow. A [recent Groupon survey](#) on consumer shopping preferences which revealed that more than two-thirds of shoppers prefer to shop locally.

All Groupon holiday spots can be found via the [Groupon YouTube](#) channel. [Blackwood Seven](#) is handling the media buy for the campaign.

To view Groupon's entire collection of holiday gifts, visit the popular gift shop here <https://www.groupon.com/occasion/gift-shop>. In addition, Groupon has put together [gift guides](#) for everyone in your life, including ideas for [men](#), [women](#), [kids](#), [BFFs](#) and more.

"Groupon" is a registered trademark of Groupon, Inc. All other names used may be trademarks owned by their respective holders.

### About Groupon

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

To download Groupon's top-rated mobile apps, visit [www.groupon.com/mobile](http://www.groupon.com/mobile). To search for great deals or subscribe to Groupon emails, visit [www.groupon.com](http://www.groupon.com). To learn more about the company's merchant solutions and how to work with Groupon, visit [www.groupon.com/merchant](http://www.groupon.com/merchant).

### About OKRP

Chicago-based O'Keefe Reinhard & Paul ([www.okrp.com](http://www.okrp.com)), Advertising Age's "Small Agency of the Year" 2015, is a new model advertising agency that delivers big agency brand creativity with startup ingenuity. With its belief that success as a new model agency relies on the ability to be nimble and to bring together the best talent for its clients, O'Keefe Reinhard & Paul has practiced the "high art of selling" on behalf of clients such as Chili's, Groupon, Gildan, Big Lots, YUM! Brands, Ace Hardware and Turtle Wax, among others. The independent agency is supported with minority backing from the Interpublic Group of Companies.

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Source: Groupon

Groupon  
Nick Halliwell  
312-999-3812  
[nhalliwell@groupon.com](mailto:nhalliwell@groupon.com)  
or

OKRP  
Toni Lee  
203-761-1292  
[toni@tonilepr.com](mailto:toni@tonilepr.com)