

+ASSEMBLY

2026 **HOLIDAY** **PREVIEW**

“It’s The Thought That Counts”

August 3, 2026



This Holiday, “It’s The Thought That Counts”

This holiday season in the U.S., consumers are putting more thought into every decision they make.

They're using AI to shop with greater confidence, choosing gifts that feel more personal and meaningful, and prioritizing experiences that create lasting memories.

Here's the good news. Thoughtfulness is not dampening demand. **We project 4.1% YoY sales growth; a significant improvement over last year's projection (1.2%)**

The twist is that success won't come from encouraging shoppers to buy more; it will come from helping them choose better.

A custom Harris survey of 1,000 U.S. consumers, combined with market, retail and cultural intelligence, validated our perspective.



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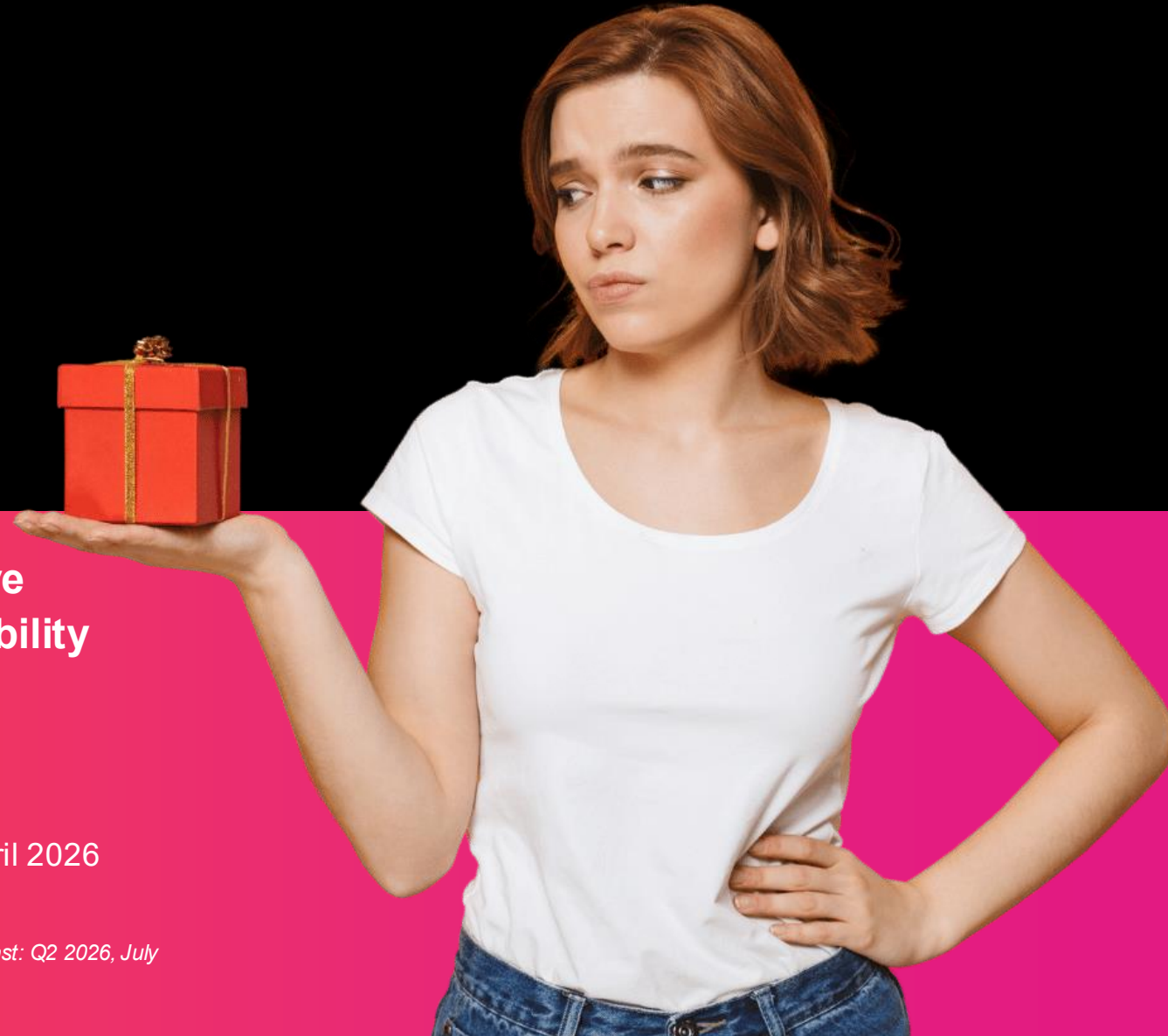
Setting The Stage

**The Economic And Cultural Forces
Shaping Holiday 2026**



Consumers Are Entering The Holidays Under Financial Pressure

Inflation, slower income growth and shrinking savings continue to pressure household budgets. While the overall economy remains stable, many consumers are entering the holiday season with less financial flexibility and greater scrutiny over every purchase.



