

Think with Google

Christmas shopping season

Marketing cheat sheet 2019

Step 01

Understand how consumer behaviours have changed

Get your data-driven insights on emerging behaviour in order, and you'll be able to plan ahead to help the audiences below find what they need – when they need it.



The early birds

11% of shoppers plan their Christmas shopping months before holiday shopping season begins.¹ Christmas shopping season might be your focus, but pre-Christmas presents an opportunity to build awareness and consideration in a less crowded landscape.

The takeaway: Use tools, including Google Trends and Google Analytics, to discover what shoppers are looking for from your brand, and how to make it easier for them to find it.



The forward planners

38% of Christmas shopping has already been completed before Black Friday.² In addition, 83% of Christmas shoppers also start thinking about their planned purchases two weeks or more before actually buying.³

The takeaway: Launch campaigns early, using Google Audiences based on intent, to attract early shoppers.



The Black Friday buyers

8% of holiday season shoppers report doing *most* of their shopping on Black Friday – with the impact of price and promotion on purchase decisions rising from 37% to 42% during Black Friday week.⁴

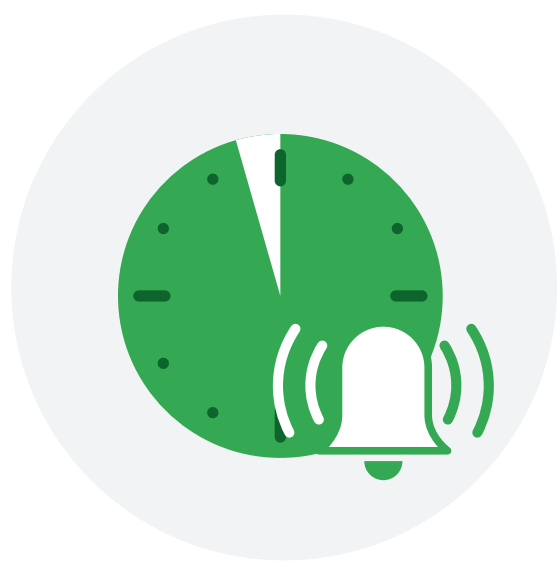
The takeaway: Create compelling limited-time offers – and use tools like TrueView for action or TrueView for shopping to encourage browsers to act immediately.



The in-store browsers

While nearly two-thirds of holiday season purchases are planned,⁵ **40% of holiday shoppers who make decisions in-store use their smartphone for research as they shop.**⁶

The takeaway: Give customers the best mobile experience possible in-store – for example, with a free and fast WiFi connection – so they can easily research products and prices on their devices.



The last-minute dashers

50% of people aim to get their shopping done as quickly as possible⁷ and nearly a third (31%) use their smartphones in-store during Christmas week, mainly to compare prices.⁸

The takeaway: Offer a variety of delivery options that cater to last-minute buyers, and make it easy to check in-store inventory online.



The treat-your-selfers

As the sales kick in, people increasingly buy for themselves as well as continue to buy for loved ones. **87% of shoppers search digitally for Christmas-related shopping after Christmas week.**⁹

The takeaway: Continue your campaign into Boxing Day and beyond, with creative that encourages shoppers to get themselves a little something.

Get a feel for what Christmas shoppers are watching

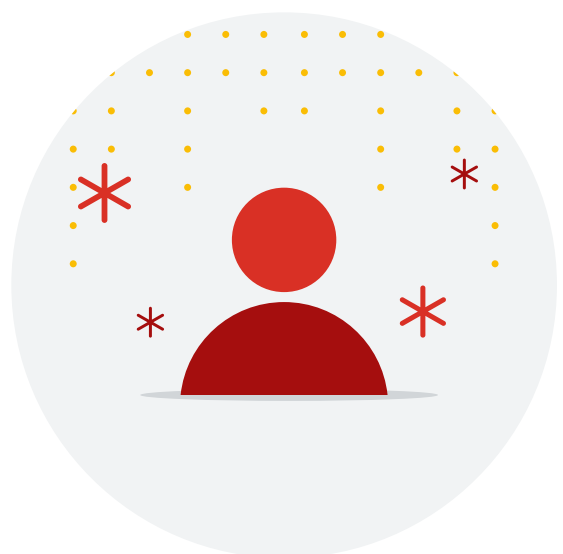
U.K. shoppers now get inspiration from YouTube videos and TV in near-equal measures (8% and 9%, respectively).¹⁰ Take their interests into account when you're planning your strategy.



The most commonly viewed content themes around Christmas shopping are **Clothing & Footwear** (29%), **Home Electronics** (24%), **Toys & Games** (21%) and **Food & Groceries** (20%).¹¹



For more information on their potential Christmas purchases, millennials and gen zers look to videos from **retailers** and **brands**, **YouTube creators**, **celebrities** and **holiday fashion advisers** – particularly for how-tos, unboxing and shopping-hauls.¹²



Vlogmas is an increasingly popular Christmas trend, with creators posting content every day during December, accumulating a total of 8.2 billion views since 2016.¹³



