



THE BRAND WHO STOLE CHRISTMAS 2024

LADBIBLE GROUP'S GUIDE ON HOW TO BE A BRAND
TO OWN THE CHRISTMAS CHEER THIS YEAR

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STEALING PLANNING 01

IT WAS THE MONTHS LEADING UP TO
CHRISTMAS, AND WE AT
LADBIBLE WANTED TO HELP BRANDS
“STEAL” CHRISTMAS THIS YEAR.

THANKFULLY, FOR YOU, WE HAVE USED OUR DATA,
AND LADNATION PANEL TO GET THE INSIDE SCOOP.

LIKE 2023, EXCITEMENT AND SHOPPING
WILL BUILD EARLY, WITH
9 OUT OF 10
PLANNING TO CELEBRATE.
NOVEMBER ONWARDS WILL BE WHEN
MOST CONSUMERS BEGIN TO ENGAGE IN
CHRISTMAS PLANNING & CONTENT.

"I START TO THINK ABOUT XMAS AND/OR SHOPPING IN..."

SEPTEMBER (OR BEFORE)

15%

OCTOBER

26%

NOVEMBER

35%

DECEMBER

17%

JANUARY

FEBRUARY

70% OF
18-34s
WANT TO BE HIT WITH
CHRISTMAS
CONTENT FROM
NOVEMBER ONWARDS

MARCH



WHAT ARE THEY DOING IN DECEMBER?

77%

WILL HAVE AN ADVENT CALENDAR - A GREAT WAY FOR BRANDS TO CONNECT

HINT 1: CHOCOLATE AND SWEETS WILL GO DOWN WELL WITH MOST (64%)

HINT 2: MILLENNIALS AND WOMEN ARE MOST LIKELY TO BE ATTRACTED TO ONE-TIME-USE GIFT CALENDARS (I.E COSMETICS)



OUR AUDIENCE ARE MORE LIKELY THAN AVERAGE TO SPLASH OUT AT CHRISTMAS AND SPEND MORE THAN THE AVERAGE PERSON ON FOOD AND DRINK

+7.3%

VS THE TOTAL POPULATION CHRISTMAS FOOD SPEND

+8.6%

VS THE TOTAL POPULATION CHRISTMAS DRINKS SPEND



55%

OF OUR AUDIENCE WILL PARTAKE IN SECRET SANTA THIS YEAR WITH THE MOST COMMON SPEND BEING BETWEEN **£5 - £9.99** - PUTTING THIS INTO PERSPECTIVE, IF ALL **55%** SPEND **£7.50** ON AVERAGE, THIS EQUATES TO **108M** IN SECRET SANTA GIFTS.





**STEALING
MESSAGING**

02

**WE KNOW THAT BRANDS NEED THEIR OWN
EXTRA SPRINKLE
TO STAND OUT IN A CROWDED SPACE, SO HERE
AT LADBIBLE GROUP WE CAN GIFT YOU WITH
THREE PIECES OF CRUCIAL INFORMATION...**

1

TRUST IS THE **NO.1** ATTRIBUTE FOR YOUNG PEOPLE WHEN CONSIDERING PURCHASING FROM A BRAND - FOCUS ON THIS FUNDAMENTAL TO STAND OUT THIS CHRISTMAS WITH GEN Z & MILLENNIALS.

"% STRONGLY AGREE IS IMPORTANT"

IS A TRUSTWORTHY BRAND

90%

GEN Z PLACE GREATER IMPORTANCE ON TRUST WITH **68%** SAYING IT IS VERY IMPORTANT VS **49%** OF MILLENNIALS

BRANDS SHOULD LEVERAGE THE FOLLOWING TO BUILD TRUST WITH CONSUMERS



DEAR SANTA,

THIS YEAR I AM HOPING TO MAKE SURE I DO THE FOLLOWING THINGS IN THE RUN UP TO CHRISTMAS TO BUILD TRUST WITH CONSUMERS...

