

A Marketer's Playbook to win this festive season

Drive Festive Business Growth

Google | YouTube



The Festive Opportunity

The Indian festive shopping landscape has transformed into a high-growth commercial powerhouse

₹1.2 Lakh Crore
gross GMV in 2025

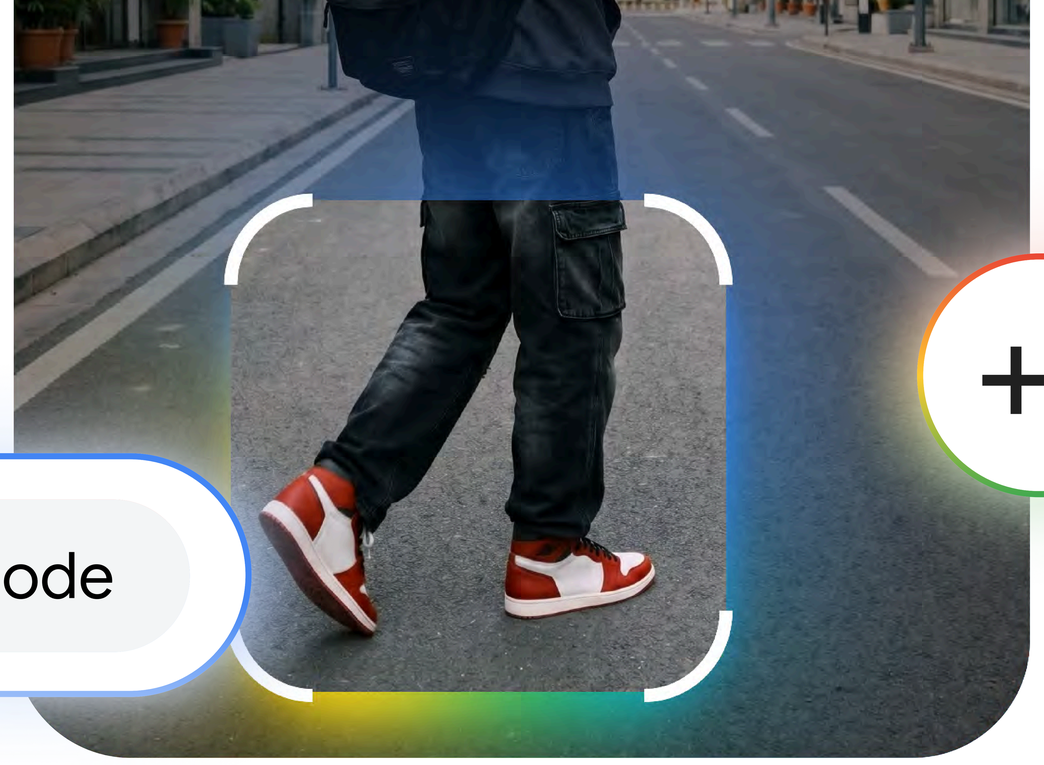
The first 11 days of the 2025 sales event clocked more than **INR 60K Cr. GMV**; However the interest for “Diwali Sale” starts much sooner, **as early as August.**

To maximize marketing margins and cut through intense seasonal clutter, CMOs must shift away from default **strategies centered on reactive discounting or superficial reach.**

Winning festive market share demands a connected media stack that seamlessly links cultural inspiration to instant conversion.

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Source: Datum Festive Barometer, 2026; Redseer e-commerce-festive-1st-leg-11-day; Google Trends