Inflation Pressures Household Budgets

4.2%

US inflation in May 2026

*Deloitte, United States Economic
Forecast: Q2 2026, July 2026*

Lower Savings Leave Less Financial Flexibility

2.6%

Personal savings rate, April 2026
(Down from 4.6% 2025 Average)

*Deloitte, United States Economic Forecast: Q2 2026, July
2026*

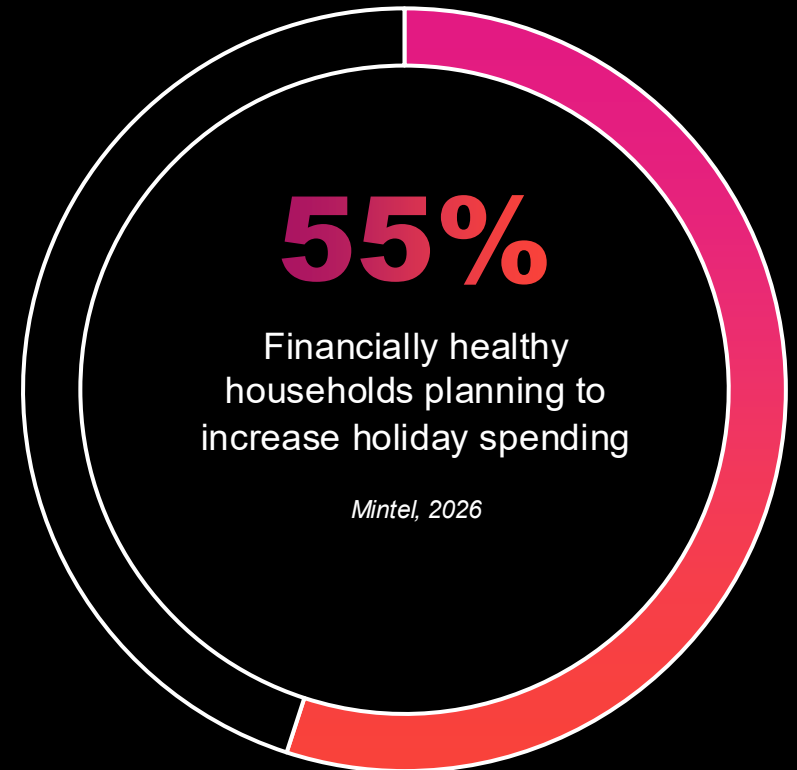
Holiday Spending Remains a Priority

Despite ongoing economic pressures and slowed consumer spend for the year, financially healthy families are poised to make holidays a priority.

1.9%

Projected consumer spend growth in 2026, down from 2.6% in 2025

Deloitte, United States Economic Forecast: Q2 2026, July 2026



Thoughtfulness Shapes Decisions and Holiday Traditions

For Holiday to remain a priority, shoppers are being more deliberate. They are not disengaging from the season; they are adapting their purchasing decisions and holiday traditions to fit today's economic reality.

Thoughtfulness has become a deliberate response to financial pressure, shaping both shopping decisions and holiday traditions.

53%

Of consumers say rising everyday costs are **influencing how they shop** this holiday season

Assembly Holiday Study, 2026

58%

Of consumers say financial stress **makes it difficult to celebrate the holidays** as they would prefer

Mintel



Thoughtfulness Is Not Dampening Projected Sales Growth



TOTAL RETAIL SALES

+4.1%

YoY Projected Growth

HOLIDAY 2024

\$1.322T

HOLIDAY 2025

\$1.357T

HOLIDAY 2026

\$1.413T

Up from 1.2% projection in 2025

eMarketer for November-December



ECOMMERCE

+7.0%

YoY Projected Growth

HOLIDAY 2024

\$266.2B

HOLIDAY 2025

\$284.3B

HOLIDAY 2026

\$304.2B



BRICK & MORTAR

+3.4%

YoY Projected Growth

HOLIDAY 2024

\$1.056T

HOLIDAY 2025

\$1.073T

HOLIDAY 2026

\$1.109T



02 /

Consumer Signals

**Five Signals Redefining How
People Shop, Gift, And Celebrate**





- 01** Whimsy Maxing
- 02** AI As the Holiday Wingman
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- 05** Giving Better, Not More



Whimsy Maxing

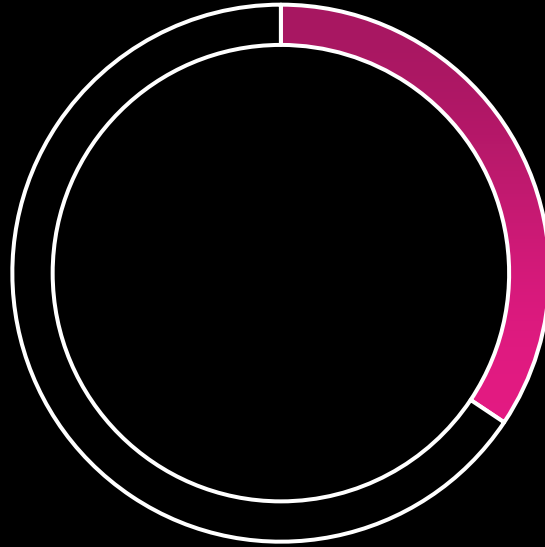
Consumers are making room for joy again. After years of practical spending and emotional fatigue, they're embracing nostalgia, playful traditions and small moments of delight that make the holidays feel memorable.

Consumers Are Making Room For Joy

Planning ahead is becoming less about avoiding holiday stress and more about creating the time to shop thoughtfully.

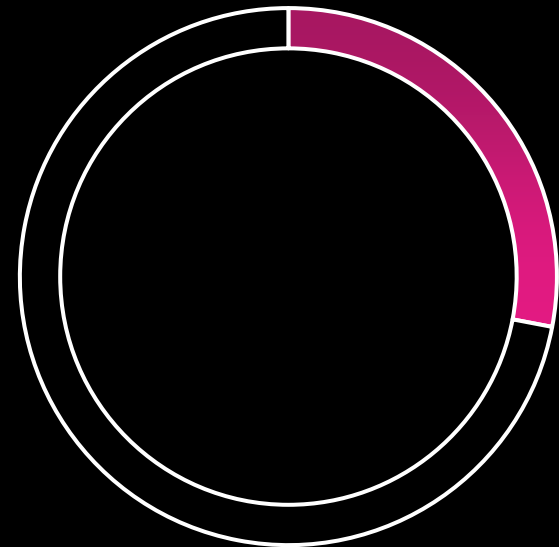
The amount of people who say they're shopping early to reduce stress has dropped over 25% YOY.

