



CREATIVE CHALLENGE

INSIGHT FOR BRANDS NAVIGATING THE FALL
SEASONAL EVENTS

September 2020

2: Holidays

This year, families want **togetherness, laughter and hope** at the Holidays



Families want to be together...physically

Holiday planning is not top of mind...yet. Parents are still focused on the challenges of back-to-school. But majorities believe they are likely to gather physically for Thanksgiving and the December Holidays



While other activities are being sacrificed

Families are choosing to forgo other seasonal activities to maintain social distancing. Planned physical attendance at sporting events, big in-store shopping days and Holiday parties is lower



Making family traditions is important

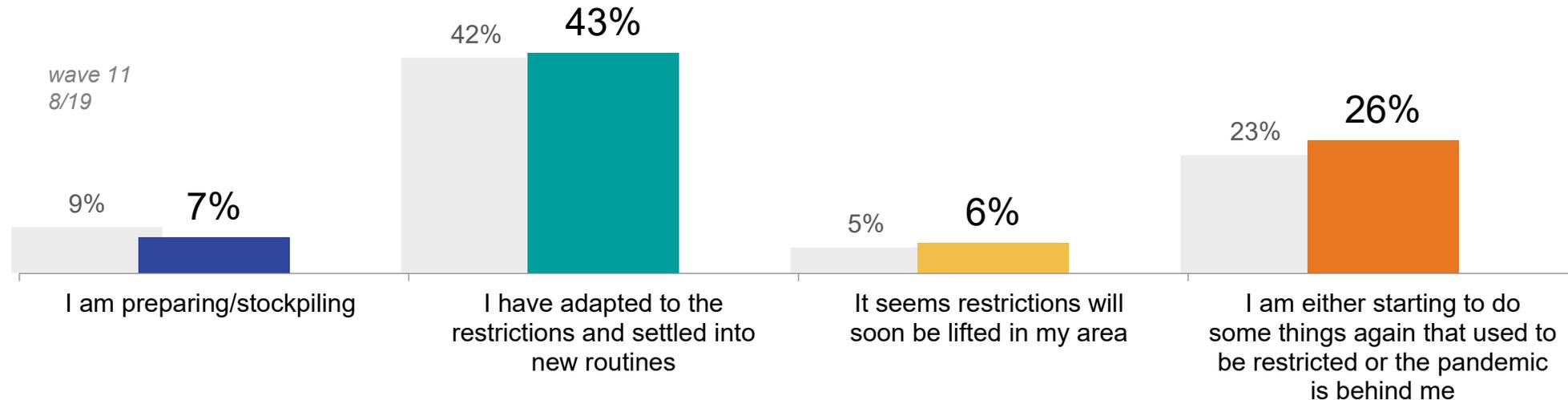
In the age of COVID-19 parents differ on whether to hold traditions unchanged, adapt traditions or invent new ones. But making the December Holidays feel special and enjoyable are key drivers of purchase this year



Holiday ads must brand, brand, brand

The Holiday season this year will be especially emotionally-charged for parents looking to channel normal traditions, optimism and escape. **Successful ads will be those that can own their slice of this sentiment-rich context**

