KANTAR

SEASONAL ACTION PLANNING

Those retailers and suppliers able to maximize holiday shoppers' spend will gain some needed momentum to overcome anticipated slower growth in 2020. Though most 2019 in-store sets are locked, adjusting a few "digital levers" early on can help optimize your holiday strategy and tactics—and improve your forecasted Q4/Q1 performance.

Win this holiday to start 2020 strong

Winning the Q4 holiday period is pivotal: The worst-case scenario for an pending economic slowdown could see retail sales slow by up to 3 percentage points. **Performance this season could make or break your brand position ahead of a potential 2020 slowdown**.

eCommerce extends well beyond online purchasing: While eCommerce is capturing growing penetration of sales across categories, more than half of in-store purchases remain digitally influenced! **What does your online visibility look like this year?**

Lines between digital and in-store continue to blur: Almost half of all click-and-collect shoppers go into the store when they pick up their order. **Are you prepared to capture their attention this holiday?**

Capitalize on younger shoppers' expanded retailer mindset: Millennial shoppers are starting to expand their retailer consideration set, increasingly open to a broader array of holiday shopping destinations. **Are you aligned to win with retailers who are attracting and retaining emerging consumer/shopper segments?**

Kantar's *Seasonal Program* custom analysis can help you . . .

- ✓ Access and **apply in-store and online insights (especially social media)** tailored to your strategic needs

- ✓ Advance your digital influence by **benchmarking your online brand performance** across a range of critical measures, including levers that you **can adjust early on**

- ✓ Get **near-real-time feedback** on omnichannel shopper behaviors and attitudes **to refine ongoing campaigns as the season progresses**

- ✓ Uncover key learnings to **reset internal expectations or step-change a strategy for next season**

Meet the Experts

SARA ALTUKHAIM
With more than 10 years of research and consulting experience, Sara manages insights and operations across Kantar's team of analysts.

Doug Hermanson
Doug specializes in data management, forecasting, and applied economics through customized research and presentations.

Ways to Engage

BIG BEATS
A concise, pre- and post-season report and review of takeaways, trends, and new planning opportunities

SEASONAL PULSE
An in-depth pre- and post-seasonal action planning workshop

YEAR-ROUND SEASONAL TRACKER
Comprehensive data and ongoing reviews of key seasons year-round