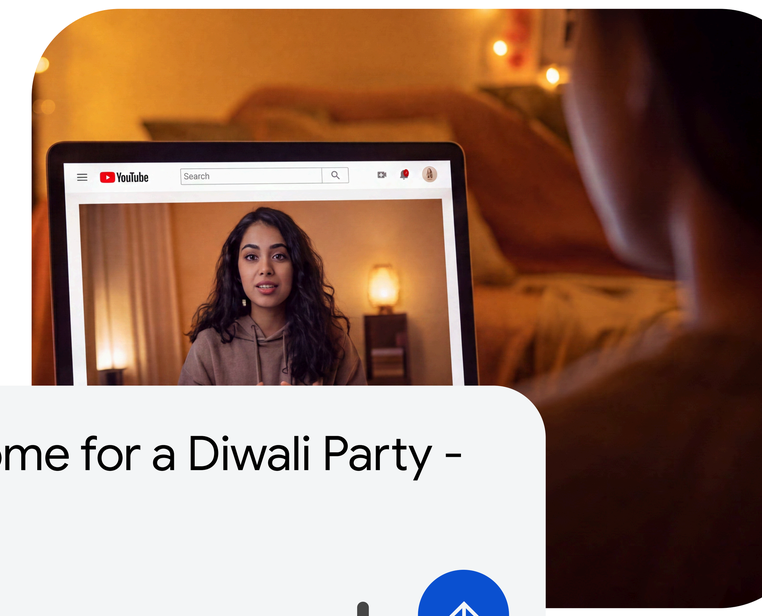
AI Mode



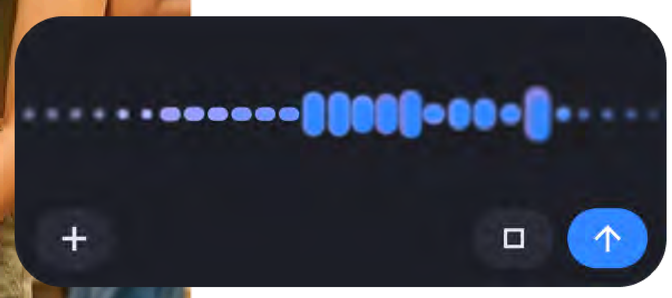
There's a New Path to Purchase

Consumers no longer "go" shopping, they are always shopping





I want to decorate my home for a Diwali Party - suggest ideas...?



4 Consumer Behaviours Shaping This Festive Season



The Procrastinator

Capture demand instantly for shoppers that make rapid, spontaneous purchases

70% of shoppers made spontaneous purchase last season

The Premium Shopper

Create bigger baskets by immersing the premium festive shopper

80% of shoppers get festive inspiration from visual content

The Deal Seeker

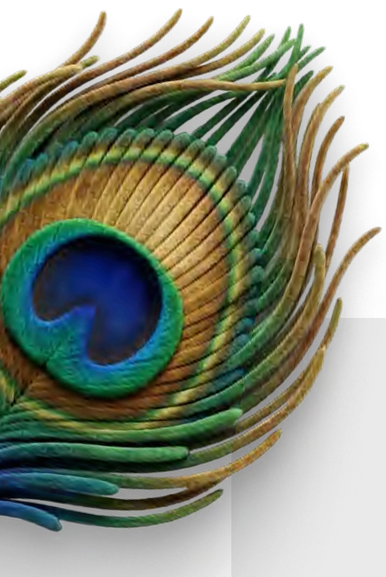
Accelerate decisions with AI-empowered, high-value deals

9 in 10 shoppers say they researched beforehand, with 33% saying they did "a lot of research"

The Early Explorer

Leverage visual feeds and creators to turn inspiration into action

Creator endorsements drive 13x lift in brand search; 5x in purchase



Win with Google & YouTube

YouTube and Search together yield

1.6x

higher average ROI than paid social

YouTube ROI is

1.98x

of Linear TV

1.94x

of OTT

Google Search ROI delivered

1.47x

the Total Media ROI

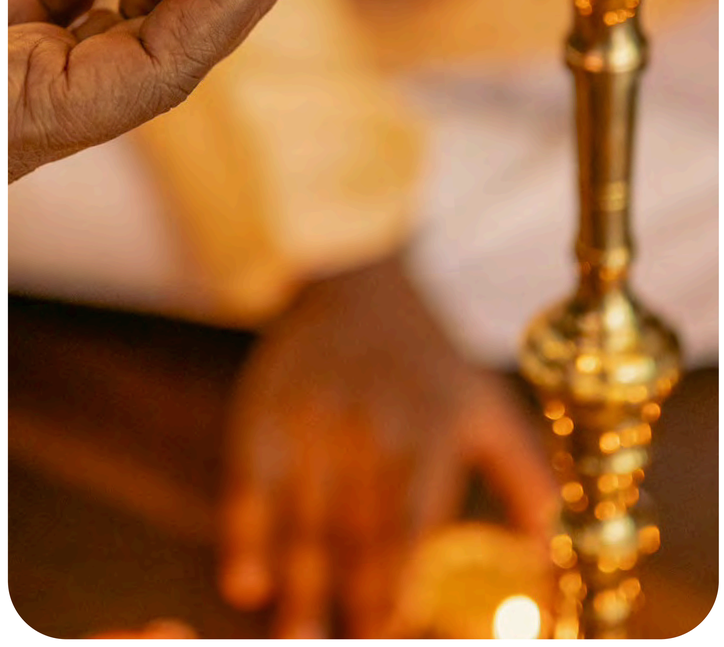


Source: Google commissioned Ipsos Shopping Moments Study, Sept-Nov 2025, Online survey, Surveyed IN consumers 18+ who conducted Navratri/Diwali shopping activities in the past two days, n=2450 who shopped for and were assigned to one of seven categories. Results represent an average across seven categories (jewellery, furniture & home decor, apparel, mobile devices, personal care & cosmetics, consumer electronics, and appliances).

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Your Playbook









to win!