- LEVERAGING SOCIAL USER GENERATED CONTENT TO BUILD TRUST IN PRODUCT MESSAGING
- CONSISTENT BRAND TONE OF VOICE
- BE TRANSPARENT
- PROVIDE VALUE
- KNOW WHAT MAKES OUR DIFFERENT DEMOGRAPHICS TICK ONLINE

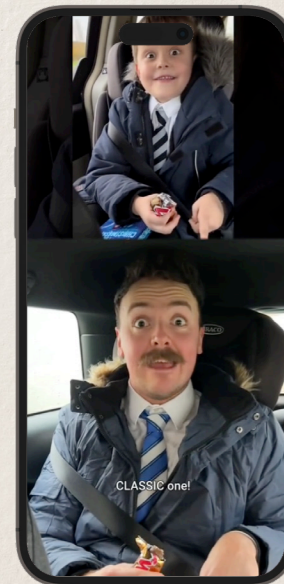




2

**CHRISTMAS INSPIRES
UNIQUE SOCIAL
OPPORTUNITIES
WITH BRITISH MEMES, PASSION POINTS
AND TRADITIONS - USE THESE WHERE
RELEVANT FOR YOU**

DEC 2023 TOP PERFORMING CONTENT *(EXCL LAD)*



JUMPING ON VIRAL MOMENTS

7.2M VIEWS
809K ENGAGEMENTS



PASSION POINT X CHRISTMAS CROSSOVER

7.1M VIEWS
1.3M ENGAGEMENTS



MEME INSPIRED ENTERTAINMENT

6.9M VIEWS
974K ENGAGEMENTS

Tubular: Christmas videos in the top 0.01% for engagement in December 2023

DEC 2023 TOP PERFORMING CONTENT *(BY LAD)*



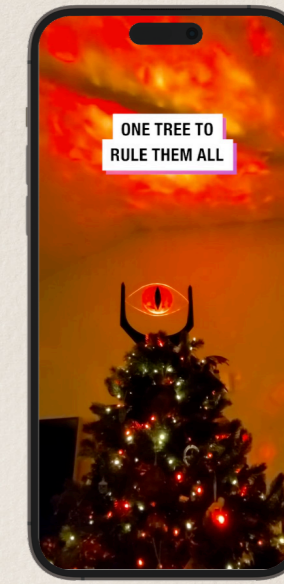
AT HOME ENTERTAINMENT INSPIRATION

23.4M VIEWS
289K ENGAGEMENTS



JUMPING ON VIRAL MOMENTS

4M VIEWS
314K ENGAGEMENTS



PASSION POINT X CHRISTMAS CROSSOVER

624K ENGAGEMENTS

Tubular: Christmas videos in the top 0.01% for engagement in December 2023 by LADbible Group



SOCIAL MEDIA IS KEY TO
AMPLIFYING CHRISTMAS
CAMPAIGNS & INSPIRATION FOR
YOUTH AUDIENCES

3

SOCIAL MEDIA OFFERS A KEY TOUCHPOINT FOR MUCH LOVED XMAS CAMPAIGNS

40%

18-24 YEAR OLDS

ARE MOST LIKELY TO SEE AD CAMPAIGNS FOR MAJOR RETAILERS ON SOCIAL MEDIA FIRST.

34%

18-34 YEAR OLDS

SOCIAL MEDIA IS THE 'GO-TO' FOR XMAS INSPIRATION, WITH YOUTH AUDIENCES USING IT FOR...

67%

GIFT IDEAS (+8% YOY)

43%

FUN CHRISTMAS ACTIVITIES (-2% YOY)

38%

RECIPES (+7% YOY)

37%

DECORATION INSPIRATION (+12 YOY)

36%

CHRISTMAS MEMES

STEALING SHOPPING MOMENTS

03

**UNLIKE THE ELVES WHO HAVE ONE DEADLINE
A YEAR, WE KNOW BRANDS NEED TO BE PRESENT
FOR DIFFERENT MOMENTS IN THE RUN UP TO THE
BIG DAY.**

WE HAVE 3 TIPS TO HELP...



