

HOLIDAY STRATEGY GUIDE

Marketing Strategies that will Top Your Holiday List

The 2022 holiday season suffered from ongoing inflation, inventory challenges, and economic pressures. What should brands and retailers expect for the 2023 holiday season?

Our winter holiday guide will highlight key consumers trends, opportunities, and marketing strategies to help you maximize your holiday campaign media spend with tailored precision.

What to Expect in 2023

Key consumer trends and how marketers can proactively prepare.

We expect to see holiday retail sales grow

4.5% YoY,

in line with last year's growth of 4.8% between from 2021 to 2022.¹



Though growth isn't exponential, it is steady year-over-year which means that marketers do not need to overhaul their approach, and instead can fine tune their planning.

Inflation is still on shoppers' minds.

53%

of shoppers surveyed earlier this year said they expected inflation to have a moderate to severe impact on their holiday celebrations and spending year-round.²

Balancing spending on essentials vs. discretionary items will still be a big consideration for a large portion of the U.S. market. Understanding your key customer and reaching that audience while maximizing your media dollars will be the difference in driving ROI.



Food

is the top spending category that shoppers are expected to buy for Thanksgiving (**88%**), Hanukkah (**51%**), Christmas (**78%**), and New Year's Eve (**76%**).²

While gifts and alcohol categories are close behind, the winter holidays and get-togethers revolve around the dining table. Getting in front of shoppers early to influence what's in their carts and ultimately on their table is key.

The Perfect Recipe Based on Your Shopper

The Holiday Host

Reach shoppers who are preparing to host large gatherings for the holidays. They will most likely display high, and frequent, foot traffic visitation to grocery stores and big-box retailers as they prepare to cook, host, and entertain over the winter holidays. Because the timeline for stocking up will range from November through December, you'll have multiple opportunities to influence this audience across various mediums.

Ingredients for Impactful Reach

Location Audience Targeting

Reach shoppers based on past visitation to specific categories or brands, such as Grocery Stores or Whole Foods.

Examples of potential audiences:

Big-Box Stores	Target
Convenience Stores	Circle K
Grocery Stores	Publix
Liquor Stores	BevMo!
Wholesale Clubs	Costco

Retail Block Targeting

Influence last-minute buys by reaching shoppers in real-time when they are near or in a store that carries your product.

69% of monthly grocery shopping is done in-store compared to **16%** who get groceries delivered, so there is still time to influence what shoppers add to their carts before they head to check out, especially with special promotional pricing.³



In-Stock Targeting

Increase sales of your products by dynamically serving ads to audiences based on whether your product is in-stock at a nearby store.

A GroundTruth client drove over **802k** visits to Walmart Stores with our In-Stock Targeting solution, increasing sales by **24%** during this campaign. This tactic allows marketers to maximize their media spend while ensuring a seamless and positive shopper experience.⁴

Competitive Stock Targeting

Drive "switcher behavior" by shifting media to the stores where your competitors have low stock, and you have plenty to influence shoppers to try your product.

The top factors that influence where U.S. adults purchase their groceries are Ease & Convenience (**77%**) and Price & Discounts (**67%**). While Loyalty comes in third, it's far behind at **44%**, making now the perfect time to steal share of market when your competition has low stock.⁵

Did You Know? Grocery Stores saw a 5% increase in share of market compared to other similar categories in November compared to October, likely driven by the Thanksgiving holiday.⁶

The Perfect Recipe Based on Your Shopper

The Friendsgiving Feast-Goer

In the weeks leading up to major holidays, there are multiple opportunities for impromptu celebrations, including events like “friendsgivings”, gift exchanges, or more casual get-togethers.

These consumers may be looking for groceries to prepare small bites, quick and easy take-out options from restaurants, or the perfect “host” gift. There are multiple opportunities to reach this consumer in their path to purchase.

Ingredients for Impactful Reach

Behavioral Audience Targeting

Connect with audience segments based on a blend of past visitation patterns and demographic information.

Examples of potential audiences:

Discount Shoppers

Fast Food Goers

Foodies

Pizza Lovers

Travelers

65%

of holiday shoppers are more likely to be Foodies compared to average.⁶

Geo Targeting

With many celebrants traveling for the holidays, reach customers in real-time based on specific geographical criteria, whether that is radial fencing, zip code level, designated market areas, city or state.

Because routines can take a backseat during the holidays, this is a great time to reach people in the moment and influence them based on geographical convenience and relevance.

Competitive Stock Targeting

Create tailored audience segments based on visitation data, behavioral attributes, demographic details, and/or purchase information.

Mix and match different attributes to hyper-focus your efforts during the holiday season.

Did You Know?

More than half of those surveyed said that they would “rather buy snack and salads with little-to-no preparation” throughout the holidays.⁷

Promoting “easy” meals or including recipes within your creative to show shoppers how easy it is to cook up the perfect platter can help drive more interest, and sales, of your products.



