

**ASSEMBLY**

# 2024 Holiday Preview

What to expect this holiday season

1 August 2024

# 2024 Holiday Guide Overview

As we enter the second half of 2024, it's time to find the changes that will fuel growth this holiday season. The Insights & Connections team in collaboration with our Experience & Activation and Business Consulting friends have prepared this Holiday Preview Guide for you.

**\What we learned:** While forecast on consumer spend will vary by region it is generally positive news. No matter what holiday is celebrated around the world (Ramadan, Christmas, Diwali) all consumers are making their wish list earlier! It's important to have a full funnel strategy to maximize revenue potential. And remember, it's not just price but a more expansive view of value that drives purchase intent.

**\What you should do:** Read it from cover to cover, of course! But, most importantly, use content to incite meaningful conversations with clients.

Happy Reading!



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Chapter 01

# GLOBAL PERSPECTIVE ON HOLIDAY



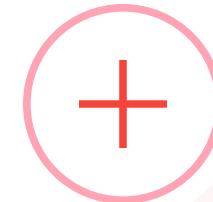
# Falling Inflation, Higher Incomes and AI Boom Creating Positive Economic Momentum Around the World

2025 Global GDP Growth Forecast

**+3%**

Consumer demand remains strong.

**Higher incomes, asset values, and company profit margins** will contribute to global growth over the next two years.



## Softening Inflation Stabilizes Pricing

- + High inflation has largely abated across major economies as central bank policies take hold
- + The ECB cut interest rates in June, and the Fed and Bank of England are expected to follow suit later in 2024

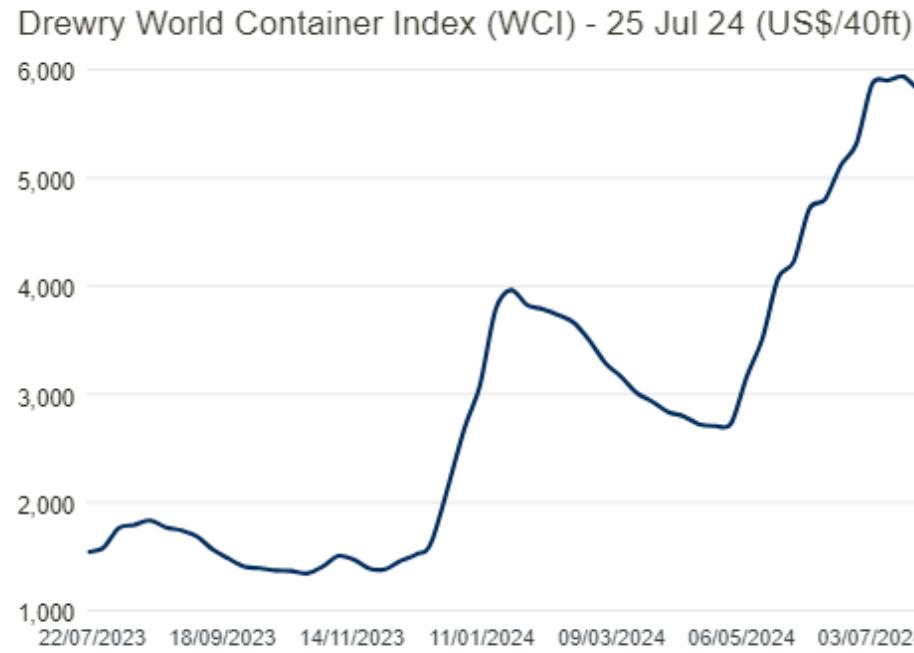
## AI Growth Catalyst for Spending

- + AI investment is forecasted to approach \$200B by 2025 from \$25B in 2023
- + Goldman Sachs estimates that Gen AI could drive a 7% lift in global GDP and 1.5% lift in productivity over a 10-year period



# Consumer Spend During Holidays Will Vary

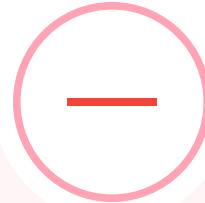
*Especially as conflicts and economic uncertainties persist*



Retailers have swallowed rapidly rising freight costs to ensure shelves are full for holiday season

## Global Conflicts & Economic Uncertainty May Impact Prices & Trade

- Conflicts in Ukraine, Middle East, China-Taiwan could add to price pressure and impact shipping and trade for holiday
- Elections and international political strife may give rise to protectionist policies, impacting imports
- China's deflation and housing troubles will impact domestic consumption in Q4
- Western governments claim 'unfair subsidization' on China exports, risking tariffs, shipment delays and higher holiday prices for shoppers.
- If additional inflation progress proves difficult to achieve, central banks may slow interest rate declines, resulting in higher borrowing costs and reduced consumer spending



# Project Growth Uptick in Europe, Slowdown in US and China and Continued Strength in India

\*Real GDP % Growth 2024 > 2025



## UNITED STATES

SLOWDOWN & SOFT LANDING

**2.7 > 1.9**

Growth expected to slow but should remain positive and gain momentum in the latter half of next year



## CHINA

CHALLENGED BUT GROWING

**4.6 > 4.1**

Deflation & housing market challenges are driving down domestic growth, but the world's largest manufacturer and exporter will maintain positive growth



## EUROPE

UPWARD MOMENTUM

**0.8 > 1.5**

Growth expected to rise from 0.4% to 0.8% in 2024 and again to 1.5% in 2025



## INDIA

STRONG GROWTH

**6.8 > 6.5**

Global offshoring, digitalization, and energy transition are fueling India's growth



# TL;DR: Observations That Shape Holiday 2024 By Region

## 1. Total Commerce Takes Hold

50% of holiday shoppers in UK and EMEA will visit e-commerce and physical stores

## 2. Livestreaming on Rise for Diwali

Fashion and jewelry is a key sector of growth in India

## 3. Purpose Driven Ramadan

Beyond price, Middle Easterner's buy or gift brands that give back to community

## 4. Value Driven Shopping Festivals

Slowed economic growth impacting Shopping Festivals in China

## 5. Constant State of Consideration

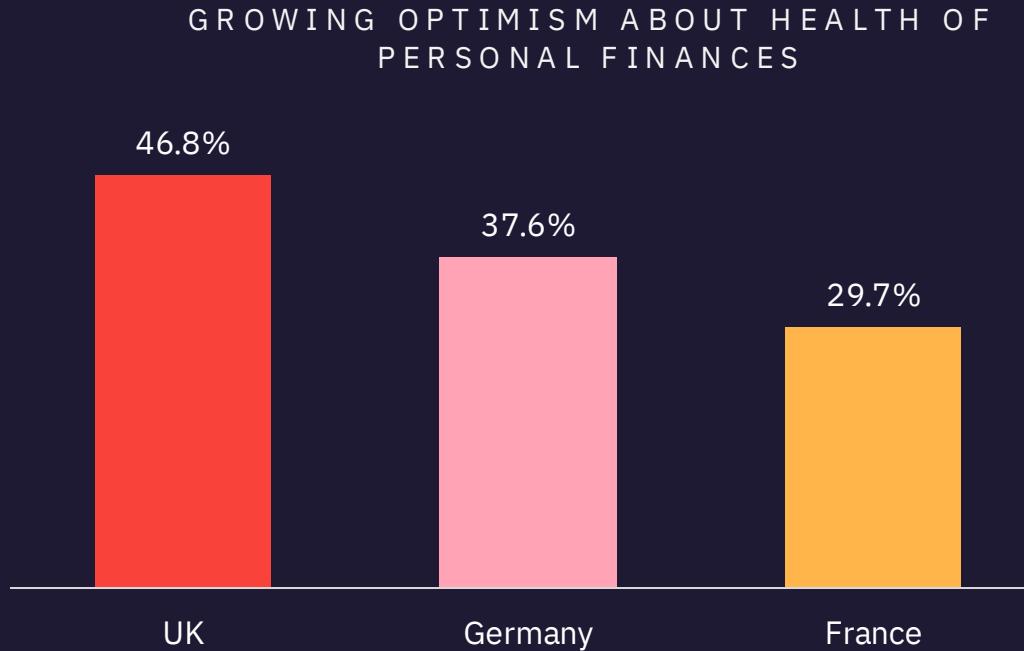
Project 4.8% growth as Americans research and shop entire quarter