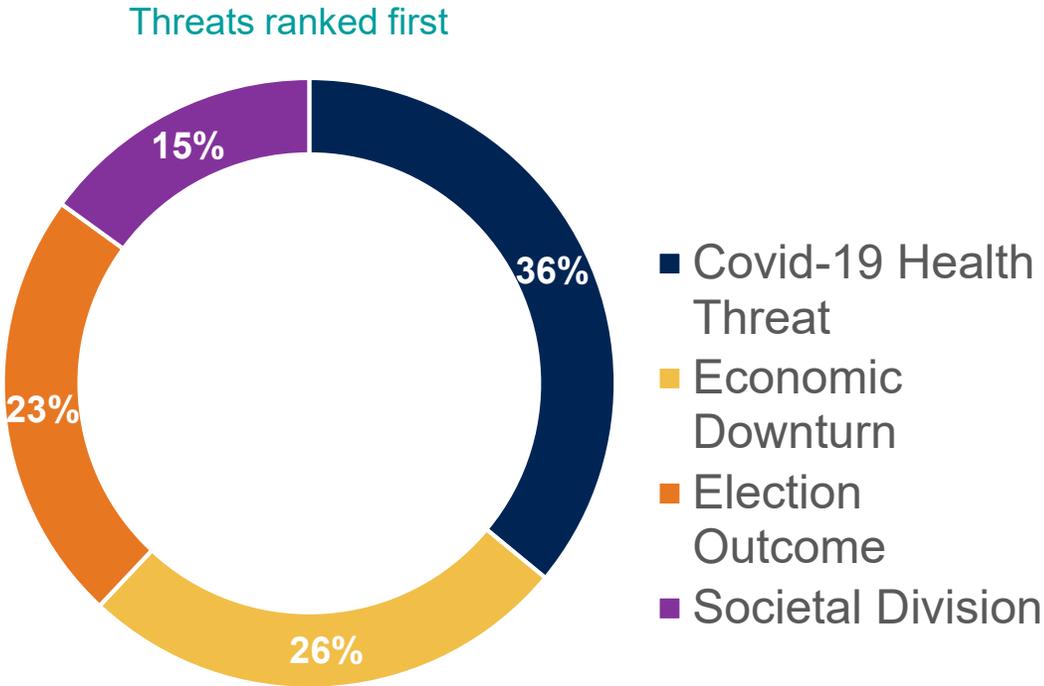
As the pandemic continues, people have **adapted** their routines



Source: Ipsos POV Creative Challenge COVID Wave 12, Fielded: 9/1-9/2/2020

Base: 1115 adults 18-65 | Q: There are often several phases or stages that people go through when times are hard. Which one of the following phases do you feel best describes your current situation regarding the Covid-19 pandemic?: [choose one]

Covid-19 health threat most often ranked primary concern



To make the Holidays feel ‘normal,’ parents want **in-person celebrations**

Likelihood of Participating in Fall Activities

■ Somewhat Likely ■ Very Likely



Source: COVID-19 Parents FastFacts Data: Fielded 7/29-7/31/2020
What is the likelihood that you will be participating in the following this year:



But other seasonal traditions are going virtual

65% are somewhat or very likely to watch sporting events at home

37% are somewhat or very likely to attend virtual holiday parties

57% are somewhat or very unlikely to attend sporting events in person

The Big Ten, Pac-12 Postpone Football, Other Fall Sports Over Coronavirus Concerns

August 11, 2020 - 3:24 PM ET

BRACKTON BOOKER

MLB postpones Cardinals' series against Pirates after more test positive for Covid-19

By Kevin Dotson, Cesar Marin and Hollie Silverman, CNN

Updated 1:36 AM ET, Mon August 10, 2020

“You Don’t Want to Be the Domino”: Reporters Inside the NBA’s COVID-Free Bubble Are Hoping It Doesn’t Burst