Consumers are using the extra runway to research, compare and secure gifts that feel more personal, making early planning part of a more intentional holiday season.



1 in 3

plan to spend more this year because they **simply feel like celebrating** after a difficult holiday season last year



1 in 4

More than 1 in 4 are planning early so holiday shopping feels like **part of the season** rather than a last-minute rush

Consumers Are Measuring The Holidays By Magic

“I’m looking for ways to bring more joy, whimsy, and magic into everyday life”

Reflect the **top 3 Holiday outlooks**. Meanwhile “I’m feeling more overwhelmed than excited” fell to the bottom, with **just 18% of people saying that felt true** for them this year.

“Everyone had fun”

The **#1 stated Holiday Success** Metric for 2026





MORE Celebrating

Hosting & attending
gatherings is up YoY

+33% hosting
+26% attending

73% plan to host **smaller celebrations** throughout the season in addition to the main holiday



MORE Joyful Gifting

61% want to give gifts that **bring a sense of childlike joy** (+8% YoY)

59% want to give gifts **that are more fun** than practical (+11% YoY)



MORE Decked Out Halls

48% prefer to shop with brands **who go all out** for the holidays (+9% YoY)

Shoppers say **festive store displays** (32%) & **nostalgic commercials** (27%) are most likely to inspire holiday purchases

Cash App Cashes In On The Whimsy Wave

Cash App introduced a whimsical new way of paying: waving a fairy-like wand.

The technology is not magic. Instead, it is one of Cash App's NFC-enabled tags, which lets users complete tap-to-pay transactions without a traditional card or phone.

The wand takes direct inspiration from a popular social media behavior in which users hide tap-to-pay cards inside homemade wands to make contactless purchases at stores and events.

"There's this idea of 'whimsical living' that's taken hold—the sense that even practical parts of daily life should feel personal and playful," Thomas Templeton, the hardware leader at block says. "We're giving people a way to bring personality into something as routine as paying."





AI As The Holiday Wingman

AI is becoming a trusted shopping companion. Consumers are turning to AI to spark ideas, narrow choices and shop with greater confidence throughout the holiday season. As AI becomes part of everyday shopping behavior, brands have a new opportunity to influence discovery and purchase decisions.

Consumers Look To AI For Shopping Support

Holiday shopping comes with more choices, more research and greater pressure to find the right gift. AI helps consumers simplify the process, offering recommendations, comparisons and inspiration that make shopping feel easier and more confident.

72%

of consumers are comfortable with AI helping them shop as long as they make the final decision

The Harris Poll, June 2026

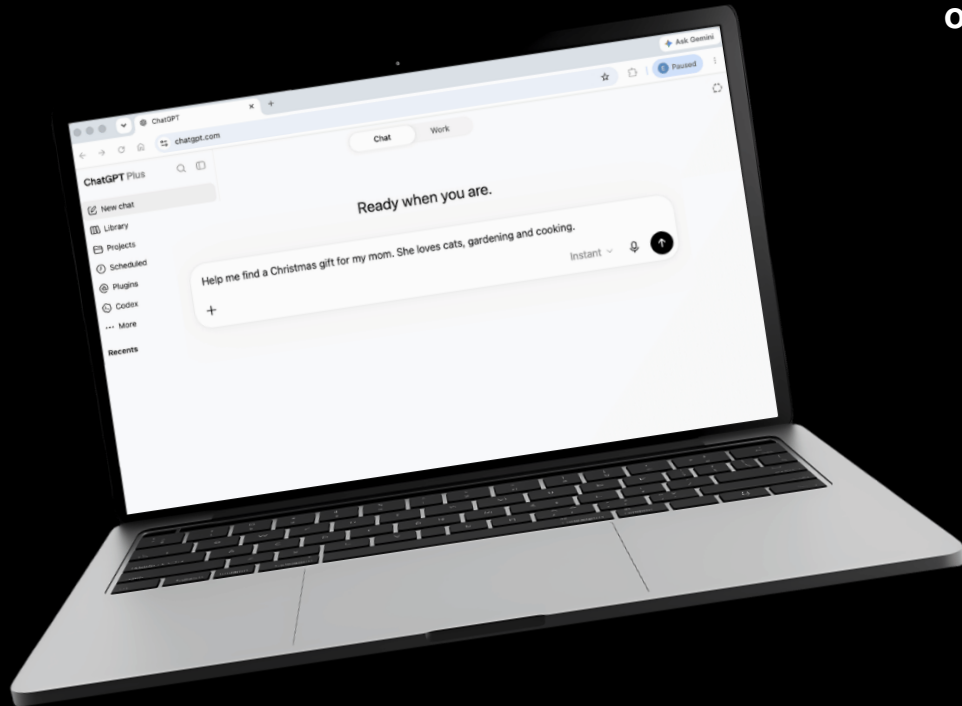
WHY, YOU ASK?

54%

Say AI tools like ChatGPT and Copilot will make **finding gifts easier** this season

38%

Say they plan to **use AI more for** 2026 holiday shopping



The Shopping Journey Starts and Ends With AI

As AI becomes consumers' trusted shopping wingman, brands must compete not only for consumer attention, but for AI recommendation. Building a digital shelf for AI assisted discovery is a must for retailers.

Brands should build content that answers questions, supports comparisons and helps AI tools understand when and why a product is the right recommendation.

