



*Plan for Christmas 2011
With Google*





Festive market overview



Q4 is going to be BIG

£87bn

(est. overall retail sales in the UK in Q4 '11)

£9bn

(est. online retail sales in the UK in Q4 '11)



Source: Verdict, UK Retail Futures Quarterly Update H1: 2011 Online is 10%

e-Retail will grow 16% y/y in Q4 despite fragile economy



GDP

+1.4%

(2011 YoY growth estimate)**



Inflation

+4.2%

(Estimation for 2011)**



Consumer Confidence

- 85.0%

(Q1 2011 YoY growth)***



Q4 E-Retail Growth

+ 16%

(Q4 2011 YoY growth)*

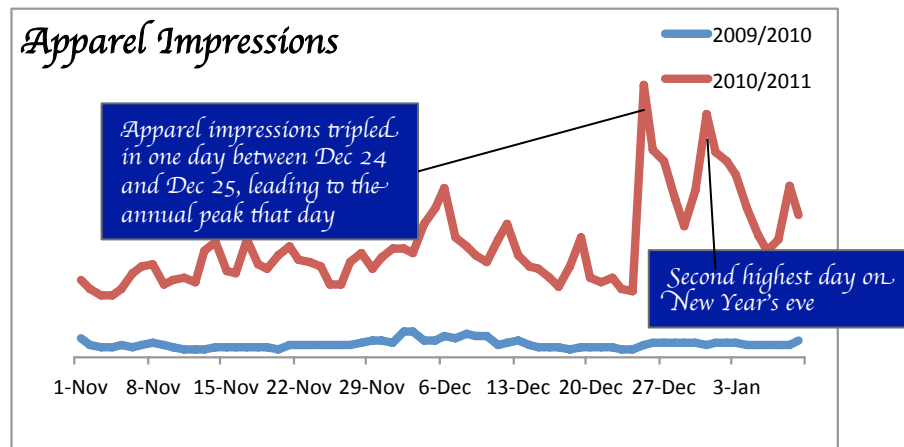
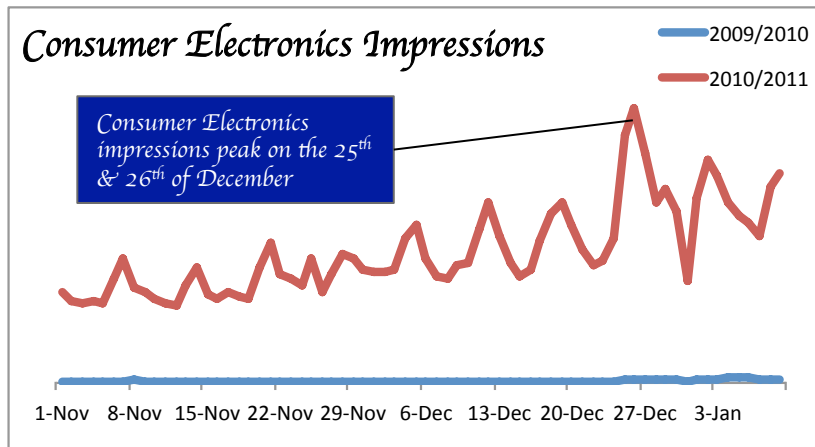
There will be key traffic peaks on specific festive dates



Boxing day was the busiest day of 2010 for online retailers in the UK, with visits to websites around 12% higher than before Christmas.

