



Punchbowl® Reveals Party Insights for Hollywood's Biggest Night

New survey from Punchbowl unveils consumer trends and party planning behavior leading up to Awards show parties on Sunday, February 28

Framingham, MA (PRWeb) February 25, 2016 — Punchbowl®, the gold standard in online invitations, today revealed new trends and party insights for Hollywood's biggest night. With the Awards show just days away, Punchbowl conducted a survey to understand how people plan to celebrate.

According to the survey, 82% of respondents turn to social media for party inspiration, followed by magazines and media sites. They search for themed food and game ideas, which were cited among the most important elements for the Awards party. Punchbowl also found that 33% of hosts choose black-tie attire for the occasion and the go-to menu items are creative buffets and fancy hors d'oeuvres.

While Hollywood's biggest night celebrates the best of the big screen, it's the small screen that matters for Awards show watch parties. In fact, 61% say a quality TV and sound system is critical for the party and 50% of respondents plan to have multiple screens in front of them while watching Sunday's show — for posting to social media during the broadcast and browsing red carpet looks. Additionally, 91% prefer to send online invitations for Awards show parties.

"Online invitations are a terrific way to quickly bring your friends together," said Matt Douglas, CEO, Punchbowl, Inc. "Our free invitation collection allows hosts to send beautiful, personalized Awards show invitations to guests right from their phone, tablet or desktop."

Punchbowl's survey also revealed the following:

- 28 guests on average are invited to the party
- 33% say themed cocktails are important
- 14% prefer to wear costumes inspired by the nominees
- 11% included a potluck list for their party
- 29% do not think it is important to see the nominated films prior to the show

Punchbowl has received critical acclaim and industry recognition for its usability and simplicity. Hosts can easily create, personalize and send beautiful online invitations from their phone, tablet or desktop at [Punchbowl.com](http://www.punchbowl.com) or through the site's iOS or Android apps. The platform was the winner of the 2015 MITX award for "Best User Interface."

To see the Oscars Online Invitation Collection visit:

<http://www.punchbowl.com/oscars-invitations>

About Punchbowl, Inc.

Punchbowl is the company behind the critically acclaimed website [Punchbowl.com](http://www.punchbowl.com), the new gold standard in online invitations. The site includes the 'Characters Kids Love' online invitation collection, which features iconic, beloved characters. More than 90 million people have sent and received online invitations and digital greeting cards from Punchbowl. The company was founded by technology entrepreneur Matt Douglas, is located in Framingham, MA, and is backed by Intel Capital and Contour Venture Partners. To learn more, visit <http://www.punchbowl.com/company>