5 truths for a holiday season like no other
Lindsay Carter
Account Executive
Google Canada

Corey Davis
Account Manager
Google Canada
What is your plan? Write 2 things...

1. **Timing.** When do you plan to launch your first holiday activation?

2. **Value Proposition.** #1 reason shoppers should choose you this season?
Journey has changed
The 5 Holiday Truths

1. eComm's biggest moment on record
2. Earlier than ever
3. Home for the holidays
4. A change in the role of your store
5. Openness to new retailers
Truth #1

eCommerce will play its biggest role on record
Canadian consumers flocked to online shopping as lockdowns to combat COVID-19 pandemic were instituted.

Source: Statistics Canada
As stores re-open, Canadians finding shopping in store difficult

35% Canadians feel social distancing makes it difficult to shop in-store
Safety & inventory concerns driving demand for curbside

In March, Best Buy noted this trend and moved all stores to a curb-side only mode.

They saw eComm sales rise by 242% in Q2 & are now adding enhanced features to display high traffic times and real-time digital updates to parked cars.
A very merry eComm Holiday Season

61% of Holiday shoppers say they will shop more online this season
Retailers who make shopping online convenient will win
Go to growmystore.thinkwithgoogle.com
The results are in

View the report for helpful tips and practical suggestions on improving customer experience on your retail site.

**Your Website**: yourwebsite.com

**Business Type**: Online and In-store

[View my report]
Your website result is: Advanced

63%
Go to grommystore.thinkwithgoogle.com
Shopping will start earlier than ever
22%

Of Canadians have already started holiday shopping

Source: Google commissioned Ipsos COVID-19 Tracker, US, CA, UK, FR, DE, IT, AU, JP, IL, CN, BR, MX, ES, ZA, KR. n=10000 online consumers 18+ per market. Aug 27-30
Related topics

1. Christmas Day
2. Gift Ideas
3. Retail company
4. Garment

Related queries

1. Tiffany and Co.
2. Christmas gifts
3. 50th birthday gifts
4. Gift ideas for grandmas
5. 40th birthday gift ideas for men
<table>
<thead>
<tr>
<th>Related topics</th>
<th>Related queries</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Christmas Day - Festivity</td>
<td>1. tiffany and co</td>
</tr>
<tr>
<td>2. Things Engraved - Topic</td>
<td>2. christmas gift ideas for her</td>
</tr>
<tr>
<td>Tiffany &amp; Co. - Specials</td>
<td>3. 50th birthday gift ideas for men</td>
</tr>
<tr>
<td></td>
<td>4. gift ideas for travel</td>
</tr>
<tr>
<td></td>
<td>5. 40th birthday gift ideas for her</td>
</tr>
</tbody>
</table>

Showing 1-5 of 7 topics
Showing 1-5 of 15 queries
The top 3 influences of timing

COVID Impact

Extended season
COVID Impact

- **39%** Items were out of stock
- **37%** Had to queue to enter stores
- **67%** Consolidating shopping trips

Source: Google commissioned Ipsos COVID-19 Tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, BR, MX, ES, ZA, KR n=1000 online consumers 18+ per market. Aug 27-30
COVID Impact

68%

Plan holiday shopping earlier to avoid crowds

Source: Google commissioned Ipsos COVID-19 Tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, BR, MX, ES, ZA, KR n=1000 online consumers 18+ per market. Aug 27-30
Crate & Barrel

It's never too early to plan Thanksgiving.

This year, we're looking forward to a cozy holiday at home. Get a first look at new arrivals, from prep tools to festive serveware.

SHOP NOW

Best Buy

Holiday-worthy savings on now.

Advance Deals
 Boxing Day
in Summer

Save big with early access to amazing deals on your favourite tech, plus 2-day exclusives.

Shop Now
The top 3 influences of timing

- COVID Impact
- Extended season
Google search results for "is black friday cancelled".
Extended Season

We are seeing demand grow and extend earlier year after year

Source: Google Trends
Extended Season

Even though we haven’t approached the peak of Holiday yet, we can see how similar big events are behaving.

Growth

44% 

2019

2020

“Mothers Day Gifts”

Source: Google Trends
The top 3 influences of timing

COVID Impact

Extended season

?
Amazon Prime Day 2020: expected deals and postponed October date

By Matt Swider 4 days ago

The Amazon Prime Day 2020 date is in early October, according to several media reports. Here’s what we know.
In 2019, Prime Day was the unofficial start to Back to School

35% of parents back-to-school shopping was planned for Prime Day in 2019

Source: RetailMeNot, Google Trends
This year..

Plan to purchase holidays gifts on Prime Day

The top 3 influences of timing

COVID Impact

68%

Extended season

+44%

Show up early

Show up often

Amazon Prime Day

41%

Show your best

Show up early, by starting now.
Show up early, by starting now.
Don’t let a single signal go to waste

Would you want to talk to each of these customers the same?