Consumers Increasingly Expect AI To Help Them:

60%

Compare Products

eMarketer, 2026

58%

Find the Best Price

eMarketer, 2026

49%

Generate Gift Ideas

eMarketer, 2026

AI Platforms Drive Engagement On-site and To Store

700%

increase in traffic to retail sites from generative AI tools last holiday season

Mintel, Adobe Analytics 2026

32%

Greater onsite engagement from visitors powered by AI

Mintel, Adobe Analytics 2026





The Wishlist Watchlist

Holiday shopping is becoming a longer, more intentional process. Consumers are discovering products earlier, building wishlists, sharing inspiration and tracking purchases over time. The path to purchase increasingly begins weeks before the transaction itself.

Planning Early is the Norm

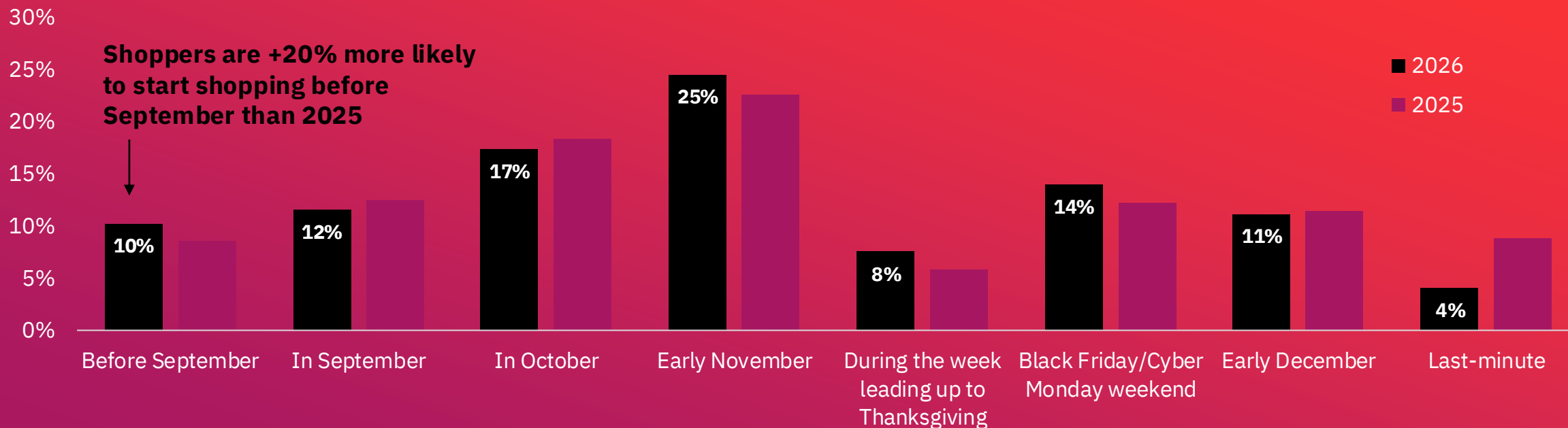
Consumers are extending the holiday shopping season as they look for the best products, prices and promotions. Wishlists, saved items and gift ideas are becoming part of an ongoing planning process rather than a last-minute rush.

Brands Have More Opportunities To Influence Decisions Before Purchase

Consumers saying they will start **planning earlier** than last year is up **33% YoY**

1 in 4 shoppers say they feel like holiday **shopping starts earlier every year**

When do you expect to make most of your holiday purchases?



Timing Is Driven By Sellouts Not Just Savings

Early deals are still driving shoppers, but they're no longer changing behavior

Shoppers still plan ahead to take advantage of **promotions (32%)**, but motivations tied to **budgeting (-21% YoY)** and **early deals (-31% YoY)** have softened as extended holiday sales become an expected part of the season.

Staying ahead of demand is becoming the new advantage

This year, concern over popular **items selling out** climbs to the top tier of motivations (32%), signalling that shoppers are planning ahead not just to save, but to **avoid missing out**.



Plan Ahead for the Perfect Gift

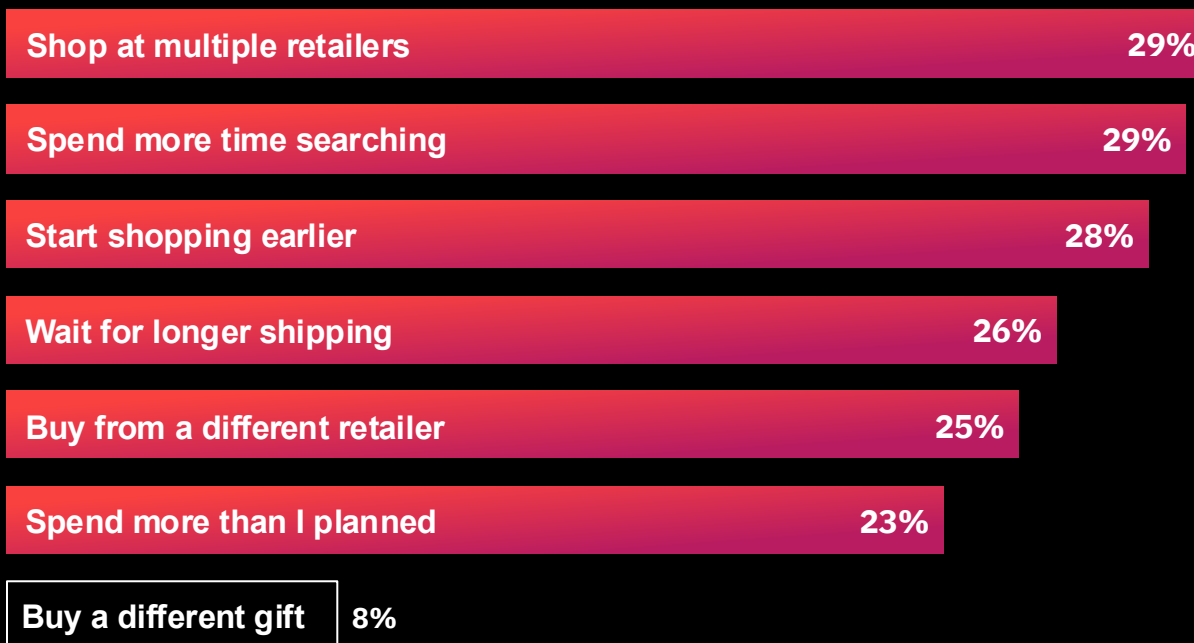
Consumers are starting their holiday shopping earlier to secure the gifts they really want. Rather than settling for what's available, many are willing to invest more time and effort to find the right product before it sells out.