+

A DEEPER DIVE INTO  
THE UK AND EUROPE

# Europeans are Entering the Holiday Season More Optimistic



Source: Foresight Factory January 2024  
(% agree that personal finances will improve over next 12 months)

- £563 average spend on 2024 gifting among UK consumers
- 61% of German consumers have used BNPL or expressed interest
- 60% of EU consumers think their finance will improve in the next 6 months.

Source: IPA UK (2024), Foresight Factory (2024)

# Cyber Week Jump Starts the UK's Prime Shopping Season

**32%**

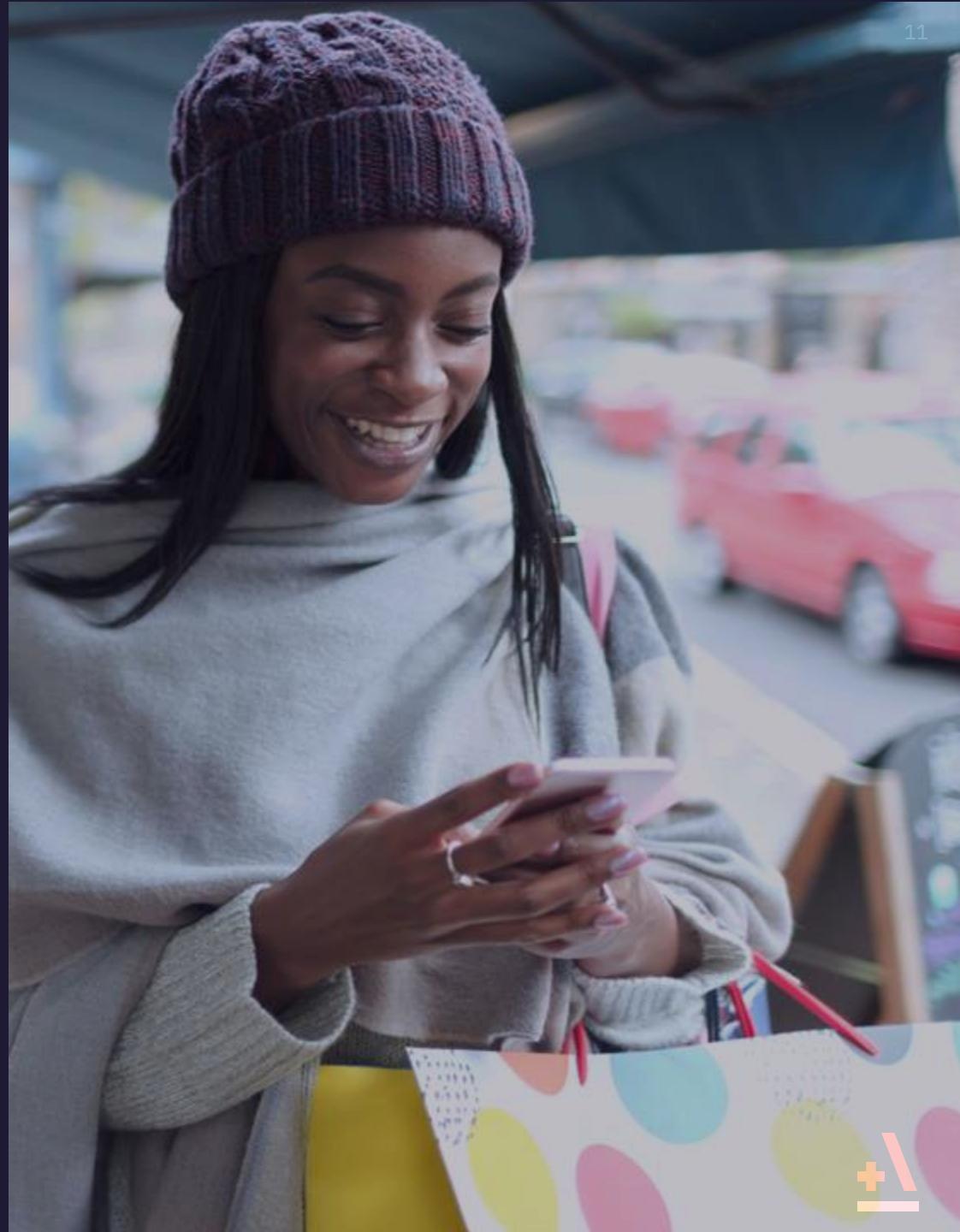
of UK buy their gifts within a 2 weeks period, Cyber Week and the week proceeding

Source: IPA UK (2024)

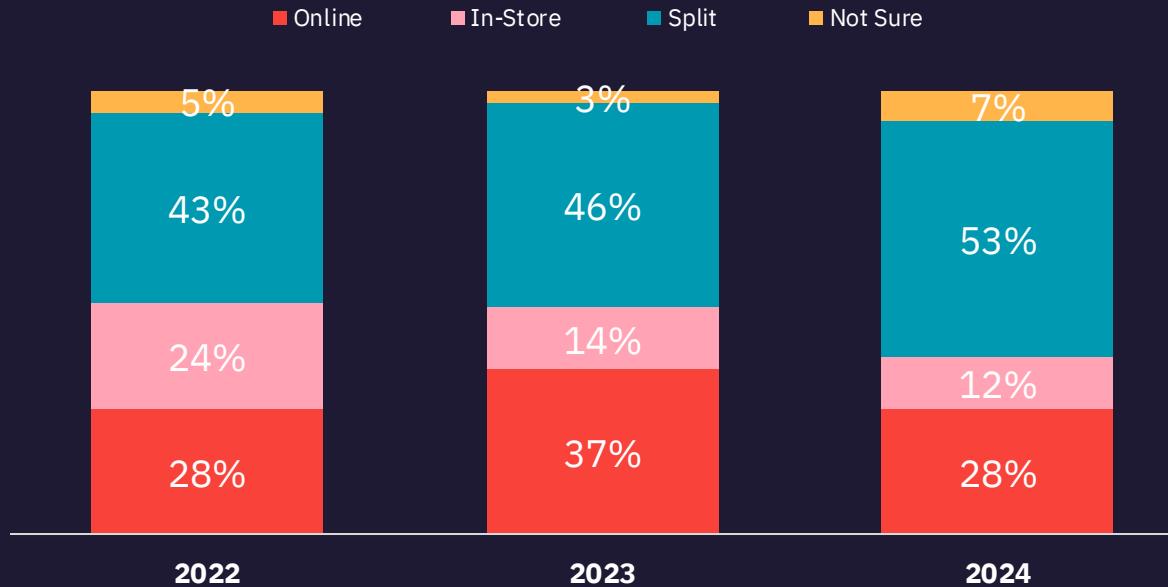


\*15% do not plan on shopping this holiday season

\*\*2% plan to shop between June & August



# In Europe, growing preference for a mix of digital and IRL experiences when shopping and consuming media



Question: Where will you do your Christmas shopping this year? (June 2024) – UK

**90%**

of UK shoppers feel they see too many ads on social media.