Indecisive Irene
- Visited > 3 pages
- Added 3+ items to card

Holiday Harrison
- Visited gift guide
- Holiday Shopper

Offline Olivia
- Bought in store
- last year
Bid up or down based on expected or known audience value or priority

Run on a broader set of queries based on your 1P Audience

Maximize ad relevance by customizing language or offers to your 1P Audience
Show your best

prime day laptop deals

Surface Pro 7 - Platinum, Intel Core i3, 4GB, 128GB
$799.00 $999
Microsoft Store

Surface Laptop 3 15"
Touch Screen, AMD Ryzen 5
$1,399.99 $1,699
Staples Canada
Free delivery

Surface Laptop 3 - 13.5"
Platinum (Alcantara), i5, 8GB
$1,149.00 $1,349
Microsoft Store
By launching your campaigns today

By following your most important customers

By putting your deals front & centre
Truth #3

Home for the holidays
81% of Canadians are not ready to make travel plans.
Local rentals > air travel
Spending more time at home = more reason to invest in home
‘Tis the Season for embracing untraditional traditions

A drive-in, a racetrack and home-delivered diplomas. The class of 2020 gets new-look graduation ceremonies

By Ryan Bergeron, CNN

Updated 2:52 AM ET, 3rd May 2020
Be ready to help rookie turkey chefs & first time decorators.
This holiday will put more pressure on existing retail constraints

Retail Challenge

1. Inventory or fulfillment issues may prevent me from hitting targets
2. eComm ends on the last shipping cutoff
3. Consumers are afraid to shop in-store
4. Consumers are afraid to shop online
<table>
<thead>
<tr>
<th>Retail Challenge</th>
<th>The Gift of the Gift Card</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Inventory or fulfillment issues may prevent me from hitting targets</td>
<td>1. Locks in revenue</td>
</tr>
<tr>
<td>2. eComm ends on the last shipping cutoff</td>
<td>2. No shipping cutoff constraints</td>
</tr>
<tr>
<td>3. Consumers are afraid to shop in-store</td>
<td>3. Easy to shop safely</td>
</tr>
<tr>
<td>4. Consumers are afraid to shop online</td>
<td>4. No risk of returns</td>
</tr>
</tbody>
</table>
Holiday shoppers may skip the gift wrap and opt to send gifts directly or buy a gift card

- 31% of Canadians plan to gift more gift cards than in previous years
- 29% of Canadians plan to buy gifts & ship directly
Make gift cards a destination on your site
Put your gift card front & centre on the digital shelf

Search

The Perfect Gift for Her | Shop lululemon Gift Cards | Under the Tree Guarantee

Give the gift of choice this holiday season. lululemon gift cards can be used online or in-store. An added bonus? They never expire! Check your balance or buy one online.

We Made Too Much  Shop Gift Cards  Gifts for Her

Seamlessly target Gift Card Gifters with a keyword-based campaign

Shopping

Add gift card PDP to Shopping feed for visual experience & mobile visibility
‘Tis the season...to treat yourself

45% of Canadians were shopping for themselves last holiday season

Google/Ipsos, Holiday Shopping Study, Nov 2019 – Jan 2020, Online survey, Canadians 18+ who conducted holiday shopping activities in past two days (n=3,152)
Shift to small luxuries & self-care
Canadians will invest in home, gift cards and small luxuries this season.

Be ready for....

- First-time hosts
- Rise of remote gifting
- Self-gifters & small luxuries
Take a moment for you
Truth #4

Role of the store has changed
How we have been talking about the role of the store

2017
Retail apocalypse

2018
Omni-Shopper

2019
Experiential
7% say they will not go into store
2020
Same Day Satisfaction Guarantee
The role of the store has changed
The role of the store has changed
2020: Safety is #1 concern.

- 30% say they are nervous to shop in-store.
- 77% plan to consolidate their shopping to make fewer trips vs. last year.
- 42% want their shopping to be contactless whether online or in-store.

The future is uncertain, Omni-integration is table stakes
Your Distribution Centre?

Your Experience?
Not all events are created equal

**“Black Friday”**

<table>
<thead>
<tr>
<th>Related queries</th>
<th>Rising</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. glossier black friday sale</td>
<td>+3.39%</td>
</tr>
<tr>
<td>2. labour day sale</td>
<td>+700%</td>
</tr>
<tr>
<td>3. cell phone deals on black friday</td>
<td>+190%</td>
</tr>
<tr>
<td>4. iphone 12 release date</td>
<td>+160%</td>
</tr>
<tr>
<td>5. why is it called black friday</td>
<td>+160%</td>
</tr>
</tbody>
</table>

