



**JOLTZ**

**zimmerman**

# **MAKING THE 2020 HOLIDAYS EVEN RICHER**

## **4 BUSINESS-BUILDING PIVOTS TO WIN THIS HOLIDAY SEASON**

10.21.20





# JOLTZ

JoltZ is Zimmerman's timely perspective and insights into economic, business, and consumer cultural shifts.

JoltZ was born out of the need for our clients to pivot based on the ever-changing nature of how COVID-19 is impacting our world.

It's the most

*critical*  
~~*Wonderful*~~ *time*  
of the year.

**Q4 ALONE ACCOUNTS FOR  
UP TO 40% OF MOST RETAILER'S  
OVERALL YEARLY SALES.**

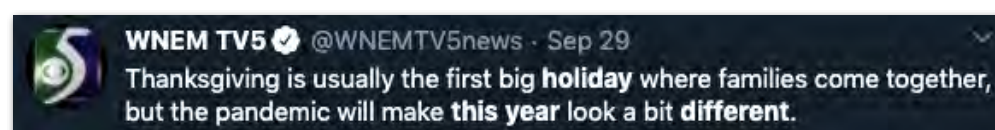
**SO THIS IS NO TIME TO SIT BACK...**





While COVID-19 has affected us all in many ways, one thing unites us: an unrelenting desire to move forward. Consumers are desperately seeking something to look forward to — and the holidays offer much needed relief. We believe that the real growth opportunity for retailers and brands this holiday season is to rethink how they can be more relevant for consumers and uplift people this season. Don't think of a compromised version of what used to be, think of what can be.

**71%** of people said their holiday traditions will change this year due to the pandemic.



Leveraging new consumer motivations — and more keenly, getting inside their heads — will be critical to getting inside their wallets. This year in particular, winning retailers will make the holidays exceptional, meaningful, affordable and memorable.



# LET'S GO!

*“We’ve missed out on a lot this year, but the holidays mean too much to just let them pass by.”*

## 53%

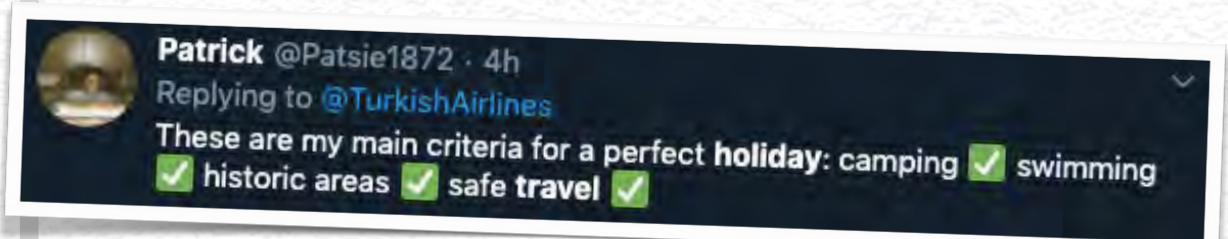
of consumers say their family holiday celebrations will proceed amid the pandemic



The National Retail Federation, the nation's largest retail trade group, predicts holiday sales will increase between 3.5% and 4.1% to more than \$3.9 trillion during the upcoming holiday season.

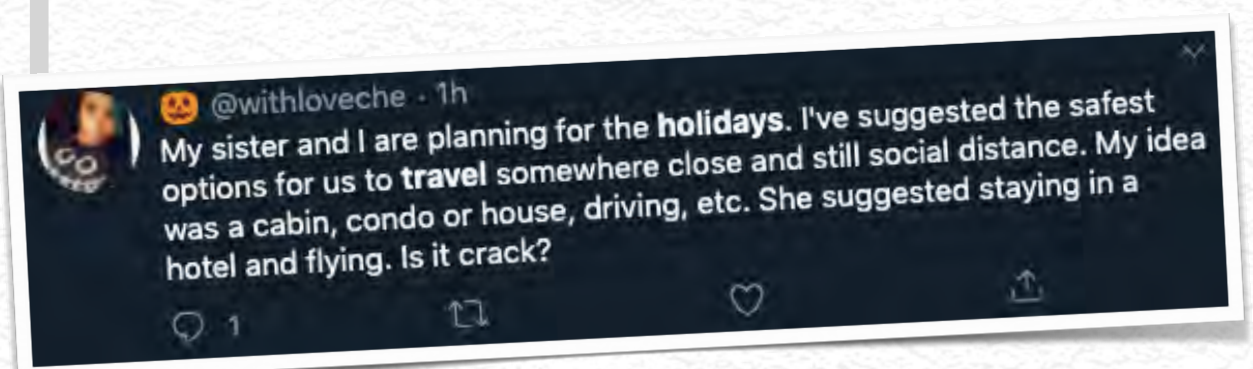
## 39%

of people plan on spending their holidays with family and friends beyond immediate family



