

Creative for the holidays

Ideation and Best Practices

With Thom Shardlow

V1.1 – 30th September 2022



Introductions

Thom Shardlow
**Head of Client Strategy
& Creative Services**



About Anicca

2007
Est

25
Crew

45+
Clients

Supporting your digital ambitions.

No Ego and No Bull, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.



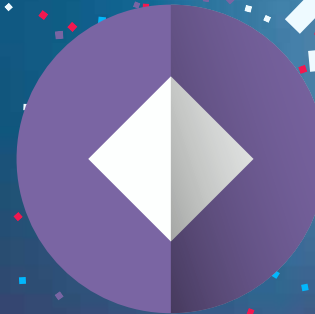
Creative for the holidays

Digital Marketing excellence



Creative for the holidays

Digital Marketing excellence.



The background is a dark blue gradient with various Halloween-themed elements. There are several red and orange pumpkins, some hanging from white spider webs. There are also blue holly leaves, red and blue stars, and a small purple spider with large eyes. The overall theme is festive and spooky.

Creative for the holidays

• Digital Marketing excellence

Are you ready?



Holiday Timeline

30th Sep

25th Dec

NOW

XMAS

**1 BIG
EVENT**



Holiday Timeline

30th Sep

31st Oct

25th Dec

NOW

HALLOWEEN

XMAS

**2 BIG
EVENT(S)**

Holiday Timeline



**3 BIG
EVENT(S)**

Holiday Timeline



**4 BIG
EVENT(S)**

