

5 truths

for a holiday season
like no other



Google

RCC RETAIL
COUNCIL
OF CANADA



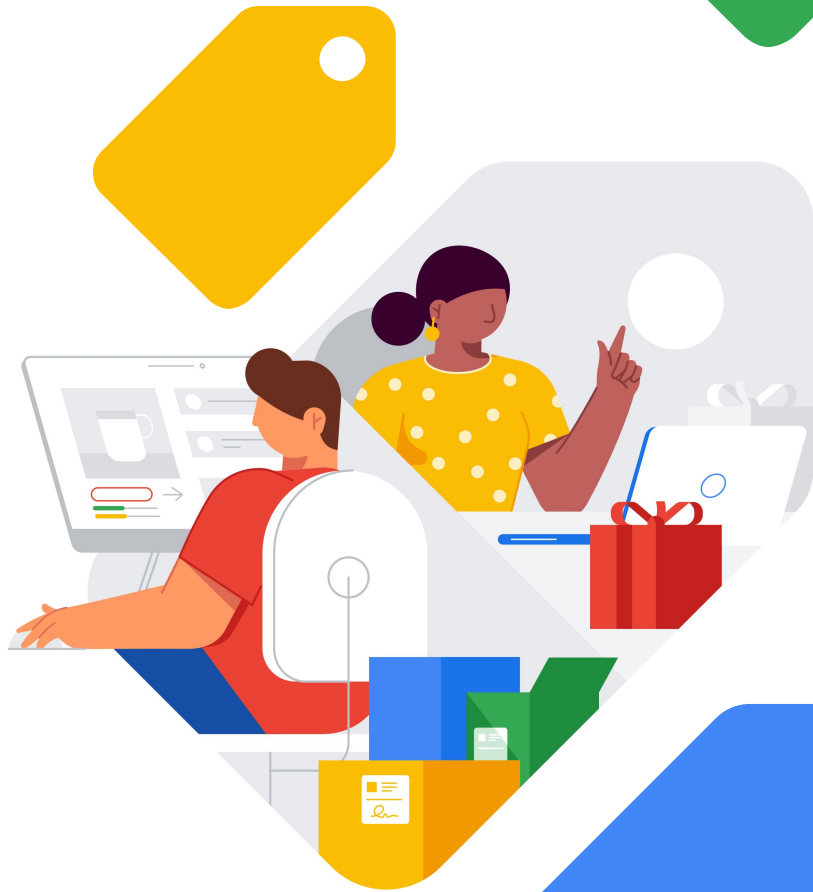
Lindsay Carter

Account Executive
Google Canada



Corey Davis

Account Manager
Google Canada

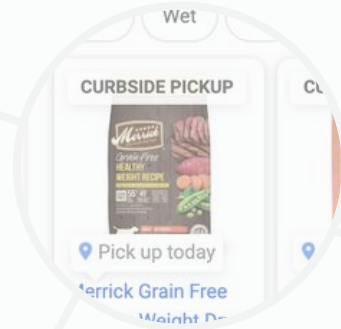
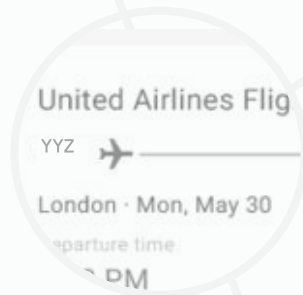
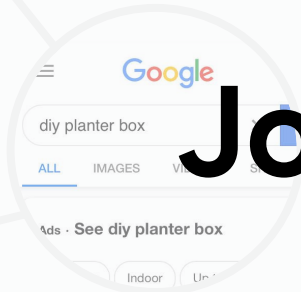
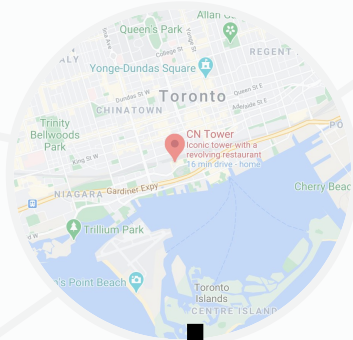
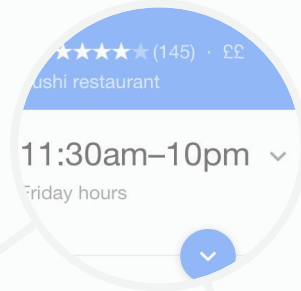
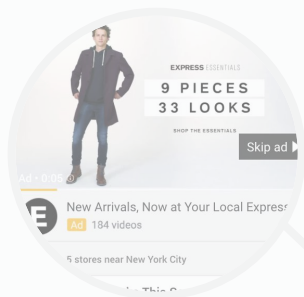


What is your plan?
Write 2 things...

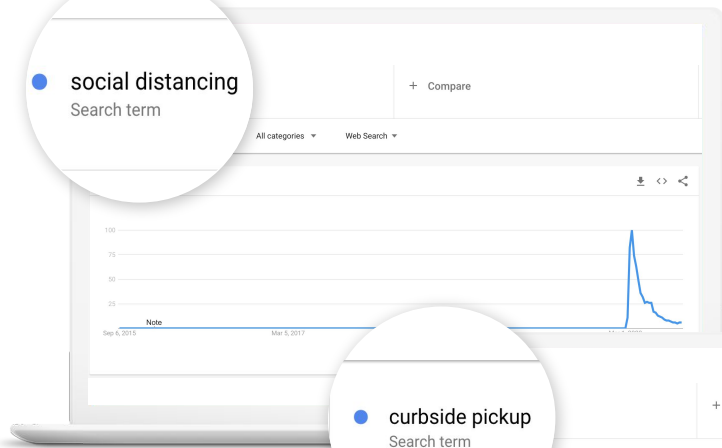


- 1 Timing.** When do you plan to launch your first holiday activation?
- 2 Value Proposition.** #1 reason shoppers should choose you this season?

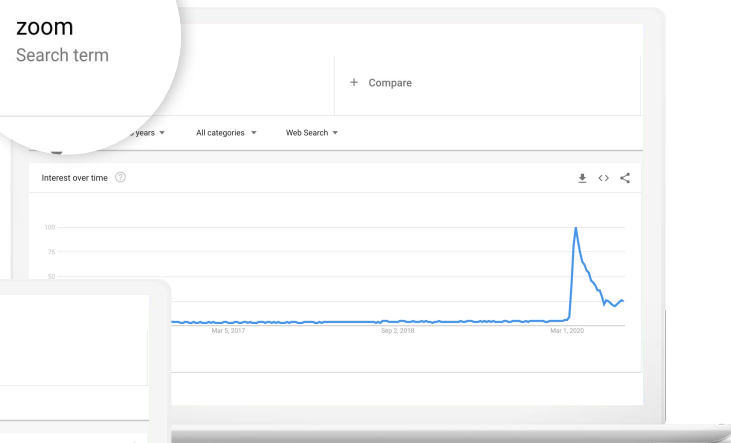
Journey has changed



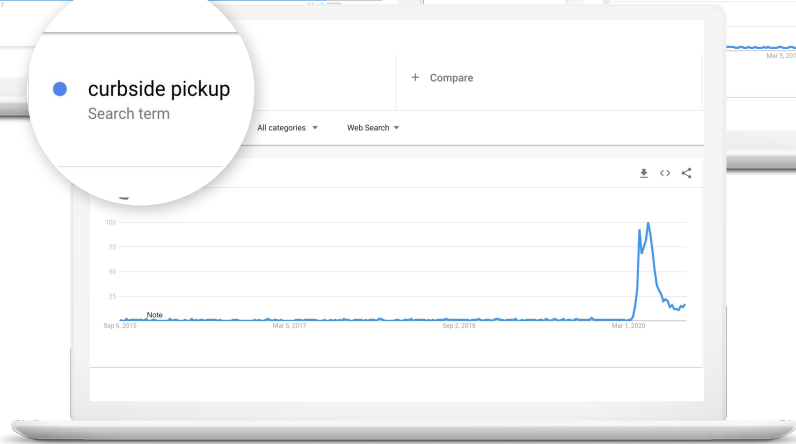
● social distancing
Search term



● zoom
Search term



● curbside pickup
Search term





The 5 Holiday Truths



eComm's
biggest moment
on record



Earlier
than ever



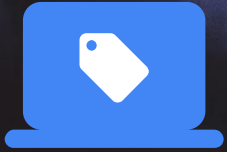
Home for
the holidays



A change in the
role of your store



Openness to
new retailers



Truth #1

eCommerce will
play its biggest
role on record

Google

RCC RETAIL
COUNCIL
OF CANADA



Canadian consumers flocked to online shopping as lockdowns to combat COVID-19 pandemic were instituted

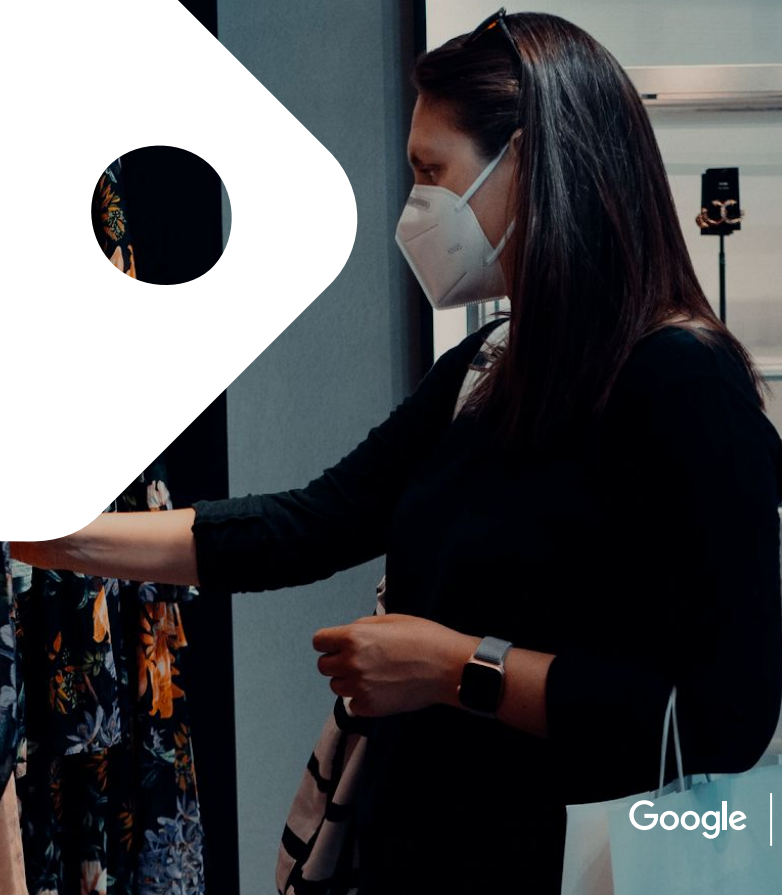




As stores re-open,
Canadians finding
shopping in store difficult

35%

Canadians feel
social distancing makes it
difficult to shop in-store



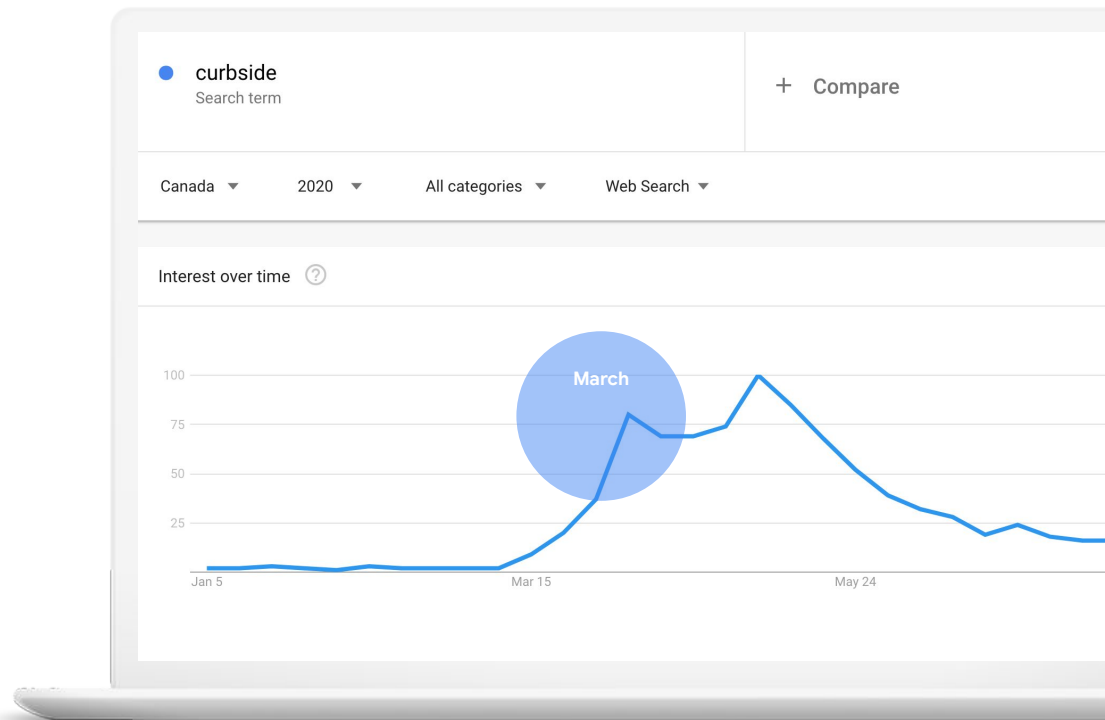


Safety & inventory concerns driving demand for curbside

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.