Holidays during coronavirus: There's pain and there's hope

Meghan Friedmann | April 4, 2020 | Updated: April 4, 2020 12:15 p.m.

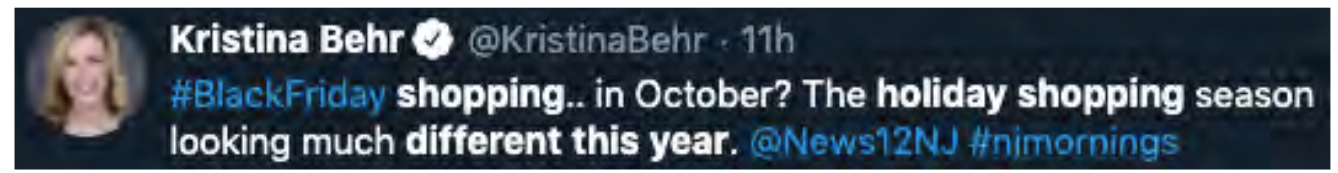




# CONSUMER PURCHASING WILL BE LIKE NEVER BEFORE!

## 78%

believe holiday shopping will be done earlier to allow for delivery times



### Home Depot to offer two months of Black Friday deals



By Parija Kavilanz, CNN Business

Updated 7:14 PM ET, Thu September 10, 2020

## \$9.91B

in worldwide sales estimated from Amazon Prime Days

### Target Kicks Off Holiday Savings Early with Largest-Ever Deal Days, Black Friday Pricing All November Long and Extended Price Match Guarantee

MINNEAPOLIS - September 29, 2020

## 75%

of consumers plan to shop online more than previous holiday seasons

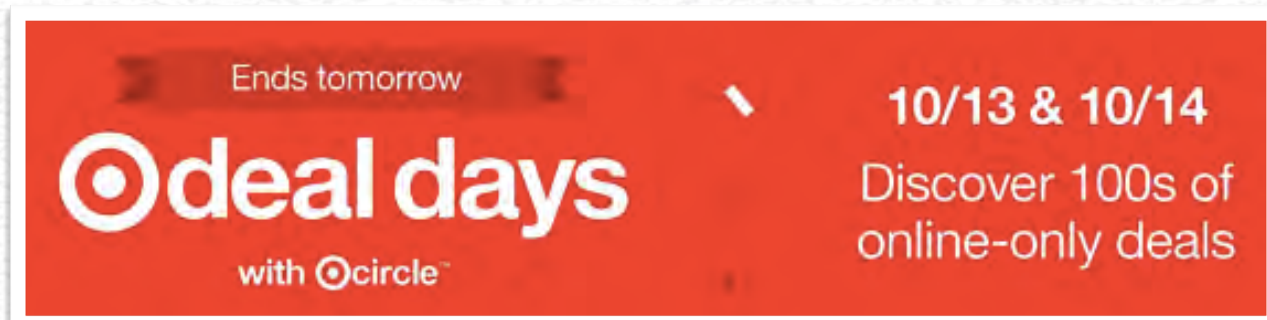
### Why Walmart Plus thinks it can challenge Amazon Prime

CNET interviews Janey Whiteside, Walmart's chief customer officer, about the origins and future of the new subscription service.



# COMPETITORS ARE BATTLING IT OUT HARDER THAN EVER

Amazon wasn't the only mega-sale in town on its Prime Days on October 13th and 14th



## **THE OPPORTUNITY**

**BRANDS THAT WILL WIN  
THIS HOLIDAY SEASON  
WILL LEAD CONSUMERS  
TO REIMAGINE  
CELEBRATIONS  
TO BE WORTHY  
OF NEW  
TRADITIONS**







# 4 HOLIDAY PIVOTS





# PIVOT 01

## FOCUS ON NEW WAYS TO SATISFY THE EMOTIONAL NEEDS OF THE SEASON

Brands must help consumers unpack the essence of traditional gatherings and reimagine them in ways that continue to capture their intention in a special manner. Don't get caught up with what it looks like, figure out what it feels like and create accordingly.