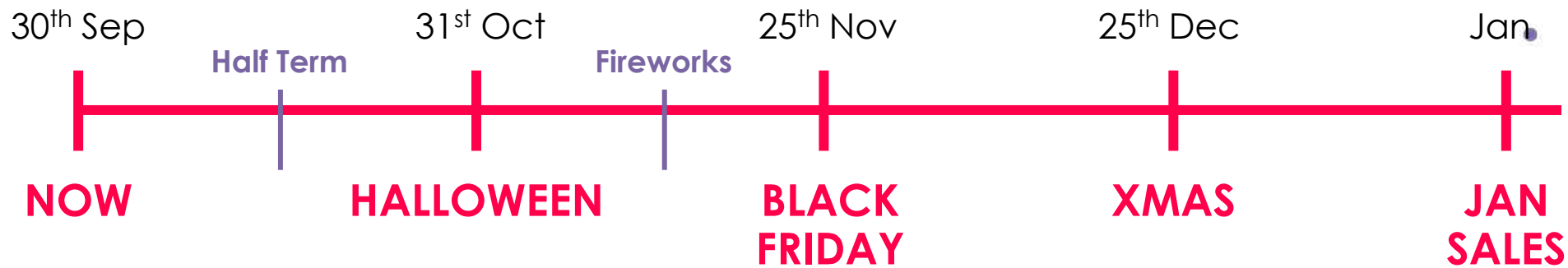
Holiday Timeline



**4 BIG
EVENT(S)**

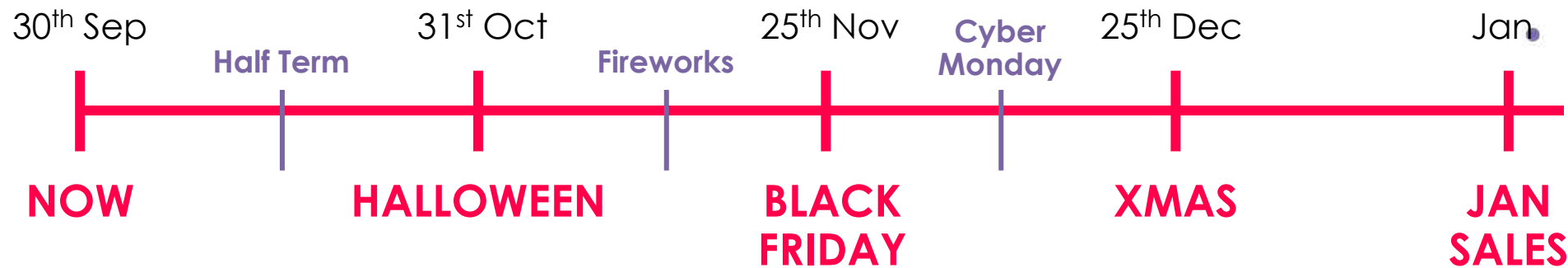
+ 1 micro event

Holiday Timeline



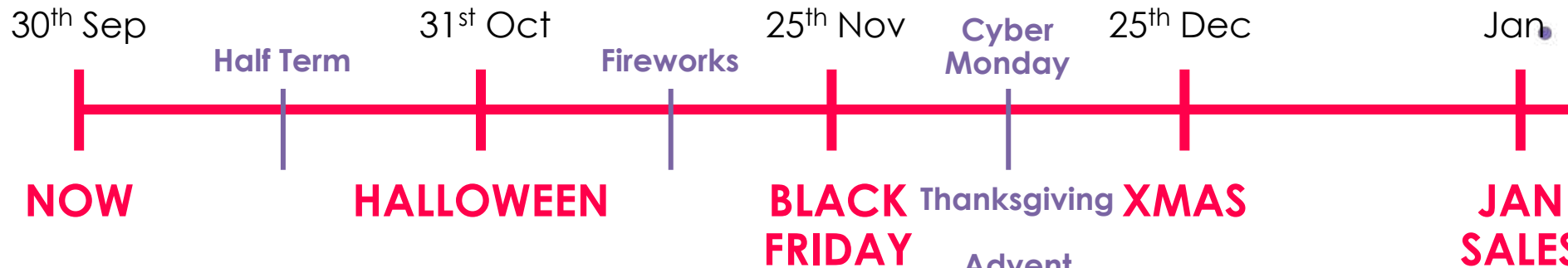
**4 BIG
EVENT(S)**
+ 2 micro event(s)

Holiday Timeline



**4 BIG
EVENT(S)**
+ 3 micro event(s)

Holiday Timeline



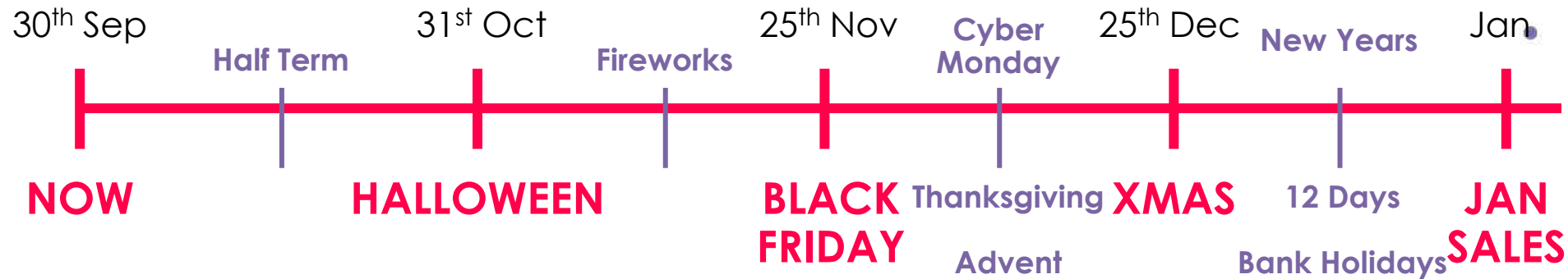
**4 BIG
EVENT(S)**
+ 8 micro event(s)

Last minute Offers

Holidays

Shut Downs

Holiday Timeline



**4 BIG
EVENT(S)**
+ 11 micro event(s)

Last minute Offers

Holidays

Shut Downs

Holiday Timeline

Half Term

Halloween

Bonfire/Fireworks

Black Friday

Cyber Monday

Thanksgiving

Advent

Last Minute Offers

Holiday escapes

Business shut downs

Christmas

Boxing Day sales

12 Days of xmas

New Years

January Sales

15 KEY
EVENTS



Holiday Timeline

Half Term

Halloween

Bonfire/Fireworks

Black Friday

Cyber Monday

Thanksgiving

Advent

Last Minute Offers

Holiday escapes

Business shut downs

Christmas

Boxing Day sales

12 Days of xmas

New Years

January Sales

15 KEY EVENTS

- Religious
- National
- Bandwagon



Relevance!