The Perfect Recipe Based on Your Shopper

The Celebratory Consumer

These are consumers who celebrate the holiday season by attending various entertainment events or other spirited activities. They may be interested in bringing gifts, decorations, food & beverages, or simply having a good time. Reach these consumers on their path to celebration.

Ingredients for Impactful Reach

Behavioral Audience Targeting

Connect with audience segments based on a blend of past visitation patterns and demographic information.

Examples of potential audiences:

Bar Goers

Entertainment Enthusiasts

Restaurant Goers

Party Animals

Theatre Goers

Proximity

Help celebrants pick up their favorite spirits, decorations, or snacks on the way to their holiday soiree.

3rd Party Audience Targeting

Layer on 3rd Party Audience Targeting to your GroundTruth campaigns to include past purchases or app data in your media mix.

For example, have a new seasonal flavor or limited-time product on the shelves? Use this targeting tactic to reach shoppers who have purchased similar products from your brand, or your competitors' brands.

GroundTruth observed that Beer, Wine, and Liquor Stores saw a

20%

increase in share of market compared to other grocery-related categories in December 2022.⁶

Did You Know? Alcohol is #2 of top items that holiday celebrants expect to buy this year for Thanksgiving and New Year's Eve.²



Real-world behavior. **Real business results.**

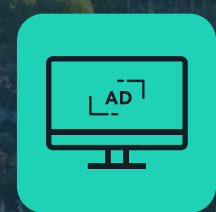
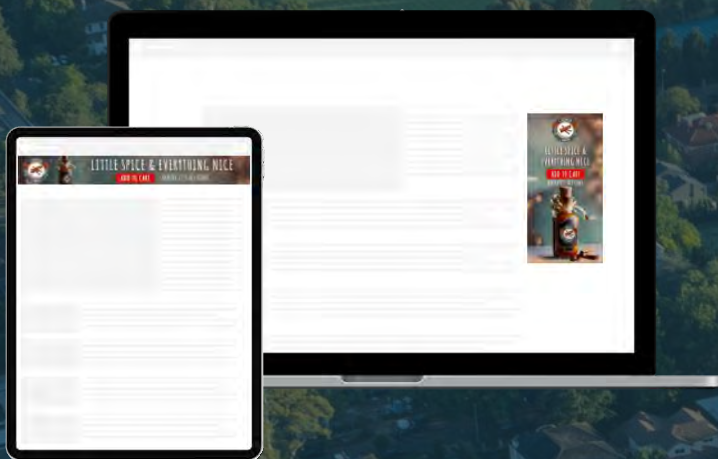
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Apply our Learnings & Strategies to a Full-Funnel Marketing Campaign

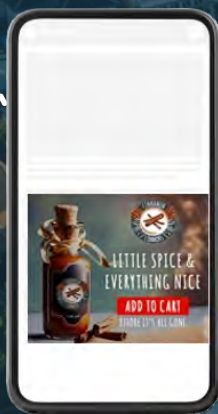


Build brand awareness while consumers enjoy their favorite TV moments.

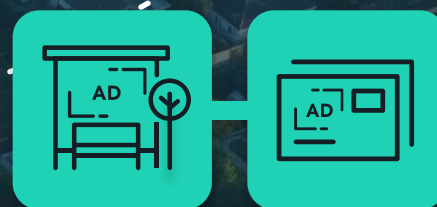
GroundTruth can measure visits post-CTV ad exposure, not to mention we can also capture real-time engagement with reporting on GroundTruth QR Code scans.



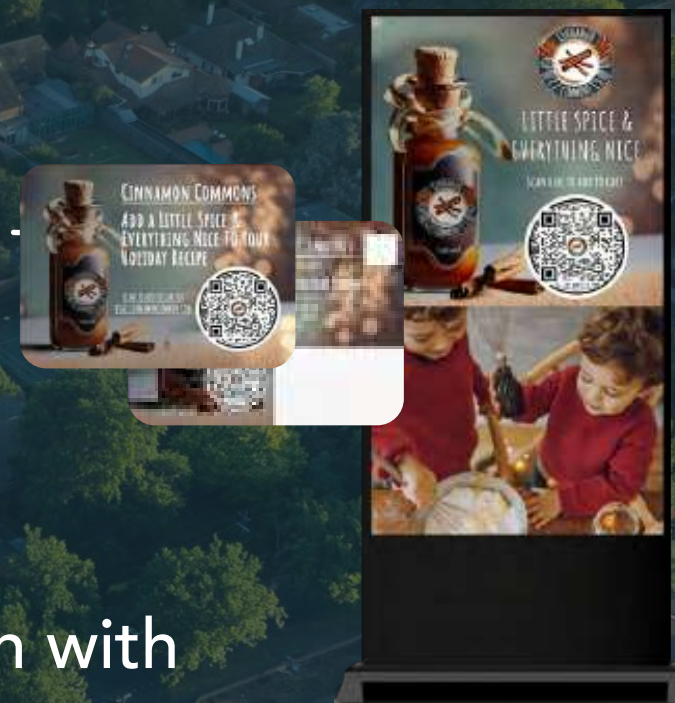
Reinforce your messaging by targeting key audiences on desktop and tablet.