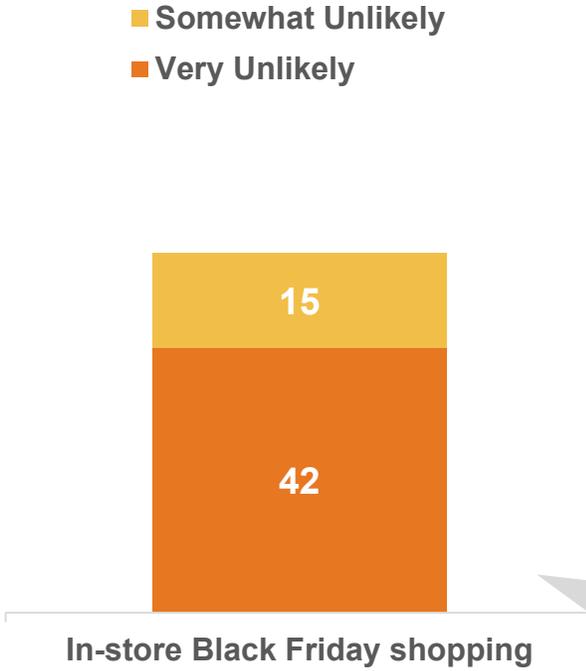
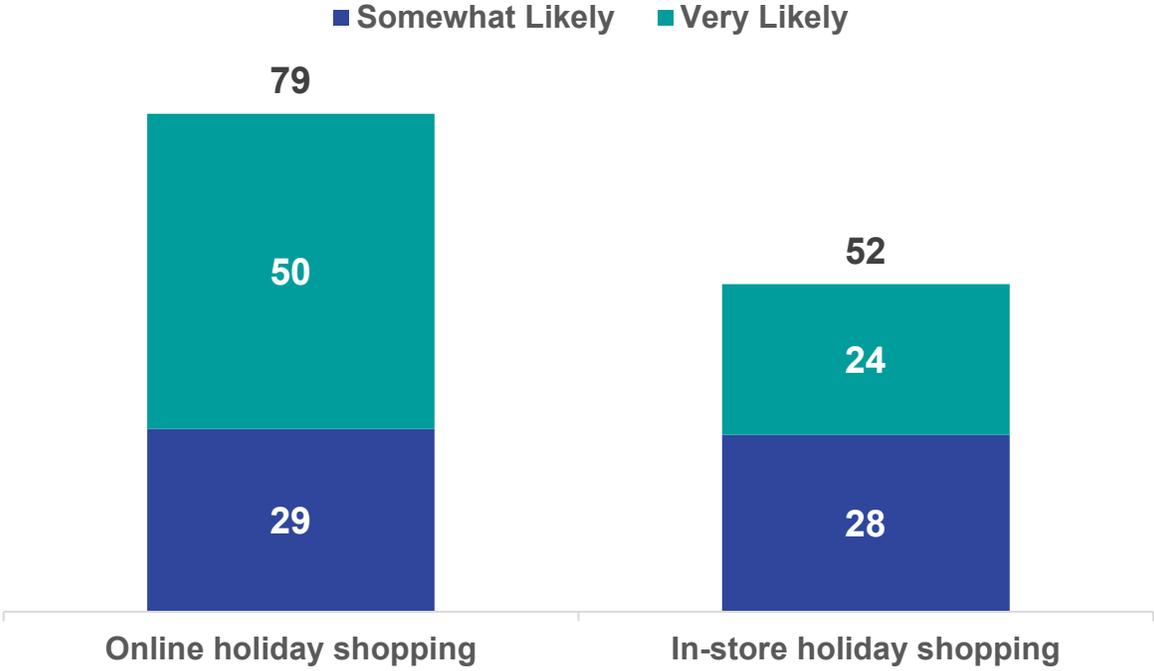
ATTRACTIONS

Universal Teases Virtual Halloween Horror Nights Experience

Is Halloween Canceled in 2020? Celebrate With These Virtual Activities

Source: COVID-19 Parents FastFacts Data: Fielded 7/29-7/31/2020
What is the likelihood that you will be participating in the following this year:

Parents' Holiday shopping intentions are largely preferred online



FORTUNE

RETAIL • BLACK FRIDAY

These major retailers are already planning to be closed on Thanksgiving Day because of the pandemic

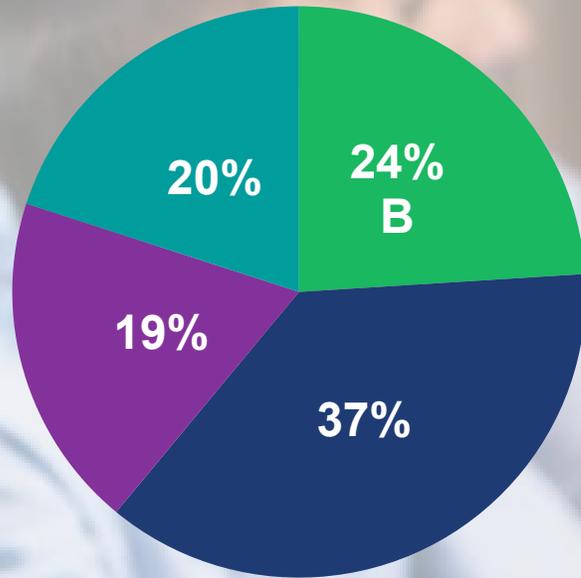
Note: In late July several retailers, including Walmart, Target, and Dick's Sporting Goods, announced they will remain closed on Thanksgiving.