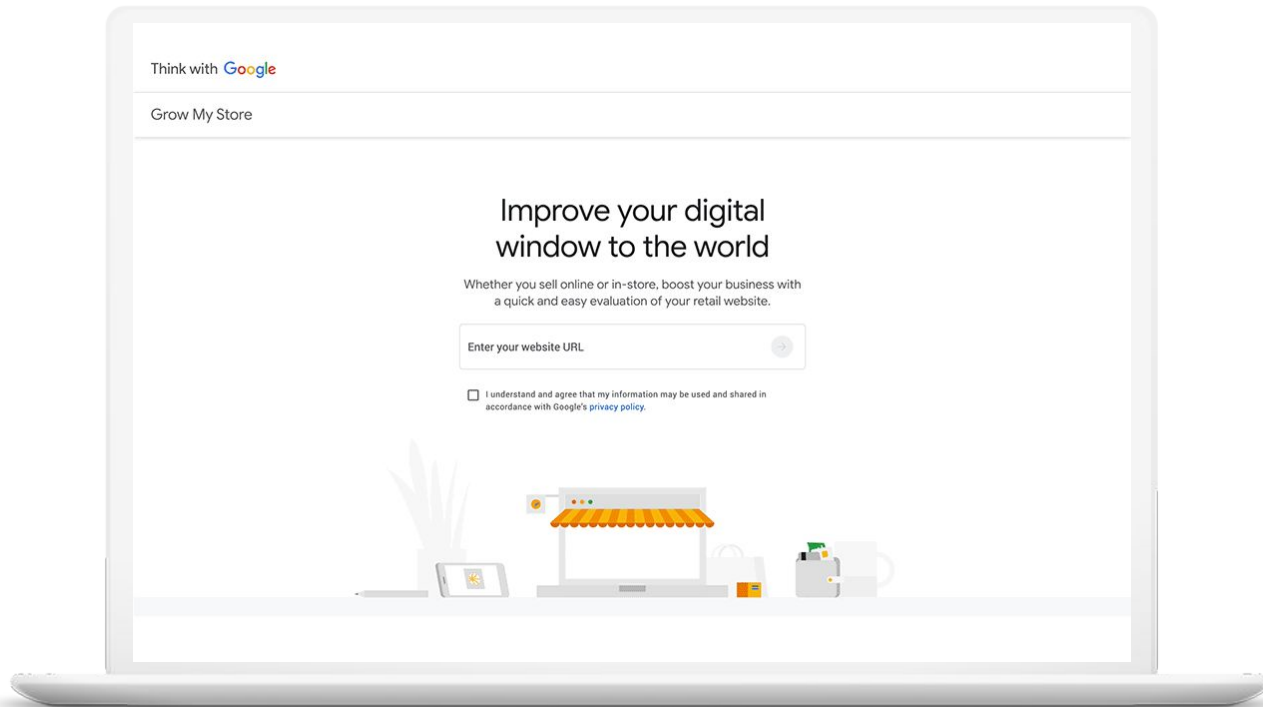


A very merry eComm Holiday Season

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

Grow My Store | Your report is ready Inbox x**Grow My Store** <growmystore@google.com>
to me ▾

Tue, Sep 1, 6:56 PM (3 days ago) ☆ ↶ ⋮

Grow My Store

Think with Google

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](#)

Information and recommendations generated by this tool are intended as guidelines only. Google does not guarantee changes or improvements in your site's performance.

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Your website result is:




Advanced

63%



Product information




PRODUCT INFORMATION

Product details

Looking good. Your products are clearly listed and described on your site.

✓

[Find out more](#)




PRODUCT INFORMATION

Product ratings / reviews

Room for improvement. Ratings and reviews have been proven to increase conversions. Consider adding them to your site.

✗

[Find out more](#)



PRODUCT INFORMATION


Product search

Smooth operator. Your product search and filtering options allow customers to move effortlessly around your site.

✓

[Find out more](#)

Frictionless shopping




FRICTIONLESS SHOPPING

Store pickup

Offering a Click & Collect service will increase convenience for your customers.

✗

[Find out more](#)



FRICTIONLESS SHOPPING

Order online / return to store

Great work. You're putting customer convenience at the forefront of the delivery experience.

✓

[Find out more](#)

Go to growmystore.thinkwithgoogle.com



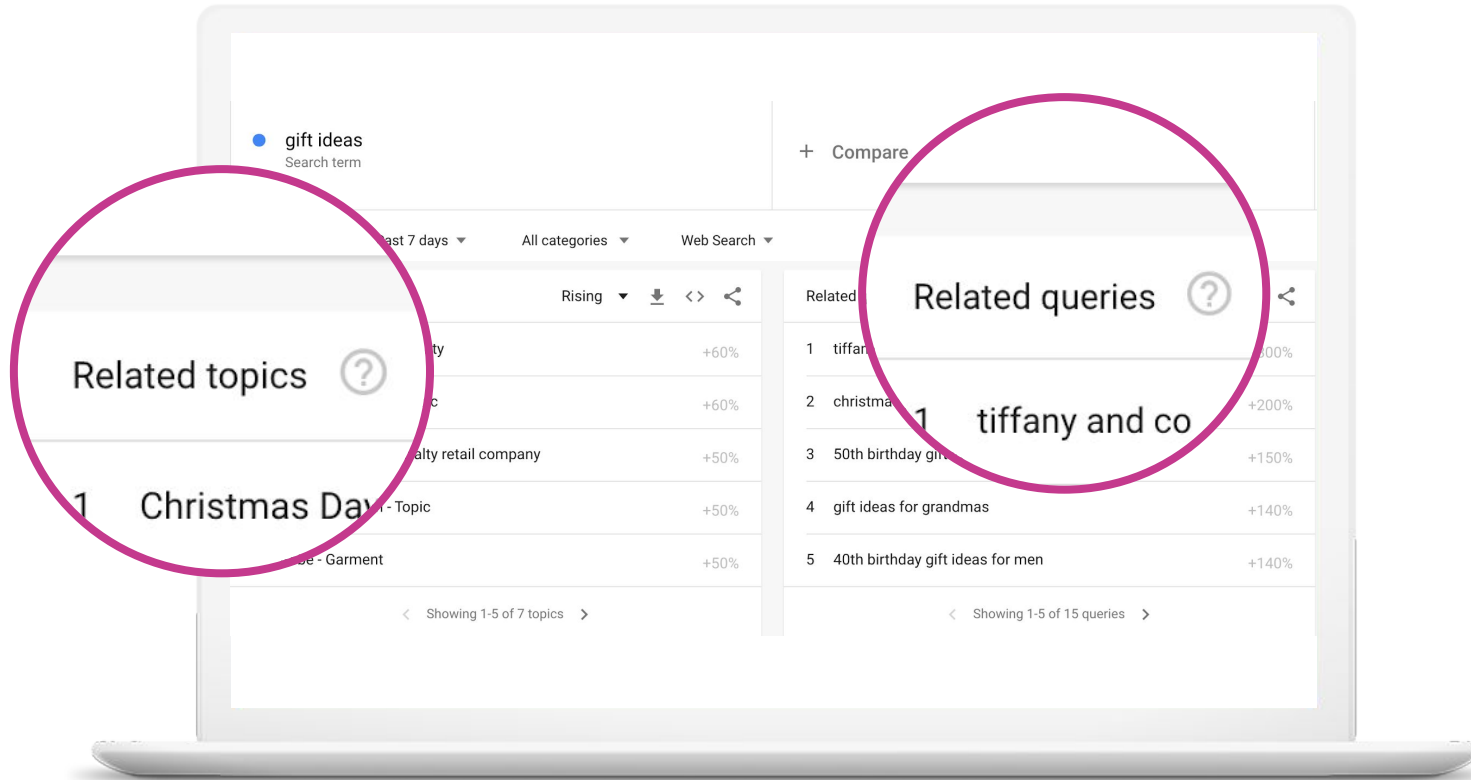
Truth #2

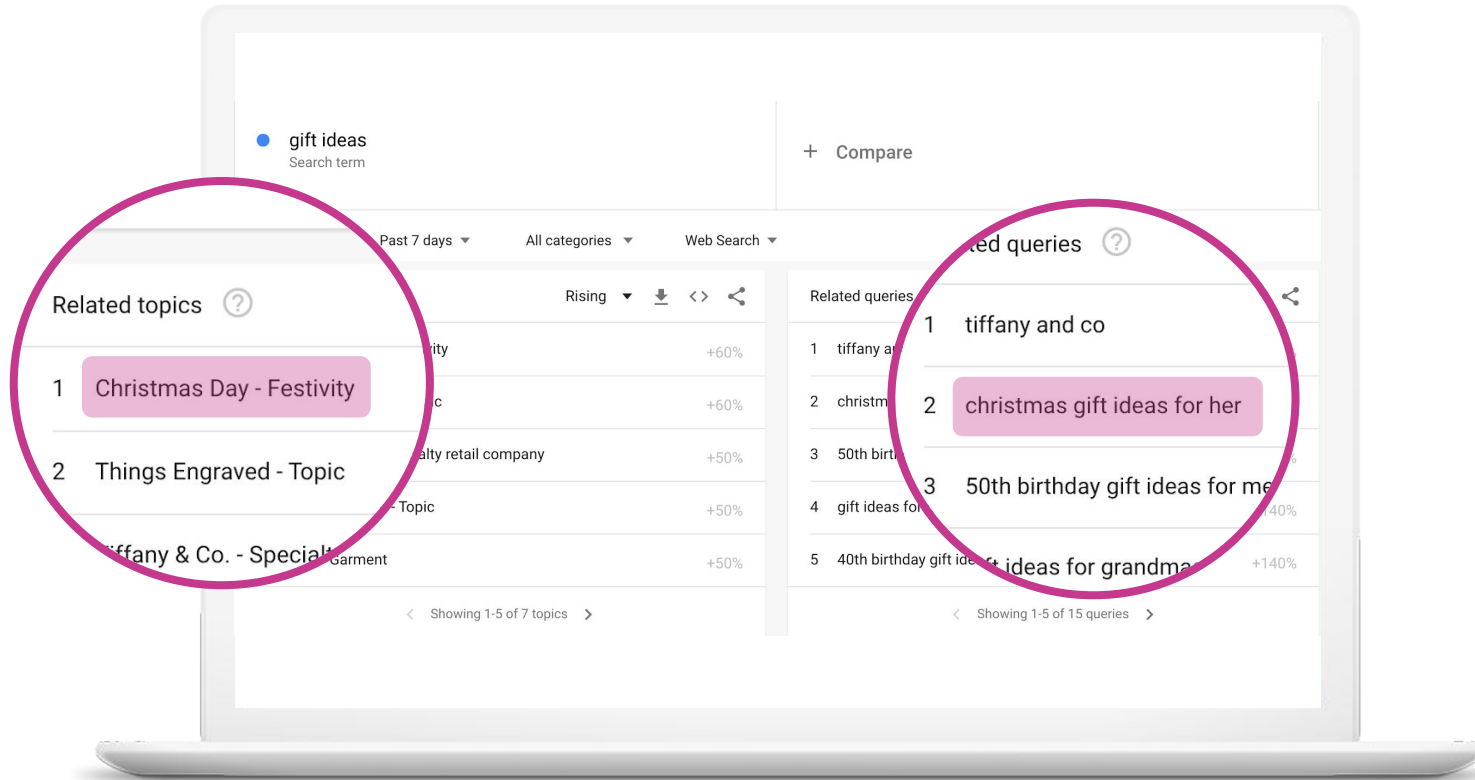
Shopping will start
earlier than ever



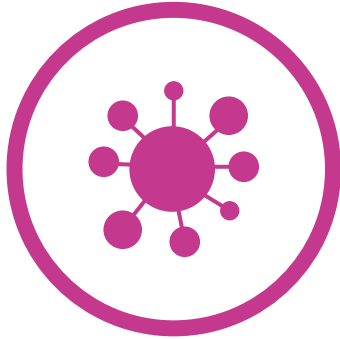
22%

Of Canadians have
already started
holiday shopping

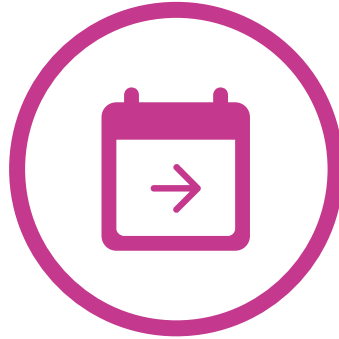




The top 3 influences of timing



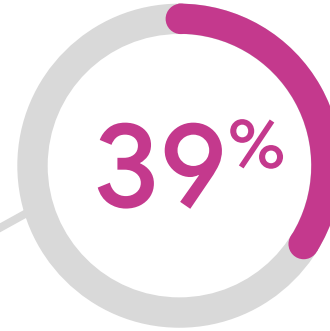
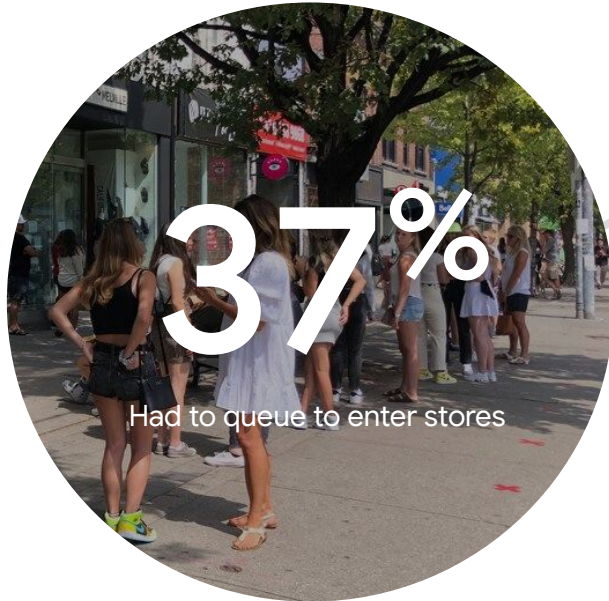
COVID Impact