## 1. GIVE THE GIFT OF GIVING

Tap into the emotional need of consumers to give to others and make it easy for your brand to help more people give more: Add an app feature for gifting friends, family, or charities in order to plus up basket size.

Further yet, add a charitable donation option to help others who are less fortunate.

## 2. KEEP RITUALS RICH

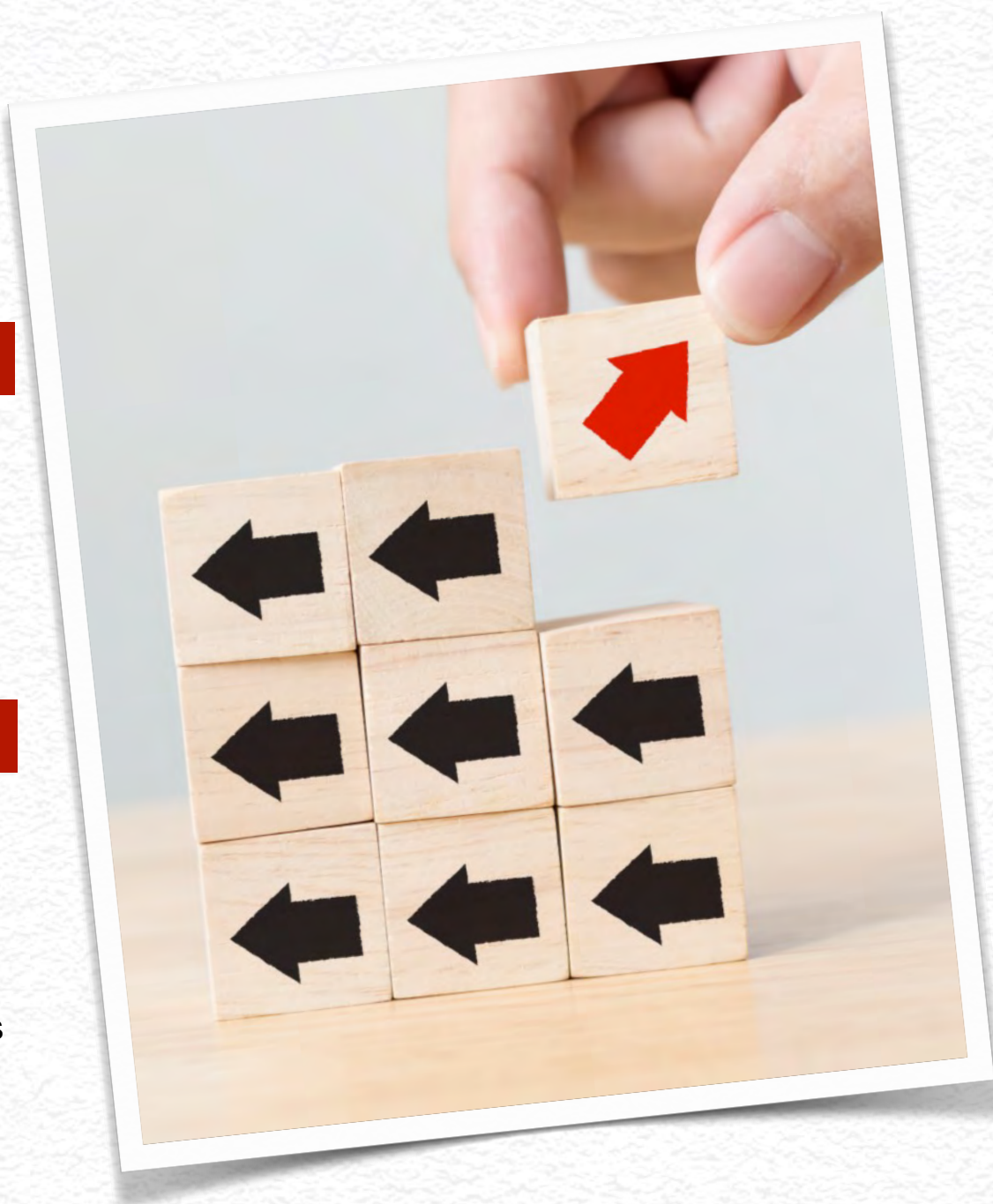
Leverage the emotional need for tradition: A retailer can send online shopping customers a free download of their holiday playlist to recapture the beloved holiday shopping experience.