Source: COVID-19 Parents FastFacts Data: Fielded 7/29-7/31/2020
 What is the likelihood that you will be participating in the following this year:

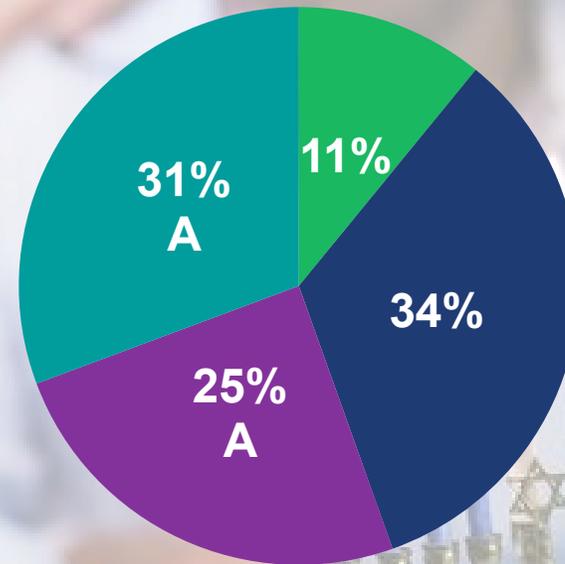


Holiday traditions may also change, with younger parents especially open to adapting

How will COVID affect your family's holiday traditions?



Younger (25-39) (A)



Older (40-54) (B)

■ Create new traditions

■ Adapt traditions to what's possible now

■ Don't want to change traditions

■ Not sure

“ I really don't know what to expect this year for any season, I guess I'll have to wait and see

“ Just keep and maintain the same traditions and make me forget this was a different year

Source: COVID-19 Parents FastFacts Data: Fielded 7/29-7/31/2020

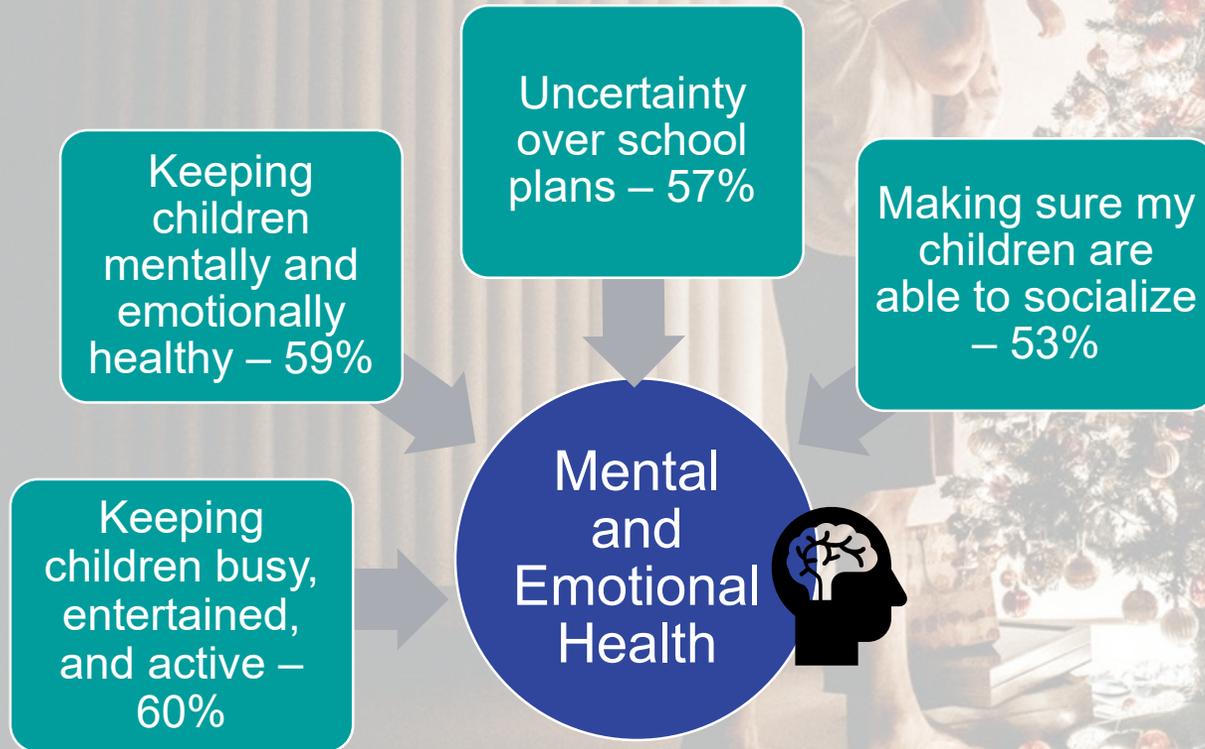
Which of the following statements do you agree with most when thinking ahead to this year's seasonal events and your family's traditions?

