

# The year of revenge celebrating

Make the most out of 2021 holiday media planning

Call it **revenge celebrating**. After spending most of last year's holiday season inside, Americans are looking forward to shopping in-store and spending more this holiday season – giving advertisers the opportunity to tap into customers' lifestyles to deliver the right message at the right place and time.



While shopping habits have changed significantly since the pandemic, not every pattern will last through this holiday season. **Discover our top five predictions to help guide your holiday media planning.**

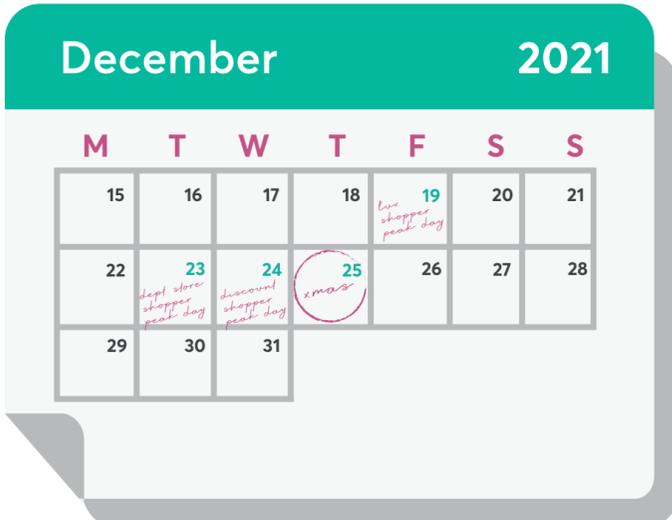
## Shopper behavior will bounce back

- Online-only behavior was created out of necessity, not preference:
  - In 2020, even when anxiety levels were high, mobility across the retail sector grew by **23%** between November and December.
  - With vaccination rates going up and anxiety levels going down by **13%** since January, we can expect an even higher growth for this season.
- Traditional shopping periods remain unaffected despite WFH, so continue to drive customers to stores on weekends and e-commerce during the week.
- Shoppers still want tactile experiences, particularly for holiday shopping.



**Recommendation:** If foot traffic is back, the fight for share of voice will be back with a vengeance. Keep spend levels up to reach the steady in-store traffic starting in November.

## Store visit patterns will hold the key



- Discount shoppers continued shopping until the very last minute, when we saw a **13%** increase in the number of visitors from 23rd to 24th of December.
- Department store shoppers increased the most (**+11%** day over day) on Wednesday, two days before Christmas 2020.
- Luxury shoppers saved their last-minute shopping for the weekend before the holiday, Saturday Dec 19th (**+31%** change from the previous day).

**Recommendation:** Utilize location data to understand shopper behavior within your retail sector and upweight accordingly.

## Shopper will need more hand holding

- **12k+** stores closed in 2020 throughout the pandemic\*, resulting in shoppers returning to a changed retail landscape.
- **Recommendation:** Keep your customers away from your competitors by finding people that have visited your store in the past and redirect them to still-open locations or to e-commerce sites.



## Early adapters will drive 2021 holiday retail



- Understanding shoppers' lifestyles helps identify **"early adapters"** – groups who were out and about earlier in the pandemic, and therefore who may be more likely to be back in-store more comfortably and frequently this holiday season.
- **Recommendation:** Last-minute department store and luxury shoppers appear to be less risk averse and more likely to go in-store for their shopping, so double down on driving these groups in stores.

## 2021 will bring more last-minute shoppers

While e-commerce will continue to grow, brick and mortar stores can give shoppers what online can't: immediate access to products, tactile sampling and full immersion into the holiday spirit.



**12%** of total visits were last-minute\*\* shoppers as year, and that is set to increase as people will have busier agendas this year.

**Recommendation:** Plan to offer what last-minute shoppers want: shortcuts, brief tips and instant pick up (or next day delivery).

\*Source: Fortune  
\*\*Last-minute defined as December 18-24

For more predictions and planning tips ahead of the 2021 holiday season, reach out to [USsales@blis.com](mailto:USsales@blis.com).