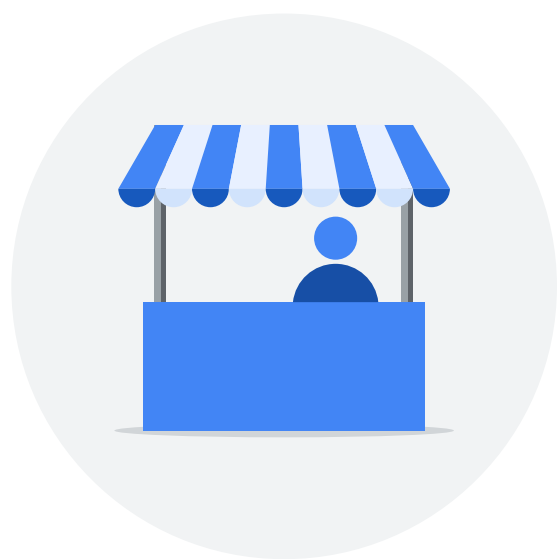
Longform and **emotive** content works well, with audiences displaying a 147% increased affinity for adverts at Christmas compared to during the non-Christmas season.¹⁴



Although 27% of shoppers watch online video related to their shopping before Christmas, this increases to 35% after Christmas,¹⁵ with shoppers looking to **product demos**, **how-tos** and **reviews**.

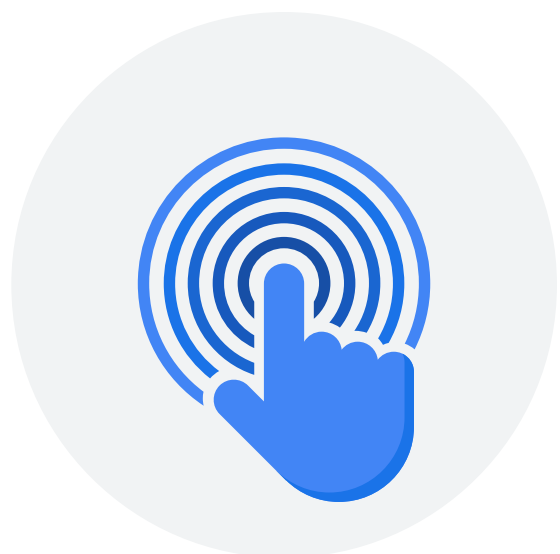
Be present, use insight, use audience signals to win this Christmas

Base your strategy across the holidays on helping consumers make the right decisions across the purchase journey.



Show up

Faced with too much choice and too little time, shoppers are looking for shortcuts to aid their decision making at Christmas. Ensure you have enough visibility to help them choose you. The number of people who purchased products that they discovered on YouTube grew by 40% last year.¹⁶



Drive action

The Christmas shopping season is getting longer; starting earlier and ending later. In fact, 34% of Christmas shopping has been completed before mid-November – but only 80% has been completed before the week of Christmas.¹⁷ Use Google Audience signals to capitalise on intent to drive the action you require.



Accelerate

Habits around Christmas and shopping continue to change. Accelerate your reaction to shifting and complex consumer behaviour by automating your campaigns in real time, and by creating explainer content that entertains, informs and builds loyalty.



To get more insights visit
thinkwithgoogle.com/uk

SOURCES

1. Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, UK, n=2,999 online 18+ who shopped in the past two days. [Q25D – Tab 35] **2.** Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, UK, n=2,999 online 18+ who shopped in the past two days. [Reduced base: Pre-Black Friday / Cyber Monday Week (Nov 15-21) (n=332). Q1 – Tab 1] **3.** Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, UK, n=2,999 online 18+ who shopped in the past two days. [Q25D – Tab 35] **4.** Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, UK, n=2,999 online 18+ who shopped in the past two days. [Occasional: Shopping Occasions – Made A Purchase. Reduced base: Black Friday Week (Nov 22-28) (n=463). Q22F – Tab 153] **5.** Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, UK, n=2,999 online 18+ who shopped in the past two days. [Occasional: Holiday Shopping Occasions for Shoppers Who Have Conducted Activity in P48H (n=4162). Q22A – Tab 170] **6.** Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, UK, n=2,999 online 18+ who shopped in the past two days. [Reduced base: Unplanned purchase decision (n=973). Q29AA – Tab 78] **7.** Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, UK, n=2,999 online 18+ who shopped in the past two days. [Reduced base: Week before Christmas (Dec 13-19) (n=331). Q28 T2B – Tab 60] **8.** Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, UK, n=2,999 online 18+ who shopped in the past two days. [Reduced base: Excludes Holiday Shoppers who selected "Don't Remember". Week Before Christmas (Dec 13-19) (n=313). Christmas Week (Dec 20-26) (n=314). Q29AA – Tab 78] **9.** Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, UK, n=2,999 online 18+ who shopped in the past two days. [Reduced base: Week After Christmas (Dec 27-Jan 2) (n=378). Q3 – Tab 7] **10.** Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, UK, n=2,999 online 18+ who shopped in the past two days. [Q30 – Tab 80] **11.** Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, UK, n=2,999 online 18+ who shopped in the past two days. [Reduced base: Online video users (n=858). Q9A – Tab 29] **12.** Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, UK, n=2,999 online 18+ who shopped in the past two days. [Reduced base: Gen Z (n=465); Millennials (n=875). Q30B – Tab 84] **13.** Tubular Labs, 2018 **14.** Tubular Labs, 2018 **15.** Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, UK, n=2,999 online 18+ who shopped in the past two days. [Reduced base: Post Christmas (Dec 27-Jan 9) (n=695). Q3 – Tab 7] **16.** Google/Ipsos, Retail Study, Nov-Dec 2018, Online survey, UK, n=2,999 online British 18+ who shopped in the past two days **17.** Ipsos Holiday Study x Google, 2018, Online survey, UK, n=2,999 online British 18+ who shopped in the past two days