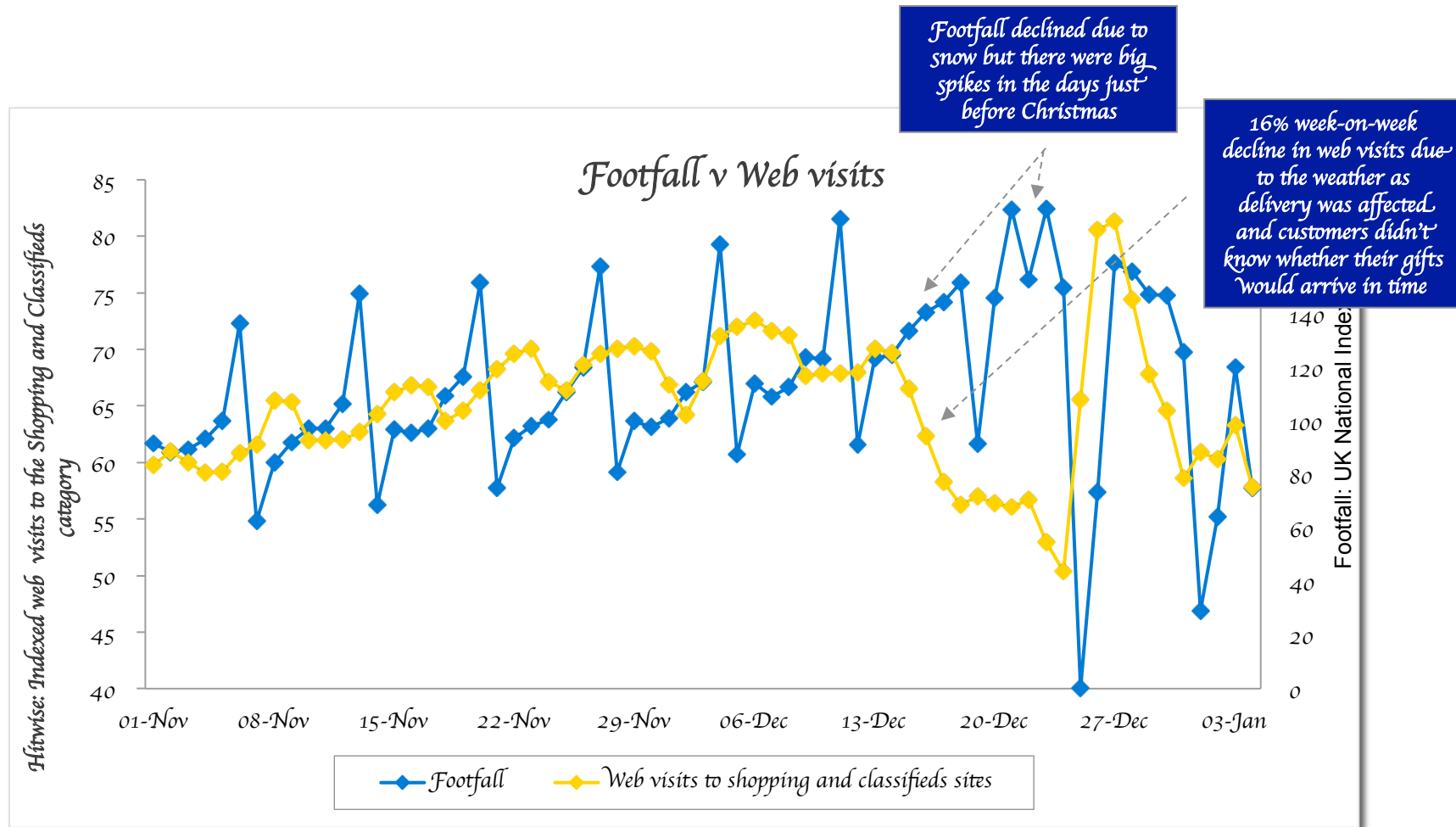
There will be key traffic peaks on specific festive dates

Mobile Usage peaks on Christmas Day

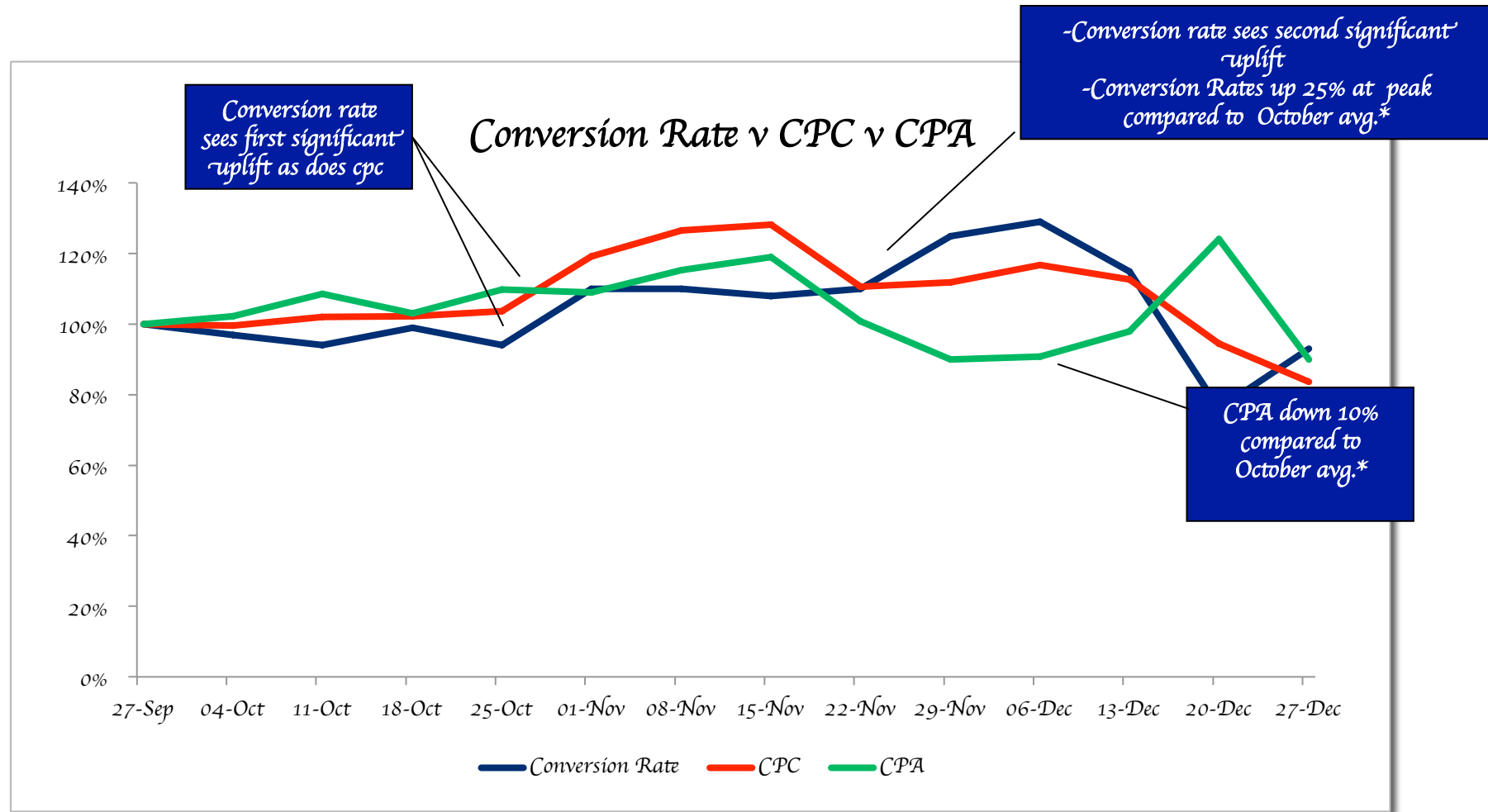


Pre-Christmas: Christmas day sees peak in most categories while PCs see a corresponding dip that day as consumers may be away from home and searching on mobile devices