**53%**

of Gen Z consumers in Europe think IRL experiences are more important than digital ones.

**55%**

of French consumers prefer to shop instore.

## Our POV

Younger Europeans are increasingly experiencing digital fatigue. Instead of competing within the congested digital media space, we recommend diversifying touchpoints. Focus on engaging consumers through out-of-home retail media at points of sale and experiential activations to create more meaningful and memorable brand interactions.

# Brands Should Use AI to Meet **Europeans'** Expectations for Seamless Holiday Shopping Experiences

**72%**

of EU consumers are aware of the use of generative AI in shopping experiences

**28%**

of EU consumers are open to interacting with AI chatbots for personalized recommendations.

**26%**

Personalized recommendations are most helpful when buying clothing/tech and electronics

**52%**

Of UK shoppers say AI has improved their retail experience



*AI technologies deliver personalized shopping experiences to meet consumers convenience needs.*

*50% of UK marketers are seeing growth in engagement and loyalty when using AI.*

# A Full Funnel Strategy Will Maximize Revenue Opportunity in EMEA

PRE-BLACK FRIDAY/CYBER MONTH				BLACK FRIDAY/CYBER MONTH					HOLIDAY/ CHRISTMAS SHOPPING				
	W/C 7 OCT	W/C 14 OCT	W/C 21 OCT	W/C 28 OCT	W/C 4 NOV	W/C 11 NOV	W/C 18 NOV	W/C 25/11	W/C 2/12	W/C 9 DEC	W/C 16 DEC	W/C 23 DEC	W/C 30 DEC
INCREASE AWARENESS	<i>Prior to peak season is an ideal time to get in front of new prospects as they plan their holiday season</i>												
DRIVE CONSIDERATION AND INTENT					<i>Consumers begin actively comparing their options as Black Friday deals ramp up</i>								
DRIVE CONVERSIONS									<i>EU purchase intent begins to drop as Xmas and deliver cut-off dates approach</i>	<i>UK still opportunity to prime audiences ahead of Boxing Day</i>			





# RAMADAN: LOOKING BACK TO LOOK FORWARD IN MENA

# Ramadan 2024 Was a Total Commerce Event As Consumers Shopped Various Sales Channels for Food, Electronics and Gifting

**\$66B**

Ramadan Market Value in MENA in 2024



Source: Statista 2024

■ % consumers who shop

**47%**

Of the total spend will be for Food

**33%**

Of the total spend will be for Electronics

**27%**

Of the total spend will be for Gifts

# Consumers Save All Year for Ramadan Then Start Shopping 3 Weeks Prior to the Holiday

**57%**

Save throughout the year to  
fund Ramadan and Eid  
celebrations

**52%**

Shop after Iftar and make an  
average of two mall trips per  
week

The three weeks leading up to Ramadan and the third week of  
Ramadan are the most important for shoppers while they're getting  
ready for the Holy month and Eid celebrations

*Source: LinkedIn, 2024*



# Purchases Are Influenced By Discounts and Personalized Recommendations During The Holy Month

**95%**

Prioritize affordability

**93%**

Are influenced by discounts when shopping during the Holy Month

71%

Agree that it's easier to complete Ramadan shopping with personalized product recommendations.

*Source: META Ramadan Moment Study*

*Source: Campaign Middle East, 2024*



# During **Ramadan** Consumers Prefer Brands That Give Back to the Community and Support Local Businesses

**75%** Believe brands should find ways to give back during Ramadan

**60%** Are more interested in a brand once they learn their charitable actions

**78%** Want to support local business when shopping for Ramadan/Eid

*Source: Campaign Mena, 2024*



# Deploy a Three Prong Strategy for Ramadan 2025

		PRE-RAMADAN Discovery and Awareness				MONTH OF RAMADAN Consideration and Conversion				EID & POST-EID Remarketing and Remind	
		W/C 12 FEB	W/C 19 FEB	W/C 26 FEB	W/C 4 MAR	W/C 11 MAR	W/C 18 MAR	W/C 25 MAR	W/C 1 APR	W/C 8 APR	W/C 15 MAY
INCREASE AWARENESS	<i>Consumers start to think about Ramadan Preparations</i>										
DRIVE CONSIDERATION AND INTENT						<i>Consumers are less receptive during the first week as they are getting used to their new routines</i>					
DRIVE CONVERSIONS									<i>Shopping Spree starts as consumers are getting ready for Eid</i>		





# DIWALI AND SINGLES DAY IN APAC

## In India Diwali is a Joyous Family Reunion

**\$12B**

Anticipated spend related to the holiday by 2025

**+25%**

Increase in consumer spending during Diwali



## Fashion and Jewelry Sales Are Key Sectors of Growth for India

**20-25%**

Anticipated increase in fashion and jewelry sales with blend of traditional and modern designs

*Source: Indian Retail Industry*

**30%**

Anticipate growth in consumer tech purchases due to adoption of gadgets and smart home devices

*Source: India Brand Equity Foundation*



# In India, Live Stream Shopping is on the Rise as Brands use Local Influencers to Build Trust

**30%**

Shop via livestream weekly (vs.15.6% global average)

**82%**

Intend to buy again via livestream shopping event on social media (vs.60% global average)

*Source: Foresight Factory*



Amazon launched live video commerce for its flagship sales event in 2024. This year it starts on October 8, 2024

# Falling Out of Love with **Shopping Festivals** as Economic Health and Consumer Sentiment Shift



June 18 is China's second-largest shopping festival, after Singles Day

**-7%**

Decline in sales for the first time in 8 years (Syntun)



Single's Day, celebrated with self-gifting is now global shopping event

**-50%**

Decline in growth in 2023  
From 17% to 8.5% (Alibaba)

# Chinese Holiday Shoppers Seek Value Amid Declining Consumer Confidence

**-18%**

drop in consumer planning to spend more over the next six months fell from (55% in April vs. 45% in June)

**69%**

of consumers expect wages to be stagnant or decline over the next 6 months (10% increase vs 3 months ago)