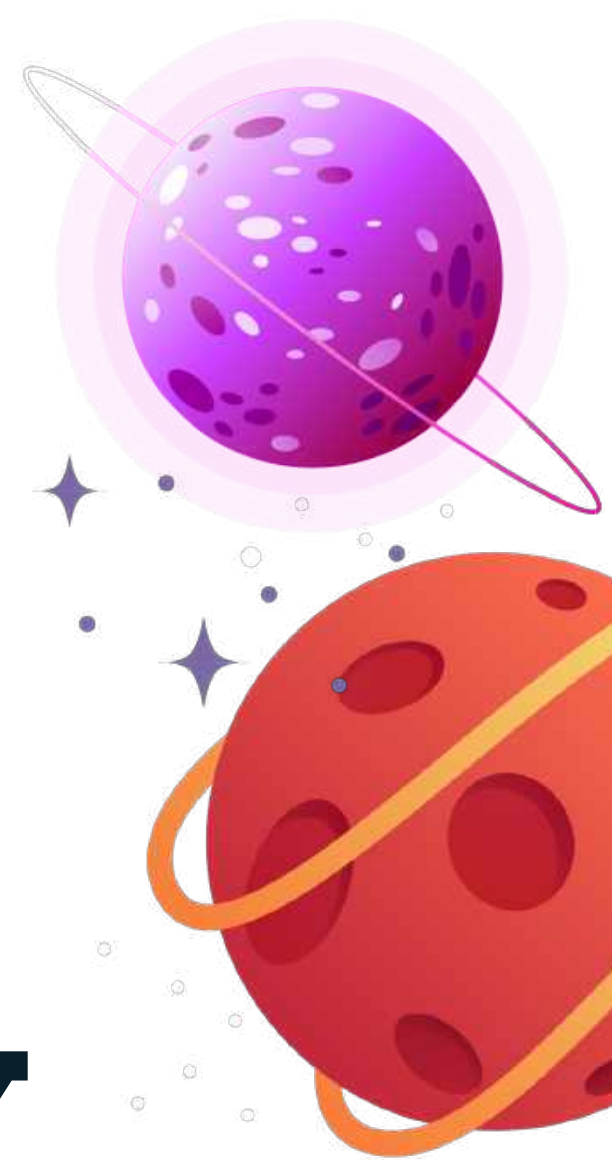
**What you
want to
say.**

**What they
want to
hear.**

RELEVANCE

Content Fatigue

**WE'RE TOO
GOOD AT
SPOTTING
INSINCERITY**



Don't be tempted

Don't be tempted



Don't be tempted



Don't be tempted



Who are these posts for?

What are we trying to achieve?

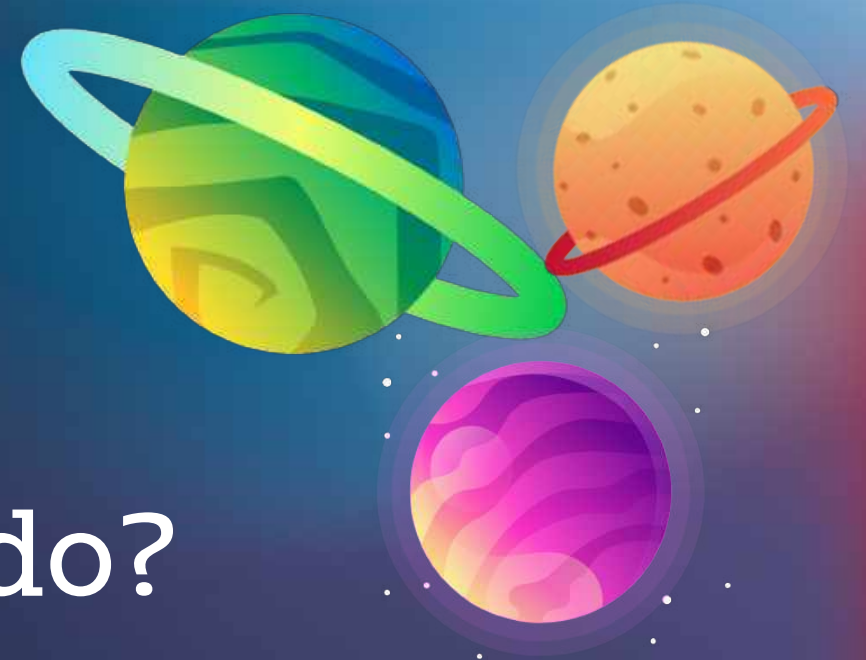
What success do we expect?