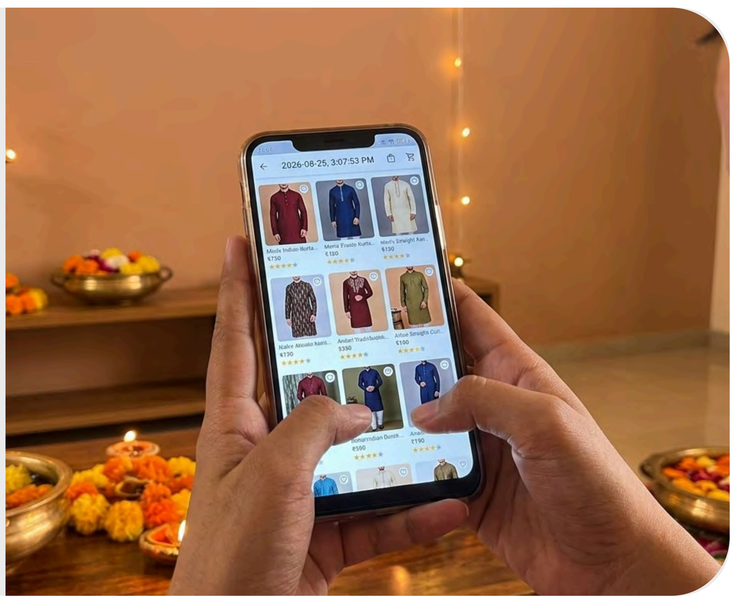
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Spark Brand Discovery



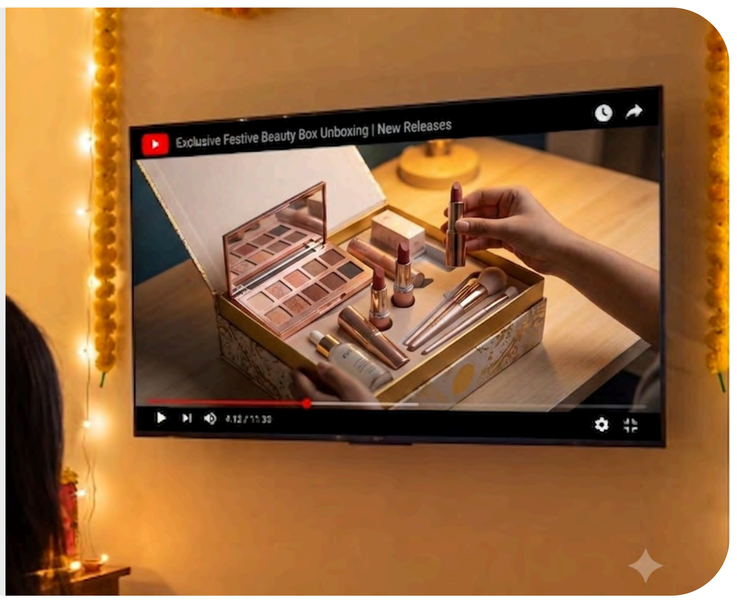
8 in 10

shopping journeys include shoppers getting ideas from image searches



49%

of shoppers report watching more online videos to help them shop





93%

Google and YouTube are present in 93% of Indian shoppers' brand discovery journeys



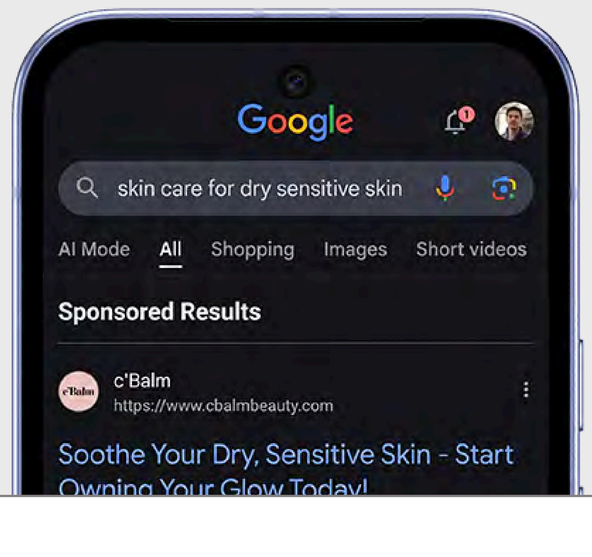
Google | YouTube

Source: Google commissioned Ipsos Shopping Moments Study, Sept-Nov 2025, Online survey, Surveyed IN consumers 18+ who conducted Navratri/Diwali shopping activities in the past two days, n=2450 who shopped for and were assigned to one of seven categories. Results represent an average across seven categories (jewellery, furniture & home decor, apparel, mobile devices, personal care & cosmetics, consumer electronics, and appliances); Google commissioned Ipsos Vertical Consumer Journeys, July 2025, Online survey, India adults (18+), n=7907 In-market or past-week purchasers of apparel or beauty products, in-market or past-month purchasers of local service or travel, in-market or past-6-month enrollees/registrants for education, or in-market or past-6-month purchasers/leasers of a new vehicle, or in-market for financial products who discovered a new brand, product, retailer, service, or provider on journey



