

THE TWELVE TRENDS OF CHRISTMAS & HOW TO IMPACT THEM WITH OOH

OUTFRONT/



Where, when, and how are consumers holiday shopping in 2024? And how can OOH influence their path to purchase?

WSS
SINCE 1984

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shopWSS.com

OVER 130 STORES - 2 STORES IN STOCKTON

OUTFRONT

65992A

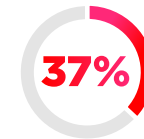
The billboard features a red background with four sneakers: a black and white Nike Air Max, a white and black Adidas Superstar, a black and white Puma, and a black, white, and red Nike Air Max. The text is in white and black, with the WSS logo in a red oval. The billboard is mounted on a metal structure with a license plate number 65992A and an Outfront sign.



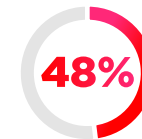
2024 HOLIDAY SHOPPING TRENDS

Holiday shoppers are **not waiting for November.**

Early shoppers are 25% more likely than late shoppers to anticipate spending more; in fact, they wind up spending \$150 more over the whole season¹.



will start holiday shopping by October¹



expect to be half-done before Thanksgiving²

Early shoppers:

- Skew older, female, more likely to have kids³
- Want to avoid shipping delays (65%)⁴
- Shop throughout the year for deals (58%)⁴
- Want to avoid out-of-stock disappointment (49%)⁴

WE RECOMMEND: Start your holiday campaigns early.

SOURCES: 1. [LG AD SOLUTIONS](#); 2. [TINUITI](#); 3. [MINTEL](#); 4. [BASIS](#)

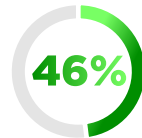
2024 HOLIDAY SHOPPING TRENDS

Though spending more, holiday shoppers seek value.

Shoppers are 4.5x more likely to budget more for this year's holiday shopping than to cut back¹.



will search for discounts
before shopping



Will do so before
every trip²

Holiday shoppers²:

- Are more likely to pay attention to ads offering savings (+45%)
- Are more likely to buy from a brand that makes finding discounts easy (+85%)
- Will buy year-round from brands offering holiday discounts (75%)²

WE RECOMMEND: Emphasize deals, special offers, and savings in your campaign creative.

SOURCES: 1. [BASIS](#); 2. [INMAR](#)

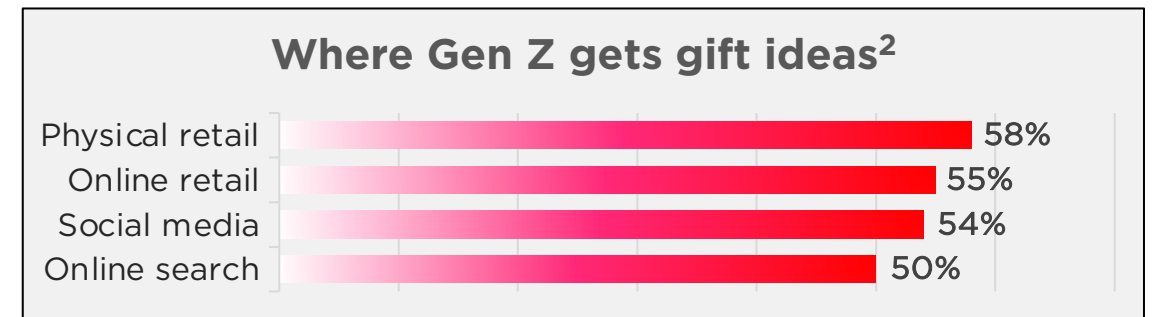




2024 HOLIDAY SHOPPING TRENDS

You won't believe where Gen Z goes for holiday inspiration.

Despite skewing hardest towards e-commerce, Zoomers are the group most likely to start their holiday shopping at the mall. Yes, the mall¹.



Zoomers:

- Are most likely to buy gifts for friends (66%), coworkers (17%), and themselves (39%)³
- Are least likely to use Amazon (47%) or mass merchandisers (52%)⁴
- Are most likely to shop Black Friday sales (75%)⁴

WE RECOMMEND: A plan with lifestyle center media.

SOURCES: 1. [BAZAAR VOICE](#); 2. [SALSIFY](#); 3. [TINUITI](#); 4. [MINTEL](#)

Omnichannel trends online, but brick and mortar matters.

Nearly 9 out of 10 consumers will shop both online and in-store for holiday gifts this year¹.