What damage may occur?

How does this connect to our business goals?

What should I do?

Getting prepped



YOUR agenda

- What can we represent this holiday?
- How can we create build up?
- What is it our audience already love about us?
- How can we be relevant through the holiday quarter?
- What is it we wish to achieve?
- Are we service or product focused?
- How can we meet the expectations of our audience?

What meets your business goals?



YOUR audience

- Who will see this campaign?
- Who do you want to engage?
- Who is this audience this holiday?
- What would be a genuine incentive for them?
- Can you make generic assumptions about them?
- How do you reward new and existing customers?
- What can you afford to do for them?

Who are these PEOPLE?



YOUR Offer

- What can you give as an incentive?
- How relevant is it to your objectives?
- How does it benefit you audience?
- Does it make you stand out?
- Can you repeat the incentive or drag it out?
- Do you audience earn this or is it randomly allocated?

What can you GIVE?



YOUR Holiday Strategy

AGENDA

Business goals

AUDIENCE

Who's it for?

OFFER

Incentive

YOUR Holiday Strategy

AGENDA

Business goals

AUDIENCE

Who's it for?

OFFER

Incentive



YOUR Holiday Strategy



AGENDA

Business goals

AUDIENCE

Who's it for?

OFFER

Incentive

YOUR Holiday Strategy



AGENDA

Business goals

I want to gain new customers for my ecommerce shop and drive tradespeople into my store in Derby.

AUDIENCE

Who's it for?

OFFER

Incentive

YOUR Holiday Strategy



AGENDA

Business goals

I want to gain new customers for my ecommerce shop and drive tradespeople into my store in Derby.

AUDIENCE

Who's it for?

The majority of my customers are men in vans in Derby who are fitting bathrooms. They talk about football and how expensive their tools are.

OFFER

Incentive

YOUR Holiday Strategy



AGENDA

Business goals

I want to gain new customers for my ecommerce shop and drive tradespeople into my store.

AUDIENCE

Who's it for?

The majority of my customers are men in vans in Derby who are fitting bathrooms. They talk about football and how expensive their tools are.

OFFER

Incentive

I have tool manufacturers always wanting me to push their products in store and online. Stanley, Milwaukee, you name it. I wonder if they'll help?

YOUR Concept



WHAT'S THE BIG IDEA

Holiday Plan

My customers are mostly Derby County fans. During December if Derby win or draw a game, the following Monday there will be 50 FREE tools to give away in store. Stanley have donated hammers, and tape measures. All they have to do is make a sale and boom. Free tool based on Derby's performance.

YOUR Concept



WHAT ABOUT ONLINE & NEW CUSTOMERS

Holiday Plan

I can hold back some of the prizes and enter anyone who makes a sale online or registers an account into a grand December prize draw for one of each of the tools Stanley have given us to give away.

YOUR Concept



IS THERE A DAY-TO-DAY INCENTIVE YOU CAN OFFER?

Holiday Plan

During December, I can offer 25% off a number of products to start a sale early and continue through into the new year. I can connect this to Derby County results too maybe? With an extra 10% on Mondays after a win?