## 3. BUY ONE, GIVE ONE

The feeling of giving is unique to the holiday season. This year, encourage a new kind of BOGO where consumers can opt to anonymously gift a product of their choice to a person or family less fortunate. Imagine asking at check out ‘Would you like to make someone’s holiday?’ It’s a great way to pay it forward and increase basket size incrementally. Buy One, Give One models have proven an ability to scale quickly. Bombas socks has grown to 100 million in just 6 years.

## 4. END ON A HIGH!

Activate “Good Riddance!” ways to turn a heavy year into a more uplifting purchase. Imagine offering an amazing deal that could serve as a send off to 2020 while simultaneously clearing remnant holiday inventory.



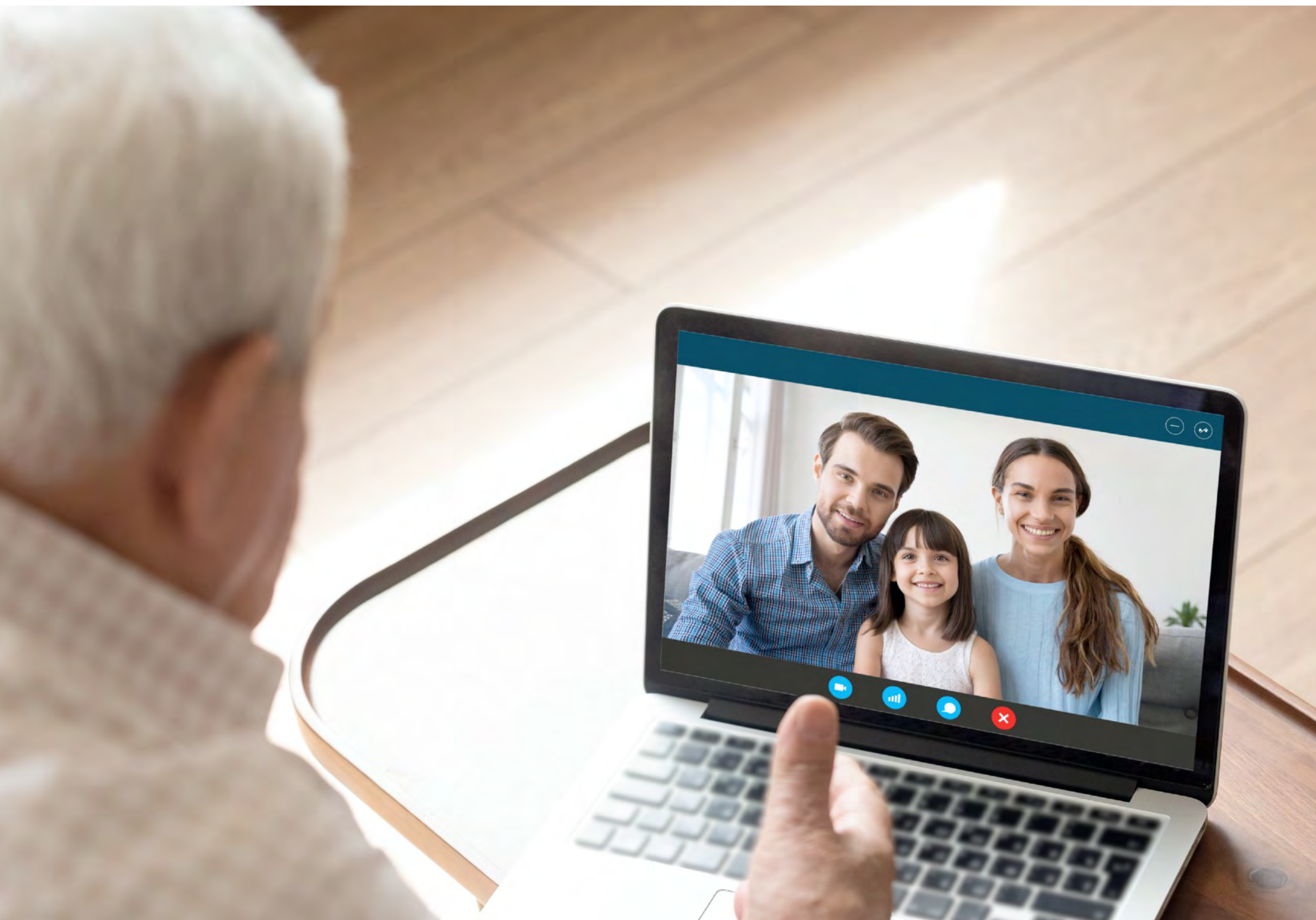


# PIVOT 02

## KNOW THAT BEHAVIORS WILL BE MOTIVATED BY NEW INTENTIONS VS. OLD HABITS

Habits will continue to be broken as we bring 2020 to a close, which will force us to recreate. After a year of safety, health, and economic concerns, we will continue to be reprioritizing what's truly important, especially this holiday season. People will be rethinking how they gather, with whom they gather, and how they create new traditions — however temporary.

The big gifts aren't the season's only investments. Self-gifting and non-gifting expenditures made up for 15% of 2019 holiday spending and we anticipate this to be greater this year.