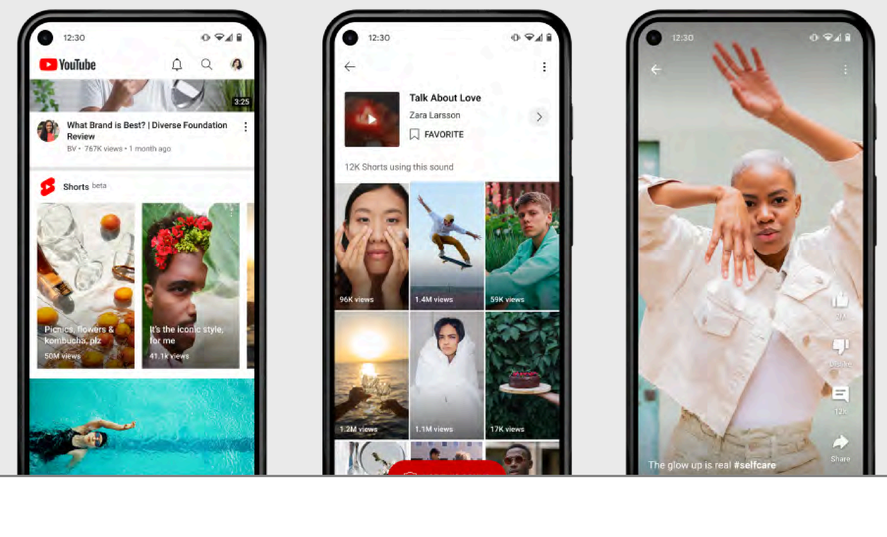
Spark Brand Discovery

Create and capture demand before consumers start searching with Google & YouTube's AI-powered solutions



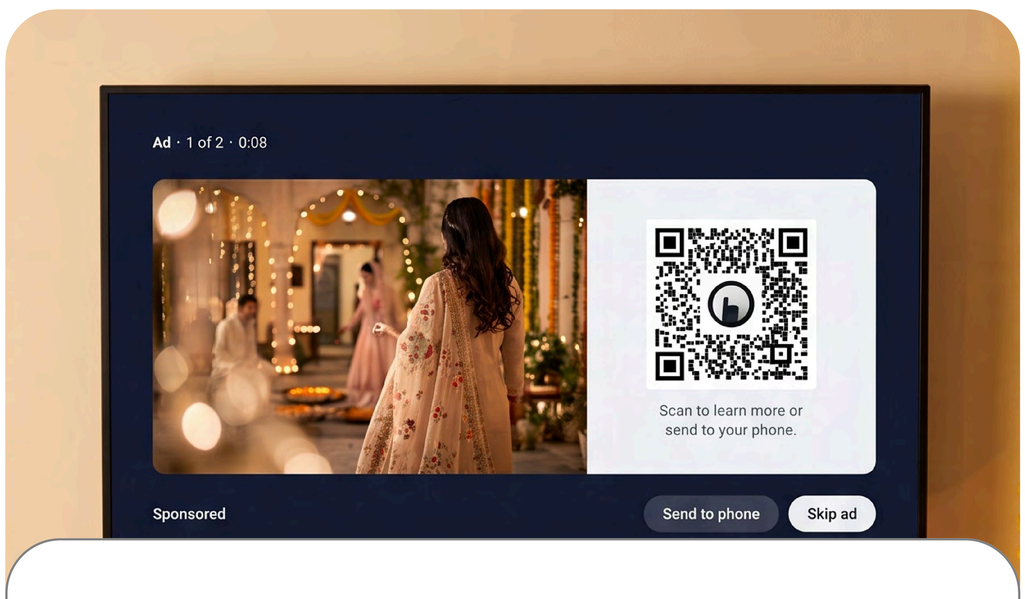
AI Max

Supercharge your existing Search ads with AI-powered query matching and dynamic copy personalization to capture hidden, high-intent buyers