YOUR Concept

CHECKLIST



	Description	Y/N
Name		
Description		
Agenda		
Audience		
Offer		
Relevant		

YOUR Concept

CHECKLIST



	Description	Y/N
Name	Dizzy Derby December	
Description		
Agenda		
Audience		
Offer		
Relevant		

YOUR Concept

CHECKLIST



	Description	Y/N
Name	Dizzy Derby December	
Description	A month of discounts, massive giveaways and sport related prizes	
Agenda		
Audience		
Offer		
Relevant		

YOUR Concept

CHECKLIST



	Description	Y/N
Name	Dizzy Derby December	
Description	A month of discounts, massive giveaways and sport related prizes	
Agenda	Does it help gain more customers online and instore?	<input checked="" type="checkbox"/>
Audience		
Offer		
Relevant		

YOUR Concept

CHECKLIST



	Description	Y/N
Name	Dizzy Derby December	
Description	A month of discounts, massive giveaways and sport related prizes	
Agenda	Does it help gain more customers online and instore?	<input checked="" type="checkbox"/>
Audience	Is it relevant to your core audience?	<input checked="" type="checkbox"/>
Offer		
Relevant		

YOUR Concept

CHECKLIST



	Description	Y/N
Name	Dizzy Derby December	
Description	A month of discounts, massive giveaways and sport related prizes	
Agenda	Does it help gain more customers online and instore?	<input checked="" type="checkbox"/>
Audience	Is it relevant to your core audience?	<input checked="" type="checkbox"/>
Offer	Do you have an offer?	<input checked="" type="checkbox"/>
Relevant		

YOUR Concept

CHECKLIST



	Description	Y/N
Name	Dizzy Derby December	
Description	A month of discounts, massive giveaways and sport related prizes	
Agenda	Does it help gain more customers online and instore?	<input checked="" type="checkbox"/>
Audience	Is it relevant to your core audience?	<input checked="" type="checkbox"/>
Offer	Do you have an offer?	<input checked="" type="checkbox"/>
Relevant	Does it bypass religious or national barriers?	<input checked="" type="checkbox"/>

The background is a dark blue gradient with various colorful planets and asteroids. In the top right, there are three planets: a green and blue ringed planet, an orange and yellow ringed planet, and a purple and pink striped planet. In the bottom left, there is a yellow and orange cratered planet, a red and purple planet, and several blue and purple asteroids.