## 1. PUT TRADITIONS TO THE TEST

Create online quizzes that help people narrow down their intention for gifts, parties, and gatherings, and then display curated lists.

## 2. EXPLORATION TO INCREASE PURCHASES

Imagine mass e-retailers introducing an explore page to guide consumers through finding new local or independent brands they've never purchased from before.

## 3. EMBRACE HEALTHY GIFTING

Create more personal growth and healthy coping resources or product offerings for gifting this year to spread positivity as we welcome a new year.

## 4. GUILT-FREE GIFTING

Encourage people to treat themselves — or splurge during this time when they have been holding back for so long. More expensive merchandise can be justified as, 'You deserve it!'.

## 5. THE NEW NEW YEARS

Foster optimism as we wave goodbye to one of the hardest years. This year, host the world's biggest virtual "goodbye" party for 2020 to ring in the new year. Tickets can be sold for the event, along with beverage and meal options available for delivery.





# PIVOT 03

## DON'T JUST WIN THE DAY, WIN ON NEWLY-CREATED MICRO-MOMENTS

This year, we can encourage and fuel the creation of more moments throughout the season in order to maximize our time with loved ones. Rather than waiting out the season to celebrate together, take advantage of the smaller traditions that make up the season.





**1. SMALL THINGS WILL BE BIG**

Retail brands should curate value boxes or other offerings to cater to individuals, small groups, and families and focus less on the big bulk discounts.