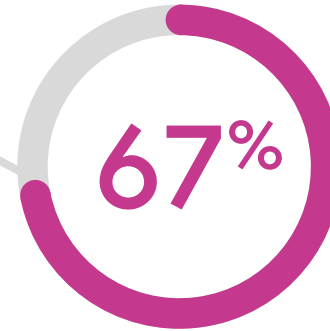
Extended season



COVID Impact



Items were
out of stock



Consolidating
shopping trips

COVID Impact

68%

Plan holiday shopping
earlier to avoid crowds

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

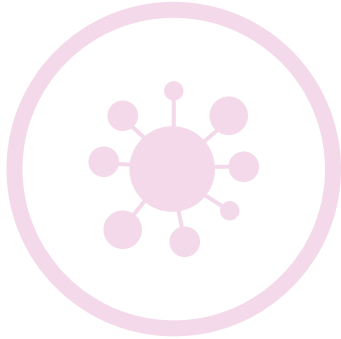
in Summer

A photograph of a television, a refrigerator, and a pair of headphones. The television is on the left, the refrigerator is in the center, and the headphones are on the right. They are all set against a blue and yellow background with bokeh effects.

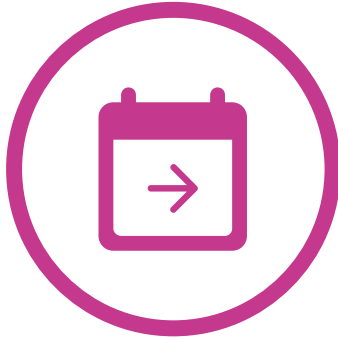
Save big with early access to amazing deals on your favourite tech, [plus 2-day exclusives](#).

[Shop Now](#)

The top 3 influences of timing

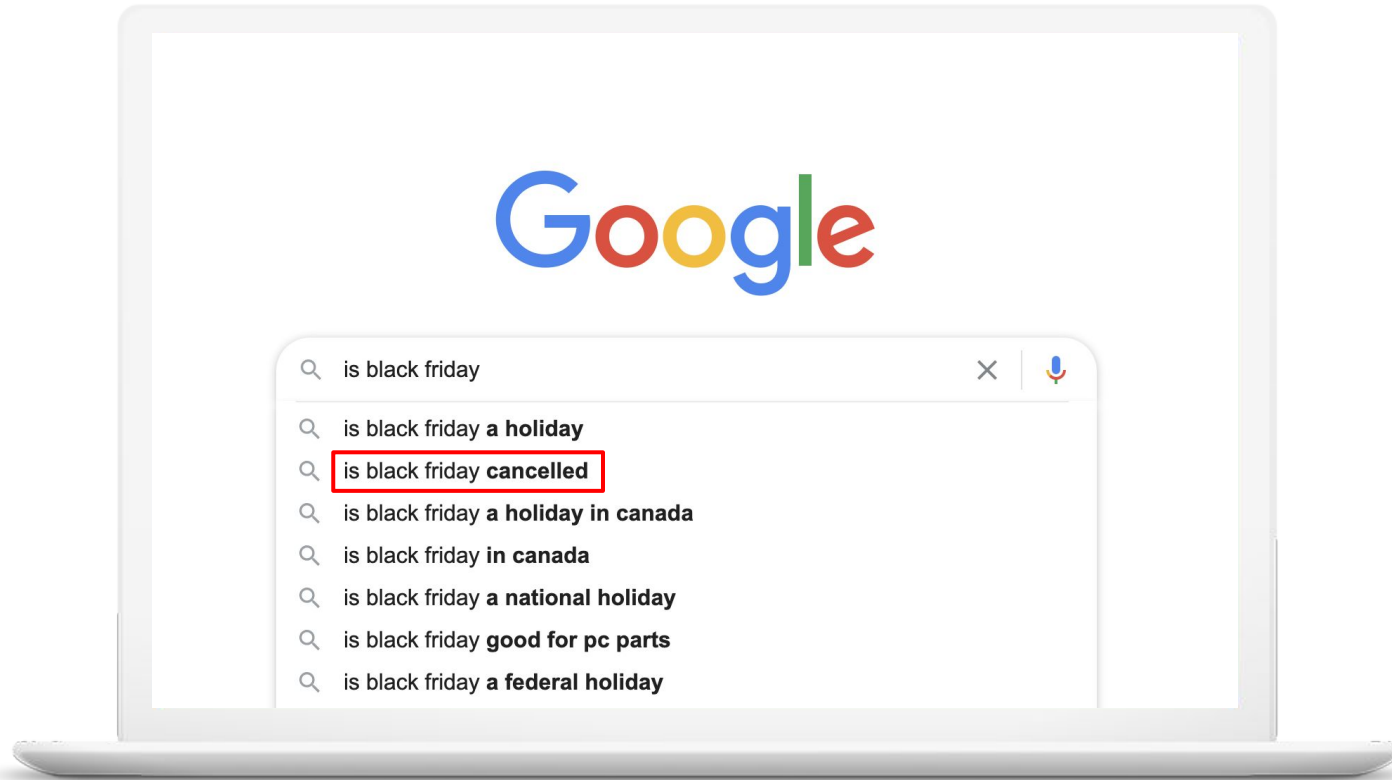


COVID Impact



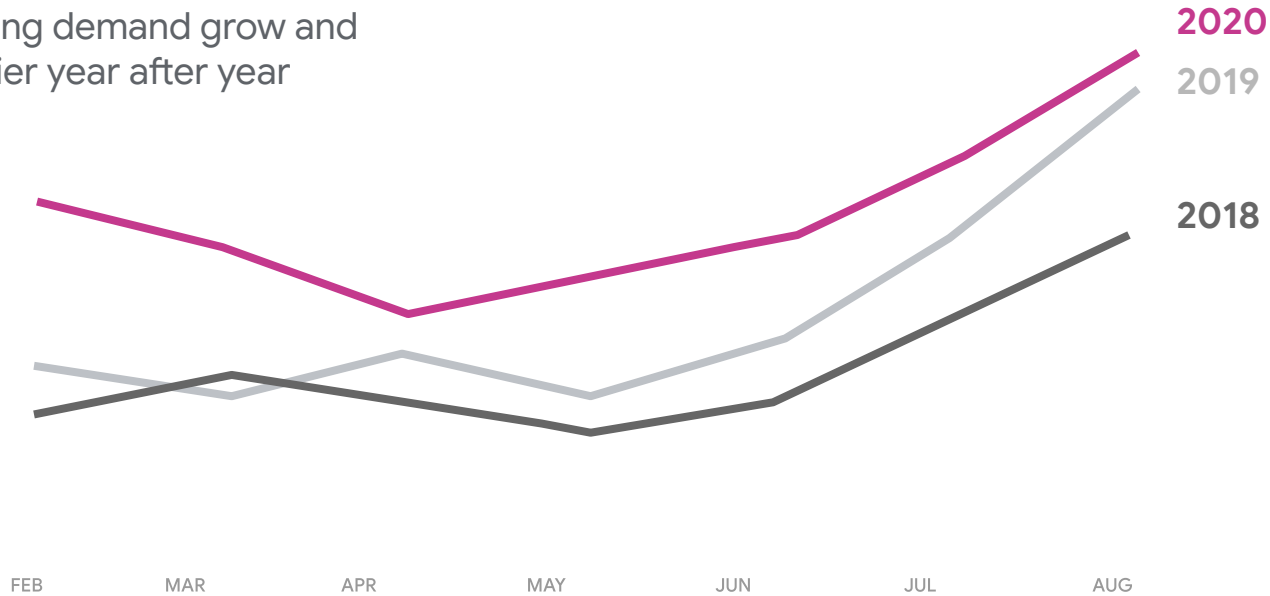
Extended season





Extended Season

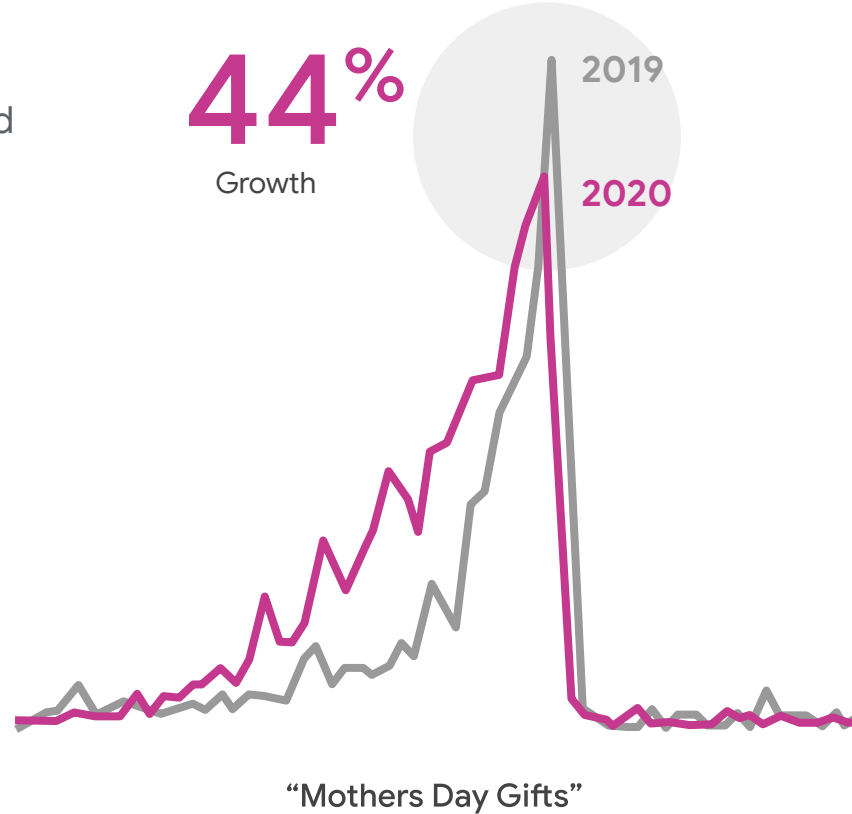
We are seeing demand grow and extend earlier year after year



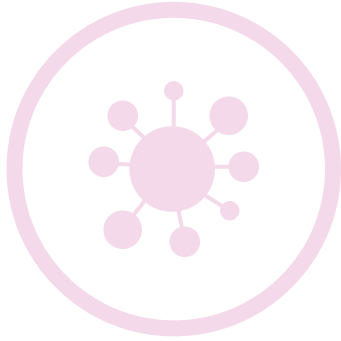
Search Interest for “Black Friday”

Extended Season

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



The top 3 influences of timing



COVID Impact



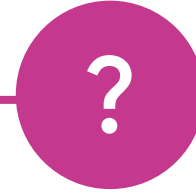
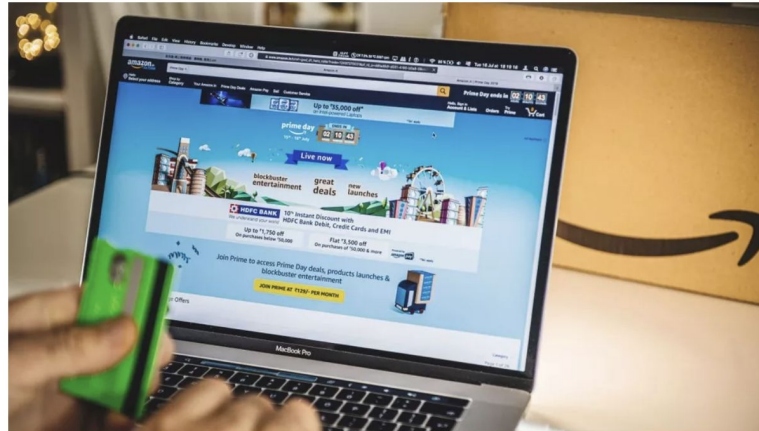
Extended season