3.5x

more likely to **start shopping earlier** to secure the perfect gift rather than substitute for a different one

Planning Ahead Also Means Shopping More Retailers

Q: If finding the perfect gift meant making a few tradeoffs, which of the following would you be willing to do?





Unbundling the Holiday Journey

The holiday season is expanding beyond a handful of key dates. Consumers are decorating earlier, celebrating more often and spreading purchases across multiple moments. Rather than one shopping journey, the holidays have become a series of smaller decisions and occasions.

Consumers Are Rediscovering the Joy of Browsing

Touching Tinsel:

Rather than endlessly scrolling for ideas, shoppers are rediscovering the value of wandering the aisles, turning to stores to spark ideas organically and let discovery happen naturally.

Big-box retailers remain the #1 destination for holiday this year but specialty retailers see a +36% increase YoY.

Feeling Festive

Beyond what's on the shelf, shoppers are looking for stores that capture the magic of the season. Seasonal displays and festive experiences transform shopping from an errand into part of the celebration.

63%

Of consumers say they **discover** the best gift ideas while shopping in-store

60%

say shopping in-store is **part of** the holiday fun

48%

Prefer to shop in stores with **festive displays, décor, or packaging**



The Moment of Purchase Becomes Increasingly Mobile



Checking It Twice:

Digital has become the place where decisions get made. Once shoppers know what they want, they turn online to compare prices, validate their choice, and make sure they're getting the best value before buying.

59%

of holiday shoppers say **online shopping** makes it easier to compare products and prices

Pocket Checkout:

Shoppers no longer wait for the "right time" to buy. Smartphones have untethered the purchase moment, making it no longer tied to a place, app, or even a dedicated shopping session.

Shopping on tablets (-8%) and laptops (-22%) fell YOY to the phones.

58%

of winter holiday shoppers now **shop on smartphones** (+18% YoY)



Giving Better, Not More

Consumers are placing greater value on gifts that feel personal, thoughtful and intentional. Rather than buying more, they're choosing gifts that better reflect the recipient and create lasting memories.

Thoughtfulness Is Becoming A Measure Of Value

FEWER GIFTS

42%

of consumers bought fewer items last holiday season

EMarketer, 2026

Consumers are editing down their holiday purchases, concentrating spending on gifts that feel more useful, more personal and more meaningful.

BETTER GIFTS

36%

Of consumers want to buy higher quality gifts this holiday season

Assembly Holiday Survey 2026

Brands will win by helping consumers choose gifts that feel personal. Emotional relevance is becoming a stronger purchase driver than quantity.

39%

Of consumers are willing to spend more on purchases that feel meaningful

Assembly Holiday Survey 2026



Value is Increasingly Emotional, Not Just Financial

76%

(+3% YoY)

want to buy gifts
that are practical
and useful

Practical is Personal

In an era of intentional spending, consumers gravitate toward gifts that can solve real needs, improve daily life, or add lasting value. Shoppers see useful gifts as a demonstration of attentiveness, proof that they understand how someone lives, what they value and what would genuinely make their life better.

51%

(+8% YoY)

believe in experiences and
moments that can be
enjoyed together

Moments Matter More

Consumers are prioritizing gifts that create shared experiences over those that simply add to their collection of possessions. From travel and events to dining, hobbies and everyday rituals, shoppers are seeking meaningful time together, recognizing that memories often deliver more lasting value than material goods.

