

Inspire, remind, help: How brands can reach Aussie shoppers during the holidays

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It's never too early – or too late – for brands and retailers to get the (snow) ball rolling on their holiday marketing plans. Keep reading to learn how to inspire, remind, and help Aussie consumers throughout their holiday shopping journeys.

Trading snow for sand and clouds for sun, the holiday season in Australia is much different than what people are used to in the majority of the U.S. and U.K. But a lack of snowmen doesn't keep Aussies from getting into the holiday spirit. New research reveals Aussie consumers are spending more and more each year during the holidays: In 2017, they spent \$50 billion between November 15th and December 24th.¹ And 81% of those purchases were influenced by digital.²

Think with **Google**

As Aussies pull out their smartphones to [conduct online research](#) and [plan their shopping lists](#), brands have an opportunity to get out in front of the competition, grab shoppers' attention, and influence purchase decisions. To help brands better understand Aussies' seasonal shopping habits and inform key marketing decisions, we partnered with [Kantar TNS](#) to identify three ways to successfully reach shoppers in the days leading up to Christmas.

1. Inspire shoppers early in the season

As October winds down and Aussies begin thinking about the holiday season, they turn to search to plan and prepare for the festivities ahead. In fact, 76% of shoppers use search to get inspiration when looking for presents.² And these thoughtful shoppers will settle for nothing less than the perfect gifts for their friends and family: 67% of shoppers search for "meaningful" gifts over popular brands,³ while searches for "personalised gift" have grown by 33% over the past three years.⁴



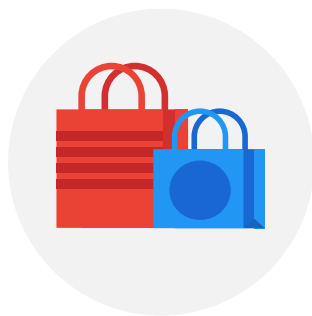
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To better reach these consumers in the days (or weeks) before Christmas, brands need to start building [remarketing lists](#) early on. Brands looking to spend their marketing dollars more effectively should consider investing in the 18-35-year-old segment, which spends considerably more on holiday shopping than other audiences.⁵ Also keep in mind that those under 35 now watch 35% less TV than 3 years ago — a drop off that is even more exaggerated throughout the holiday season.⁶

[With 18-39-year-old Aussies spending more than 33 hours on YouTube each month](#), YouTube should be an essential part of any holiday media strategy.

2. Remind shoppers of your brand

As much as Aussie consumers want to be organised during the holidays, old habits die hard: 90% of shoppers plan to shop before mid-December,⁵ but only 44% of them actually do their holiday shopping before then.² Consumers become more overwhelmed and disorganised as the clock winds down to Christmas,⁷ and they crave support during this busy shopping period. From early-bird reminders to last-minute gift ideas, 60% of consumers expect brands to help them make decisions.⁸



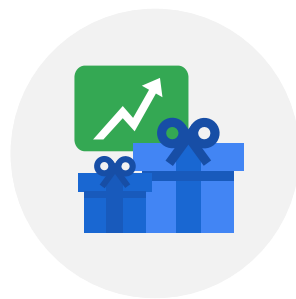
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By running [text](#) and [display](#) ads early in the season, brands can create a sense of urgency among consumers and encourage them to consider their products or services. Brands can also remind consumers to go to their websites or revisit items they've previously expressed interest in via strategic remarketing.

3. Help shoppers in the homestretch

Even when brands do everything they can to remind consumers early, there will always be some who wait until the last minute to shop for

presents. In the weeks leading up to Christmas in 2017, searches for “gift card” and “gifts for mum” grew more than 23% YoY and more than 40% YoY, respectively.⁴ And when things got really down to the wire, desperate shoppers turned to their smartphones to find a quick fix: Last December, there was a more than 92% YoY growth in searches for “shopping centre near me,” a more than 64% YoY growth in searches for “24-hour shopping,” and a more than 53% YoY growth in searches for “nearby shops.”⁴



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When shoppers get desperate, they expect transparency and assistance. In fact, 41% of holiday shoppers wish stores would do a better job of sharing inventory information.⁹ Retailers need to keep their websites and business listings up to date with helpful information (e.g., store hours, location) to come out on top during the hectic holiday period. Tools like [local inventory ads](#) can help retailers showcase products and store information to nearby shoppers and include other helpful features, like an in-store pick up option.

Reach Aussies throughout their holiday shopping journeys

Whether visions of sugarplums have only just started dancing in their heads or they're frantically wrapping last-minute gifts on Christmas Eve, Aussie consumers want brands and retailers to inspire, remind, and help them throughout the holiday season. Meet mobile-savvy shoppers' [growing expectations](#) by using the latest technology to provide valuable, assistive experiences during this crucial retail period.

Sources

- 1 Australian Retailers Association, March 2018.
- 2 Kantar TNS, "Understanding how consumers research & purchase items over the Christmas season," Australia, n=821.
- 3 Google Consumer Survey – Early Shoppers, Australia, June 2018, n=1,516.
- 4 Google Internal Data, 2015-2017, Australia.
- 5 PwC Australia, "Retail & Consumer Market Insights," Q4 2017.
- 6 Oztam Multiscreen/Video Viewing Reports.
- 7 Google Consumer Survey – Disorganised shoppers, June 2018, n=997.
- 8 Google/TNS, "The Consumer's Rising Expectations," May 2017, n=2500 Australian smartphone internet users, 18-55 yrs.
- 9 Google/Ipsos, 2017.