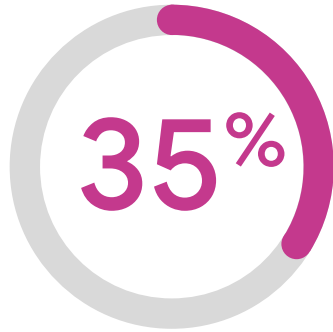
Amazon Prime Day 2020: expected deals and postponed October date

By Matt Swider 4 days ago

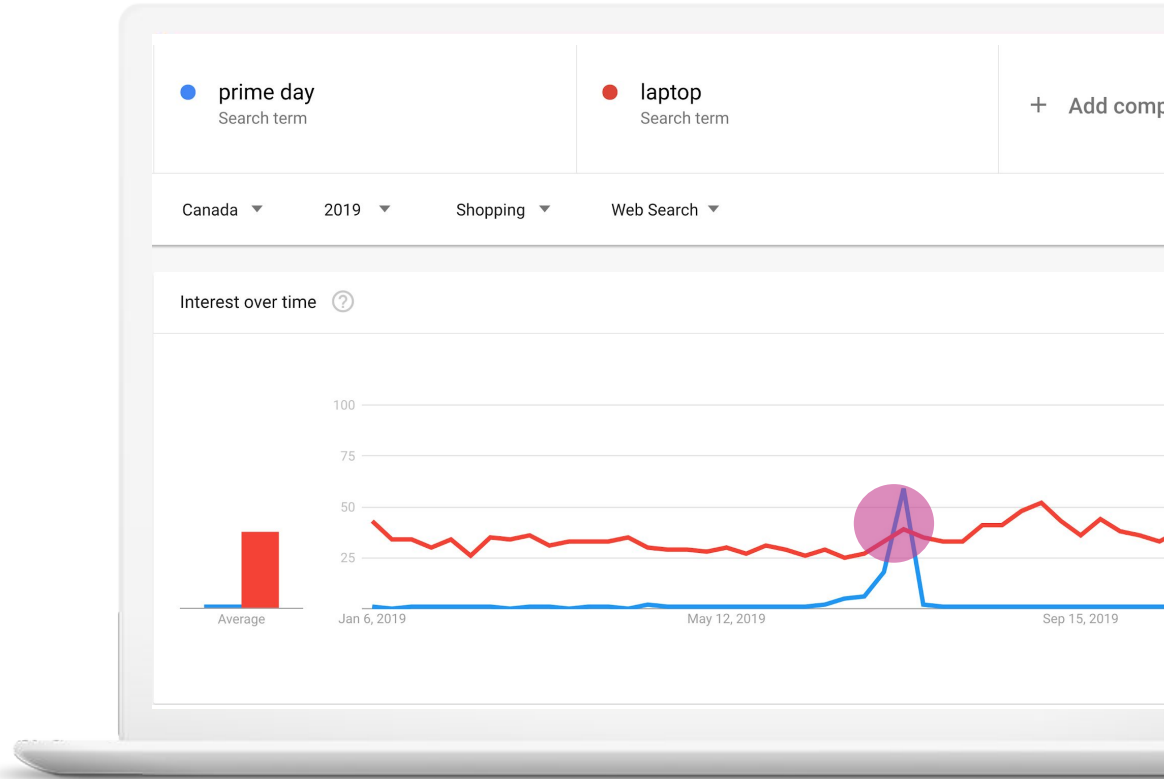
The Amazon Prime Day 2020 date is in early October, according to several media reports. Here's what we know.



In 2019, Prime Day was
the unofficial start to
Back to School



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





The banner is divided into three horizontal sections. The top section has a light green background with illustrations of people celebrating, floating shoes, a sofa, and a sign that says 'READ THE PRIME DAY GUIDE'. It features the 'prime day' logo and the text '4 days to go' and 'Epic deals start July 15'. The middle section is a solid red band with white stars and the text 'Deal Days: coming soon' in large white font, followed by 'Our biggest sale of the summer.' and 'July 15 & 16. Online only.' in smaller white font. The bottom section has a yellow background with the word 'SUMMER' in large, stylized blue letters with a red outline, and 'Clearance' in black text on a yellow banner below it. The bottom-most section is a solid pink band with the 'ebay crashsale' logo in purple and pink, and the text 'Coming July 15' below it.

prime day

4 days to go

Epic deals start July 15

READ THE PRIME DAY GUIDE

Deal Days: coming soon

Our biggest sale of the summer.

July 15 & 16. Online only.

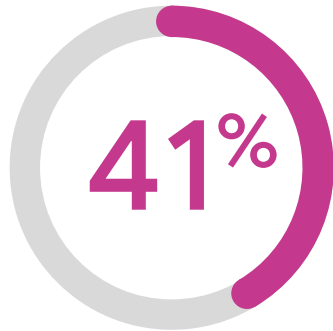
SUMMER

Clearance

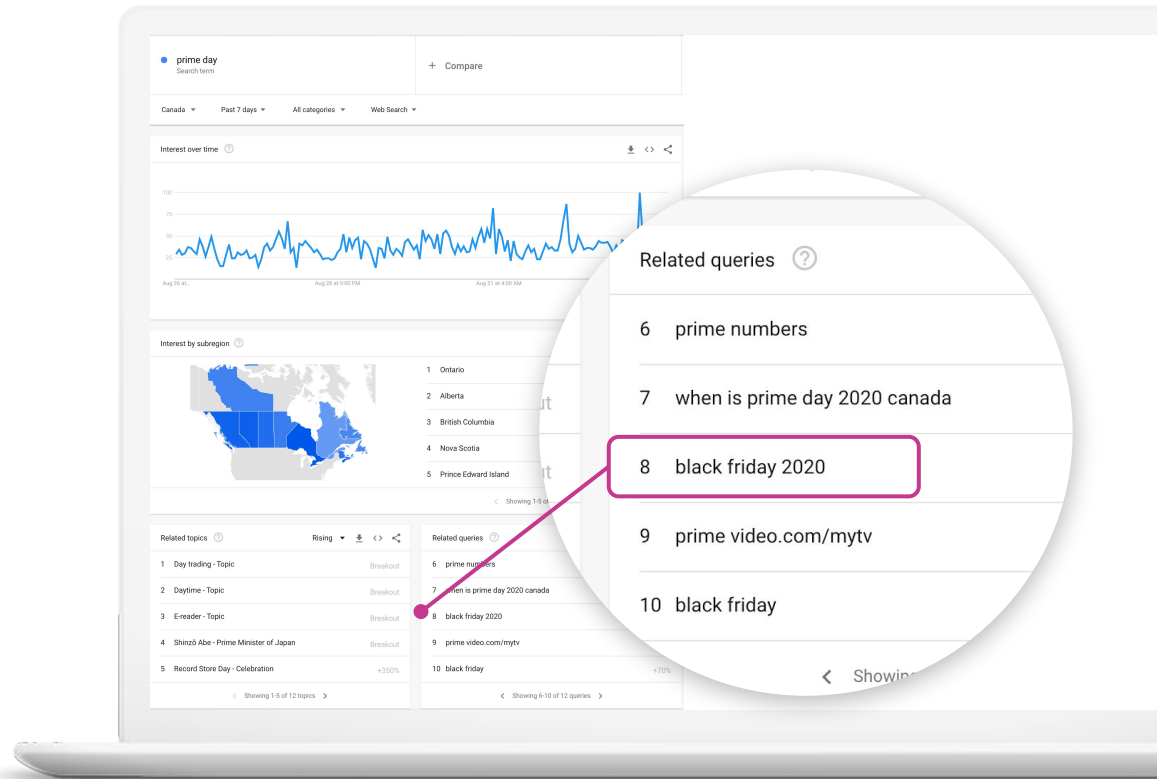
ebay
crashsale

Coming July 15

This year..



Plan to purchase holidays gifts
on Prime Day



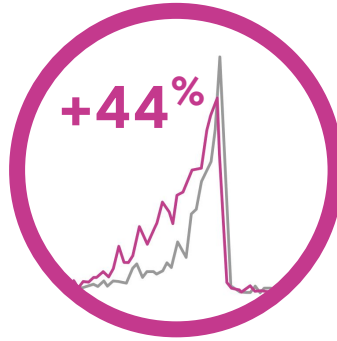
The top 3 influences of timing

COVID Impact



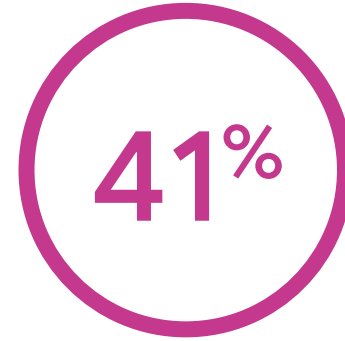
Show up early

Extended season



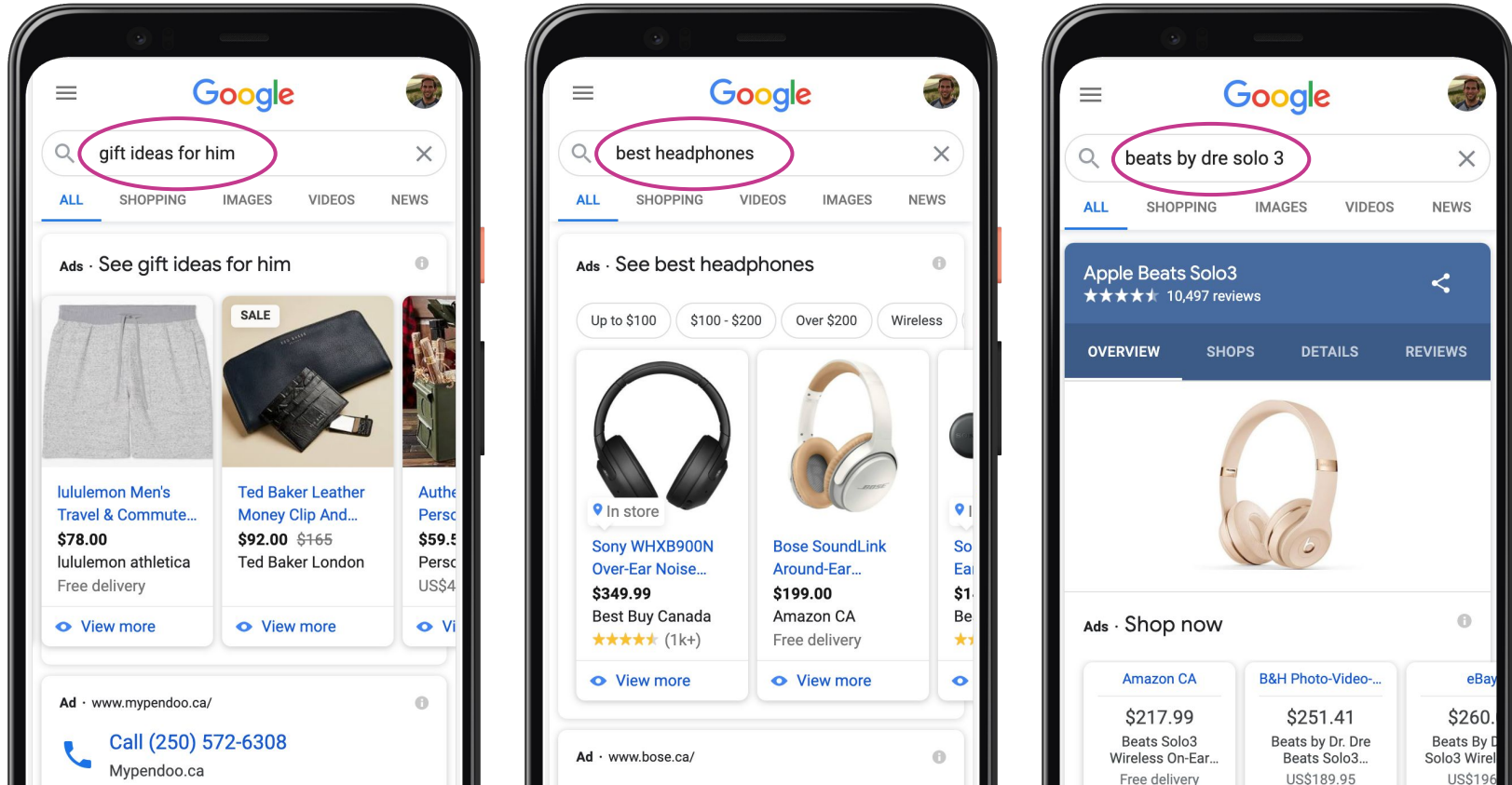
Show up often

Amazon Prime Day



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?