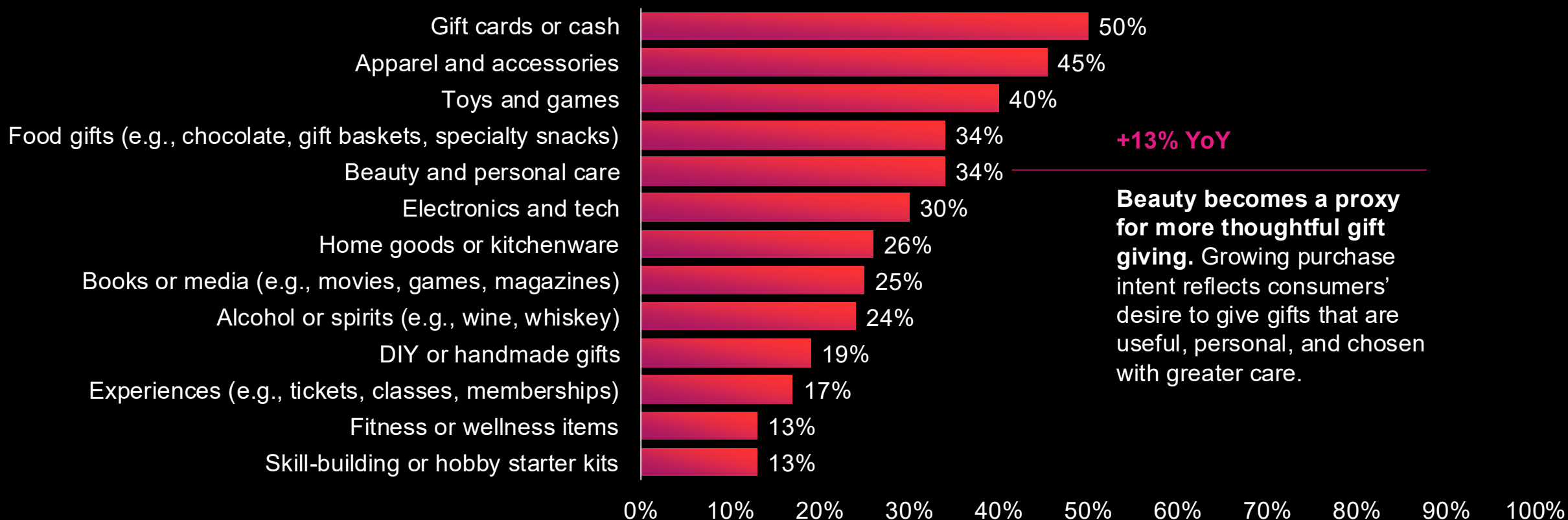
20%

Of consumers say the season
will be a success if “**they find
gifts that made the people
they love feel truly seen**”



Personal Categories Gain Momentum

Q: In which of the following categories do you plan to buy gifts this holiday season?



Brands Highlight Gifts That Say “I Know You”



HOME INSTEAD 2025: “HOME BUT NOT ALONE”

What they did:

Home Instead brought back Macaulay Culkin as an adult Kevin McCallister, using nostalgia to open a conversation about caring for aging parents and combating loneliness during the holidays.

Why it worked:

It connected an iconic holiday memory to a modern family reality, focusing on emotional support rather than gifts. The campaign reframed caregiving as an act of love.



AIRBNB'S 2025: “GIFT EXPERIENCE, NOT THINGS”

What they did:

Airbnb promoted trips, local experience, and time together and framed travel as a gift that creates lasting memories.

Why it worked:

Shifted gifting from ownership to connection and capitalized on consumer's growing preference for shared experiences

The Festive Fine Print: Five Considerations for Planning

1. Train The AI Shelf Before Shoppers Ask

Make product data, reviews, comparisons, FAQs, and gift guides machine readable so AI tools can confidently surface your brand.

3. Match Media to the Unbundled Journey

Use social, creators, OOH, and stores for discovery; retail media, reviews, and search for validation; mobile-first paths for conversion.

2. Start Earlier, Then Stagger By Mindset

Do not go dark. Phase messaging from inspiration and planning to comparison, deals, urgency and last-minute solutions.

4. Make “Better” Gifting Easier To Choose

Use media as utility: gift finders, curated bundles, store locators, inventory feeds, recipient segments, and value cues that help shoppers get it right.

5. Invite Joy, Not Just Promos

Layer playful formats, festive store cues, nostalgic storytelling, AR, pop-ups, and participatory social to make shopping feel like part of the season.



03 /

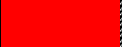
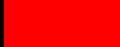
Brand Implications

Activation Checklist for Stronger
Holiday Experiences



Learning from 2025 Holiday Ad Spend

While total retail ad spend continues to decline 13% from 2024 to 2025, investment is accelerating in paid social and video, where inspiration and commerce increasingly converge.

Media	Q4 Mix	Oct (\$) YoY	Nov (\$) YoY	Dec (\$) YoY	Q4 (\$) YoY
Paid Search	 21%	 (48%)	 (51%)	 (50%)	 (50%)
Paid Social	 43%	 19%	 8%	 3%	 10%
Online Video	 8%	 23%	 23%	 9%	 18%
OTT	 7%	 36%	 19%	 (6%)	 14%
Display	 2%	 (3%)	 (12%)	 11%	 (2%)
Mobile App	 1%	 20%	 13%	 4%	 12%
Linear TV	 14%	 31%	 2%	 (23%)	 (1%)
Radio	 3%	 9%	 0%	 (6%)	 0%
Outdoor	 1%	 (14%)	 (16%)	 (10%)	 (14%)
Newspaper	 1%	 (13%)	 (17%)	 (28%)	 (19%)
Magazines	 0%	 (44%)	 (55%)	 (48%)	 (49%)
Total	 100%	 (5%)	 (12%)	 (21%)	 (13%)

Pathmatics/Media360 for Retail category, No data source for Affiliate is available

Social Expands Discovery

Paid social represented 43% of Q4 spending, gaining 9.1 percentage points of share. Its growing role reflects the importance of reaching and influencing consumers as they discover products and ideas.

Video Builds Consideration

Online video and OTT spending increased 18% and 14%, respectively. Together, they help brands demonstrate product value, create emotional relevance and remain top of mind throughout the holiday journey.

Search Converts Established Demand

As search expands beyond traditional engines into social platforms and AI assistants, discoverability becomes the new competitive advantage. Brands that surface in moments of inquiry will be best positioned to convert high-intent holiday shoppers.



Here's Your **Thoughtful** Holiday Checklist To Fuel Growth This Season



11 Touchpoints:

Organic Search	OPEN
Paid Search	OPEN
Social	OPEN
Affiliate	OPEN
Display	OPEN
Retail Media	OPEN
Video	OPEN
Print	OPEN
Audio	OPEN
Direct Mail	OPEN
Outdoor	OPEN



Organic Search Becomes The Answer Before Shoppers Know What They're Looking For

Nearly half of U.S. shoppers turn to Search for holiday gift ideas, while Google sees more than 1 billion shopping-related searches every day. Thoughtful holiday shopping is fueled by active research, comparison, and gift discovery across both traditional search and AI tools.