A/B ... Significantly different than A/B ... at 90% CL

8 - © Ipsos | 2020

Concerns about **mental health** reflected in desire for **normalcy for the Holidays**

Challenges of COVID-19 on Parents/Families



How do you want brands to make you feel during this year's seasonal events?

39% vs. 16%

A sense of normalcy

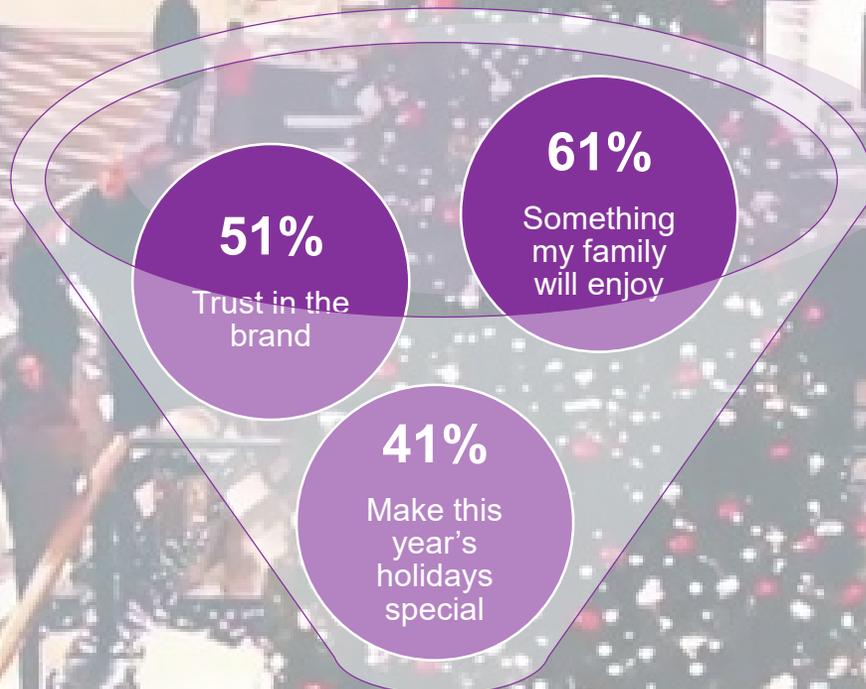
Recognition of today's reality

Source: COVID-19 Parents FastFacts Data: Fielded 7/29-7/31/2020

As a parent, what are you finding challenging about the restrictions and effects of the Covid-19 pandemic?