Connect with shoppers on-the-go.



Amplify your reach with Digital-Out-of-Home and Direct Mail powered by GroundTruth Audiences.



Measure the impact of your marketing campaign on visits to your target store locations. We can also leverage 1st and 3rd party solutions to measure visits, sales, and brand lift attributed to your GroundTruth campaign.





TV



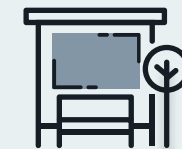
Desktop



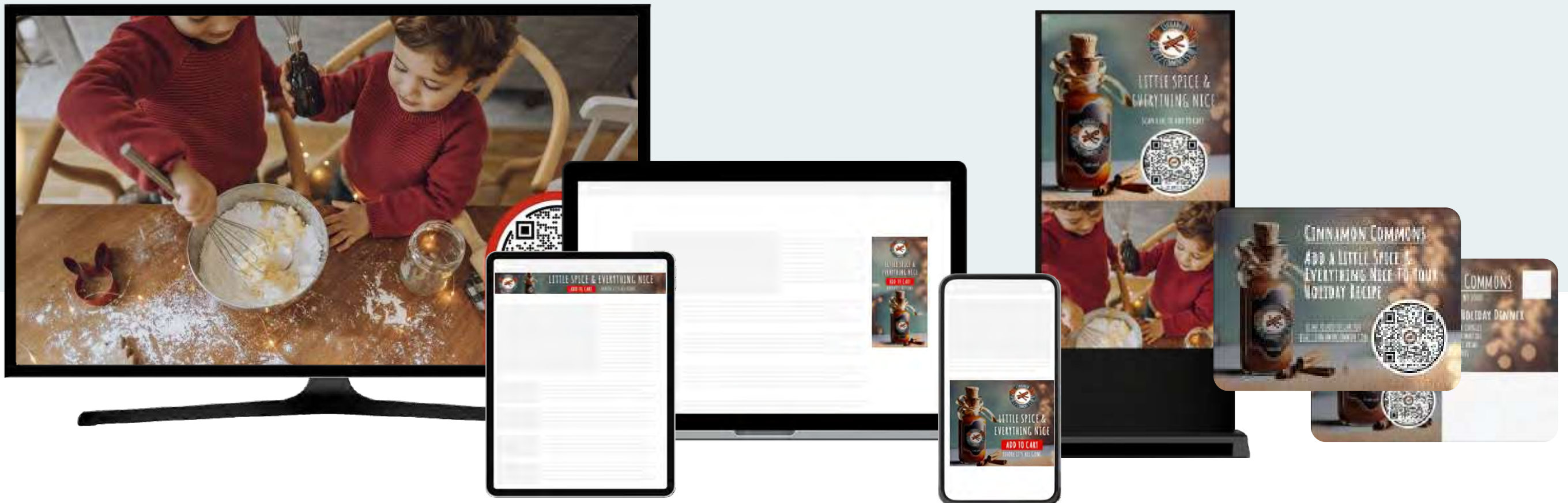
Mobile



Direct Mail



Digital-Out-Of-Home



Looking for the best creative this holiday season? Here are some tips from the creative experts at GroundTruth⁸:

- **Relevant images:** Use relevant images compared to your target audience and specific to the holiday.
- **Keep your message simple:** Focus on the key message and keep the copy simple. We found copy with 5 words or less performed 13% better in CTR.
- **Create a sense of urgency:** Use limited time offers or promotions. Dynamic countdown creatives help set a reminder and encourage users to take action on deals or purchase products before the holiday.
- **Leverage your product benefits:** Highlight your unique proposition and what sets you apart from the competition.
- **Offer solutions:** Identify what your target audience's challenges are and position your product or service as a solution.
- **Leverage user-generated content:** Social media posts and reviews can showcase real-life examples and generate a sense of trust.
- **Always be testing:** Get the most out of your creative testing by only changing one creative element at a time.
- **Keep it fresh:** On longer running campaigns, refreshing the creative once a month can help increase CTR on the campaign.

About GroundTruth

GroundTruth is a media company that turns **real-world behavior** into marketing that delivers **real business results**.

Interested in Learning More?

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Sources: ¹eMarketer, ²Numerator Holiday Consumer Trends, ³Drive Research, ⁴GroundTruth Case Study: In-Stock Targeting, ⁵PYMNTS.com Consumer Inflation Sentiment: The False Appeal of Deal-Chasing Consumers, ⁶GroundTruth Visitation Data, ⁷Winsight Grocery Business: Consumers' holiday plans will include lots of treats, ⁸GroundTruth Creative Best Practices



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