Statista

←
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ORGANIC SEARCH CHECKLIST

Win AI Discovery

Create AI-search-ready gift guides, recipient-based FAQs, and comparison content

Use semantic HTML and structured headers to organize content

Implement schema, reviews, and structured product attributes to improve AI recommendation visibility

Make Gifting More Thoughtful

Build shopping hubs around relationships ("For Mom", "For New Homeowners")

Create practical, experiential, and personalized gift collections

Inspire Holiday Joy

Launch nostalgia-focused content around traditions, collectibles, and holiday rituals

Develop quizzes and interactive gift finders that make exploration fun

Capture The Extended Season

Refresh holiday content by November and update throughout Q4

Create event-based content for Friendsgiving, Black Friday, and last-minute gifting



Paid Search Wins the Moment Shoppers Ask What To Buy

Search is evolving into shopping guidance with 77% of consumers planning to use generative AI for holiday shopping assistance, reflecting a shift from traditional search toward AI-powered decision support.

Accenture

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PAID SEARCH CHECKLIST

Show Up When AI Shapes Decisions

Expand into Performance Max, visual search, and Demand Gen. Ensure your product and video content is optimized for search, surfaces, and visual match experiences.

Inform AI-Powered campaigns with strong first-party audience signals and full-funnel conversion values (i.e.: online and in-store sales).

Use Enhanced Conversions and GA4 events to improve model accuracy and signal quality.

Build campaigns around gifting questions instead of product categories

Remove Decision Fatigue

Repurpose top-performing UGC, influencer, and social video for use across Performance Max and Demand Gen.

Highlight gift recommendations, recipient-based collections, and reviews

Use extensions that emphasize gifting confidence and convenience

Balance Value & Meaning

Leverage extensions and creative assets to communicate sales, savings, competitive price points and value. Consumers are looking for value, researching their options, and planning to buy fewer items.

Promote quality, durability, and thoughtful gift giving over discounts alone

Feature curated gift bundles and practical gift solutions

Stay Relevant All Season

Stage messaging from planning to comparison to urgency to last –minute solutions

Shift budget earlier (September) to capture pre-season planners



Social Inspires Discovery Through People, Not Products

57% of U.S. consumers say social media is an essential resource for holiday shopping, including gift inspiration and making shopping easier.

Mintel

SOCIAL CHECKLIST

Help Shoppers Choose With Confidence

Activate creators and UGC to answer gifting questions, provide product comparisons, and curate thoughtful gift ideas – don't forget to highlight the in-store experience!

Build recipient- and interest-based content series that both simplify and inspire holiday decision making

Optimize content for social search and AI-powered discovery

Win the Extended Shopping Season

Launch holiday inspo content earlier and maintain presence across multiple shopping peaks

Refresh audiences, creators and creative throughout Q4 to sustain engagement and combat fatigue

Create Mental Availability Before Purchase

Use creators, entertainment, and culture moments to keep brands top-of-mind throughout the holiday journey

Prioritize inspirational content over conversion-focused messaging during early planning and consideration phases

Make Meaning More Shareable

Showcase thoughtful gifting, personal stories, and experiences over product volume alone

Lean into humor, nostalgia, and participatory content that creates memorable holiday moments



Affiliate Turns Discovery Into Purchase

As consumers increasingly rely on AI tools, creators, editorial content, and trusted recommendations to navigate choice, affiliate partnerships help turn inspiration into confident purchase decisions.

Adobe

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AFFILIATE CHECKLIST

Build Trust Before Conversion

Prioritize editorial, review, and recommendation partners that drive trusted discovery

Secure placements in premium holiday gift guides, comparison content, and trusted shopping resources

Optimize placement timing to show up before the deal-hunting begins

Align messaging with consumer mindsets: simplify choice, save time and surface quality

Simplify Gift Decisions

Develop recipient-specific and intent-based affiliate content packages

Highlight expert recommendations, curated collections, and comparison content

Help Consumers Gift Better

Focus messaging on quality, usefulness, and personalization

Activate publishers and creators with strong experience-based and thoughtful gifting audiences

Maximize Holiday Urgency

Lock premium placements and sponsorships early

Prepare flexible promotional plans for key shopping moments across an extended holiday shopping season



Display Turns Passive Impressions Into Personalized Inspiration

As holiday journeys become longer, mobile-first, and increasingly fragmented, display's role is to maintain visibility, reinforce consideration, and convert intent when shoppers are ready to buy.

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DISPLAY CHECKLIST

Make Every Impression Feel Relevant

Use dynamic creative to tailor messaging by audience, shopping mindset, category interest and gifting needs

Build gift-guide creatives for key segments such as hosting, last-minute shoppers, premium gifters and deal seekers

Leverage AI powered creative optimization to rotate products, offers and messages based on engagement signals

Create Interactive Moments and Joy On The Screen

Deploy interactive gift reveals, countdowns, product carousels and holiday-themed rich media

Use rich media that encourages exploration rather than interruption

Guide Shoppers From Inspiration To Action

Retarget engaged users with personalized recommendations, offers and product reminders

Use sequential storytelling across the holiday journey, from inspiration to urgency to conversion



Retail Media Makes Buying Easier Than Deciding

Retail Media is becoming the new point of purchase influence, not just a conversion channel. Use retailer data to drive discovery, consideration, and purchase across the entire holiday journey, not just at checkout.