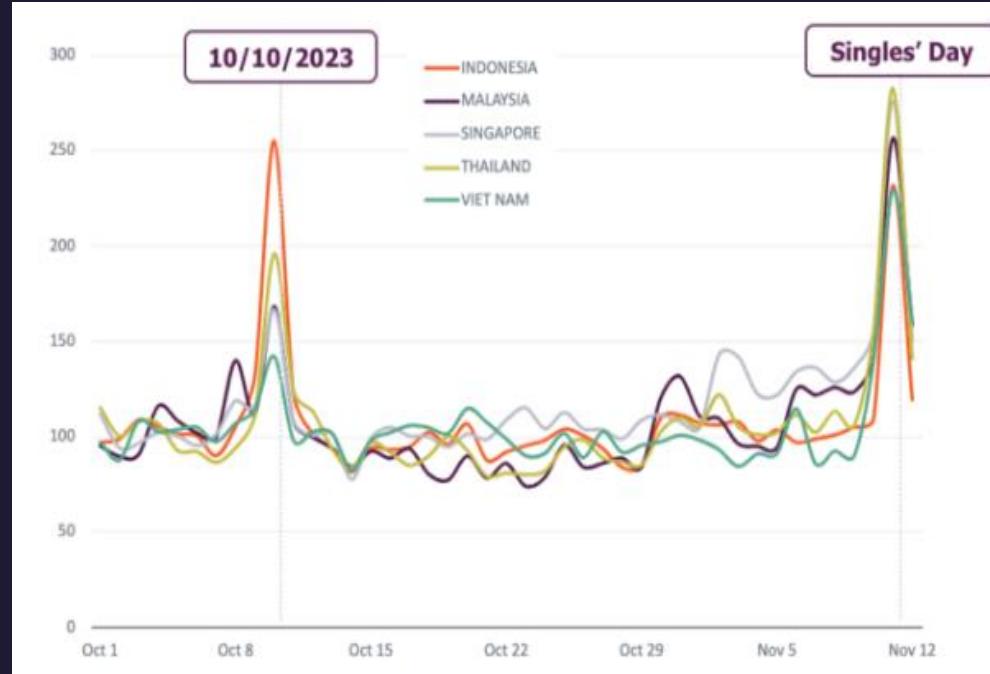


## Our POV

With declining consumer confidence, reach Chinese holiday shoppers hunting for value. An ideal media platform is livestream shopping which offers real-time interaction and instant discounts.

# Outside of China, **Southeast Asia** is Poised for Exceptional Growth During Singles Day 2024

2023 Singles Day online retail transactions spiked  
130-180% vs. October 2023



Key players from 2023 will drive 2024 sales

**48%**

of regional share in  
2023 (~\$55b GMV)



**16B**

in recorded GMV  
in 2023

**tokopedia**

**19B**

in sales from the >50%  
owned Alibaba platform





Chapter 02

## US HOLIDAY DEEP DIVE



# TL;DR: Holiday Shoppers In Constant State of Consideration

## 1. History Repeats Itself

Modest growth seen in 2024 will continue. Expect 4.8% sales growth with emphasis on everyday items

## 2. Stores Become Showrooms

Role of physical stores transforms into showrooms for social shopping while Black Friday becomes Cyber Friday

## 3. Fighting Promotional Fatigue

With 1/3 of holiday shopping starting in October, retailers need to keep incentives fresh for each shopping event of the season

## 4. AI Powered Gift Suggestions

AI-powered platforms scale personalized gift selection and fulfillment



# As Predicted, Trend Lines for Ecommerce and Physical Store Sales Normalized Last Year

## \ Holiday Hammock was the new shape of holiday calendar

October Prime Day and competing retailer promotions was an industry wide sales event that triggered spend followed by a lull until Cyber5

## \ Value seeking mindset endured

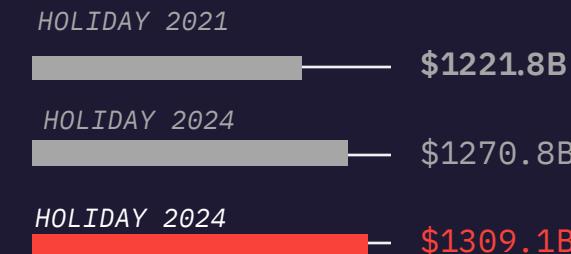
Consumers had discretionary income but value seeking remained top of mind as they rebound from peak inflation

## \ Modest brick-and-mortar growth

Outside of Thanksgiving weekend, it was a more typical economy where ecommerce was a higher growth channel.

# Holiday 2023 Sales Outcome

## TOTAL RETAIL SALES



+3.9%

YoY Growth

+8.8%

YoY Growth

+2.8%

YoY Growth

## ECOMMERCE



## BRICK & MORTAR



Source: eMarketer for November- December



# Retail Advertisers Reduced Spend in Search and Offline while Social, Online Video and OTT Grew

Media	Q4 2023	Oct YoY	Nov YoY	Dec YoY	Q4 YoY
Paid Search	\$6,472,950,011	(8%)	(16%)	(16%)	(14%)
Paid Social	\$5,178,659,118	32%	27%	24%	28%
Online Video	\$806,075,798	46%	35%	30%	36%
OTT	\$790,169,064	50%	45%	30%	41%
Display	\$381,371,291	6%	0%	(9%)	(1%)
Mobile App	\$329,089,488	(13%)	23%	12%	7%
Linear TV	\$1,982,384,440	2%	(1%)	(6%)	(2%)
Radio	\$363,414,535	(2%)	(3%)	(9%)	(5%)
Outdoor	\$179,770,574	(5%)	3%	(8%)	(3%)
Newspaper	\$112,406,395	(33%)	(15%)	(24%)	(24%)
Magazines	\$66,493,439	(18%)	(7%)	(27%)	(18%)
<b>Total</b>	<b>\$16,662,784,153</b>	<b>8%</b>	<b>3%</b>	<b>(2%)</b>	<b>3%</b>

Sources: Pathmatics/Vivivix for Retail category.  
No data source for Affiliate is available

## Brand and Performance Touchpoints Work Together

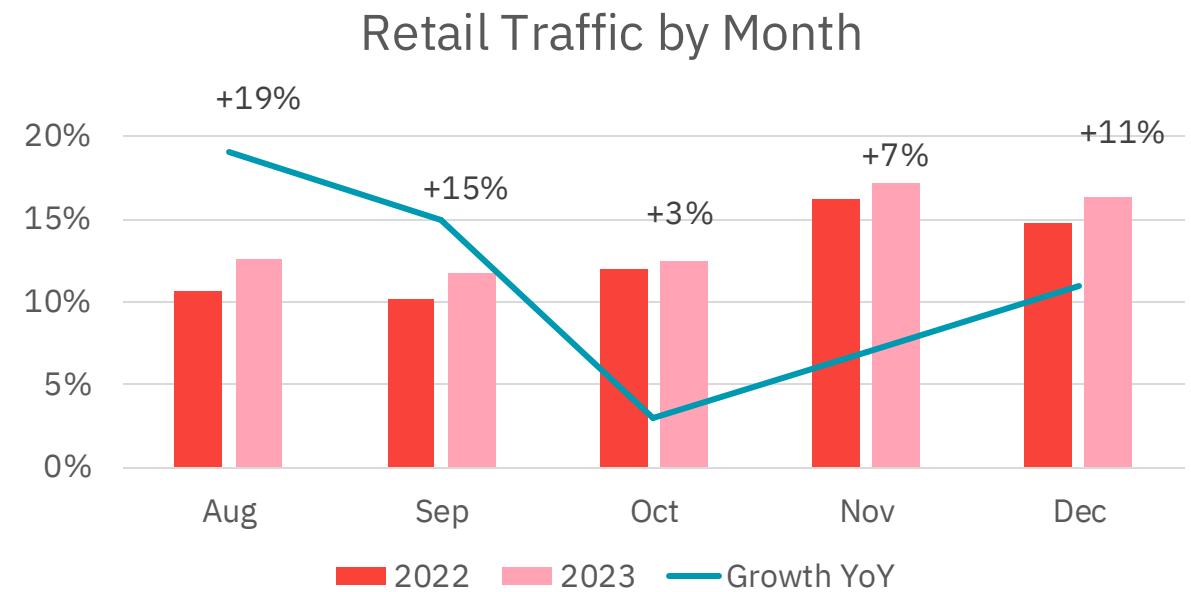
- + In lieu of more search, Retailers got a jump start on Social, especially Meta and TikTok, to take advantage of earlier shopping season
- + Other forms of video helped with reach and boosting engagement



# Greatest Growth In Shopping Interest was August and September

## \Analysis of 1st Party Search Data

- + Shopping interest grew more in late Q3, with strong increases in Aug & Sept, than it did in Q4.
- + November remains the top month for traffic overall.
- + Late holiday shoppers and self-gifting supported December traffic growth.