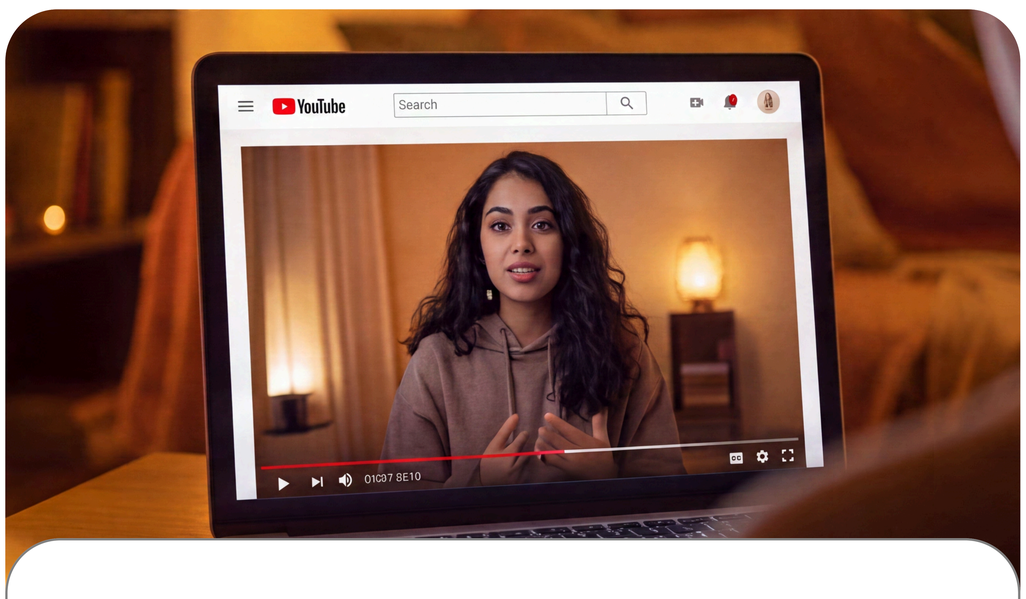
YouTube Shorts

Amplify your campaigns using authentic, high-converting vertical video on YouTube Shorts



YouTube CTV

Turn big-screen viewership into instant sales with interactive, feed-powered shoppable CTV



YouTube AI Spotlight

Own the moment with AI-curated, high-SOV placement on top trending event videos

Source: Google commissioned Ipsos Global Consumer Journeys, Dec 2025, Online survey, India adults 18+, n=1461 online shoppers who made a consumer good purchase requiring consideration in the past week (range of categories) and use Google Search

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Leverage Creator Trust



73% of all shoppers agree they look to online influencers/ creators for inspiration





89% of viewers agree YouTube has the most trusted creator content



Source: Google commissioned Ipsos Shopping Moments Study, Sept-Nov 2025, Online survey, Surveyed IN consumers 18+ who conducted Navratri/ Diwali shopping activities in the past two days, n=2450 who shopped for and were assigned to one of seven categories. Results represent an average across seven categories (jewellery, furniture & home decor, apparel, mobile devices, personal care & cosmetics, consumer electronics, and appliances).

Google Deloitte The $250 Billion Commerce Frontier, 7 April 2026

Survey: Ipsos Creator Optics Survey, n= 1247 active Indian creators who use at least one video format (short, long, or live stream) and post content on at least one target platform a minimum of once per month in the past three months that claims YouTube is their primary platform, fielded from (04/14/25-04/30/25). Competitive set includes YouTube, YouTube Shorts, Instagram, Instagram Reels, Threads, Facebook, Twitch, X (formerly Twitter), Snapchat, Snapchat Spotlight, Patreon, Bluesky, Moj, Spotify.

Google | YouTube





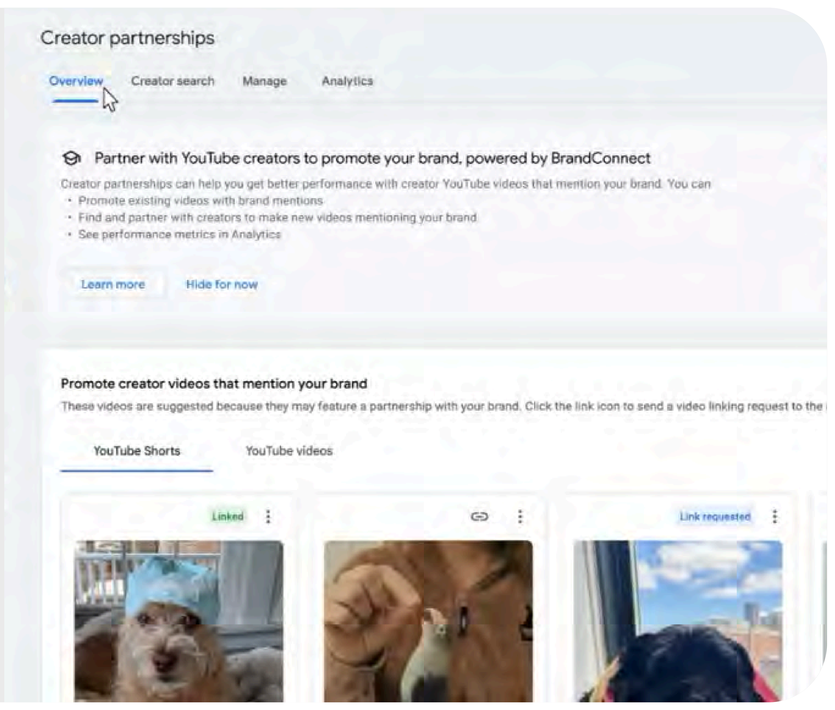
Leverage Creator Trust

Leverage authentic creator videos in AI-powered YouTube campaigns to drive performance