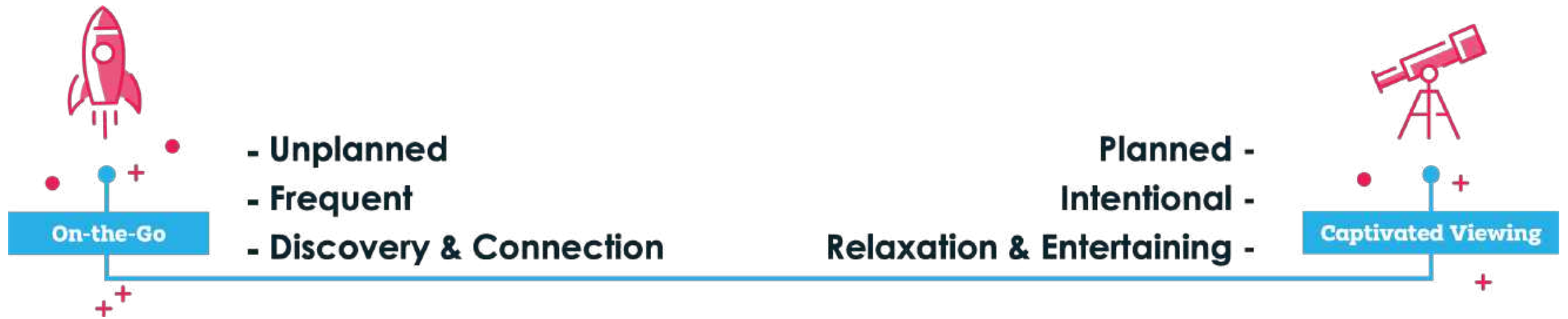
Create your campaign

Get ready for launch

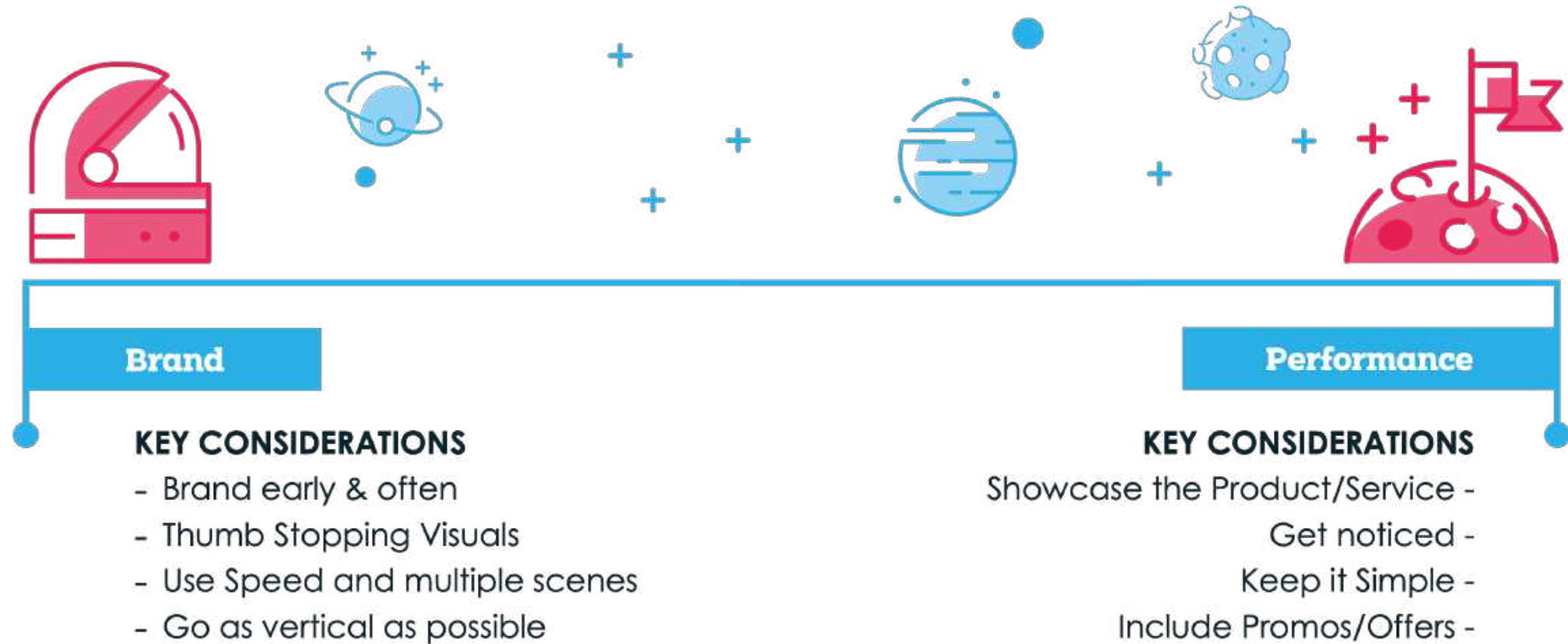
Remember



How do my users behave?