E-commerce revenue is expected to grow twice as fast as in-store this season², thanks to its perception as more convenient (67%) and a better value (63%)³. However, the in-store experience remains important to many shoppers.

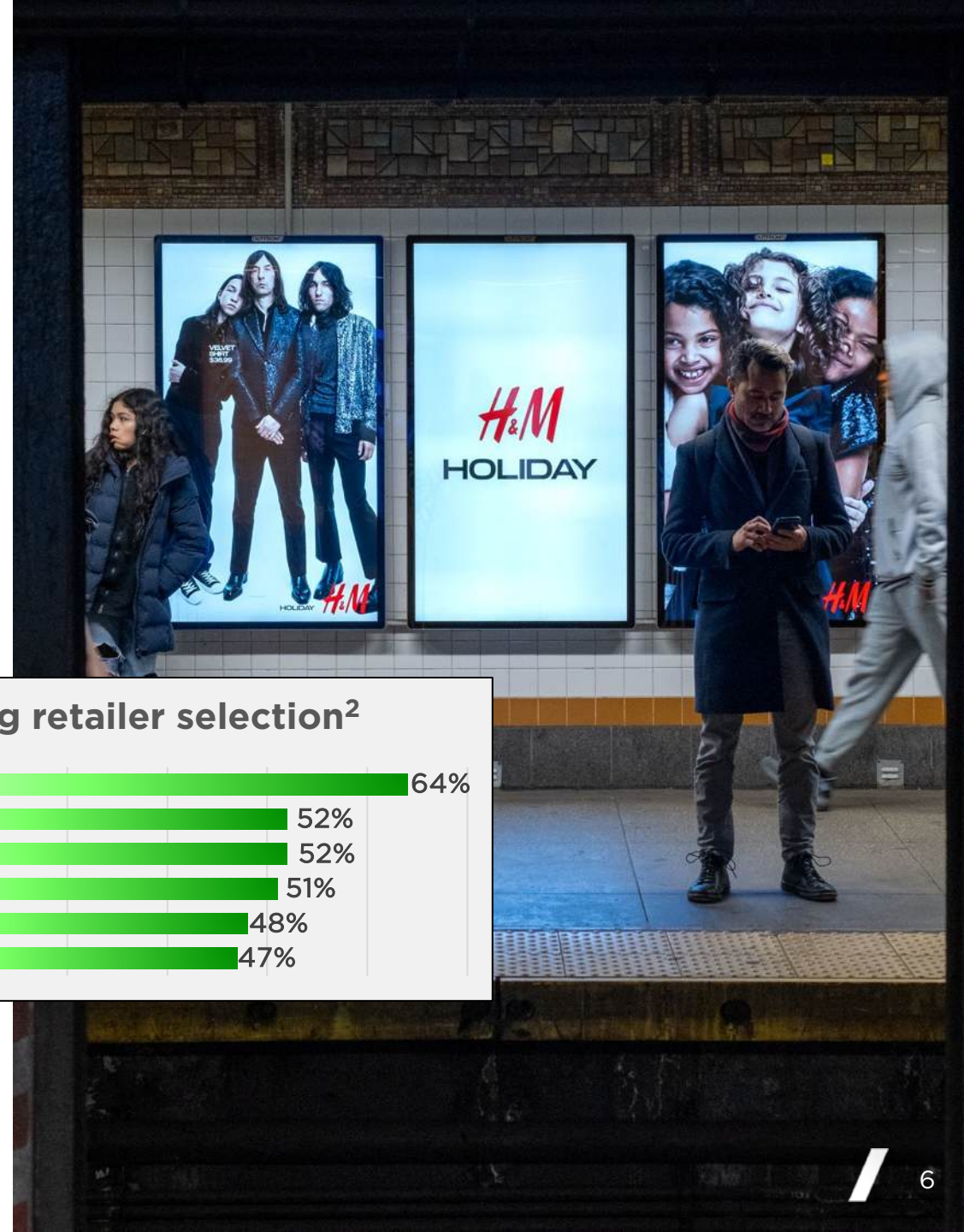
Omnichannel shoppers³:

- Enjoy shopping at malls (61%)
- Are motivated by better deals offered in-store (42%)
- Plan to shop with friends and family (30%)
- Are 50/50 split on which channel is more enjoyable

Factors influencing retailer selection²



WE RECOMMEND: Leverage core OOH messaging elsewhere for a more seamless customer journey.