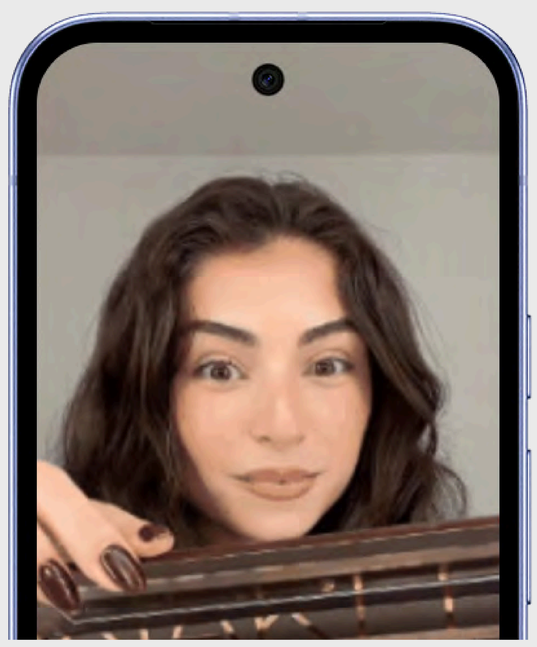
1

Connect with creators

Connect with YouTube creators via Creator Partnerships Hub



2



Creators create videos for brand

Partner with creators to make brand-sponsored content to activate your brand’s campaign briefs

3

Boost videos as Partnership Ads

Boost brand-sponsored content as YouTube Partnership Ads via VRC, VVC, DG, App, and PMax campaigns