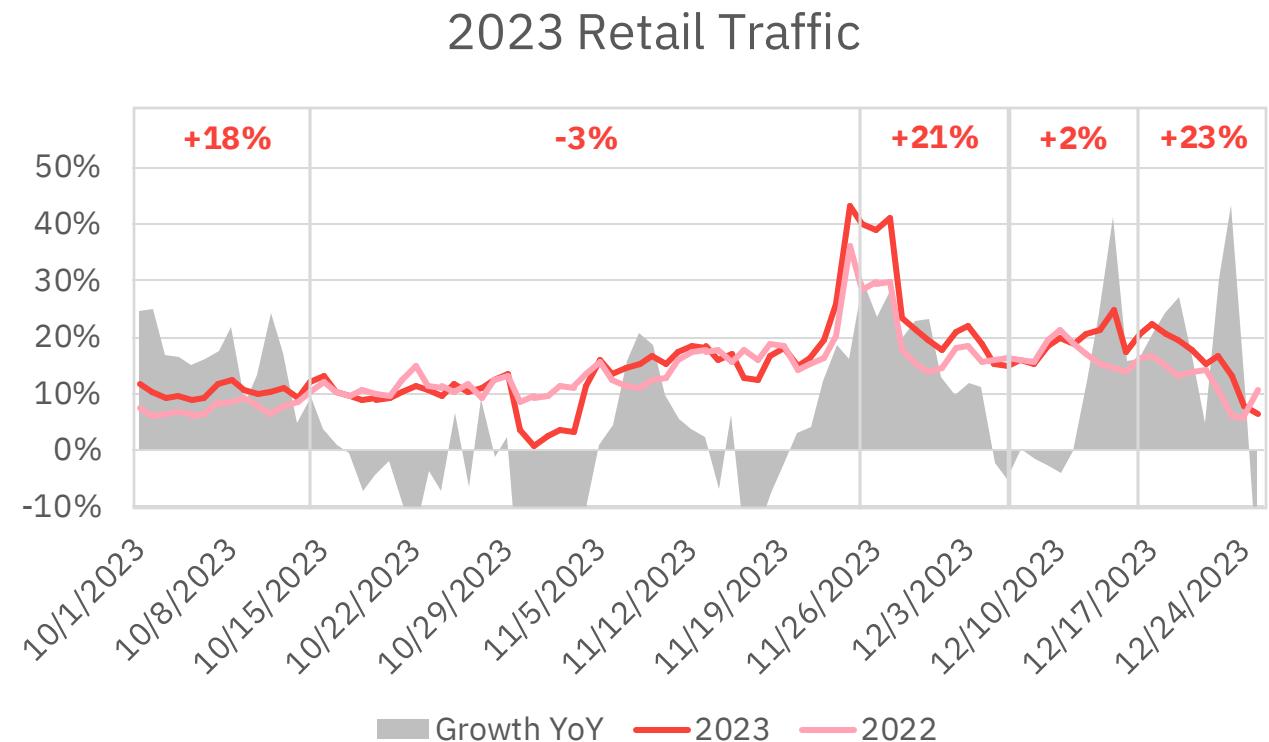


Source: Assembly STAGE Sample Set, Paid Search & Shopping traffic to site

## \Analysis of 1st Party Search Data

- + Early October growth leading up to Prime Big Deal Days, +18% YoY
- + Traffic and interest during the 'holiday hammock' was down -3% YoY
- + 21% YoY Growth from 11/23-12/2 represents Cyber 5 + Extended Sales Week following C5
  - + Cyber 5 Traffic still drives peak volume and grew 23% YoY
  - + Extended sales week grew 18%, pushing shopping further back into season
- + Push to Stores a 23% increase in traffic for last minute shoppers

# Paid Search Traffic Validates Holiday Hammock Prediction With YoY Dip Between Major Sale Events



Source: Assembly STAGE Sample Set, Paid Search & Shopping traffic to site



# Promotional Fatigue Set in if Messaging Didn't Shift with Shopping Events

Oct 10-11



Low Priced Items

Nov. 11th



Rise of Self-Gifting

Nov 23-27th



Robust Black Friday

Nov. 25th



Major Growth \$17B+

Nov. 28th



Less Seasonal

Dec. 23rd



Digital Push In-Store



# US Channel Observations from Holiday 2023

*From a sampling of ASM's activation experts*

## Social: Grabbed Efficient Year-End Demand

As promo fatigue set in, brands pulled back during the peak C5 weekend.

In December, social investments increased to leverage improved ROAS and conversion rates before shipping deadlines and the time from Christmas to New Year's. Luxury and beauty particularly thrived with this approach.

## Affiliate & Marketplaces: Capitalized on Value-Seeking Mindset

Sales were subdued until C5 with Cyber Monday leading the way. In Affiliate, Luxury brand performance increased when using promotions. In marketplaces, Electronics had the largest discount sales. Brands not offering standard incentives like free shipping saw declines. Alternative payment methods and loyalty incentives, alongside clearance sales, drove notable growth.

## Display: Seized Most Likely Spike Periods

The big winners were brands that seized the opportunity earlier, with a close second to those that were agile enough to retrench at the end of the year. While spend was less robust, eCPA remained steady YoY and ROAS trended up as dollars flowed to key efficient spike periods – C5, pre-shipping cut off and Christmas Day.

### Our POV

While many consumer waited until C5 sales event to get the best deals, brands don't have to! Get on their wish list early by offering consistent value (free shipping, personalized offers, guarantees, loyalty rewards, etc.) as shoppers research products on their terms. This will boost both ROAS & conversion rates by incentivizing beyond traditional sales events.