← **BACK**

RETAIL MEDIA CHECKLIST

Win The AI Shelf

Optimize PDP imagery, backend details and consumer-facing content to align to LLM query formats and improve discoverability through recommendation engines	
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Invest in AI-enabled Brand and Performance targeting to improve efficiency of retail media dollars	
--	--

Merchandise Thoughtfulness

Curate collections by recipients, interest, and life stage, and expand awareness with relevant in-market and lifestyle targeting	
--	--

Highlight quality ratings, reviews, and gifting suitability within ad creative and messaging	
--	--

Create Discovery Destinations

Develop themed storefronts and seasonal collections for simplified browsing and link directly to these pages through top-of-search Sponsored Brand ad placements	
--	--

Feature unexpected finds and experiential gifting options via defensive ad placements on your brand's own PDPs and/or through relevant competitive PDP conquering	
---	--

Stay Present Through Every Peak

Invest strategically before, during, and after tentpole events to build remarketing audiences around holiday shopping behavior and drive conversion when consumers are ready to purchase	
--	--



Video Moves Hearts Before Driving Carts

Use video earlier and more thoughtfully, leveraging streaming, sports, creators and interactive formats to build demand during key holiday periods while creating clear paths to conversion.

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VIDEO CHECKLIST

Make AI Understand Your Brand

Create content that clearly communicates your brand story, use cases and gifting occasions	
--	--

Focus on educational and comparison-led video for mid-funnel activation	
---	--

Include sponsorships where possible, allowing a deeper connection into cultural moments	
---	--

Tell Meaningful Stories

Showcase how gifts strengthen relationships	
---	--

Balance emotional storytelling with practical utility	
---	--

Bring Back Holiday Magic

Lean into programming that embraces nostalgia, celebration, surprise, and tradition	
---	--

Develop episodic creative that builds anticipation across the season	
--	--

Use pixel based and audio content recognition to retarget video viewers across devices with various ad types and messaging frequency	
--	--



Print Provides a Curated Experience For Thoughtful Decisions

Magazine readership has remained above 220 million annually despite digital disruption. As shoppers become overwhelmed by endless choices and promotions, curated editorial recommendations become more valuable.

Statista, Mintel

← **BACK**

PRINT CHECKLIST

Inspire Consideration

Develop premium gift guides organized by recipient and passion and integrate QR-driven gift recommendation experiences

Position your brand as an expert curator

Elevate Thoughtful Gifting

Showcase craftsmanship, usefulness, and personalization and heavy up ad presence during key shopping decision timeframes when readers are in comparison mode

Highlight stories behind products and creators and extend content across social, video and affiliate ecosystems

Spark Holiday Nostalgia

Use beautiful photography and storytelling rooted in tradition

Create collectible-quality seasonal creative to stand out from the clutter and utilize a strong CTA



Audio Puts Your Brand In Holiday Moments, Not Just Shopping Moments

Spotify fans start streaming the holidays in July. By November, those streams are up +1,066%. Two out of three Spotify users listen while they're holiday shopping.

Spotify

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AUDIO CHECKLIST

Become A Shopping Companion

Sponsor playlists and podcasts tied to holiday planning and optimize creative variations throughout the season. Holiday listening expectations for 2026 indicate that music playlists will dominate digital audio time across all generations

Use hosts and radio personalities to deliver holiday messages and share authentic stories about thoughtful giving through a real voice. Allow a flexible script so they can speak to listeners in the tone in which they're accustomed

Tell Stories, Not Promotions

Focus on how products improve moments and relationships, and align creative with joy, celebration and nostalgia

Sponsor seasonal listening moments and work with partners to integrate into charitable, family-friendly community events throughout the holiday season

Use AI to stay Nimble and Flexible

AI-generated ads enable the rapid creation of dozens of ad variations, significantly streamlining business operations and quick promotional changes

Advanced AI personalization technology makes it easy to tailor voice and music elements to different audience segments even when promoting the same product



Direct Mail Makes Personalization Feel Genuinely Personal

As shoppers become more thoughtful about holiday spending, Direct Mail's combination of personalization, tangibility, and high engagement makes it uniquely effective at moving consumers from inspiration to purchase.

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DIRECT MAIL CHECKLIST

Make Recommendations Feel Personal

Include relevant seasonal product recommendations or reference past purchases.

Provide curated gift guides and categorize them based on customer interests and prior shopping behavior. Some popular formats include mini-catalogs, look books, and gift guide catalogs.

Incorporate QR codes that lead to digital content or landing pages that are exclusive to the recipient.

Elevate Thoughtfulness

Create curated collections and reinforce quality over quantity messaging. Programmatic Direct Mail automates sending postal mail to recent website visitors and known customers in near real-time, maximizing recency for performance

Include handwritten or personalized notes expressing gratitude for customer's support and holiday wishes. Post holiday bounce backs with promotions to your December buyers can help fill the January revenue bucket and clear inventory for Spring.

Turn Mail Into a Whimsy Gift

Use premium formats, surprise elements and tactile experiences that make creative feel like keepsake-worthy pieces



Outdoor Turns Everyday Journeys Into Holiday Inspiration

As holiday shopping expands across more moments, more locations, and a longer season, Outdoor reaches consumers when they're physically closest to the action, with 70% of shoppers recalling seeing outdoor ads on the way to shop and more than half say those ads influenced their purchase decisions.

OAAA



OUTDOOR CHECKLIST

Use Data to Drive Relevance

Serve contextually dynamic creative based on audience signals. Utilize 1st party custom audiences to identify the right screens to reach your target consumers.

Target audiences in high dwell environments that boast undivided attention, such as gas stations, transit, airports, EV charging stations, and more.

Create Moments Of Wonder

Use immersive creative, experiential activations, and interactive DOOH to bring whimsy into high-traffic environments

Feature gifting scenarios and emotional holiday moments in creative

Influence Store Visits

Geofence physical store locations to reach consumers when they are in the immediate vicinity of a brick-and-mortar shop.

Implement exposed/control attribution to measure incremental performance lift across footfall, brand awareness/purchase intent, website visits, and sales.

+ASSEMBLY

**THANK
YOU**

For questions, please reach out to your Strategy, Insights & Connections, or Experience & Activation team member.