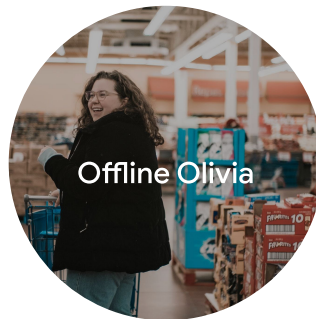
Indecisive Irene

Visited > 3 pages
Added 3+ items to card



Holiday Harrison

Visited gift guide
Holiday Shopper



Offline Olivia

Bought in store
last year



The right
bid

Bid up or down based on
expected or known
audience value or priority



Query
expansion

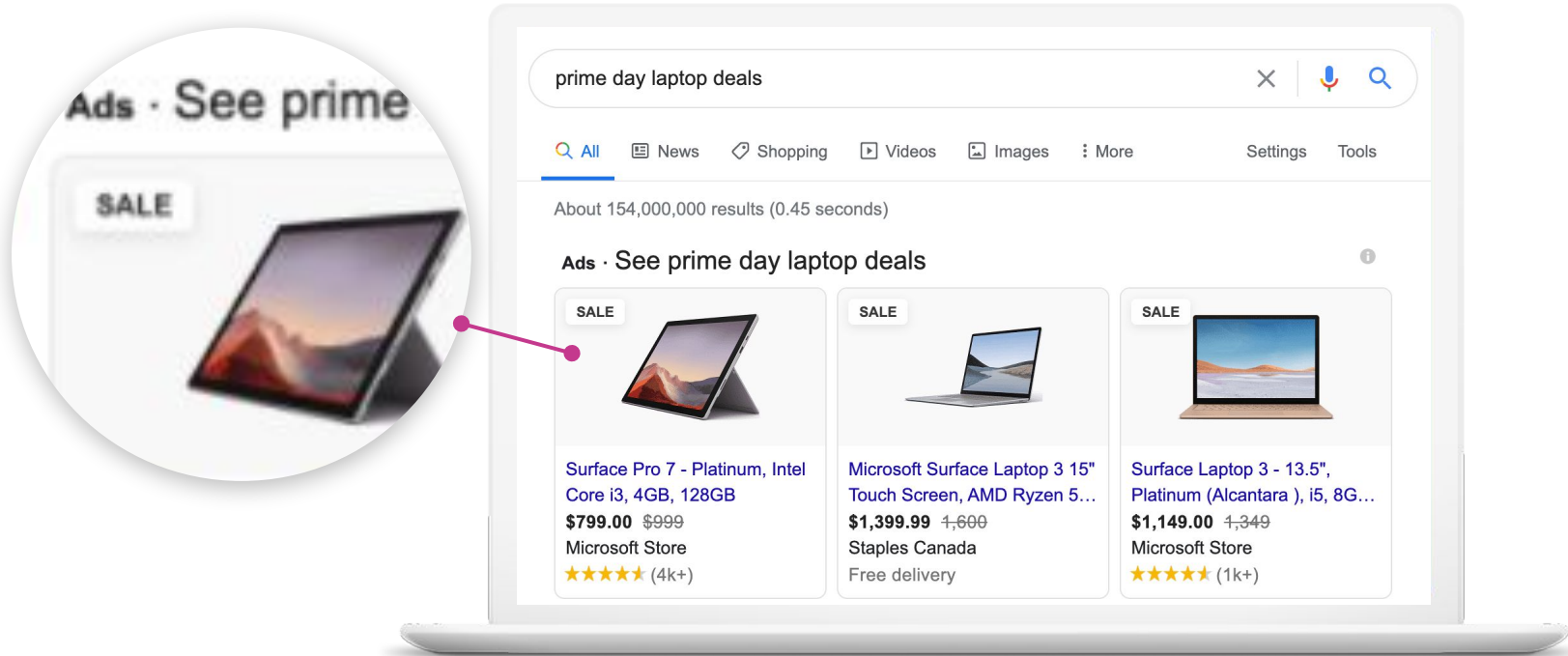
Run on a broader set of
queries based on your
1P Audience



Creative
customization

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

Show your best





Show
up early

By launching your
campaigns today



Show up
often

By following your most
important customers



Show
your best

By putting your deals
front & centre



Truth #3

Home for
the holidays



Google

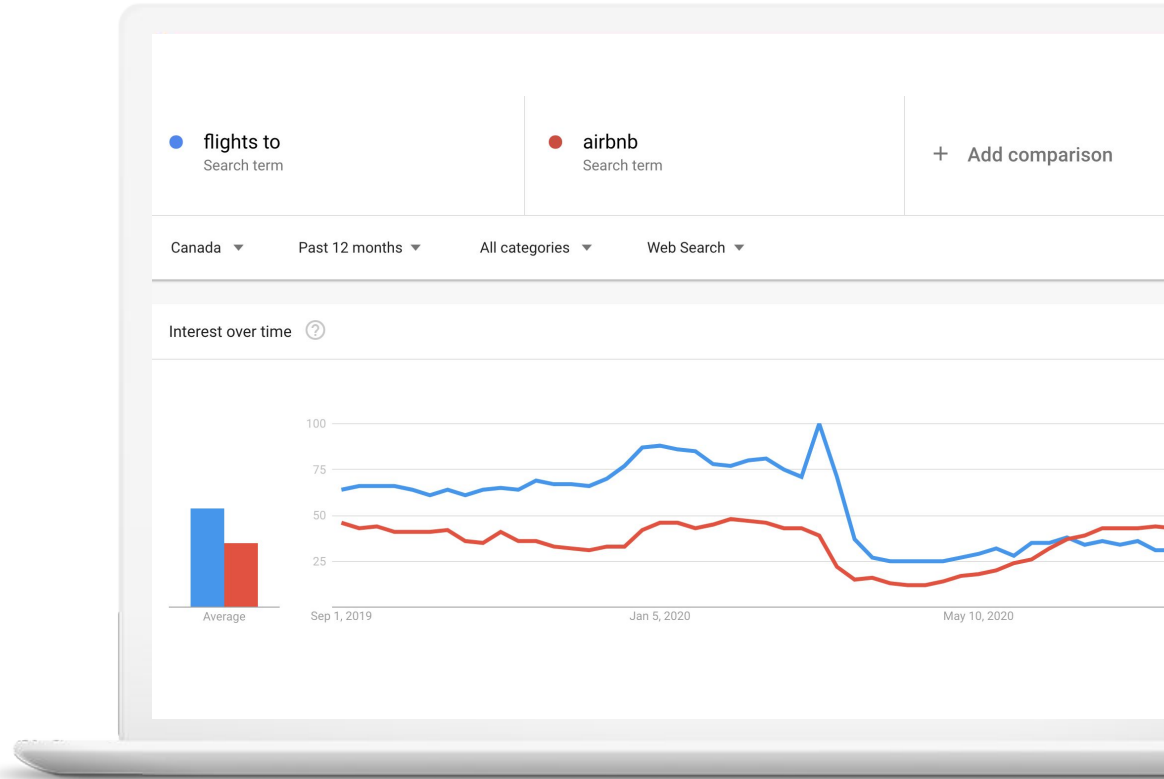
RCC RETAIL
COUNCIL
OF CANADA



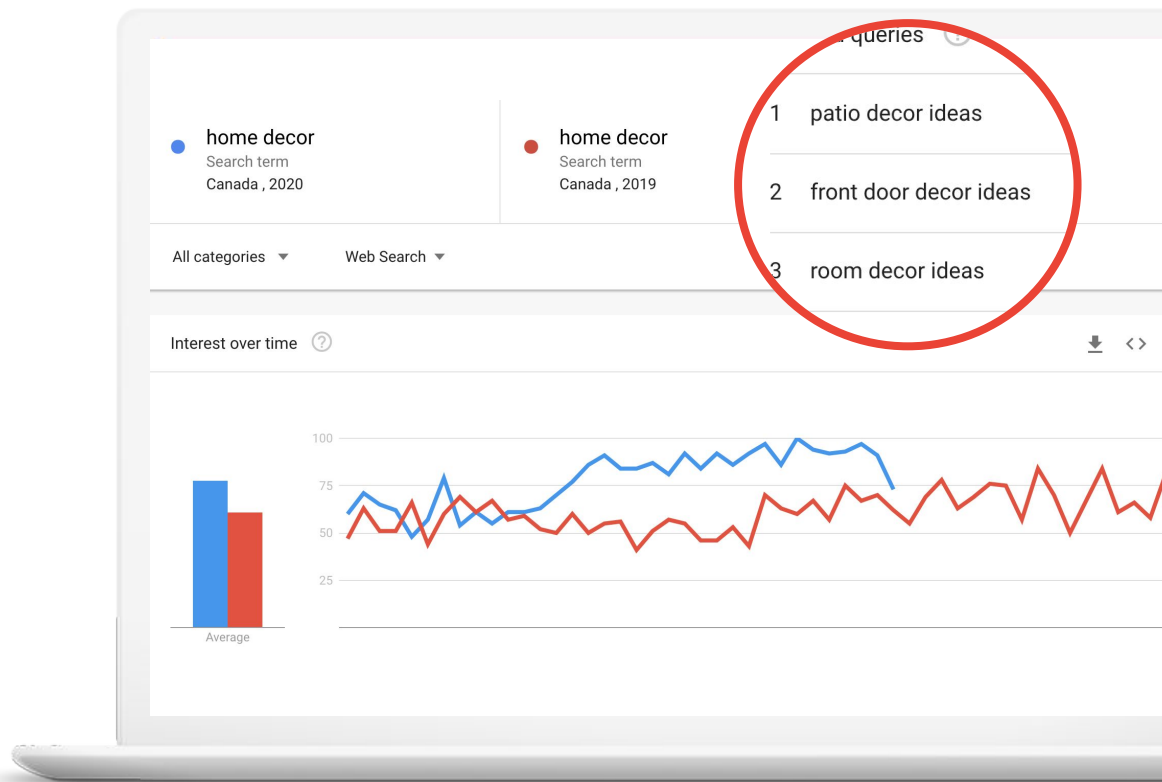
81%

of Canadians are not
ready to make travel plans

Local rentals
> air travel



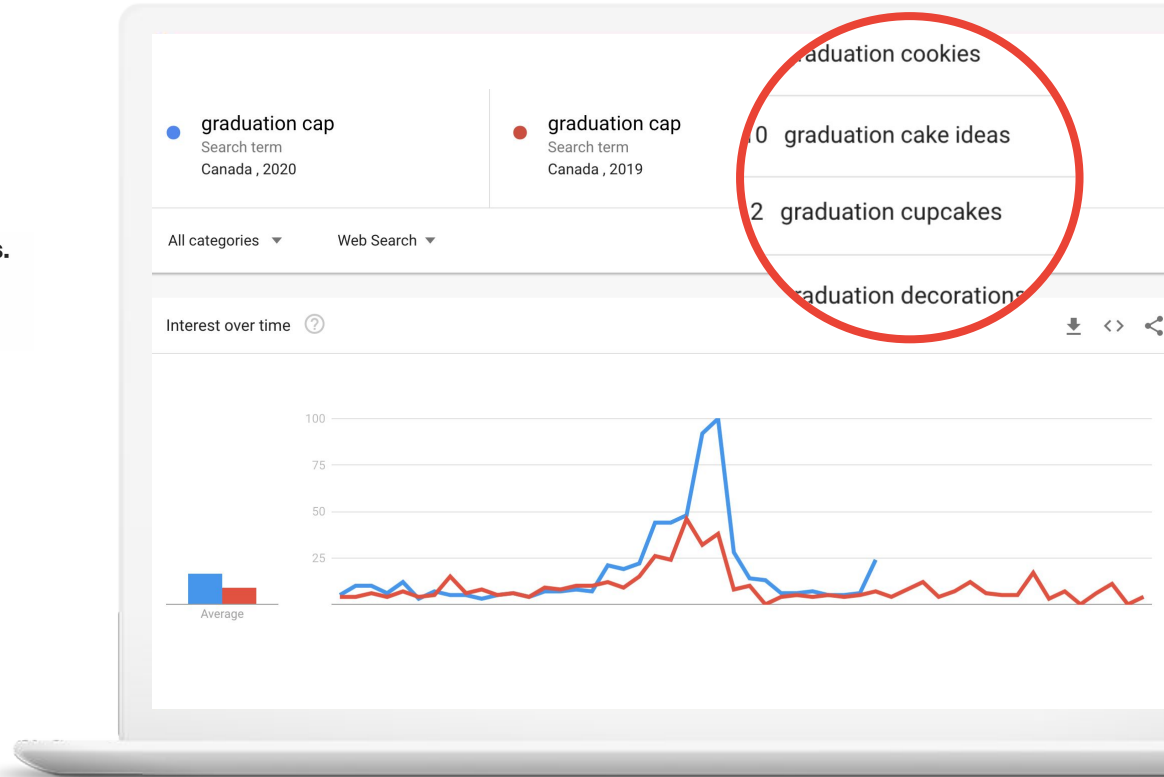
Spending more time
at home = more reason
to invest in home



'Tis the Season for embracing untraditional traditions

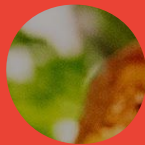
**A drive-in, a racetrack and home-delivered diplomas.
The class of 2020 gets new-look graduation
ceremonies**