# Specialized Stores Are Seeing The Strongest Growth As Holiday 2024 Approaches

Retail Sales Growth % Q2 vs. Q2. 2023



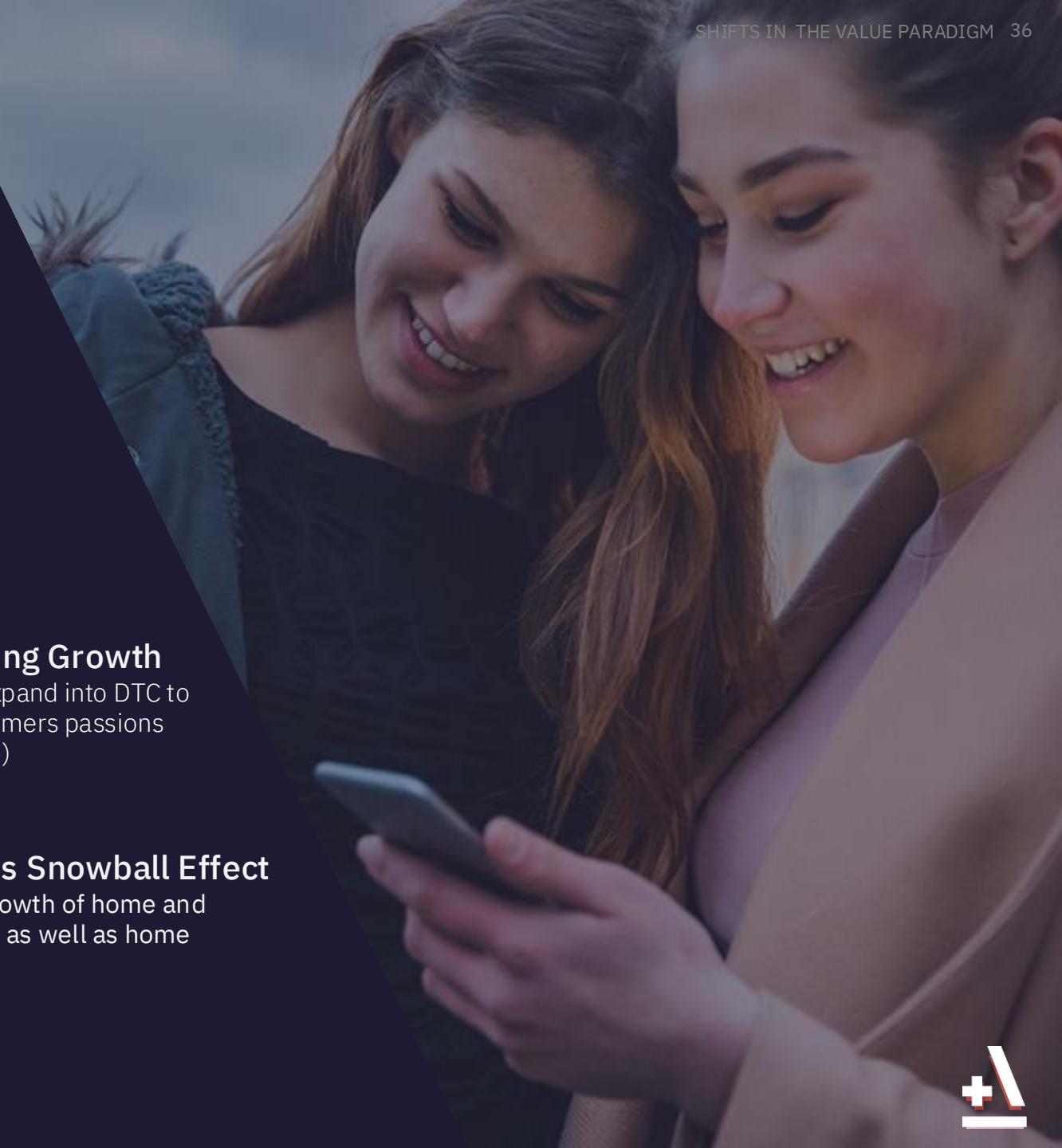
## \ Hobbies Fueling Growth

Specialized stores expand into DTC to accommodate consumers passions (books, pets, art, etc.)

## \ Construction's Snowball Effect

Leads to negative growth of home and furniture store sales as well as home improvement

Source: BLS.gov. Nominal growth – does not account for inflation



# Looking Forward, Holiday Sales Growth Will Be Similar to 2023

## \ 1/3 of Holiday Shoppers Will Start in October

Expect deep discounts well before Halloween and marketers to campaign earlier since there are only 27 days between Thanksgiving and Christmas

## \ Black Friday becomes Cyber Friday

Project \$14B in ecommerce sales. Hammock effect will continue as consumers taking a break from spending just before Thanksgiving.

## \ Physical Stores Used for Social Shopping

Modest growth as brick and mortar transform into a destination for product demonstrations and dialogue with in-store experts

# US Holiday 2024 Forecast

## TOTAL RETAIL SALES



+4.8%

YoY Growth



## ECOMMERCE



+9.5%

YoY Growth



## BRICK & MORTAR



+3.7%

YoY Growth



Source: eMarketer for November- December





Chapter 03

# OMNICHANNEL TACTICS FOR CREATING MORE VALUABLE HOLIDAY EXPERIENCES



# Here's your Holiday checklist to fuel growth this season



## 12 Touchpoints:

Organic Search	<a href="#">Open</a>
Paid Search	<a href="#">Open</a>
Social	<a href="#">Open</a>
Affiliate	<a href="#">Open</a>
Display	<a href="#">Open</a>
Marketplaces	<a href="#">Open</a>
Video	<a href="#">Open</a>
Print	<a href="#">Open</a>
Audio	<a href="#">Open</a>
Direct Mail	<a href="#">Open</a>
Outdoor	<a href="#">Open</a>
Tech & Innovation	<a href="#">Open</a>



# *Organic search* tactics to create more valuable holiday experiences

Use organic's technical and content pillars to enter your brand into consumers' decision-making process.

## ORGANIC SEARCH TACTICS CHECKLIST

Let organic help provide great page experience across channels:

Prioritize improvements on pages with poor Core Web Vitals scores (an organic ranking factor). Unresolved, they are likely to make potential customers from any channel unhappy... and less likely to convert.

Feed the Google machine with schema:

Review Product, VideoObject, ImageObject, LocalBusiness, and other types of schema markup to ensure it is valid and uses all possible attributes. Google alters its listings often to use this info.

Refresh and update existing content:

Update last year's core holiday pages with fresh content instead of publishing new holiday URLs, if possible. Ensure they're linked well internally. Research linguistic and product trends to identify emerging opportunities.

Review ecomm category and product pages for chances to target mid- and deep-funnel queries. Do you... Provide a unique selling proposition? Answer questions about selecting a product? Provide user reviews or other social proof that your products are the right ones to buy?

Ensure any brick-and-mortar location on Google & Apple Business profiles have updated holiday hours.

Considering use of AI?

Retain an editorial layer on any AI-generated content to ensure accuracy and compliance with brand tone and voice.



# *Paid search tactics to create more valuable holiday experiences*

Maximize machine learning & modern search tactics for increased visibility and revenue.

## PAID SEARCH TACTICS CHECKLIST

Lean into automation to maximize visibility with performance focused results so you should:

Take advantage of increased behavioral and intent cues that inform modern search campaign types like Broad Match, Performance Max and Demand Gen.

Fuel machine learning with the best creative to address customers' needs and differentiate your brand. Implement diverse assets curated from landing pages, domain and live ads.

Maximize performance with audience data and measurement, so you should:

Maximize audience signals to inform machine learning & bid automation.

Implement Enhanced Conversions to maximize first party audience data and inform bid automation with improved conversion modeling.

Apply financial value to valuable customer actions like store visits, online orders and product margin to properly weight and inform bid automation and drive profit.

Capitalize on consumer interest when it's available & Prepare for the 2024 timeline, so you should:

Start ramping up in October or earlier but be prepared for consumer distraction around the election.

The time between Christmas & Thanksgiving is short this year. Flight budgets to account for the shortened shopping season. Support the shorter shipping windows with e-gift options.



# *Social* tactics to create more valuable holiday experiences

70% of consumers are more likely to buy a product from a brand if they work with an influencer they know and trust.