Which of the following statements do you agree with most when thinking ahead to this year's seasonal events and your family's traditions?

Making the Holidays **enjoyable** and **special** are key purchase drivers



Emotional Drivers of Seasonal Purchasing

“

Help us enjoy the time we have together and lets us forget, for a moment, the world outside our doors

Just want to be able to enjoy my family and celebrate the season

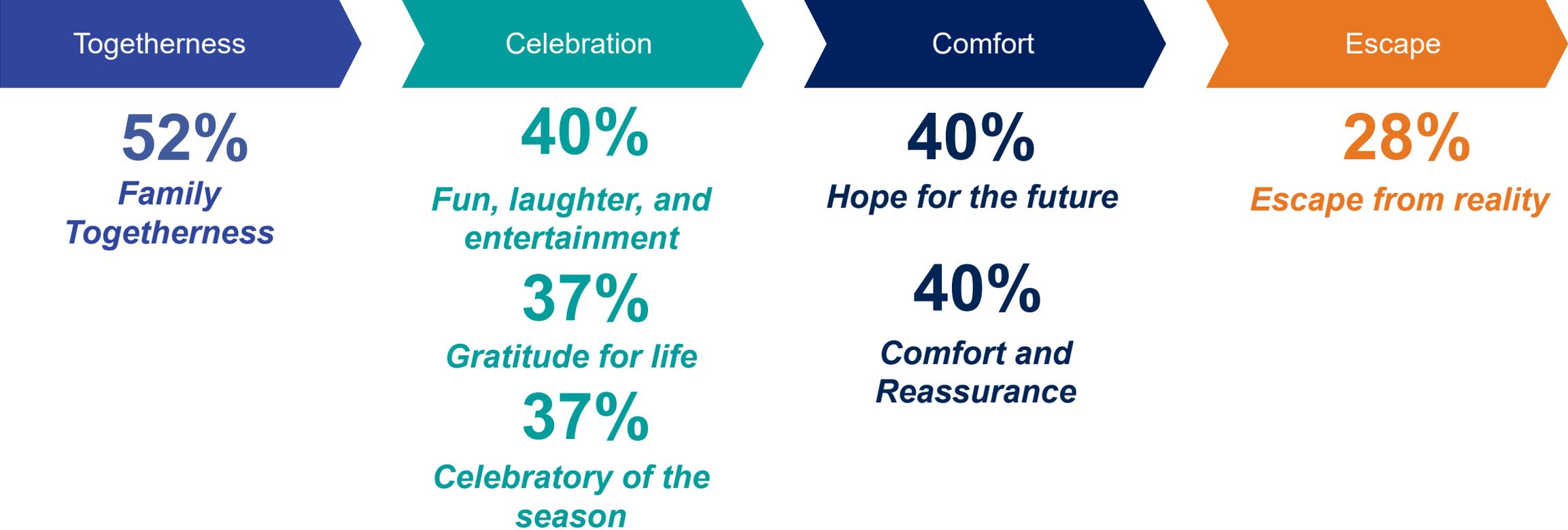
Something that brings a smile to everyone's face and a sense of calm

Something my child will enjoy and will take time to do. Art supplies would be great for my kiddos right now to keep them busy...

Note: Younger Parents' choices are more likely to be influenced by philanthropic and purpose-driven brands

Parents want brands to reinforce **family togetherness** and bring **laughter and hope**

How do you want brands to make you feel during this year's seasonal events?



Source: COVID-19 Parents FastFacts Data: Fielded 7/29-7/31/2020
How do you want brands to make you feel during this year's seasonal events?:
© Ipsos | 2020



Which aligns with the **positivity and security** consumers want from communications during COVID-19

Positivity - 34%

They want to feel good again and improve their well-being. They want to feel calm, comforted, relaxed, hopeful, positive, optimistic

Enjoyment - 9 %

Ads should fun, entertaining, make them feel happy, so they can forget about all the crisis and stress in the world

Security - 31%

People want to feel safe and secure again. They want to be reassured that things will return to normal. There is no need to be afraid. There is no need to panic.



