

2016

# Holiday FOCUS

**NOISE** Advertising noise.  
**How will you cut through, engage, and influence holiday shoppers?**  
 You'll need a harmonious media campaign. Trends dictate:

**DIGITAL + PRINT IN STEREO**

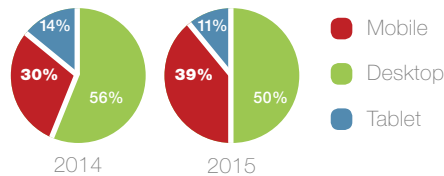


## TECH&TRENDS

**Ecommerce & Mcommerce**

- U.S. Retail ecommerce holiday (Nov, Dec): estimated to be almost **\$95 billion in 2016<sup>3</sup>**
- Smartphones will account for >50% of U.S. mcommerce sales, even more than 2015<sup>3</sup>

U.S. Holiday Season Digital Retail Traffic Share by Device<sup>1</sup>



- Mobile
- Desktop
- Tablet



## Tune into PRINT&DIGITAL Value-Seekers

- Nearly half of shoppers plan to use advertising circulars to keep track of retailers' holiday sales<sup>4</sup>
- More than 3 in 5 consumers actively seek out coupons prior to shopping in-store<sup>5</sup>
- 43% of consumers turn to mobile apps (for savings)<sup>5</sup>
- Over 30% of shoppers plan to use holiday emails from retailers<sup>4</sup>
- 32% opt in to emails from coupon companies<sup>6</sup>
- 27% visit a coupon website<sup>6</sup>



## MUSIC to marketers' ears

Additional shopping day

Christmas on Sunday = anticipating higher spend the week prior

Holiday forecast:

- 3.8% growth in overall retail sales<sup>1</sup>
- 16% increase in online sales<sup>1</sup>
- Online's best holiday in 5 years<sup>2</sup>

## Drive cross-device INFLUENCE

- 9 out of 10 consumers move between multiple devices when making a purchase<sup>7</sup>
- Consistent messages across devices may propel response and store visits



# Bridge ONLINE & BRICK & MORTAR



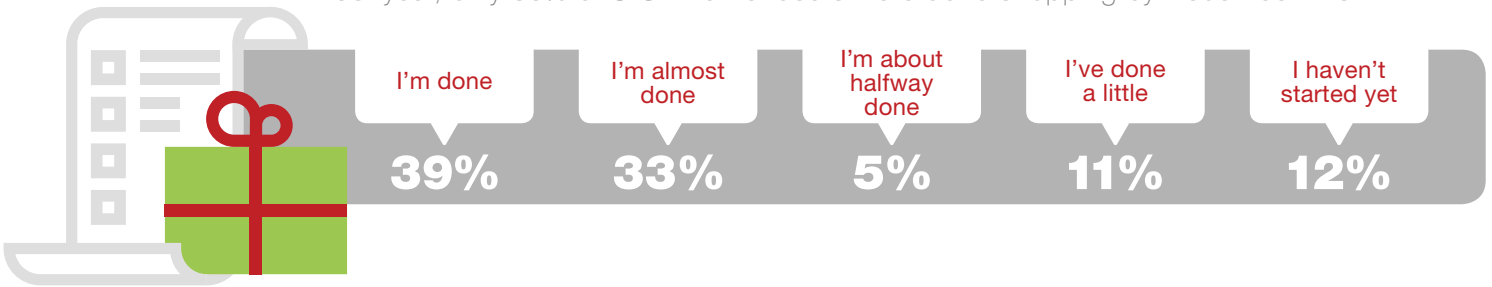
• 42% of retailers reported offering "buy online/pick up in-store"<sup>3</sup>



- Create near-store impact in light of the following:
  - When researching on the go, shoppers are likely to buy within the hour<sup>8</sup>
  - 55% of consumers visit a store, restaurant or business after getting an offer on a smartphone/tablet when near the location<sup>9</sup>
  - Localized mobile ads with strong call to action enhance conversion
    - U.S. mobile local ad spending will rise by almost 1/3 in 2016<sup>3</sup>

## Create impact all along: NOW THROUGH DECEMBER

Last year, only 39% of U.S. internet users were done shopping by December 21st<sup>1</sup>



## Media lead times<sup>10</sup>

Quick-turn media options allow marketers to adjust plans & influence last-minute shoppers

<p><b>5-6 weeks</b></p> <p><a href="#">Inserts</a> <a href="#">Variable Data Postcard (personalized)</a></p>	<p><b>10+ business days</b></p> <p><a href="#">Digital Coupons</a> <a href="#">Dynamic Mobile</a> <a href="#">Email Marketing</a></p>	<p><b>3-5 business days</b></p> <p><a href="#">Digital Display</a> <a href="#">Mobile Offers</a></p>
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Sources: <sup>1</sup>"Holiday Retail Sales Set for Dramatic Climb," eMarketer, Sept. 2016; <sup>2</sup>"Kantar Forecast," mediapost.com, Aug. 2016; <sup>3</sup>"Online Holiday Shopping Forecast and Trends 2016," eMarketer, Sept. 2016; <sup>4</sup>Prosper Insights & Analytics survey, Nov. 2015; <sup>5</sup>"The State of Coupons and the Role of Mobile," RetailMeNot, Feb. 2016; <sup>6</sup>"How Are Brick-and-Mortar Consumers Using Digital Coupons," eMarketer, Aug. 2014; <sup>7</sup>Industry Multi-Screen Study, Google/Ipsos 2013; <sup>8</sup>Mobile Path to Purchase, Xad Inc. 2015; <sup>9</sup>2016 RedPlum Purse String Survey; <sup>10</sup>Valassis.com