## SOCIAL TACTICS CHECKLIST

Diversify assets to include influencers and UGC since consumers want to see how real people interact with brands:

Leverage creators for authentic, trendy, and seasonally relevant content across paid/organic social

Test influencer content in paid social early to ID top performers, then incorporate that content or similar into holiday campaigns

Breathe life into ad content with minimally produced selfie-style videos that feature employees discussing specific products from the office or warehouse

Remember, there is nothing static about social these days. Align creative strategy to keep up with real time opportunities:

Monitor TikTok for trending topics + content themes that you can quickly tap into to stay top of mind

Utilize AI creative capabilities to enhance product catalog ads and drive a more appealing shoppable solution

Plan to be in market early and take advantage of decreased CPM costs by spending in October and building peak season retargeting audiences



# Affiliate tactics to create more valuable holiday experiences

Brands will continue to offer seamless shopping experiences. They will incentivize shoppers by framing 'value' at the right moments and shift to non-traditional shopping methods via Card Linked Offer partners and new advertising mediums like CTV, Programmatic, and Podcasts.

## AFFILIATE TACTICS CHECKLIST

Create more cash back and reward opportunities that treat "value" more than price and explore new types of partners early in the season, so you should:

Pulse strategic cash back and reward increases with premier Loyalty partners such as Rakuten Rewards, Prodege & Capital One

Drive new customer growth with non-traditional partners who can target specific audiences across the funnel; CTV with TV Scientific, Programmatic Cashback with Rakuten and Podcasts via niche publishers

Test influencer campaigns with LTK or Magic Links to peak shopper interest early and drive conversions via exclusive codes

Address consumers desire for more seamless experience across devices and payment methods, so you should:

Embrace shift from BNPL to Card Linked Offer partners such as Cardlytics or Collinson whose credit card partners will likely have lower interest rates

Create targeted, in-store campaigns with RetailMeNot and highlight Buy Online, Pick Up In Store opportunities with partners like Rakuten Rewards

Consider a YouTube Affiliate Program where creators tag affiliate links directly in their product featured video or LTK's new DM program (i.e. comment "Shop" on post) which sends shopping links directly to the consumer



# *Display* tactics to create more valuable holiday experiences

Flexibility and customized creative opportunities paired with vast inventory and targeting options allows display to build messaging frequency while breaking through clutter.

## DISPLAY TACTICS CHECKLIST

Go Beyond the Banner, so you should:

Leverage creative assets, where video and rich media often come together, to deliver thumb-stopping ad experiences

Synchronize activity with Search, as consumers are most likely to look up information on a search engine after seeing the ad

Use dynamic tools to build personalized ads that speak directly to the shopper and resonates with their definition of “value”

Sponsor multiplatform Holiday Planning guides. Plan ahead! They sell out quickly.

Be relevant with more precision targeting, so you should:

Increase contextual-based targeting where shoppers are seeking inspiration or researching holiday ideas

Target high intent shoppers with 2nd party shopping behavior data, CRM purchaser lookalikes, and retargeting audience pools

Layer recency parameters to narrow audiences based on most current attributes

Utilize in-market or location-based signals to reach active shoppers online and at retail on their dev

Utilize Digital Out of Home Screens to Conquest against competitors vibrantly in key retail shopping locations



# Marketplace tactics to create more valuable holiday experiences

July 2024 saw Amazon's biggest Prime Day yet, with other retailers capitalizing on its anticipated success. This sets the stage for a holiday season where discount-savvy consumers will be on the lookout for strong savings.

We anticipate Prime Big Deal Days to run during similar time as last year (Oct. 10 & Oct 11<sup>th</sup>)

## MARKETPLACE TACTICS CHECKLIST

Remember that post-holiday hammock deal fatigue will set in quickly, so you should:

Ramp up advertising spend especially for prospecting tactics at least 2-3 weeks in advance of any tentpole event and sustain re-marketing investment after event to maintain sales momentum

Allocate and submit inventory planning and promotional budgets (e.g., coupons, lightening deals, best deals, etc.) months in advance for Cyber5 and Prime Big Deal Days to ensure prep time

Expand reporting and targeting capabilities via Amazon's advanced measurement tools, so you should:

Measure traffic driven to Amazon from alternate sources like email and social posts through Amazon Attribution

Use Amazon Marketing Cloud (AMC) to glean cross-channel insights by inputting specific queries and adopting 1P audiences and signals into your advertising strategy

Align goals to a data-driven strategy, so you should:

Leverage higher funnel tactics with exclusive audience access such as Prime Video, Live Sports and Sponsorships to stand out in a saturated market.

To drive sales back to a DTC site, leverage Amazon's Link-Out DSP to push on-site click view



# Video tactics to create more valuable holiday experiences

Video remains king for Retailers especially as it's the primary means to reach shoppers at scale. Don't have big budgets? Then technology is a great way to outsmart the competition.

## VIDEO TACTICS CHECKLIST

Take advantage of TV viewing holiday & sports events that are resistant to political disruption, such as:

Thanksgiving Day Parade on NBC and Telemundo and Holiday Specials like the Christmas Tree Lighting on NBC.

Thanksgiving NFL on CBS, Fox and NBC. Amazon Black Friday Game featuring the Las Vegas Raiders @ KC Chiefs

The new 12-team College Football Playoff adds significance to regular season games, with more teams vying for playoff spots and more important games in November.

NFL premieres on Netflix with Christmas Day NFL Doubleheader!  
KC Chiefs @ Pittsburgh Steelers at 1P EST, Baltimore Ravens @ Houston Texans at 4:30P EST

Unlock advanced targeting and more interactive experiences through technology, so you should:

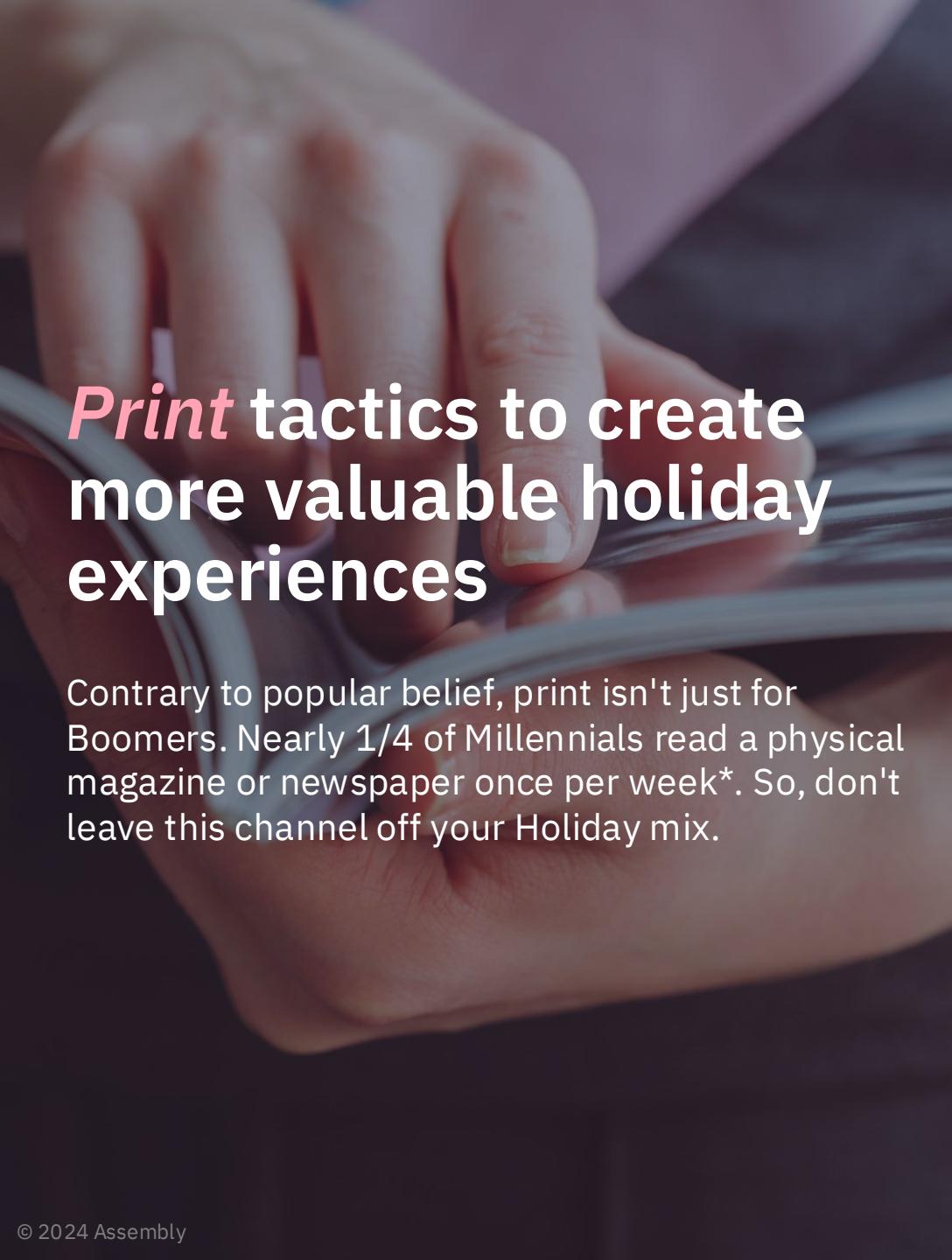
Utilize CTV 1st party e-commerce data to target the most valuable shoppers with the right call to actions

