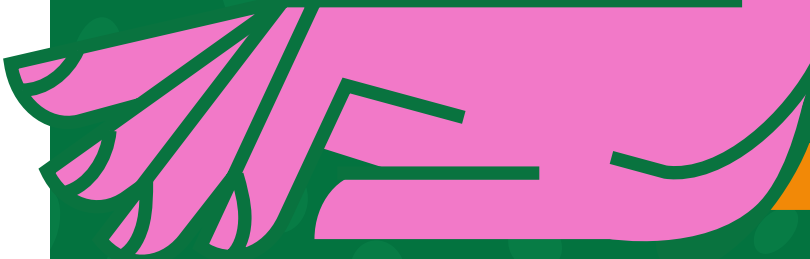


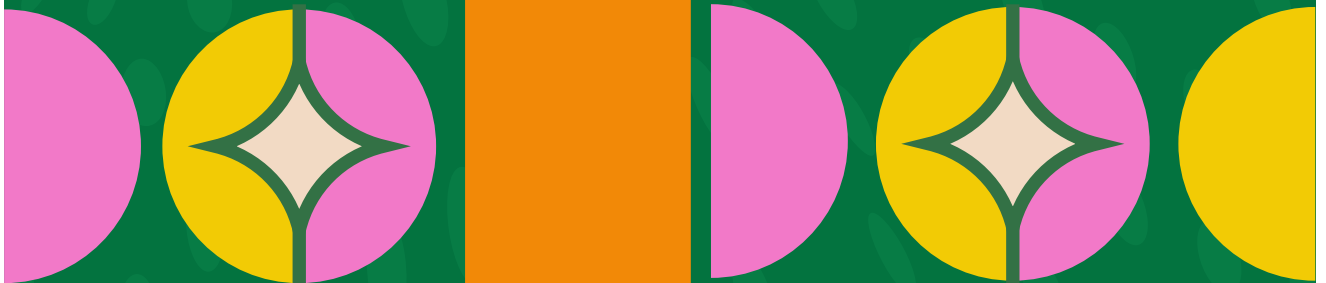
DIRECT AGENTS



SEPTEMBER 2021



HOLIDAY CREATIVE TREND REPORT



As the holidays quickly approach, many brands have solidified their holiday marketing strategies and plans. While holiday ads begin to roll out, there are trends and ideas that remain consistent across many brands.

IN

If you don't have your plan for the holidays in place yet, what are you waiting for? From trending ads and holiday designs that have inspired our creative team, to what shoppers care about and how to resonate with your audience, we've outlined a creative guide for holiday 2021.

TRO

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TION

What's

trending

in 2021?

Minimalist Design



Let the elements speak for themselves. Utilize clean lines and color blocking.



Focus on the messaging. Let the copy stand out on the page.

Text-only or text-heavy ads

VIDEO

Videos are consistently outperforming statics. Incorporate motion into your holiday strategy.



UGC

Tap into the minds of the consumer by highlighting UGC content. From client testimonials to product reviews, stylized user-generated content creates a feeling of relatability.

What do

shoppers

care

about?

Doing more with less

Holiday 2021 is the season to take risks. 42% of marketers surveyed plan to test new creative assets, and 39% plan to test new messaging. While during the pandemic, marketers were focused on “doing more with less” and repurposing old creative assets, in 2021, it’s time for a creative refresh.

What do consumers really care about?



What's

going to

with your

resonate

audience?

They Matter

Show your customers that they matter. There is no one-size-fits-all approach to marketing this Q4. Narrow your focus and pinpoint select audience groups.



53% GET



Create a sense of urgency. Studies show that the word "get" had an average purchase rate 53% higher than CTAs that use the word "shop." In addition, using "limited" in ads increased the purchase rate by 20% when compared to "now."



LIMITED

20%



CTA

Short, sweet, and to the point. In 2021, creatives with a strong CTA and product-focused messaging will see the highest engagement. Focus on direct response, without the extra fluff. While clever copy is a bonus, focus on delivering clear value to the consumer.

Move away from pandemic messaging. Lean towards copy that feels positive, self-indulgent, or celebratory. However, be mindful that the pandemic is still present, so avoid being too brand-forward.



Gift Guides

Lean into the holidays with gift guide messaging. A survey by The Drum found that 1/3 of shoppers will have an understanding of the category of product they are looking for on this year's Mega-Sale Days, but without knowing the specific item they want. Help inspire shoppers with "gift guide" messaging.




lululemon

Holiday Gift Guide

Gifts that move them in more than one way.

SHOP GIFT IDEAS

The advertisement features a photograph of three people walking on a city street decorated with holiday lights. A woman in the center is wearing a grey puffer jacket and a grey beanie. A man to her right is wearing a grey hoodie and a dark puffer vest. A man to her left is wearing a dark jacket. The Lululemon logo is in the top left corner. The text 'Holiday Gift Guide' is in large white font, and 'Gifts that move them in more than one way.' is in smaller white font below it. A red button with white text 'SHOP GIFT IDEAS' is at the bottom right.



HOLIDAY GIFTING
MADE EASY

GIFT NOW

STARBUCKS CARD
Corporate Sales

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The advertisement has a dark green background with several red gift tags scattered across it, each featuring the Starbucks Siren logo. The text 'HOLIDAY GIFTING' and 'MADE EASY' is in white, with 'MADE EASY' in italics. A red button with white text 'GIFT NOW' is positioned below the text. At the bottom, the Starbucks Card logo and 'Corporate Sales' are shown, along with the copyright notice '© 2020 STARBUCKS CORPORATION'.

What's

inspiring

us?

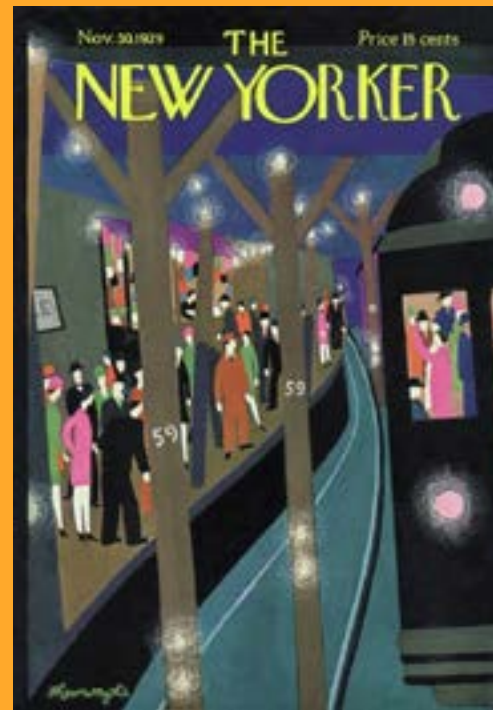
Layers and Patterns

Add complexity to a static design by layers elements and patterns. Incorporate non-holiday colors within holiday-specific arrangements to modernize the design.



Contrast and Glow

Twinkling lights and pops of gold create an elegant holiday feel. Channel holiday romanticism with evening lights and a subtle glow.



Crafty Displays

Create a cut-out look inspired by paper snowflakes arts & crafts projects. These designs create a modern feel while referencing the arts & crafts of your childhood.