The weather will affect both online and offline sales



Conversion rates will increase in the run up to Christmas



Source: Google internal data, based on the shopping category, *4 wks to 13th December v 4wks to October 25th 2010

Festive market key points and recommended actions

	<u><i>Key Point</i></u>	<u><i>Action</i></u>
1	Market spend in Q4 is going to be significant	Adjust spend accordingly to maintain share of voice
2	Online sales will grow 16% y/y in Q4 despite the fragile economy	
3	Website traffic will peak on certain days of the festive period	Allocate spend and set daily budget caps accordingly
4	The weather will affect both online and offline sales	Encourage shoppers to shop early to avoid bad weather and outline any delivery offer in ad creative
5	Conversion rates will see an uplift from October onwards	Ensure CPCs are competitive to capitalise on increased conversion rate at Christmas





*Consumer festive
behaviour*



What do consumers do online during the festive period?



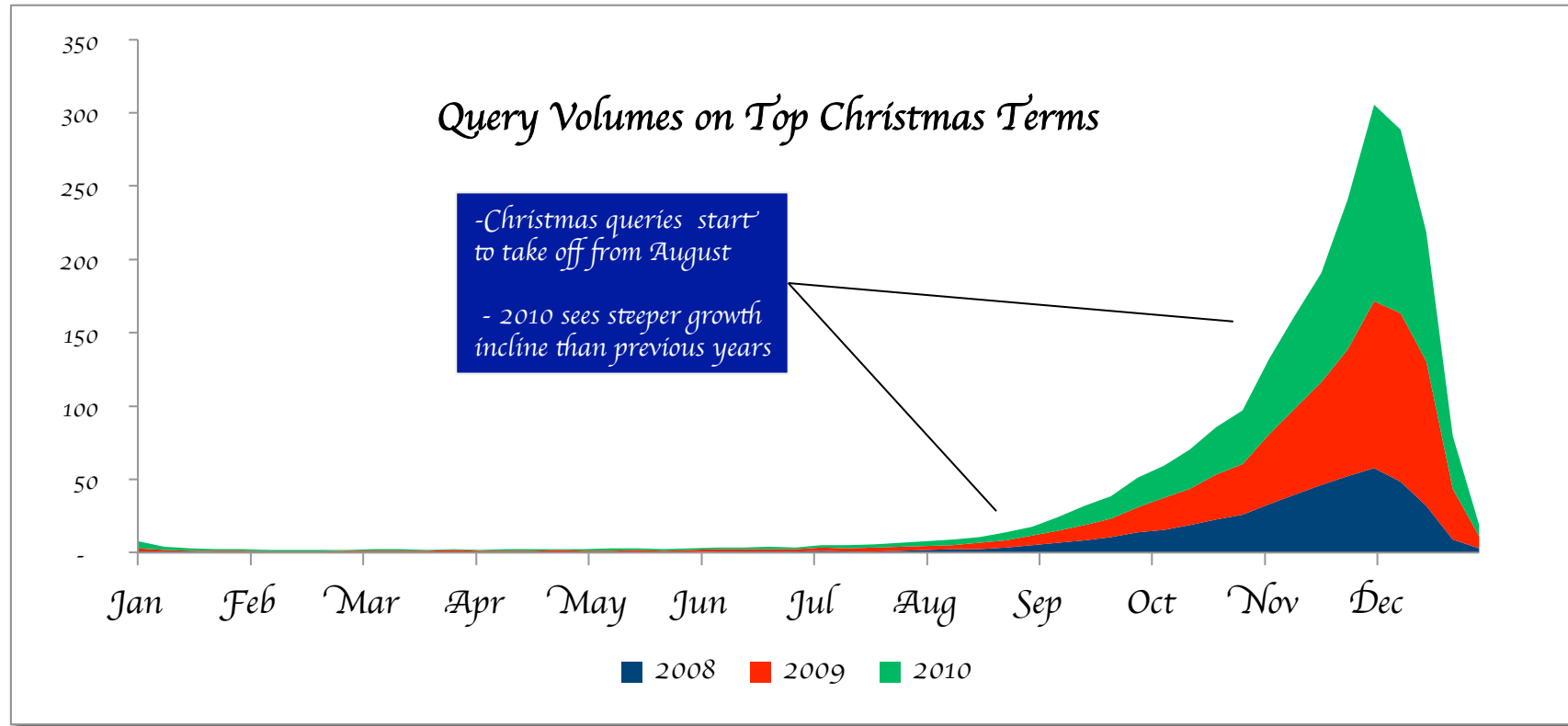
*Christmas Search Story
(click to view)*

http://www.youtube.com/watch?v=1FLX_wzgDY8



They will start their shopping earlier

54% of consumers* will commence their Christmas shopping earlier this year in an attempt to spread the cost