**2. MAKE MORE OF WHAT YOU CAN**

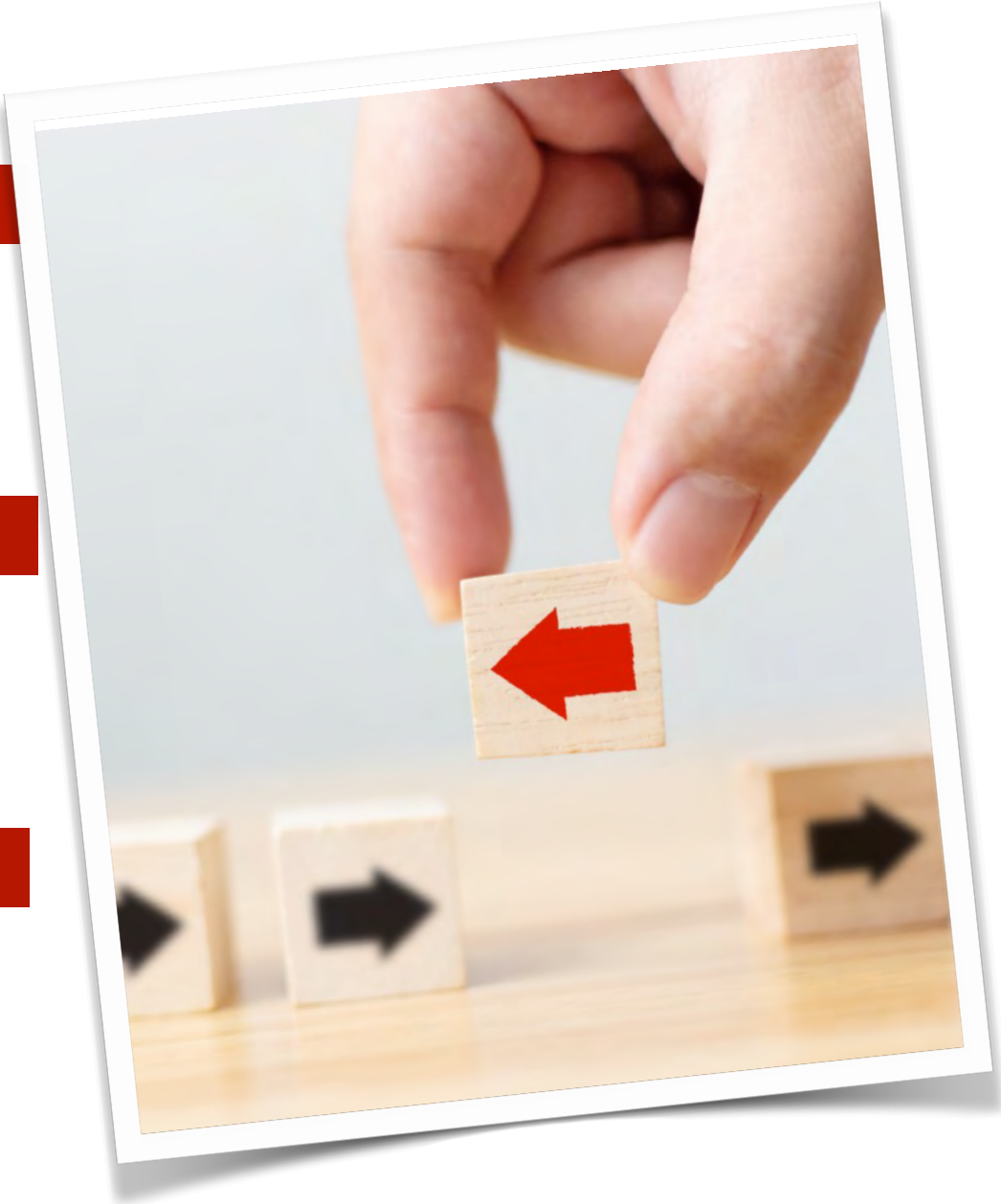
Consider a 2020 countdown for gifting so people can have extended and numerous smaller celebrations.

**3. SELL THE SEASON, NOT JUST THE DAY**

Imagine a retail brand creating micro-themes for Halloween so people could mix and match a costume for each occasion or mini-celebration.

**4. CREATE MAKEUP DAYS**

Many important dates were passed by this year due to the pandemic. Why not create “makeup days” to have another chance at properly celebrating what was missed. Since some families will be physically together for the holidays, tack on the important days you missed out on. Who says you can’t celebrate 4th of July on December 26th?





# PIVOT 04

## BRANDS MUST FOCUS ON THE CONNECTION **OVER THE DIVIDE**

Distinct from the pressures of COVID-19, 2020 has been a year of sharp opinions, activism, and partisanship. While everyone wants to “fight the good fight,” it is exhausting. Brands that recognize that consumers are looking for positivity and close connection this year will be cherished. Optimism wins and the holidays this year will want to feel like a celebration, with fun at the core.





## PIVOT 04 IDEAS //////////////////////////////////////

### 1. IDENTIFY THE MOMENTS WE CAN ALL RELATE TO

Ask consumers to submit their best/worst holiday moments and see how to turn them into shoppable products or recommendations (i.e. how to make grandma's casserole when grandma isn't there).

### 2. SHOW YOUR HUMAN SIDE

Use this holiday season as a time to reach across the aisle to your competitors by extending joint promotions, honoring their discounts, or co-hosting community-first initiatives to hero the surrounding population.