**Deal Specific**

**“Cyber Monday”**

<table>
<thead>
<tr>
<th>Related queries</th>
<th>Rising</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. monty python</td>
<td>Breakout</td>
</tr>
<tr>
<td>2. cyber monday gaming pc</td>
<td>+400%</td>
</tr>
<tr>
<td>3. cyber monday electronics</td>
<td>+250%</td>
</tr>
<tr>
<td>4. cyber monday tv sales</td>
<td>+190%</td>
</tr>
<tr>
<td>5. cyber monday laptop sales</td>
<td>+110%</td>
</tr>
</tbody>
</table>

**Electronic Focus**

**“Boxing Day”**

<table>
<thead>
<tr>
<th>Related queries</th>
<th>Rising</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. boxing day sales canada 2019</td>
<td>+650%</td>
</tr>
<tr>
<td>2. boxing day sales calgary</td>
<td>+400%</td>
</tr>
<tr>
<td>3. best buy boxing day flyer</td>
<td>+110%</td>
</tr>
<tr>
<td>4. labour day</td>
<td>+90%</td>
</tr>
<tr>
<td>5. canadian tire boxing day</td>
<td>+90%</td>
</tr>
</tbody>
</table>

**Big Box Geared**

Source: Google Trends
Make them feel safe

Let them shop where they want
Make them feel safe

Add in [covid updates for your business](#)

Frequently updated profiles get results

42% more direction requests for businesses with photos

7x more clicks for businesses with complete profiles

96% of customers are more likely to visit a business that displays hours of operation

90% of customers are more likely to visit a business that shows a phone number
Let them shop where & how they want
3 simple steps to adding Curbside to your listing

1. Log in to Google my business

2. Click on Info

3. Edit attributes to include curbside pickup
Make them feel safe

Let them shop where they want
Growing appetite for discovering new brands & retailers.
The pandemic brought new challenges for Canadians

“Essentials”
The pandemic brought new challenges for Canadians

“New needs”

‘Dumbbells are now the new toilet paper’: COVID-19 leads to demand for fitness equipment

"I would say, at this point in time, North America's just about out of dumbbells and weights. A lot of the stuff is manufactured overseas. [We're]..."

Apr 13, 2020
Creating supply chain strain for retailers

“Out of stock”

“Delayed shipping”
The quarantine has created opportunities for **challenger brands** as shoppers are willing to discover and try new retailers.

33% of Canadian consumers shopped with a store/retailer that they hadn’t before tried prior to COVID-19.

Higher willingness to discover and try new retailers and brands than pre-COVID.

An example of that willingness is that **shopping local** is gaining traction.

Proximity, product origin, and **stock availability** are now key for shoppers no longer willing to venture far to get their favourites.

Search interest for “shop local canada” +190% YoY

Source: Google Trends, Jan 1 - Aug 31, 2020
The Pandemic Paradox: Discovery & Familiarity

39% of Canadians are still struggling with out of stock issues

83% only want to shop at stores they are familiar with.

Source: Google commissioned Ipsos COVID-19 Tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, BR, MX, ES, ZA, KR. n=1000 online consumers 18+ per market. Aug 27-30
Help shoppers choose you this season.

Simply show up

Compete on certainty
Search for yourself

Does my company show up near the top?

If yes how do you appear? Are you capturing attention with sitelinks, call outs and other extensions?

If not who is taking up that space? Are your competitors? Do you have the right keywords?
Shoppers want to feel **psychologically safe**

- 47% of Canadians expect brands to provide shipping delay notifications
- 58% of Canadians expect brands to inform of discounts
- 46% of Canadians expect brands to provide extended returns

Source: Google commissioned Ipsos COVID-19 Tracker, US, CA, UK, FR, DE, IT, AU, JP, RU, IN, CN, BR, MX, ES, ZA, KR  n=1000 online consumers 18+ per market. Aug 27-30
Search is your first impression.

Ad · www.bestbuy.ca/

Best Buy Canada - Labour Day Sale On Now

📍 Toronto · 14 locations nearby

Labour Day Sale On Now
Enjoy Incredible Savings On Tech That Makes The Grade!

Reserve and Pick Up
Reserve Products Online at Bestbuy.ca for In-Store Pick Up!

Easy Returns
Return Items Purchased In-Store or Online to Any of Our Retail Stores!

Free Shipping
Free Shipping on Orders Over $35 at Best Buy. No Member Fees Required!
I’m getting a deal

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I can choose how I want to buy.

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Sitelink Extensions can highlight why you are a safe choice to shop
Help shoppers choose you this season.

Simply show up

Compete on certainty
1. eComm's biggest moment on record
2. Earlier than ever
3. Home for the holidays
4. A change in the role of your store
5. Openness to new retailers
Revisit the plan you put together at the beginning and see how it has changed.

What’s 1 thing you will do differently?
Please join us for the next installments in our webinar series:

**Sep 30**
Holiday Focus Part 2: Win the holidays with a fast mobile experience

**Oct 21**
Holiday Focus Part 3: Win the holidays with Shopping

**Dec 9**
Holiday Focus Part 4: Black Friday/Cyber Monday Recap and Rest of Season
Thank You