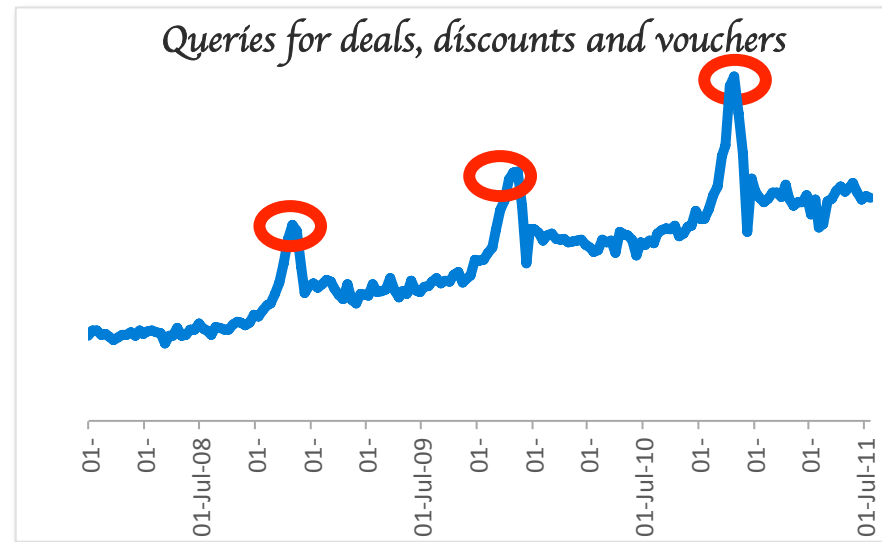


Source: Internal Google, based on top twenty generic Christmas related terms, * of 6000 consumers surveyed in e-Customer Service Index by eDigitalResearch and IMRG, August 2011

They will also look for deals and sales information

POPULAR
QUERIES

- discount vouchers
- vouchers
- discount codes
- high street vouchers
- Hot uk deals
- voucher codes
- money off vouchers
- printable vouchers
- free vouchers
- shopping vouchers
- promotional codes