1

SEASONAL SALES PRESENT AN
OPPORTUNITY TO REACH
EARLY GIFT SHOPPERS

2 OUT OF 3 WILL TAKE
ADVANTAGE OF **BLACK
FRIDAY/CYBER
MONDAY** SALES TO GET AHEAD
WITH CHRISTMAS SHOPPING.

&

GEN Z ARE **+11PTS**
MORE LIKELY TO
DEFINITELY DO THIS

BLACK FRIDAY FALLS ON WHAT WILL BE PAYDAY FOR MANY CONSUMERS THIS YEAR, THE LAST WORKING DAY OF THE MONTH, **NOVEMBER 29**, AND CLOSER TO CHRISTMAS THAN LAST YEAR.

2

WHILST ONLINE IS KING... THE **IN-STORE**
EXPERIENCE IS BACK.

GIVING THE BRANDS A HUGE OPPORTUNITY TO DRIVE
ENGAGEMENT AND ENJOYMENT THROUGH EXPERIENTIAL

91%

DO MOST CHRISTMAS
SHOPPING ONLINE

+1 YOY

40%

WILL DO SOME IN
A MALL

+4 YOY

40%

IN A HIGH
STREET STORE

+13 YOY



3

**CAPITALISE ON YOUTH AUDIENCES' IMPULSIVITY
WHEN SHOPPING ON SOCIAL, WITH
MILLENNIALS CLAIMING TO BE
MORE IMPULSIVE
THAN GEN Z**

MILLENNIALS ARE MORE IMPULSIVE SOCIAL MEDIA SHOPPERS - **53%** PURCHASE WITHIN A FEW HOURS OR ALMOST IMMEDIATELY UPON SEEING A BRAND OF INTEREST (COMPARED TO **33%** GEN Z).

GEN Z TAKE A BIT LONGER TO CONTEMPLATE PURCHASING; **52%** TAKE A DAY OR MORE TO DECIDE

PLATFORMS PURCHASING ON



AMONGST PREVIOUS BUYERS,
49% OF GEN Z HAVE
BOUGHT FROM
TIK TOK - **+36%** MORE
LIKELY THAN MILLENNIALS



27% OF MILLENNIALS
HAVE BOUGHT FROM
INSTAGRAM (TWO TIMES MORE
LIKELY THAN GEN Z)