Base: 750 adults 18-65: Fielded 5/23/2020 | Q: In the current situation with Coronavirus how do you want advertising to make you feel?



Previous national crises produced advertising that was **reassuring and helpful**

2020

“

Just keep and maintain the same traditions and make me forget this was a different year

Family first and celebrating what we have and not what we lost

I want them to make us feel like everything in the world will be OK and that we matter as well

I want brands to adapt and evolve into the "new" normal and still be fun and festive



2001

Despite the tragedy the nation faced just months earlier, holiday ads in 2001 were fairly typical, allowing consumers to feel optimistic and comforted



2008

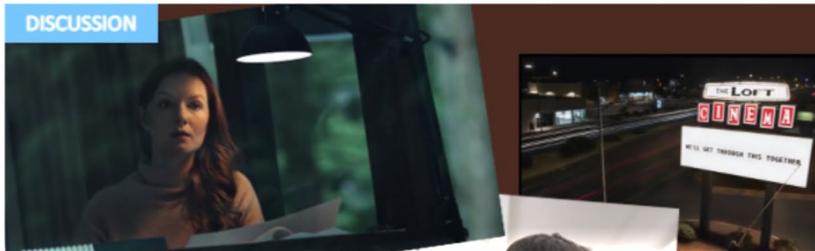
In 2008, mass retailers focused their holiday ads around savings and low prices to reassure consumers affected by the **Recession.**

However, brands need to avoid the sea-of-same and keep **crisis-advertising learning in mind** this Holiday season

Is it time to move beyond 'now more than ever' COVID-19 commercials?

28 EXPERT COMMENTS

DISCUSSION



Pernod Ricard plans for A Very Socially Distanced Christmas

Virtual masterclasses and at-home party packages aim to encourage customers back to bars.



AdAge

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SEE ALL THE COVID-19 CLICHES IN ONE BIG FAT SUPERCUT

ator Microsoft Sam shows striking similarities in ads from Apple to Uber

On Apr 23, 2020

Every COVID-19 Commercial Is Exactly The Same



Avi Dan Contributor @ CMO Network Advertising and Marketing



I feel like every advertisement is shoving the same message at its audience.



Stop saying "We're in this together." Please. For the love.

Source: Ipsos Lessons Learned

© Ipsos | 2020



Breakthrough and branding are critical to making Holiday advertising successful

Consider creative ideas that are unconventional to achieve breakthrough

Holiday themes tend to be very similar (green and red!), often netting to weak breakthrough power

Make the brand integral to the creative idea to brand effectively

Make sure the brand is the hero of the commercial, not the season, and gets credit

Source: Ipsos Lessons Learned

© Ipsos | 2020



Branding wisdom to keep in mind

Distinctive creative styles and assets increase branding effectiveness

Likelihood to leave a retained branded impression

x 1.67

**DISTINCTIVE
CREATIVE STYLE**



x 1.41

**DISTINCTIVE
COLOR**



x 1.44

DISTINCTIVE FONT

Perhaps for the first time in a long time, the Holidays can be different this year. **The question ‘how will you Holiday?’ is legitimate.** This opens the door for brands to participate in the season in new ways, or maybe for the first time. Consumers are less on auto-pilot.

Opportunity abounds in helping consumers adapt or reinvent Holiday traditions, especially for brands targeting younger families. Conversely, brands that help families to make their traditions happen, despite COVID-19 restrictions, will find willing consumers.

There are also many emotional and tonal options for brands. Multiple anxieties - the economy, the virus, societal division – make consumers want to do the Holidays BIG. Whimsy, humor and light-heartedness will all be welcome. Supporting togetherness is a big driver.

For families that have kept jobs, **disposable income may be lavished on the Holidays** in light of limited other outlets. Sentiments such as togetherness and gratitude may translate to **supporting brands that help those in need.**

IMPLICATIONS FOR HOLIDAY MARKETING COMMUNICATIONS