Queries (+26% y/y)
accelerate from October

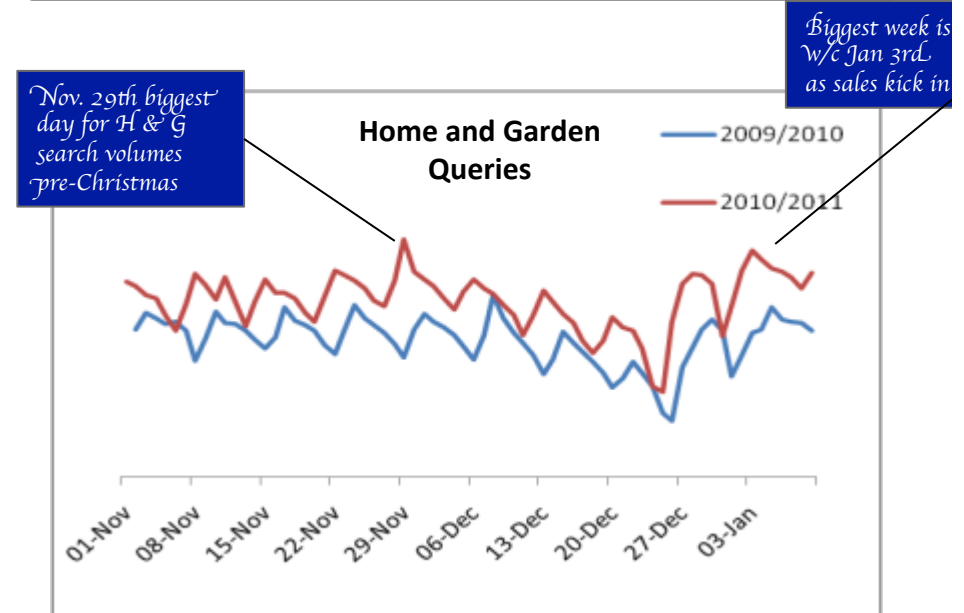
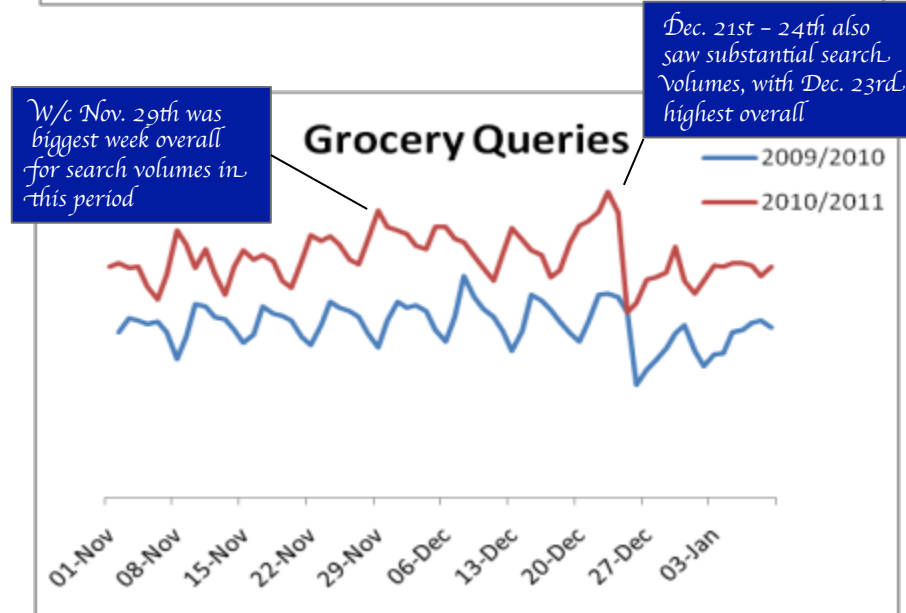
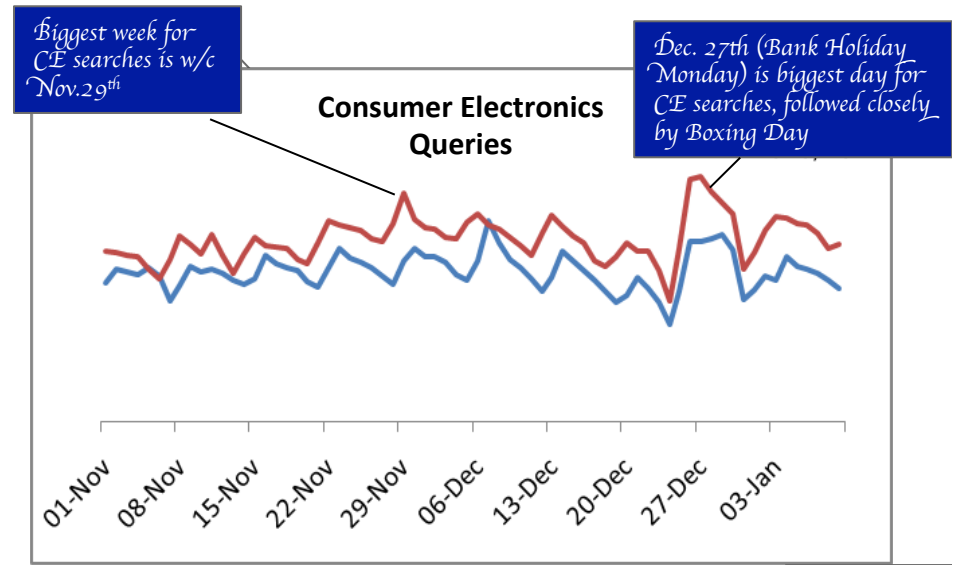
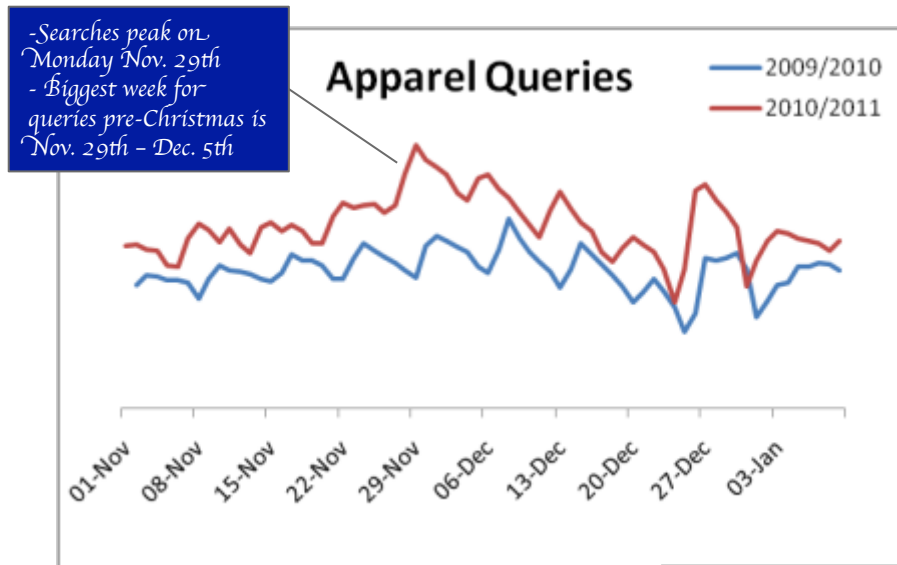
46% of consumers claim
that better prices are the
main reason encouraging
them to shop online at
Christmas*



Source: Google Internal data, *eCustomerServiceIndex carried out by eDigitalResearch and IMRG, August 2011

Source: Google Insights for Search UK 2010 data

Different sectors will have different search query patterns



Mobile will be a key driver of consumer festive spend



35% of UK shoppers plan to spend more on their mobile this Christmas

1/3 of UK shoppers engaged in m-commerce during Christmas 2010

67% of users research on a smartphone and then buy in-store

More than half of consumers use a mobile device to assist them while shopping in-store