By Ryan Bergeron, CNN
Updated 2:03 AM ET, Sat May 16, 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

The safest product you can sell is a gift card

Retail Challenge

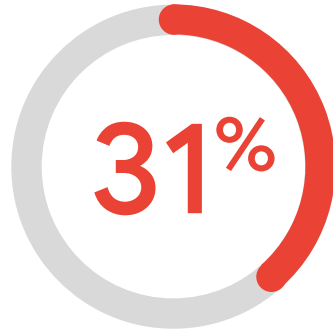
- 1 Inventory or fulfillment issues may prevent me from hitting targets
- 2 eComm ends on the last shipping cutoff
- 3 Consumers are afraid to shop in-store
- 4 Consumers are afraid to shop online



The Gift of the Gift Card

- 1 Locks in revenue
- 2 No shipping cutoff constraints
- 3 Easy to shop safely
- 4 No risk of returns

Holiday shoppers may skip the gift wrap and opt to send gifts directly or buy a gift card

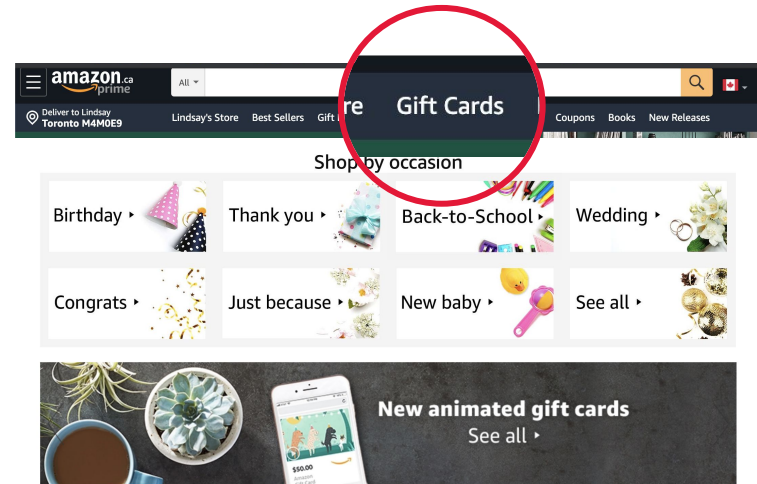
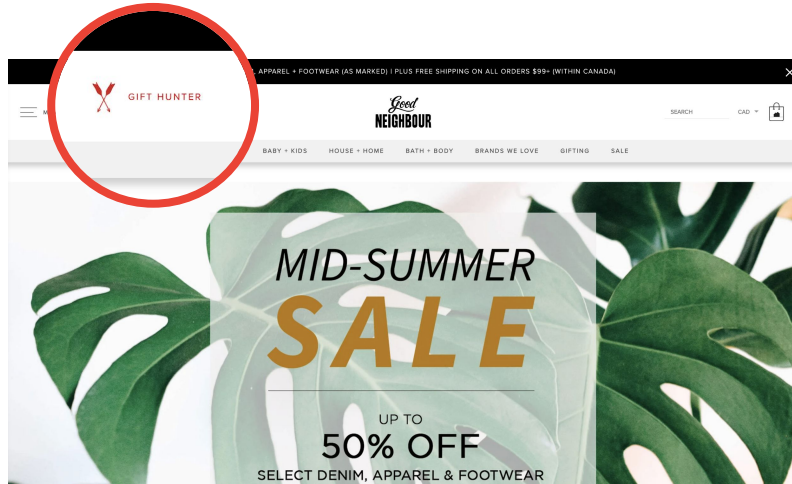


of Canadians plan to gift
more gift cards
than in previous years



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

Ad · shop.lululemon.com/giftcards



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

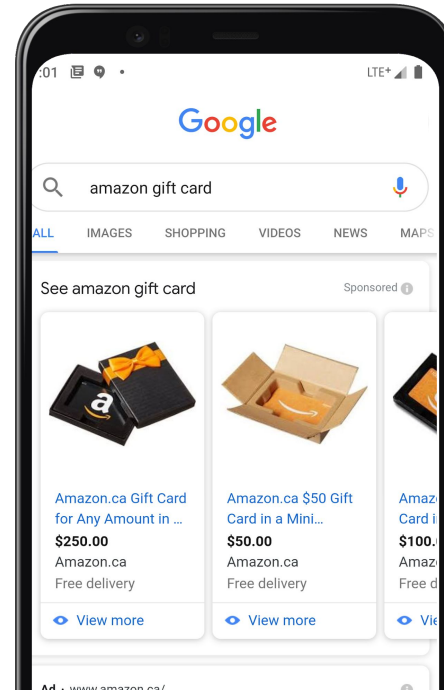
Shop Gift Cards

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

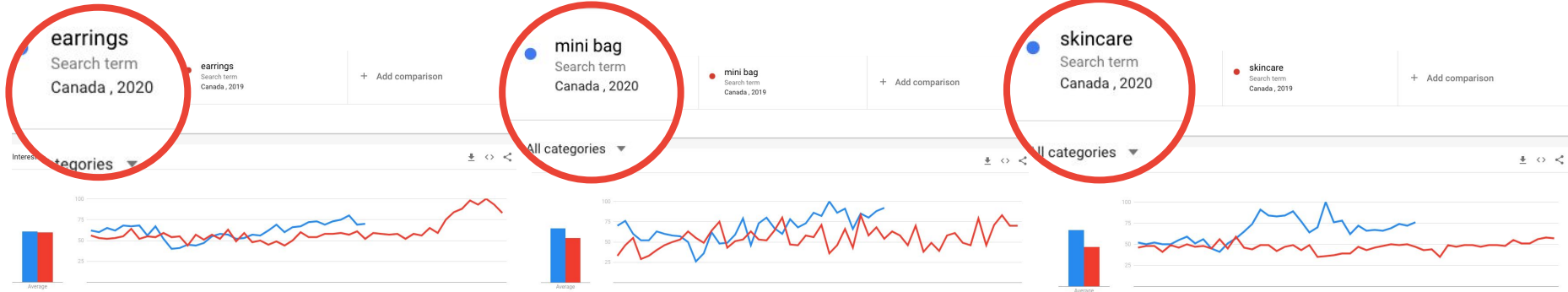
'Tis the season...to treat yourself



45%

of Canadians were
shopping for themselves
last holiday season

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



PAUSE

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

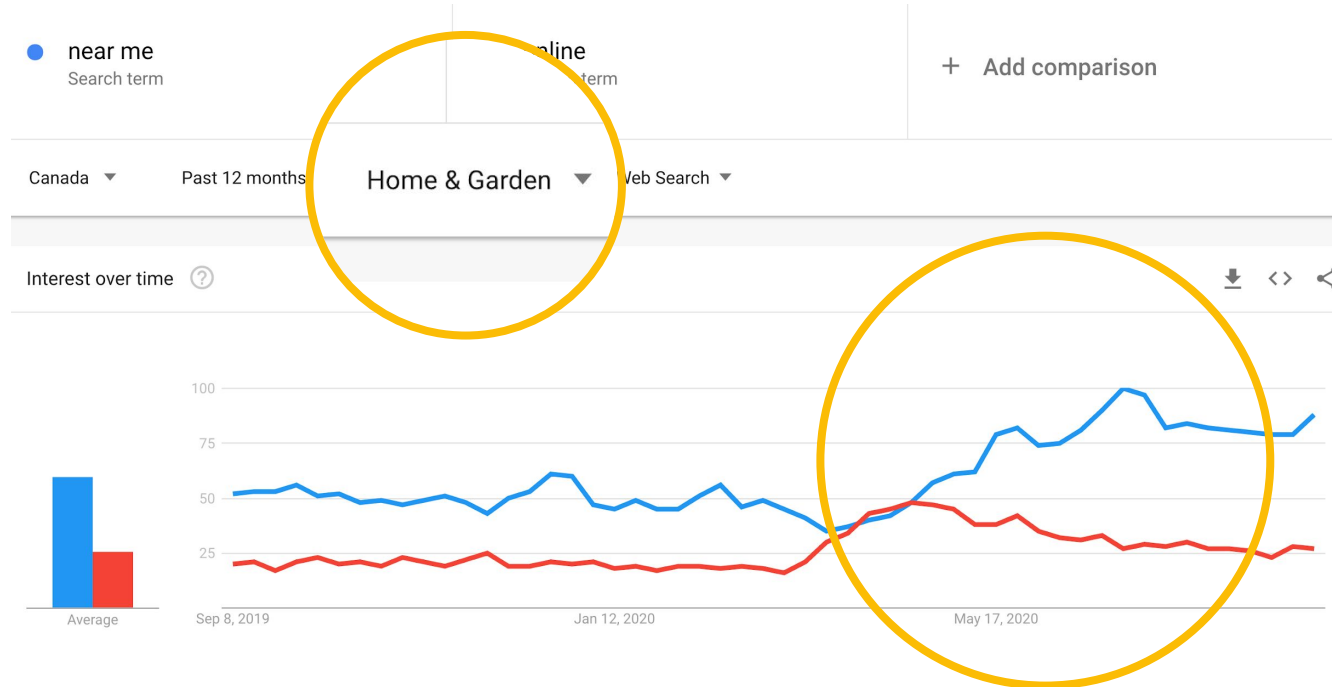






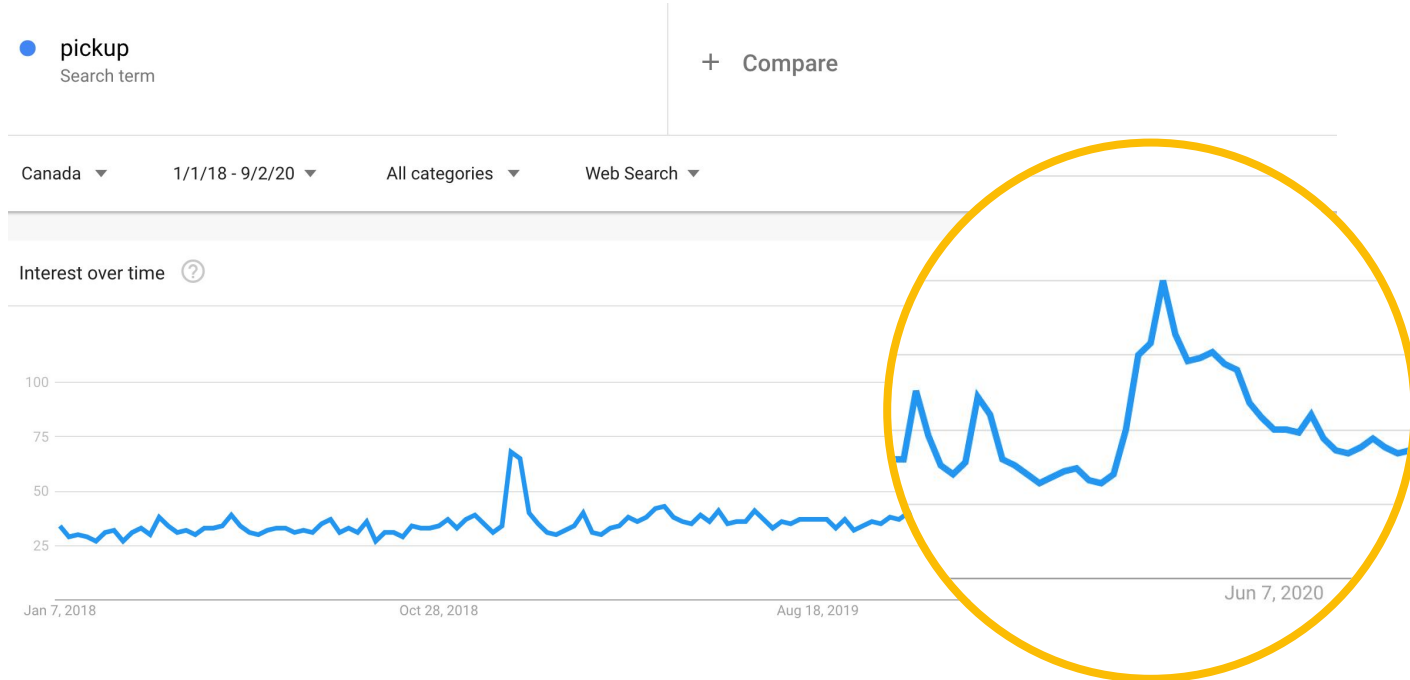


The role of the store has changed





The role of the store has changed

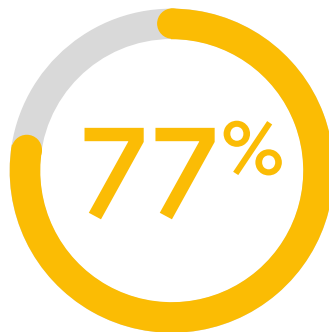




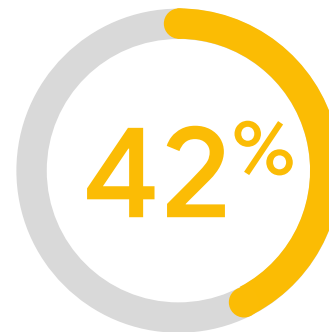
2020: Safety is #1 concern.