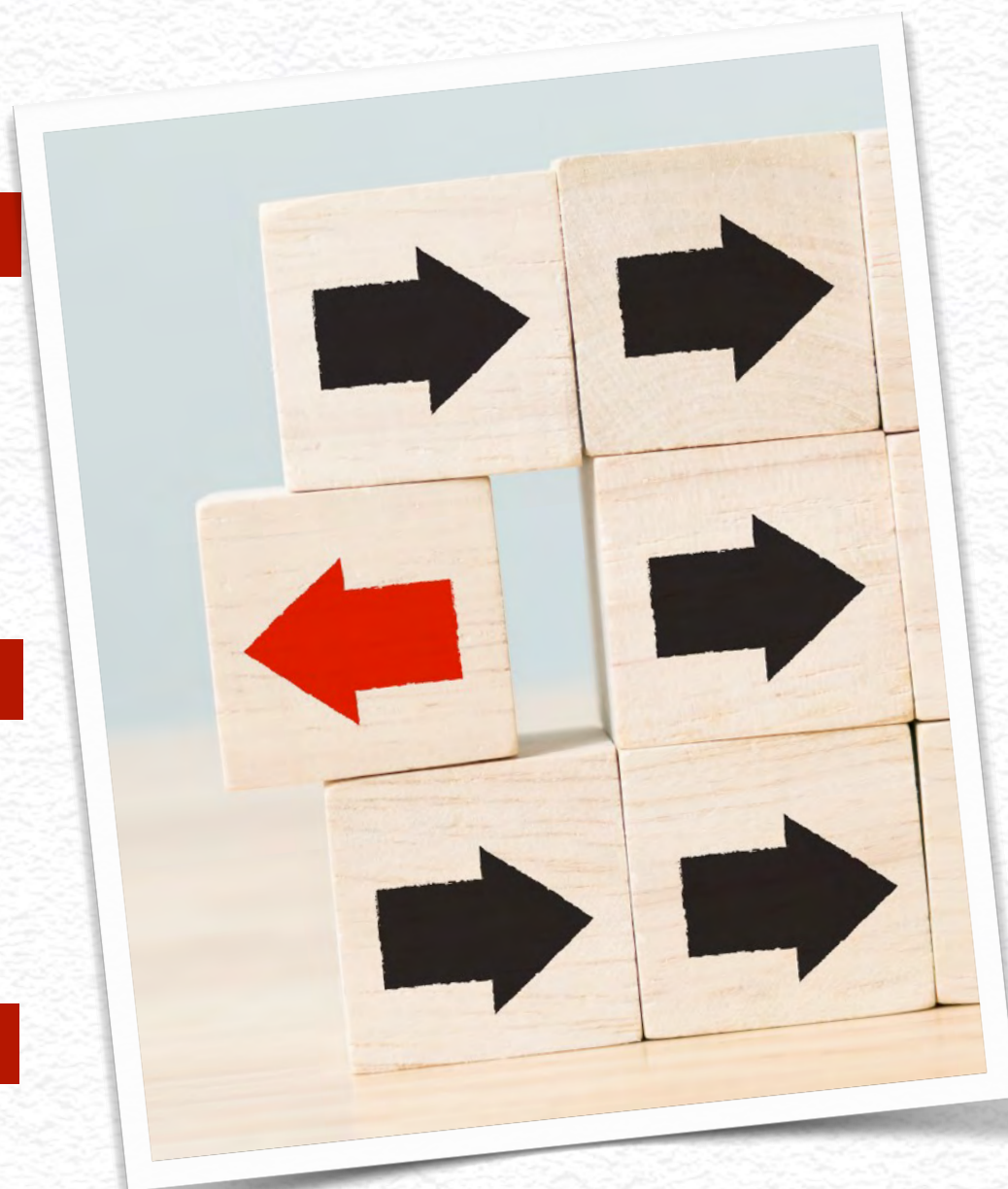
### 3. INSPIRE AND REWARD POSITIVITY

Give reward points, perks, or discounts to individuals nominated for acts of kindness by their peers.

### 4. SPEND NOW, PAY LATER

With everything going on, not everyone has the means currently to spend on holiday gifts. But that shouldn't get in the way of them feeling good about the holidays. Find ways for them to spend now and pay later so they won't feel left out.

Many brands are offering layaway programs such as Afterpay this holiday season to help consumers manage uncertainty and increase conversions 20-30%.







# THE BOTTOM LINE

It may be all too common to hear the phrase “remember the reason for the season,” but it arguably has never been truer than it is in 2020. Retailers won’t win if they don’t. As we have stressed, it is critically important to tap into the new emotional drivers vs. the past traditions and other ritualized experiences. Over the next several weeks, keep a keen eye on your consumer and don’t be afraid to go with your gut and pivot your marketing efforts when you start to see signals. Keep an even closer eye on your competition and be ready to react swiftly to their efforts.

While it’s time to think about what the holidays mean, it’s not time to overthink and lose precious time on how to meet consumers where they are to help build your business during this critical sales times.

If you aren’t fully present with what is happening, you may just miss the new opportunities for your brand to be relevant this year.

Here’s to a richer holiday season...





**THANK YOU**