Tablets will also play a prominent role



41% cite shopping as reason for buying the iPad

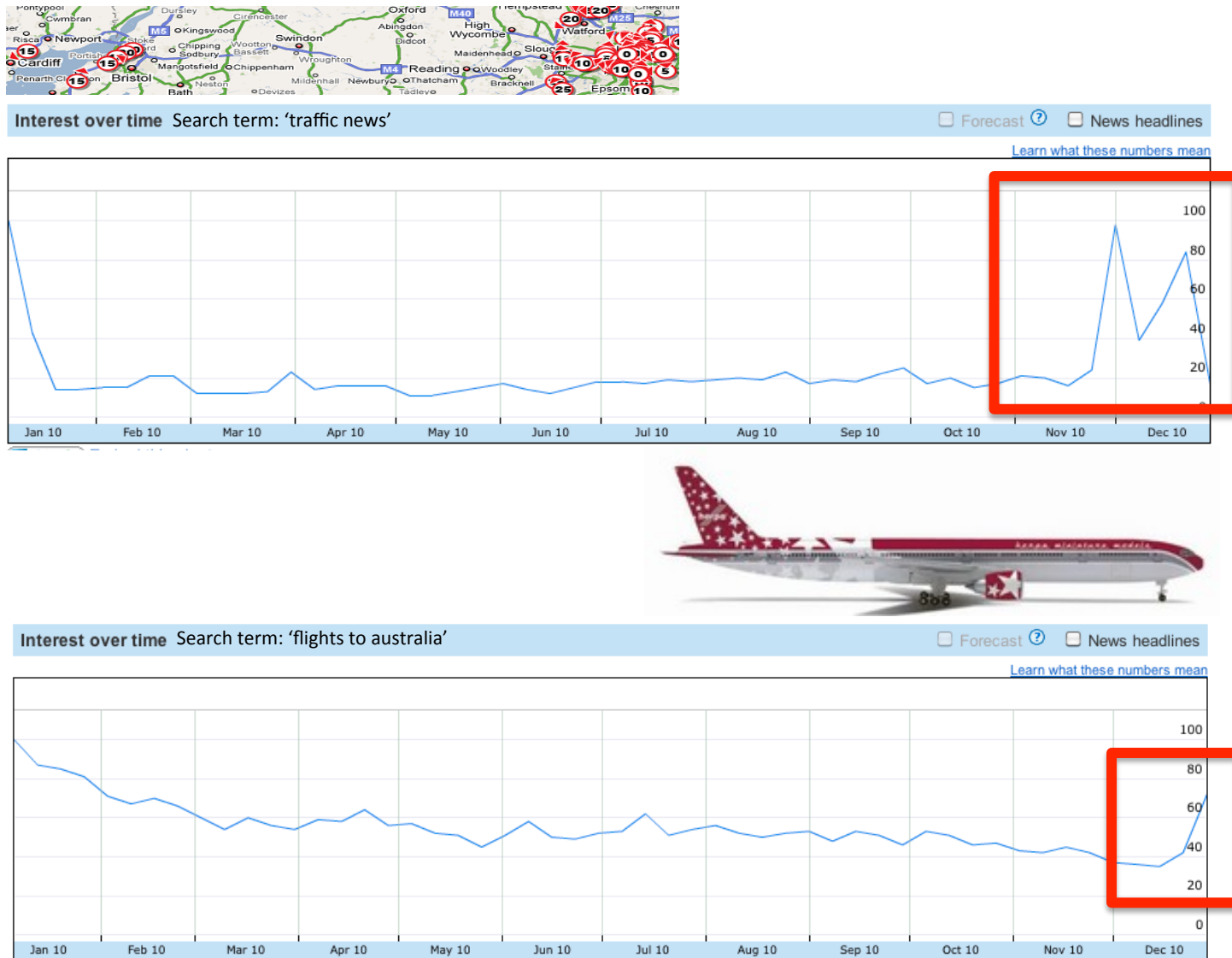
Tablet users spend 50% more than PC web users

Tablet conversion rates equal or are higher than PCs

68% of tablet users bought online compared to 48% of smartphone users



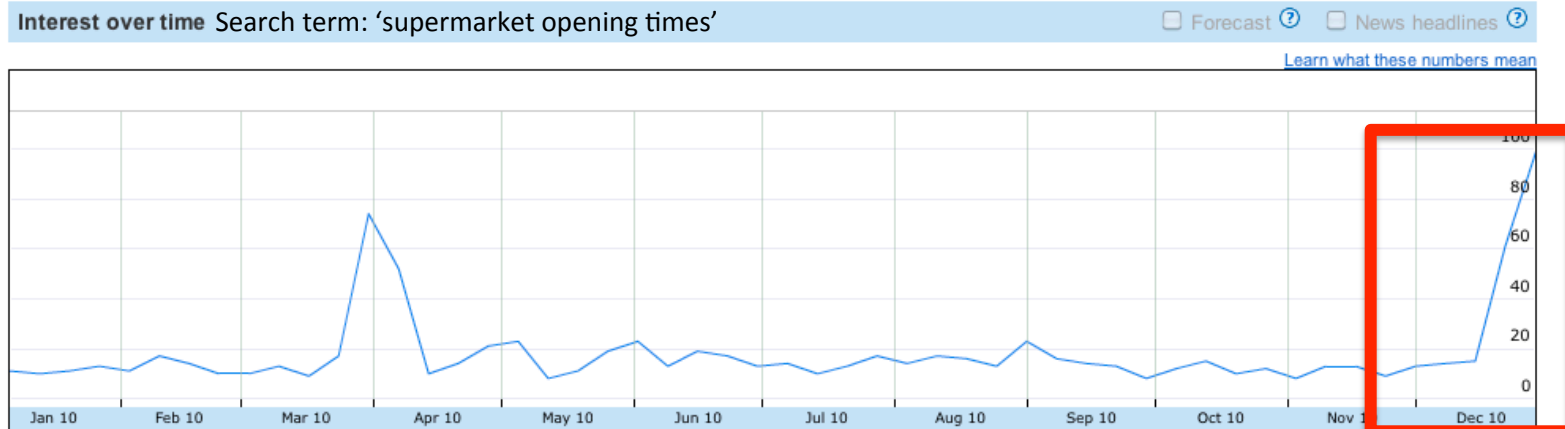
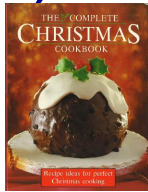
Consumers will search heavily for travel tickets and information during the period