Say they are **nervous**
to shop in-store



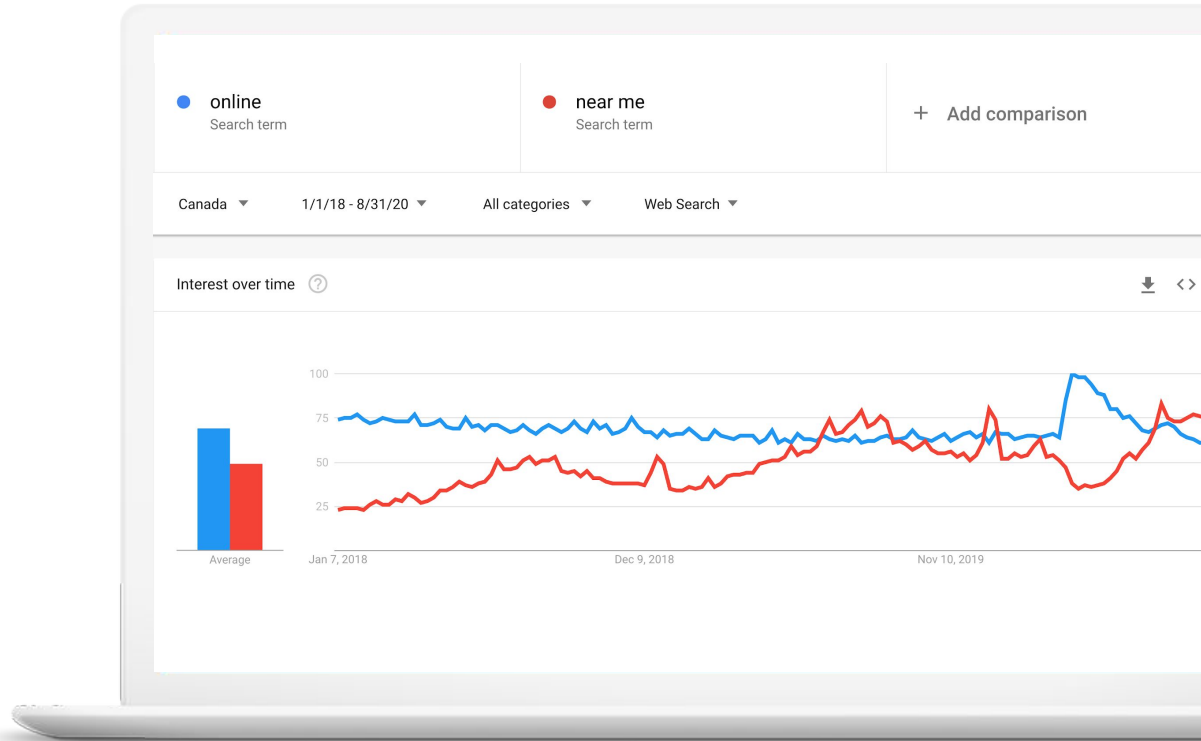
Plan to consolidate their
shopping to make **fewer trips**
vs. last year



Want their shopping to
be **contactless** whether
online or in-store



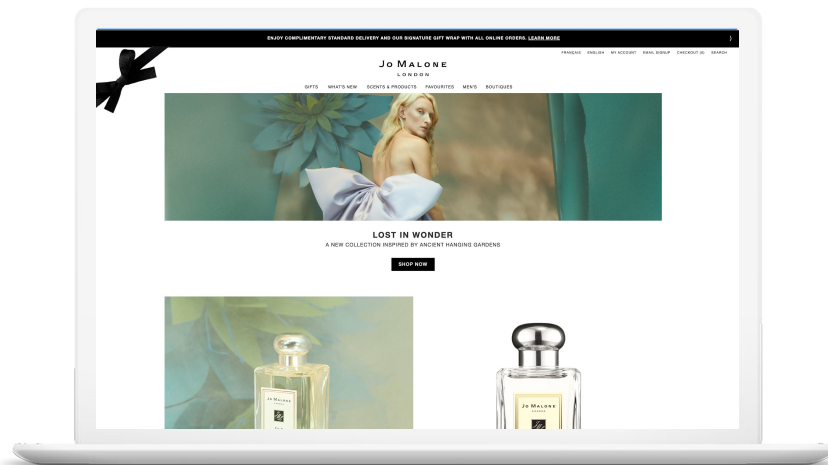
The future is uncertain,
Omni-integration
is table stakes



Your Distribution Centre?



Your Experience?





Not all events are created equal

“Black Friday”

Related queries ?		Rising ▼ ⬇️ ⏏️ 🔗
1	glossier black friday sale	+3,350%
2	labour day sale	+700%
3	cell phone deals on black friday	+190%
4	iphone 12 release date	+160%
5	why is it called black friday	+160%
Showing 1-5 of 17 queries		

Deal Specific

“Cyber Monday”

Related queries ?		Rising ▼ ⬇️ ⏏️ 🔗
1	monty python	Breakout
2	cyber monday gaming pc	+400%
3	cyber monday electronics	+250%
4	cyber monday tv sales	+190%
5	cyber monday laptop sales	+110%
Showing 1-5 of 6 queries		

Electronic Focus

“Boxing Day”

Related queries ?		Rising ▼ ⬇️ ⏏️ 🔗
1	boxing day sales canada 2019	+650%
2	boxing day sales calgary	+400%
3	best buy boxing day flyer	+110%
4	labour day	+90%
5	canadian tire boxing day	+90%
Showing 1-5 of 9 queries		

Big Box Geared



Make them
feel safe



Let them shop
where they want



Make them feel safe

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

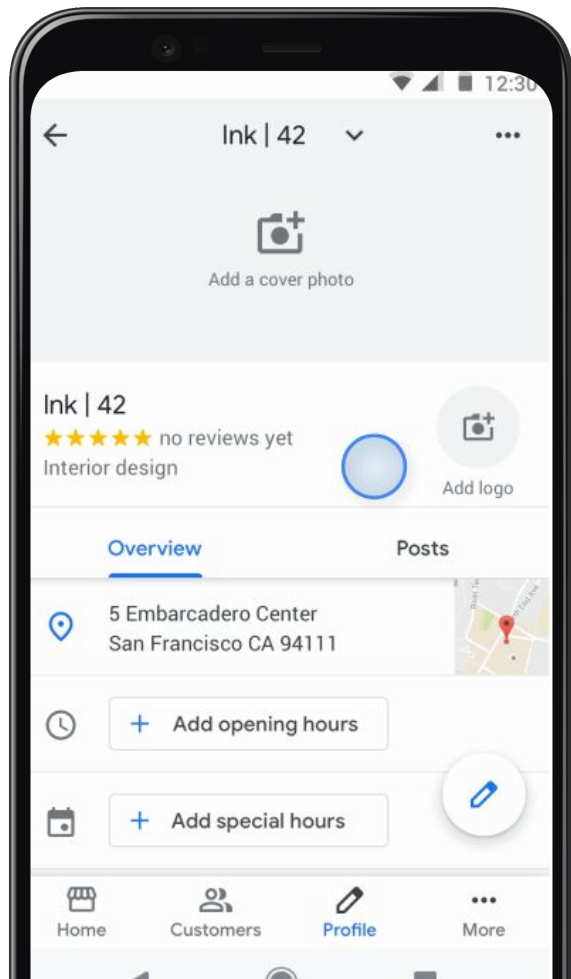
Frequently updated profiles get results

42% more direction requests for businesses with photos

7x more clicks for businesses with complete profiles

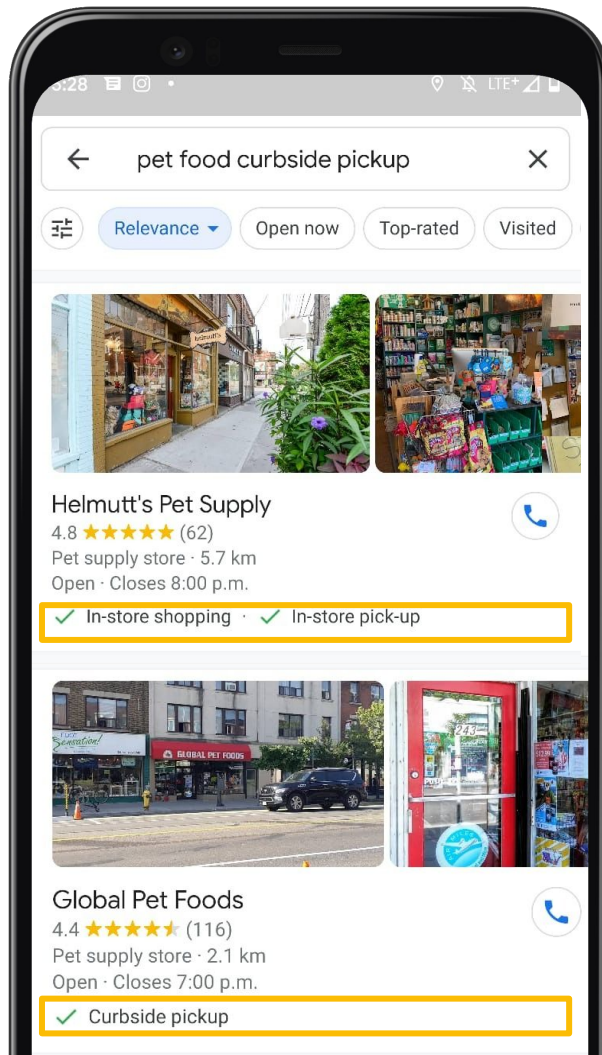
96% of customers are more likely to visit a business that displays hours of operation

90% of customers are more likely to visit a business that shows a phone number





Let them shop where
& how they want

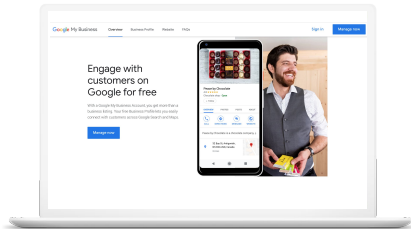




3 simple steps to adding Curbside to your listing

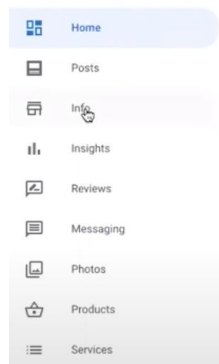
1

Log in to Google
my business



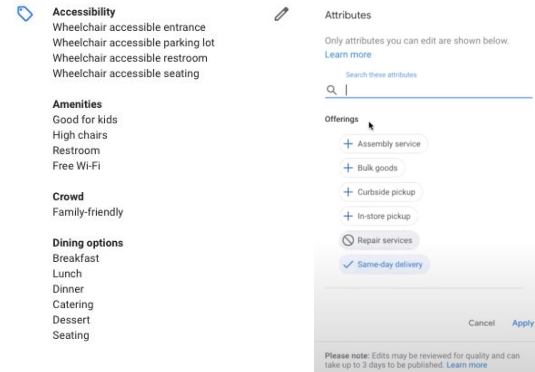
2

Click
on Info



3

Edit attributes to include
curbside pickup

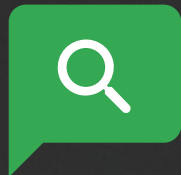




Make them
feel safe



Let them shop
where they want



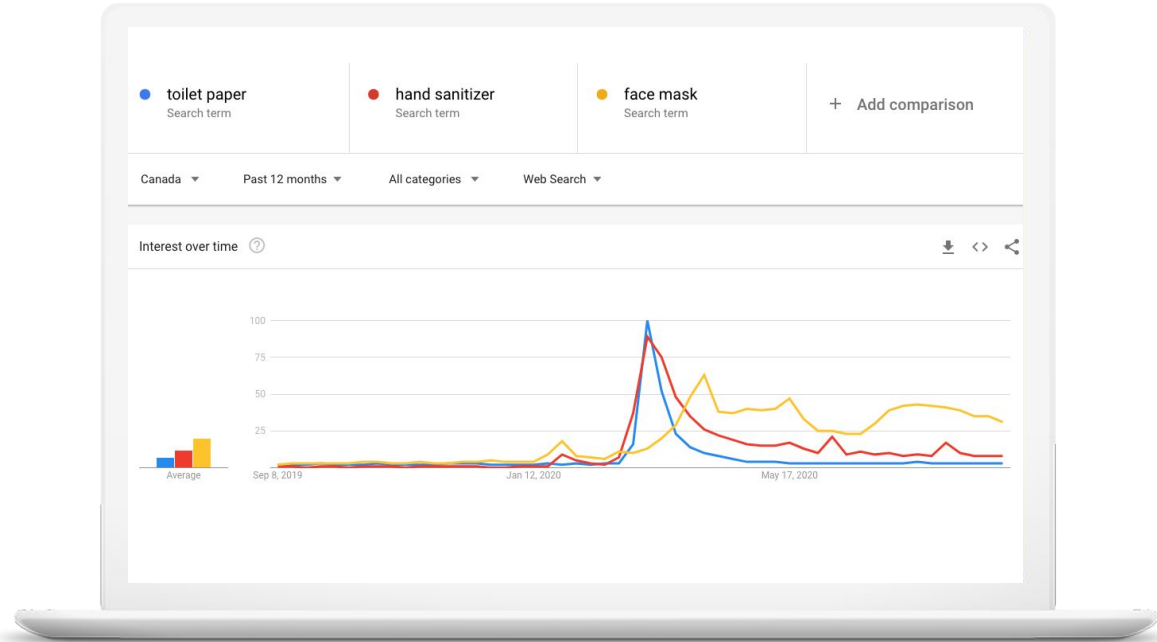
Truth #5

Growing appetite for
discovering new brands
& retailers.