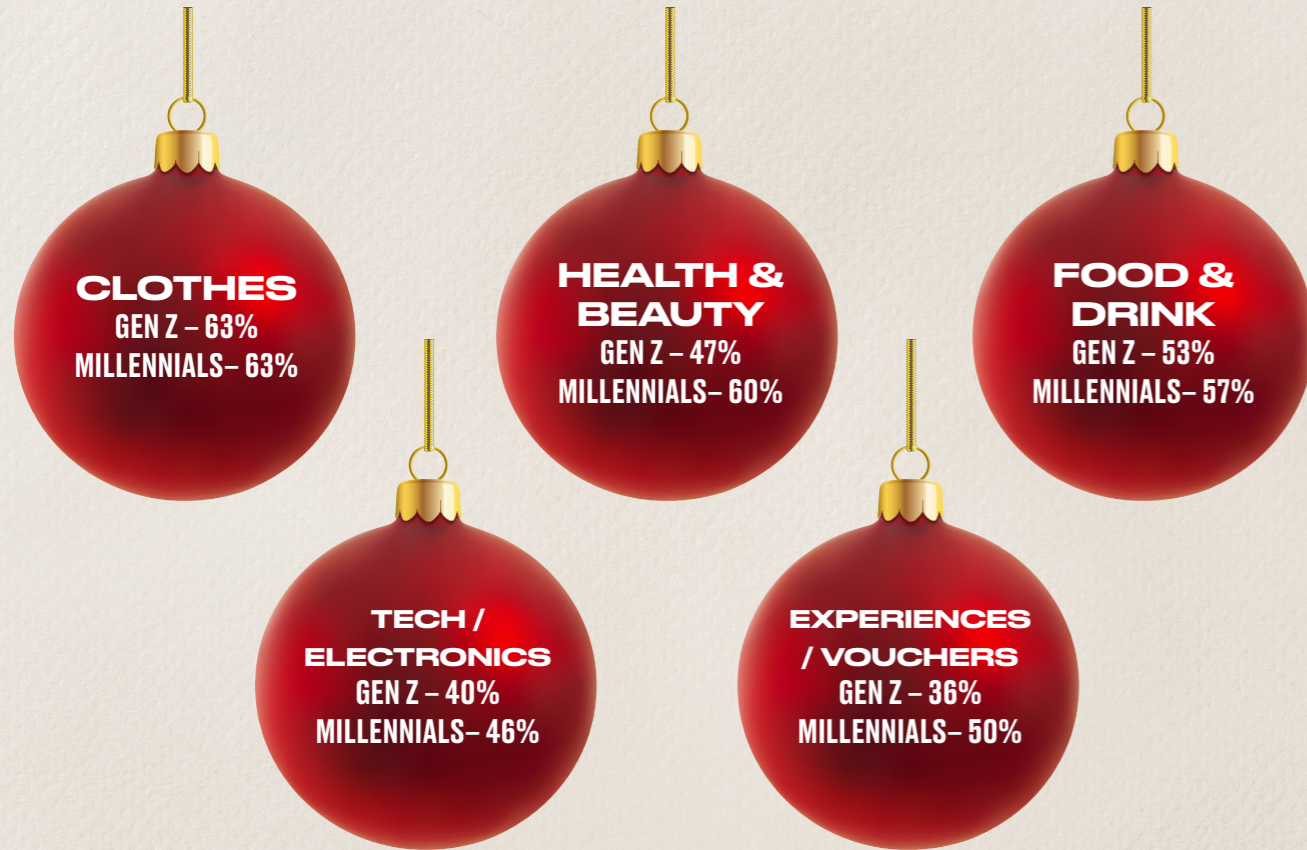


STEALING GIFTING

04

**NOW WE'VE SHARED WITH YOU ALL
THE CRUCIAL INFORMATION, WE'RE
SURE YOU'RE EAGER TO KNOW WHAT
GIFTS ARE BEING PLANNED?**

THE TOP GIFTING CATEGORIES THIS YEAR...



WHAT WE FOUND INTERESTING IS THE 2 CATEGORIES THAT ARE LIKELY TO STEAL FROM OTHERS THIS YEAR...

	2023	2024	
GEN Z	SPORTS & LEISURE	19%	32%
	GAMING	34%	40%
MILLENNIALS	HOME & FURNITURE	20%	32%
	PETS	2%	10%



FROM TWO LEGGED FRIENDS TO FOUR...

THE FINANCIAL STABILITY TRACKER REPORTS THAT **1 IN 4** 18 - 24 YEAR OLDS SAY THAT, DESPITE WANTING CHILDREN, THEY HAVE DECIDED NOT TO AS IT IS TOO EXPENSIVE.

OUR LADNATION MILLENNIAL AUDIENCE THIS YEAR ARE PLACING MORE IMPORTANCE ON GIFTING ITEMS FOR THE HOME & PETS, WHICH MAY BE A REFLECTION OF CHANGING PRIORITIES AWAY FROM HAVING CHILDREN.

FINAL SECRETS TO STEAL

05



NOW ALL THE BRANDS HAD
THE INGREDIENTS TO STEAL
CHRISTMAS,
THEY WERE EAGER TO GET
CRACKING AND
IMPLEMENT...



1. A TIGHT FOCUS ON **CHRISTMAS** WITH
CONTENT KICKING OFF IN NOVEMBER
2. BUILD **TRUST** IN THE LEAD UP SO THE SALES
MESSAGING FEELS AUTHENTIC
3. FOCUS ON ASSETS THAT **ENTERTAIN**
AND **INSPIRE**, NOT JUST SELL



HOW CAN **LBG** HELP YOU ACTIVATE AROUND CHRISTMAS?

GUIDE YOUR STRATEGY

PRODUCE YOUR ASSETS

AMPLIFY YOUR EXISTING MESSAGING

TARGET YOUR AUDIENCE

PARTNER WITH OUR CHANNELS

DIAL UP THE HUMOUR



GET IN TOUCH WITH YOUR LADBIBLE AGENCY LEAD TO FIND OUT MORE ABOUT WORKING WITH US THIS CHRISTMAS



ACKNOWLEDGEMENTS

LADNATION SURVEY JUNE 2024, 18-34S (N=370)