Consumer interest in the weather will peak



They will actively seek store and recipe information



Parents will be desperate to keep their kids entertained



Interest over time Search term: 'family games'

☐ Forecast [?](#) ☐ News headlines

[Learn what these numbers mean](#)



Interest over time Search term: 'kids games'

☐ Forecast [?](#) ☐ News headlines

[Learn what these numbers mean](#)



Families will want to stay in touch with each other



Interest over time Search term: 'video calling'

☐ Forecast [?](#) ☐ News headlines

[Learn what these numbers mean](#)



Consumer festive behaviour summary

	<u>Key Point</u>	<u>Action</u>
1	Thrifty consumers will start shopping earlier	Start Christmas offers early
2	Consumers will be on the look out for deals and discounts	Incentivise customers with deals and emphasise offers in creative
3	Different sectors will have different search query patterns	Plan account spend by sector peaks
4	Mobile and tablets will be a key driver of consumer festive spend	Ensure you have a mobile-optimised site and separate out mobile and tablet campaigns
5	Consumer searches for travel, weather, recipes and store opening times will spike	Allocate your spend across these sectors accordingly
6	Entertaining the kids and staying in touch with family will be consumer priorities	Tap into these consumer needs if possible





Concept thought starters



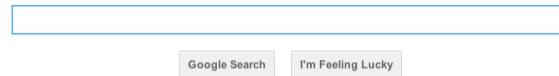
...remember to think about Google's entire product suite!



admob^{((((()))}



Google
UK



Google+

Send a video e-card with YouTube

INSIGHT

Consumers send and receive festive e-cards and want them to be exciting, personalised and not seen as a 'kop out' when compared with the traditional Christmas card

IDEA

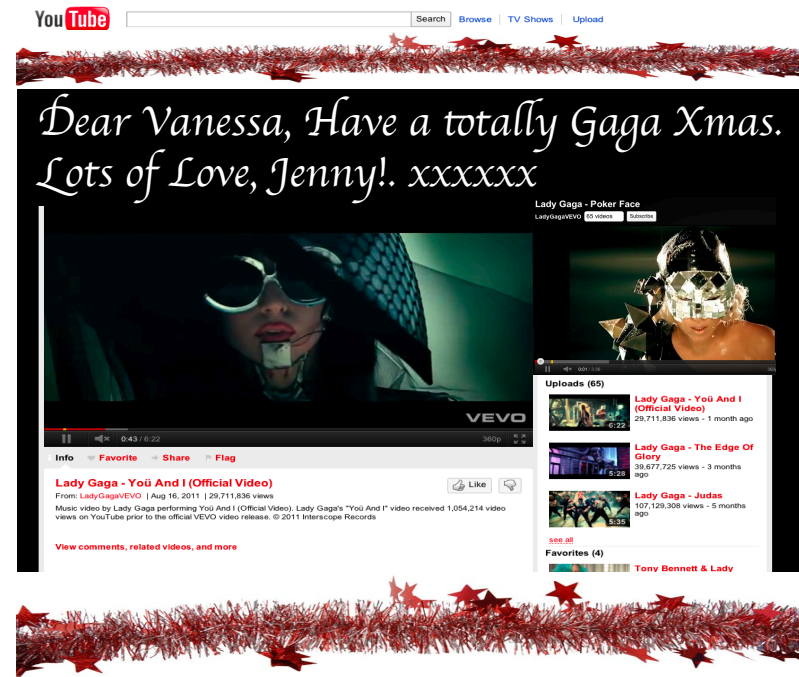
Use the YouTube interface to send a personalised video e-card based on the recipient's interests, e.g. 'Lady Gaga'

Sender types in the recipient's name and adds a festive message, then selects a relevant interest topic which populates the card with entertaining videos

The card is then emailed to the recipient and potentially shared socially

MEDIA

Support with targeted keyword activity across 'e-card' terms as well as display formats across the GDN and YouTube. Design templates sit on a YouTube brand channel or hub.



Customise your own wrapping paper with Google Images

INSIGHT

Consumer demand and searches for wrapping paper peak at Christmas.

IDEA

Use Google Image search to populate wrapping paper templates that can then be printed out by consumers.

Consumer types in the keyword(s) they want to include in their wrapping paper and Google Image Search scrapes related images into wrapping paper template for printing.

MEDIA

Support with targeted keyword activity across 'wrapping paper' terms driving to the wrapping paper templates or with GDN display formats asking users to type their chosen keywords straight into the ad formats e.g. 'cats'

Potential to establish a brand partner as solus sponsor.



Learn Christmas recipes and skills with YouTube

INSIGHT

There is demand from consumers to learn how to cook various recipes and perform other festive related skills.