The pandemic brought new challenges for Canadians

“Essentials”





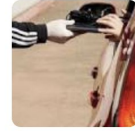
The pandemic brought new challenges for Canadians

“New needs”

CNN

First toilet paper, then yeast. Now laptops are hard to find

First toilet paper, then yeast. ... sub-segment that has driven industry shortages, which I'm sure you heard from everybody, we're responding to.
1 hour ago



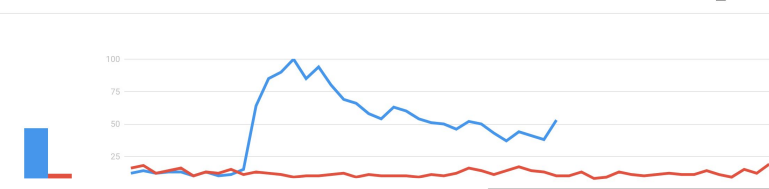
dumbbells
Search term
Canada, 2020

dumbbells
Search term
Canada, 2019

+ Add comparison

All categories Web Search

Interest over time



Globalnews.ca

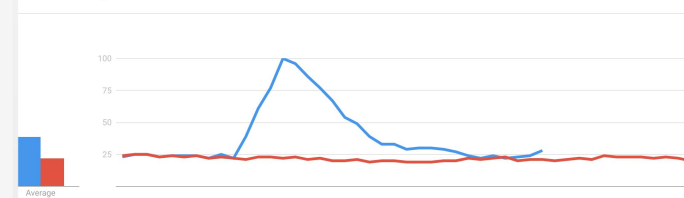
'Dumbbells are now the new toilet paper': COVID-19 leads to demand for fitness equipment

"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

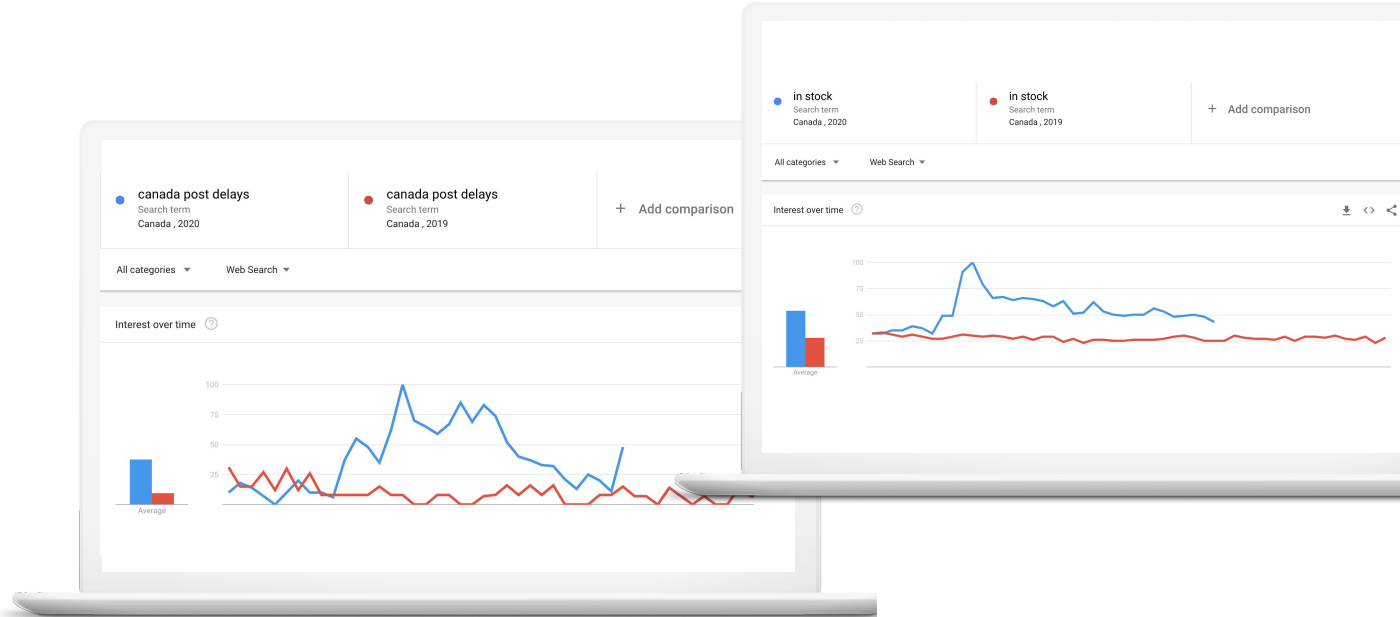


Interest over time



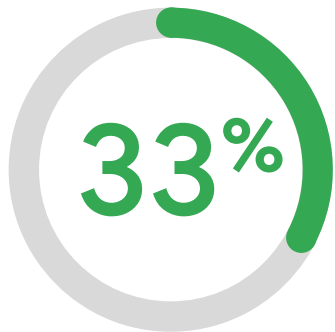


Creating supply chain strain for retailers





The quarantine has created opportunities for **challenger brands** as shoppers are willing to discover and try new retailers



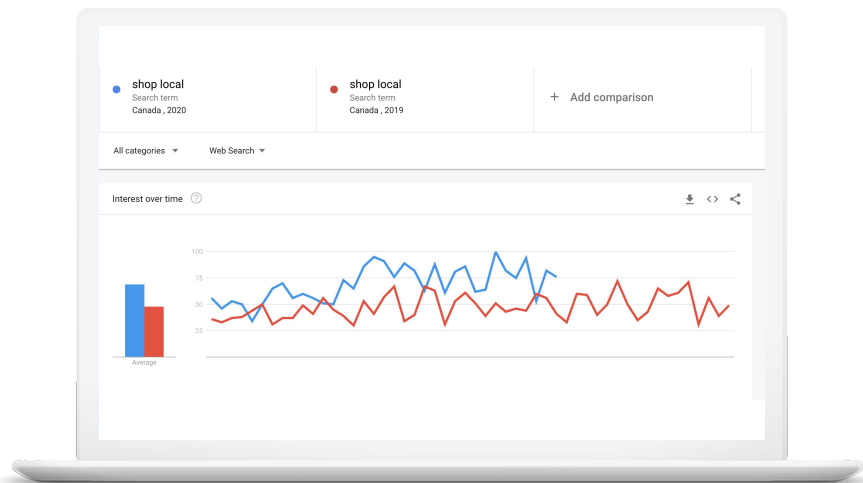
of Canadian consumers shopped with a store/retailer that they **hadn't before tried prior** to COVID-19



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



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



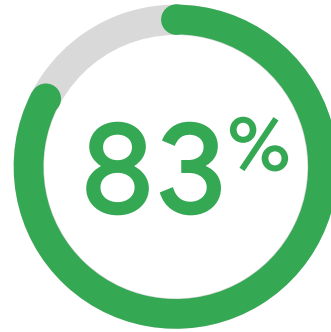
Proximity, product origin, and stock availability are now key for shoppers no longer willing to venture far to get their favourites



The Pandemic Paradox: Discovery & Familiarity



of Canadians are still struggling
with out of stock issues



only want to shop at stores
they are familiar with.



Help shoppers choose you this season.



Simply
show up



Compete on
certainty

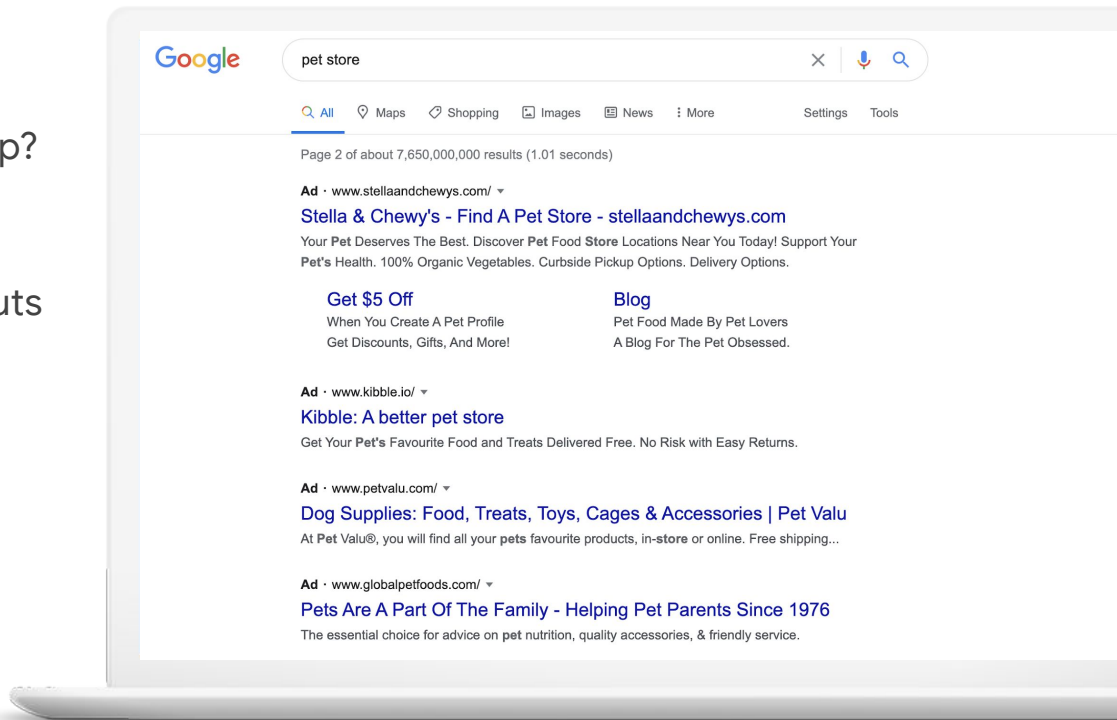


Search for yourself

Does my company show up near the top?

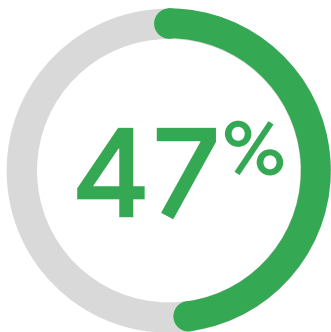
If yes how do you appear? Are you capturing attention with sitelinks, call outs and other extensions?

If not who is taking up that space? Are your competitors? Do you have the right keywords?

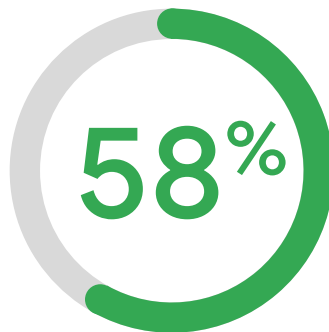




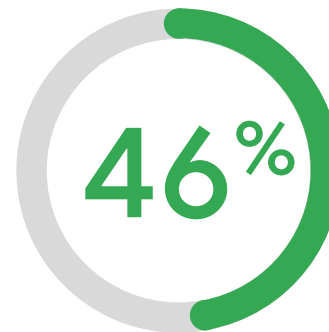
Shoppers want to feel **psychologically safe**



of Canadian expect brands to provide
shipping delay notifications



of Canadians expect brands
to inform of **discounts**



of Canadian expect brands to provide
extended returns



Search is your first impression.

Ad · www.bestbuy.ca/ ▼

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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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I can return it.

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Sitelink Extensions can highlight why you are a safe choice to shop

The screenshot shows the Google Ads interface. On the left, the navigation menu includes Overview, Recommendations, Ad groups, Ads & extensions, and Ads. The 'Extensions' link under 'Ads & extensions' is highlighted with a green dot. A green line connects this dot to the 'Extension scheduling' dialog box on the right. The dialog box is titled 'Extension scheduling' and contains the following information:

- Start date:** ☒ Oct 1, 2020 (dropdown arrow)
- End date:** ☒ Oct 31, 2020 (dropdown arrow)
- Days and hours:** All days (dropdown arrow) 12:00 AM to 12:00 AM
- ADD SCHEDULE** (blue link)
- Based on account time zone:** (GMT-07:00) Pacific Time

The background interface shows the 'Extensions' section with a filter set to 'Extension type: All' and a table with columns for 'Extension' and 'Status'.



Help shoppers choose you this season.



Simply
show up



Compete on
certainty



eComm's
biggest moment
on record



Earlier
than ever



Home for
the holidays



A change in the
role of your store



Openness to
new retailers

... and 1 final thing



Revisit the plan you put together at the beginning how has this 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