Expand use of Retail Media Networks like Walmart who's expanding its video ad inventory to include Roku, Snapchat and TikTok

Repurpose best performing social video assets for programmatic using Spaceback platform and extend this reach against key Social and Influencer audiences in other environments using MyKeyLive.

Utilize smart ACR and data powered audience analytics tools through Yahoo, TTD, or Nexxen to prioritize incremental audience reach beyond your traditional buys





# Print tactics to create more valuable holiday experiences

Contrary to popular belief, print isn't just for Boomers. Nearly 1/4 of Millennials read a physical magazine or newspaper once per week\*. So, don't leave this channel off your Holiday mix.

## PRINT TACTICS CHECKLIST

Garner attention in glossy, premium magazines with heavier stock and gorgeous photography, so you should:

Run activity in Holiday Gift Guides (print & digital versions) which are still highly anticipated among readers and receive enormous PR (own multiplatform, where available)

Look for last minute opportunities to advertise in these issues

Magazine publishers have expanded to multiplatform content, so you should:

Extend reach and frequency by including video, display, social, and affiliate touchpoints as part of your magazine buy

Include QR integration to drive online response and engagement

Don't ignore local newspaper websites (growing footprint) for regional heavy up, so you should:

Negotiate ads to run across physical and digital content

Heavy up physical ad presence during Weekend (higher circulation) when readers are in price comparison mode

Stand out from clutter by ensuring ads run above the fold and request right hand read



# Audio tactics to create more valuable holiday experiences

Nearly 90-minutes daily is spent listening to audio formats. Whether it's in the car listening to "terrestrial" radio stations or jamming to music over the internet, it's a great medium to drive incremental reach among shoppers.

## AUDIO TACTICS CHECKLIST

*Recency and repetition is key on terrestrial radio, so you should:*

Heavy up activity Wednesday through Sunday when most shopping activity tends to occur

Concentrate ads to run during AM and PM drive times which tend to have higher listenership

Use :60 and :30 formats to accommodate a brand message and have a clear call to action that is repeated several times

Partner with 100% holiday music stations (i.e. 106.7 LiteFM in NY) for special promotions and sponsorships or content alignment

*Grow "share of ear" with digital audio, so you should:*

Run :15 or :30 pre-roll audio combined with a companion display ad

Take advantage of more advanced targeting criteria; beyond basic demo

Find podcast personality that resonates with your audience and have them do "host read" Holiday messages

Sponsor Holiday music playlist on top audio streaming platforms



# *Direct Mail* tactics to create more valuable holiday experiences

Studies show that direct mail inspires nearly 65% of consumers to take an action like exploring websites, visiting store locations, donating or purchasing.

## **DIRECT MAIL TACTICS CHECKLIST** -----

*Direct Mail is an intimate, 1:1 experience tailored to the recipients' preferences, so you should:*

Include relevant seasonal product recommendations or reference past purchases.

Provide curated gift guides and categorize them based on customer interests and prior shopping behavior

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

Include handwritten or personalized notes expressing gratitude for your customer's support, share holiday wishes, or offer special thank you messages.

*Shoppers respond positively to offers that provide incentive to act, so you should:*

Highlight exclusive deals or limited time offers with clearly visible expiration dates.

Offer follow up incentives from discount on their next purchase, a loyalty program, or a referral program that rewards them for bringing in new customers

*Did you know Direct Mail has real-time capabilities to increase relevancy, it does, so you should:*

Programmatic Direct Mail automates sending postal mail to recent website visitors and known customers in near real-time, maximizing recency for performance



# Outdoor tactics to create more valuable holiday experiences

Over two-thirds of consumers recall seeing Outdoor advertising on their way to retail locations.

## OUTDOOR TACTICS CHECKLIST

The sight, sound and motion of video enabled screens are a great extension to traditional video buys, so you should:

Use geo fenced data to target audiences in high dwell environments like bars and restaurants, airports, etc.

Magnify product buzz with :30 or :60 cinema ads. Lots of fan fare for sequels Gladiator II (11/22) and family friendly Moana 2 (11/27)

Implement exposed/control attribution to measure incremental performance lift from video (e.g., brand lift, sales, footfall)

Outdoor reaches Shoppers on path to purchase, so you should:

Explore Assembly's ShopConnect planning tool to develop strategies on how to reach Shoppers near or at point of sale of physical stores

Use Simon Property Group's digital and static ad platforms to reach affluent mall shoppers in top markets across the US

Transform street level retail space in shopping districts into eye catching window domination

Leverage exposure logs to retarget OOH consumers within digital



# *Tech & Innovation* tactics to create more valuable holiday experiences

Technology is helping shoppers imagine life with a particular product or service. It's making the research and exploration stage of shopping fun!

## TECH & INNOVATION TACTICS CHECKLIST

Streamline gifting with tech-enabled solutions, so you should:

Automate the gifting process by using AI-powered platforms to scale personalized gift selection and fulfillment

Implement AI algorithms to suggest personalized gifts based on recipient preference and automate gifting programs through CRM integrations

Use real-time tracking systems and analytic tools to monitor gift status and gain insights into gifting strategy impact

Boost engagement with immersive experiences, so you should:

Increase product interaction by deploying AR catalogues and 3D ad units to visualize products in real space

Expand reach by integrating 3D model ad units for better product exploration and use QR codes to trigger immersive AR experiences in social media

Amplify loyalty with engagement rewards, so you should:

Develop holiday challenges that reward participants with points, badges or exclusive offers, blending physical and digital experiences

Include eco-friendly options or digital rewards that appeal to environmentally conscious recipients and align with your corporate social responsibility mission



# Make your list... *And check it twice!*

Download a printable and interactive  
version of our checklist below.

*Download Now*



# Thank You

For questions please reach out to the Insights & Connections or Experience & Activation team