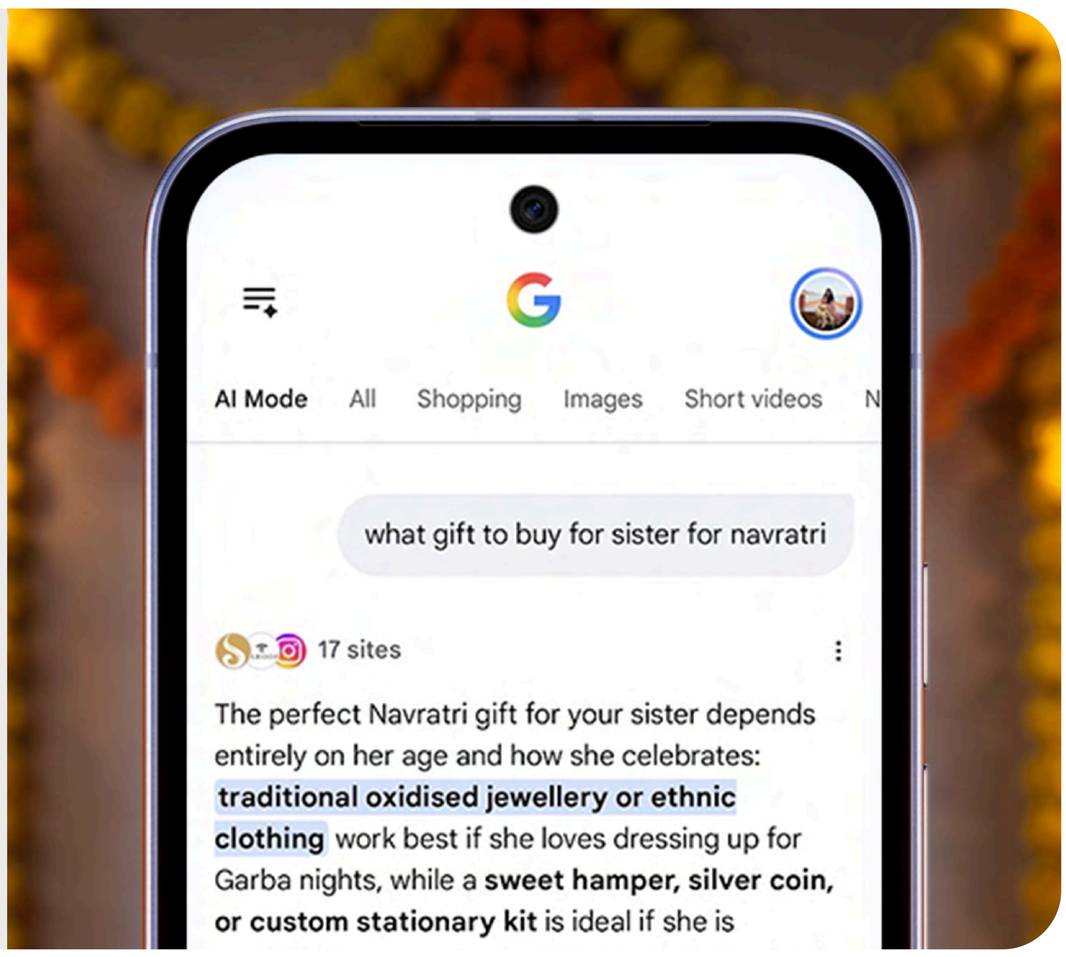


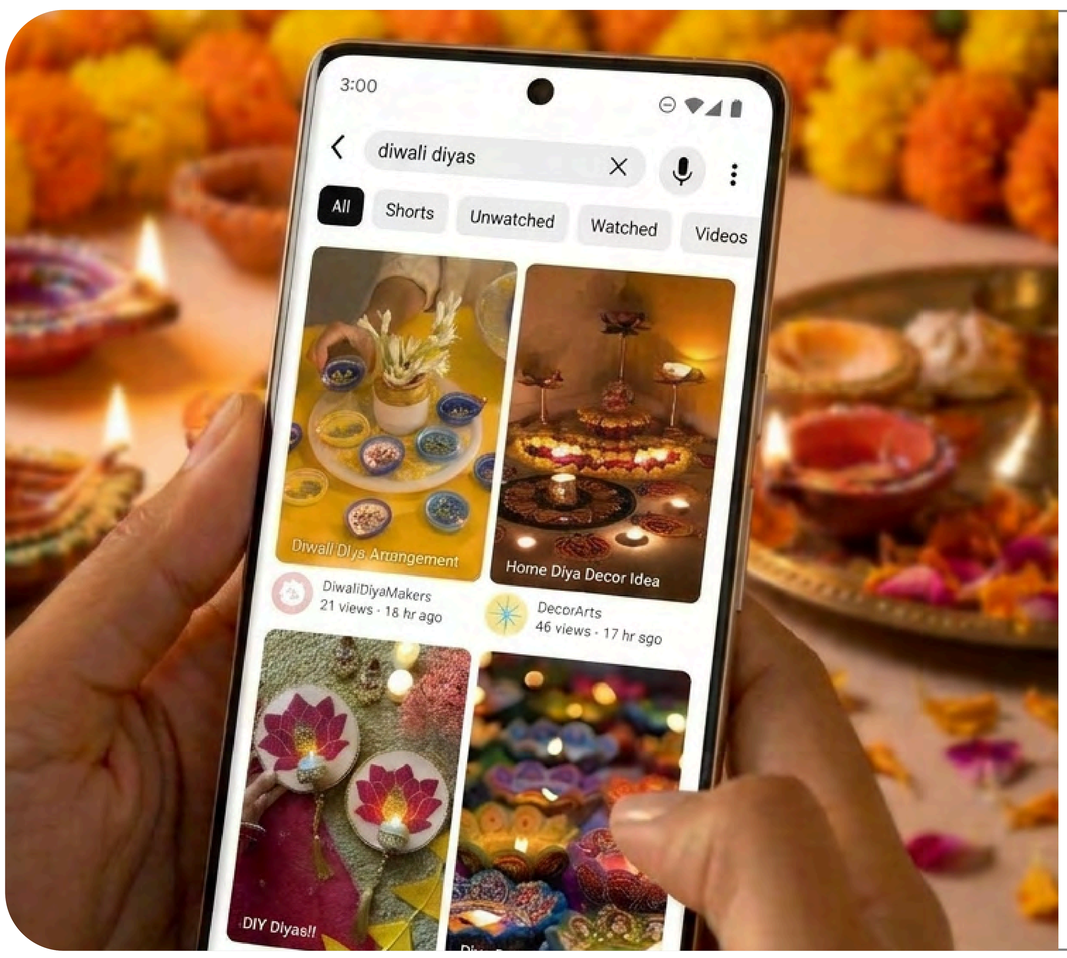
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Supercharge Decision Making

84%

of AI mode users in India agree they are able to make decisions faster





YouTube is the

#1 platform

to research, vet, and make decisions about brands, outperforming competitors

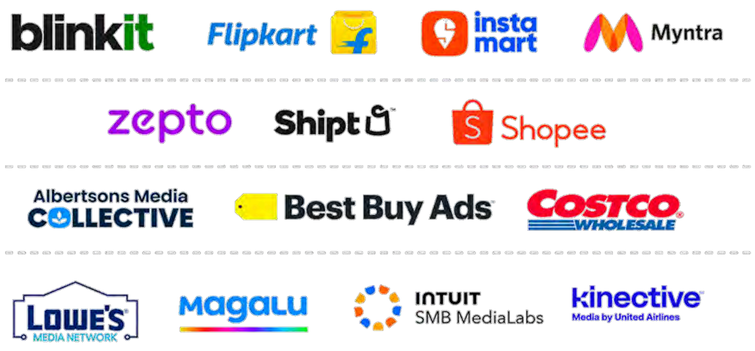
Source: Google commissioned Ipsos Global Consumer Journeys

Google/Kantar, Future of Video, n=2296 weekly video viewers 18-64 (IN), fielded from (3/13/25-4/21/25). Competitive set includes 10 market competitors: Linear TV, Disney+, Amazon Prime Video, Sony LIV, Jio, MX Player, Facebook, Instagram, Moj MX Takatak, ZEE5.