IDEA

Build a Christmas destination hub on YouTube which can act as a 'one stop shop' for all consumers need to know about Christmas.

The hub will aggregate videos across a number of topics including food recipes, turkey carving tips, Christmas cocktail making, stocking filler ideas and present wrapping.

Potential to host Google+ Hangouts as appointment to view tutorials on certain topics

MEDIA

Support with targeted keyword activity across relevant topics like 'Christmas recipes' and 'turkey carving' as well as display formats across the GDN and YouTube alongside relevant content.



Learn how to Hangout on Google + with friends and family

INSIGHT

There is a clear consumer demand for video calling at Christmas to stay in touch with friends and family worldwide.



IDEA

Educate consumers on how to use Google+ Hangouts to meet this demand by hosting tutorials on a designated Google+ or YouTube page.

Potential for these pages to be brought to consumers by a primary sponsor.

Incentivise users to trial the service by offering a Christmas prize draw for those who conduct a Hangout.



MEDIA

Support with targeted keyword activity across 'video calling' keywords and appropriate display format activity across the GDN and YouTube. Hangouts conducted via desktop, tablet or mobile devices.



Tell an interactive Christmas story on YouTube

INSIGHT

Families are keen to entertain their children over the festive period (and to get a bit of peace and quiet)

IDEA

Produce and promote an 'internal annostatin' style piece of YouTube content based around either a famous or original Christmas themed story or game.

MEDIA

Promote the content across YouTube and the GDN with relevant display ad formats with the content being hosted as part of a brand channel.

Choose A Different Ending: start

adifferentending 33 videos



<http://www.youtube.com/watch?v=JFVzkYDNJqo>

PATRICK BOIVIN 212 videos



<http://www.youtube.com/watch?v=LPQ1XrllZmA>

BooneOakley.com - Home Page

BooneOakley1 43 videos



<http://www.youtube.com/watch?v=Elo7Welydh8>

(click to play examples)
NB: these examples are not necessarily appropriate for children!





Some creative inspiration

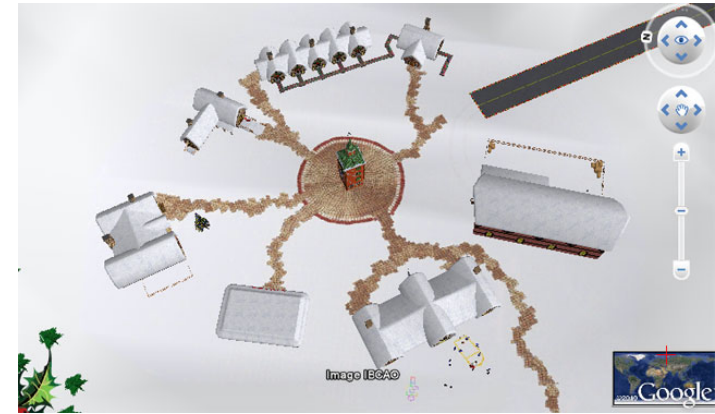


(Click to view examples)



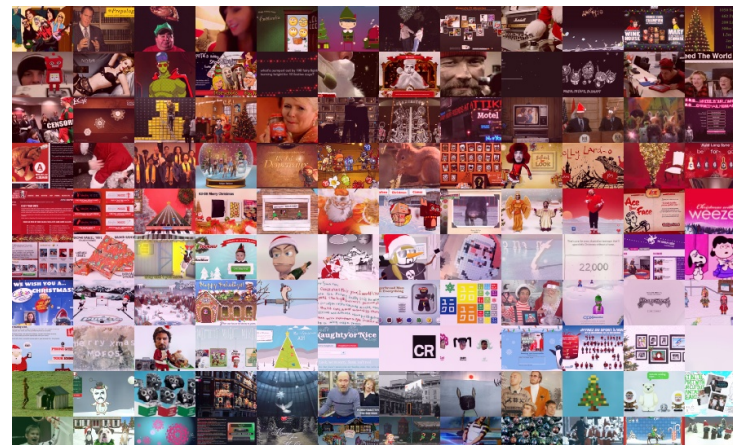
Elf Yourself

<http://elf.evb-archive.com/>



Track Santa

http://en.wikipedia.org/wiki/NORAD_Tracks_Santa



*Great examples of agency and brand
Christmas cards*

http://www.bannerblog.com.au/news/2008/12/120_agency_brand_christmas_cards.php



(Click to view examples)

The screenshot shows a YouTube channel page for 'PNP - Portable North Pole'. The main video player displays a Santa Claus figure on a screen, with the text 'Happy Holidays' and 'Watch your video' above it. Below the video player, there is a description for the video 'Santa's Portable North Pole Console (PNP)' which mentions that Santa can now send real-time personalized video messages. To the right of the main video, there is a list of other videos from the channel, including 'Santa's Portable North Pole Console (PNP)', 'A special message from Santa's Portable North Pole', 'Santa's PNP: A Little Bit of Christmas Magic', 'The return of Santa's PNP - Portable North Pole', 'Portable North Pole - PNP 2010', and 'PNP - Portable North Pole - Video for Mary'.



Best Christmas card ever?

<http://www.akqa.com/work/akqa/microwaves>

Portable North Pole

<http://www.youtube.com/user/PNPPortableNorthPole>





Thank you