2024 HOLIDAY SHOPPING TRENDS

Boomers **start later, spend more,** shop distinctively

While younger generations act similarly, Boomers are holiday shopping outliers in numerous ways.

Baby Boomers are most likely to:

- Get inspiration and make purchases in-store¹
- Get inspired by Facebook
- Spend over \$500 on gifts²
- Care about free shipping
- Choose a retailer based on brand loyalty or rewards program
- Shop small business, seek out unique gifts, and choose a retailer based on values
- Shop at Amazon and mass merchandisers³
- Start shopping in December⁴

They are least likely to:

- Buy gifts for themselves or their friends
- Shop Black Friday or Cyber Monday
- Make a purchase via social media

WE RECOMMEND: Audience-based purchasing methods like our Direct Digital Ad Server (DDA).

SOURCES: 1. [BASIS](#); 2. [TINUITI](#); 3. [MINTEL](#); 4. [SALSIFY](#)



2024 HOLIDAY SHOPPING TRENDS

Social media, content creators impact top & bottom funnel.

Gen Z gets gift inspiration from social media twice as often as from television¹ and 2 in 5 makes a purchase through social media - that's 2x the average rate².

But it's not just TikTok Zoomers driving this trend. Boomers too get gift ideas from social, primarily Facebook. In fact, only TV and retailers themselves hold more sway over this audience.

Holiday shoppers who watch TikTok creators are:

- 60% more likely to follow brands on social media
- 50% more likely to click on ads
- 40% more likely to click on organic links
- 30% more likely to make an impulse purchase
- 20% more likely to buy in-store, buy online, or buy something for themselves³

WE RECOMMEND: Integrate a creator in your campaign to leverage the power of social out of home (#sOOH)!

SOURCES: 1. [TINUITI](#); 2. [BASIS](#); 3. [TIKTOK](#)

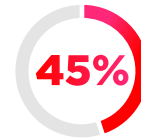




2024 HOLIDAY SHOPPING TRENDS

Consumers **want to shop their values, not just shop for value**

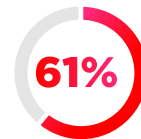
More than half of holiday shoppers are more likely to buy from a brand that cares about its employees, and to seek out sustainable products.



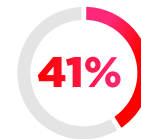
say brands should have clearly stated values



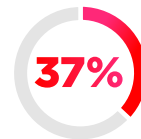
will stop buying from brands whose values don't align



prefer to shop small, local businesses



like to buy from brands affiliated with a charity



like to buy from brands owned by women/minorities

WE RECOMMEND: Use OOH as a megaphone to shout out to the world what your brand stands for.

SOURCE: [BASIS](#)



We're shopping mobile-first, but there are some caveats.

The increased omnichannelization of the buyer's journey means an increased emphasis on its mobile component - but not always.

Mobile sites and apps combined now see greater utilization than desktop¹, primarily in low-price, high-frequency purchase categories like personal care, groceries, and apparel, which may explain why mobile baskets are 32% smaller². A mobile device is also an integral part of the in-store shopping experience for more than 1 in 3 consumers³.

However, desktop still reigns supreme for big-ticket items. It's also shoppers' preferred channel during Black Friday/Cyber Monday, when it outconverts mobile by 77% and delivers 40% higher spend⁴.

WE RECOMMEND: Add QR to make your campaign instantly shoppable and a mobile layer for retargeting.

SOURCES: 1. [BASIS](#); 2. [ADOBE](#); 3. [MINTEL](#); 4. [CONTENTSQUARE](#)





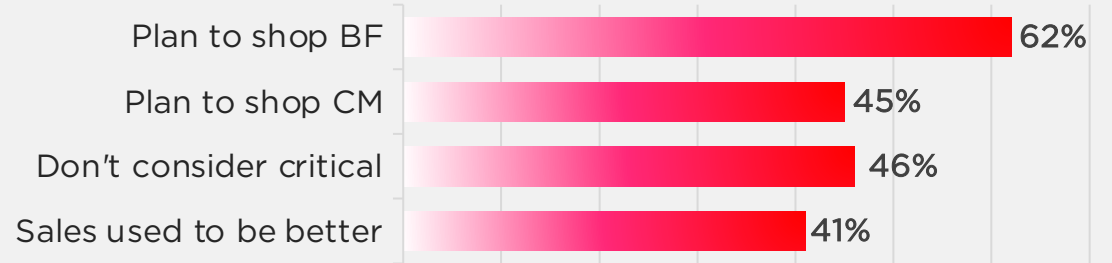
2024 HOLIDAY SHOPPING TRENDS

Black Friday, Cyber Monday aren't what they used to be.