Google | YouTube

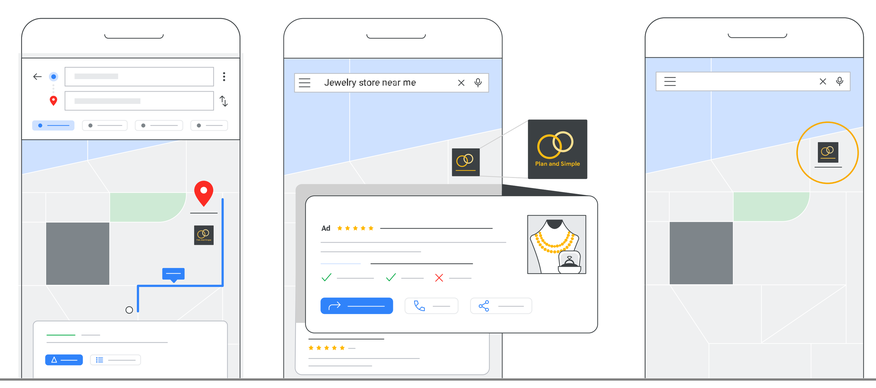
Supercharge Decision Making

Enable instant purchases with Commerce Media Network



Commerce Media Network

- Ensure your product feeds are linked well before the peak festive traffic hit
- Fill the onboarding for platforms - Link



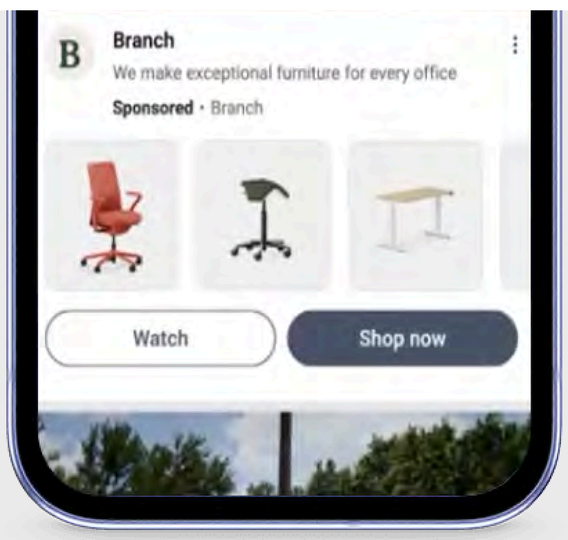
PMax for Store Goals

- Start by being visible and optimizing your Business Profile
- Once optimised, amplify your local presence by refining the campaign strategy and bidding towards store goals
- Bid to more than 1 conversion goal - Store Visits and Local Actions

Turn Festive Inspiration into Action with YouTube Shopping

Product Feeds on Demand Gen

Turn your video ads into virtual storefronts with product feeds to deliver AI-personalized, shoppable ads right when high-intent consumers are ready to buy.



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How brands are winning the festive season









with Google & YouTube

Google | YouTube



The Souled Store

The Souled Store partnered with 10 top creators and scaled with performance-driven Demand Gen ads, for its Black Friday event

2.3%
lift in absolute awareness versus 1.5% industry benchmark

200%
more conversions with full-funnel campaign versus action-only

25%
YoY increase in sales during the festive season

MANGAL & MANGAL
THANGA MALAIGAI A/C
A 100% 916 KDM BIS HALLMARK SHOWROOM

Mangal & Mangal leveraged YouTube Creator Partnership Ads to build trust in regional languages

2.5x
higher view-through rate

70%
lower cost-per-view

NYKAA FASHION

Nykaa Fashion leveraged YouTube CTV to reach premium audiences beyond traditional TV

8.5%
order uplift

4.7M
unique users reached

tira

Tira leveraged AI Max to intercept high-intent beauty searches automatically

35% uplift in purchases due to AI Max landing pages

8% improvement in New User Acquisition Cost



HYUNDAI

Hyundai treated YouTube and Search as a single connected performance engine and delivered a massive turnaround for the April 2026 launch

3x
increase in inquiries and qualified leads

30%
increase in retail sales

Maggi

Maggi India leveraged YouTube CTV to build a seamless cross-screen family reach strategy

156
million unique users reached

5pp
incremental reach over Linear TV

Google | YouTube



Drive Festive Business Growth

Google | YouTube



#TaiyaarForTyohaar