With shoppers starting earlier to lock in deals, there's less emphasis on Black Friday and Cyber Monday than in years past.

That being said, Cyber Week still does \$298B in sales, more than a quarter of global spending for the entire season. Younger generations are more likely to shop during either or both¹.

Black Friday/Cyber Monday Attitudes^{1,2,3}



WE RECOMMEND: Spread out your impressions; use dynamic digital to show what's in demand and in stock.

SOURCES: 1. [SALSIFY](#); 2. [BASIS](#); 3. [MINTEL](#);

2024 HOLIDAY SHOPPING TRENDS

Shoppers give others fashion and beauty gifts but treat themselves to experiences.

Across age groups, the three categories most given as gifts are fashion, beauty, and entertainment.

Fashion and beauty are also two of the fastest-growing gifting categories, especially among young shoppers.

fashion gifts grew

3x

as fast among
Millennials

beauty gifts grew

2x

as fast among
Zoomers

Experiences were the fastest-growing category overall, both for self-gifting (+17%) and for giving to others (+12%). Shoppers also treated themselves to travel (+11%), especially Gen Z (+27%).

WE RECOMMEND: Target travel and experience self-buyers in and around where they shop for others.

SOURCE: [LTK](#)



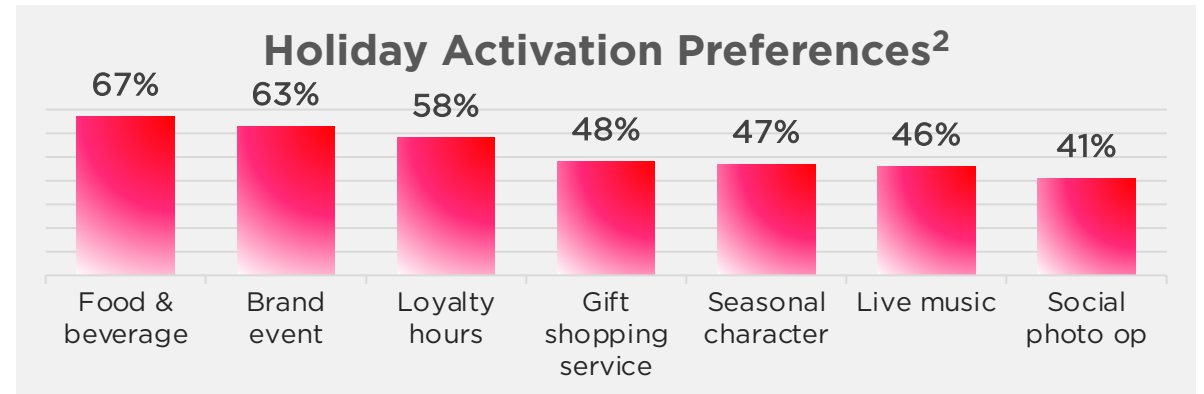


2024 HOLIDAY SHOPPING TRENDS

Brand activations create a reason to shop in-store.

While 3 in 5 enjoy shopping at malls, only 25% intend to do their holiday shopping at one. Activations can bridge that gap¹.

A beloved way to connect with consumers year-round, brand activations give holiday shoppers a perfect excuse to leave the house for an experience a website simply cannot provide, increasing enjoyment of the holidays for 69% of consumers¹.



WE RECOMMEND: Prioritize reach beforehand, focus on nearby DOOH during, retarget with mobile after.

SOURCES: 1. [MINTEL](#); 2. [MORNING CONSULT](#)

Consumers **behave differently** when shopping **last-minute.**

Procrastinators of the world, unite... tomorrow. More than 1 in 4 shoppers find themselves waiting until the last minute every year.¹

That includes 16% of shoppers who don't even *start* until December². (Just typing that causes anxiety.) But this group doesn't just shop later – they also shop differently.

Last-minute shoppers³:

- Skew younger and female
- Make more in-store purchases (41%)
- Buy more gift cards (34%)
- Narrow online shopping to speedy shippers (27%)
- Focus on researching in-person purchases (23%)
- Use buy online, pick-up in store (BOPIS) more (18%)
- Pay for expedited shipping (18%)

WE RECOMMEND: At this point in the season, you're selling convenience. Lean into it with your messaging.



Next stop,
home.



What makes Westchester
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