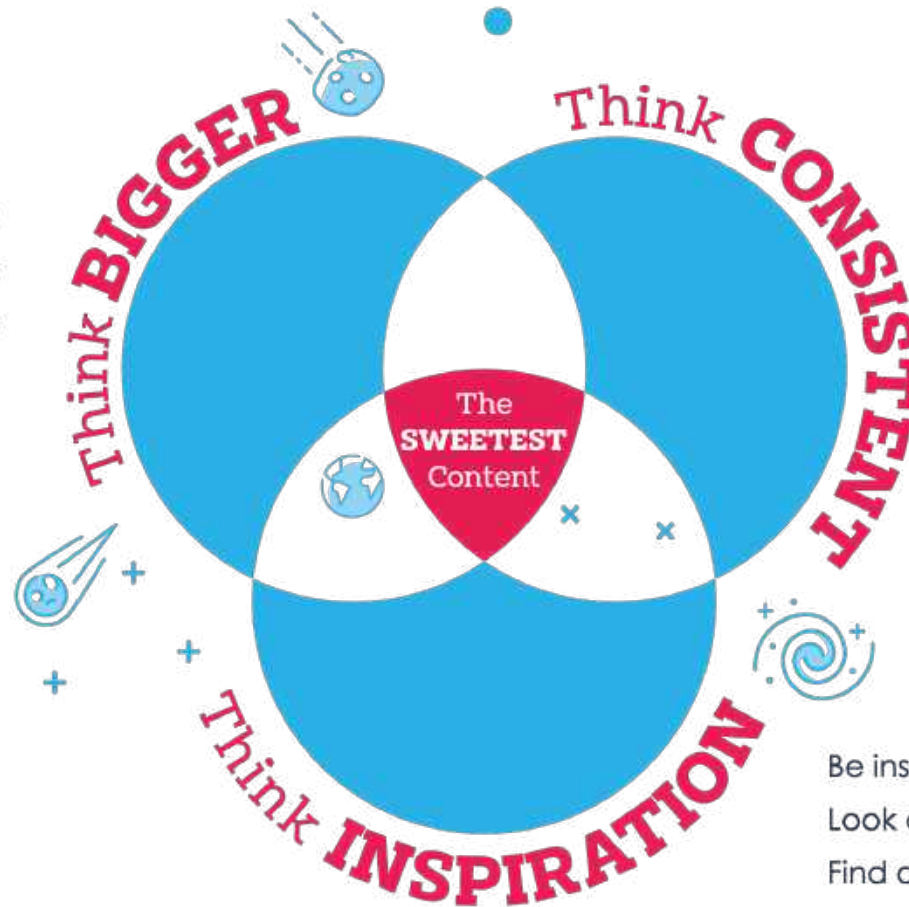


And what are you trying to say?



A take-out in creation

Create EcoSystems, not executions
Encourage partnerships
Be ambitious and push boundaries



Every point is a chance to build a brand
Be consistent across ALL assets
Only YOU care about solving objectives

Be inspired beyond your industry
Look at competitors, influencers, creators.
Find out how your audience are using the platforms

And remember the creative guide



1 Branding

Showcasing your brand upfront
Display yourselves to stop users
thinking you're the competition



2 Timing

When is this going out? Make
sure the asset suits the
environment.



3 Sound

Videos are viewed 85% sound
off. So design for without. BUT
delight with sound on.



4 Format

Make sure your ad is getting the
best opportunity it deserves.
Design for the platform.



5 Attention

Keep the balance right.
Re-engage the user throughout
and don't over explain.



6 Explore

Play with platform limitations and
get creative to engage the user.
Be native and experimental.

Create your campaign





**SCARY DEALS
ARE COMING**



THIS DECEMBER

IN PARTNERSHIP WITH



**STANLEY
FATMAX**



IN PARTNERSHIP WITH



STANLEY
FATMAX

X: 1688.96 px
Y: 1969.01 px




GIVEAWAY



**If Derby County Beat Burton.
First sale on monday gets this***

IN PARTNERSHIP WITH  **STANLEY FATMAX**




25%

**OFF ALL STANLEY TOOLS
THIS DECEMBER
ENTER CODE **DIZZY25****

IN PARTNERSHIP WITH  **STANLEY FATMAX**





**FIRST 5 CUSTOMERS IN STORE
GET 4 FREE TICKETS
TO DERBY COUNTY***

IN PARTNERSHIP WITH  **STANLEY FATMAX**



PRIZE DRAW



**ALL CUSTOMERS ARE ENTERED
INTO THE ULTIMATE GIVEAWAY**

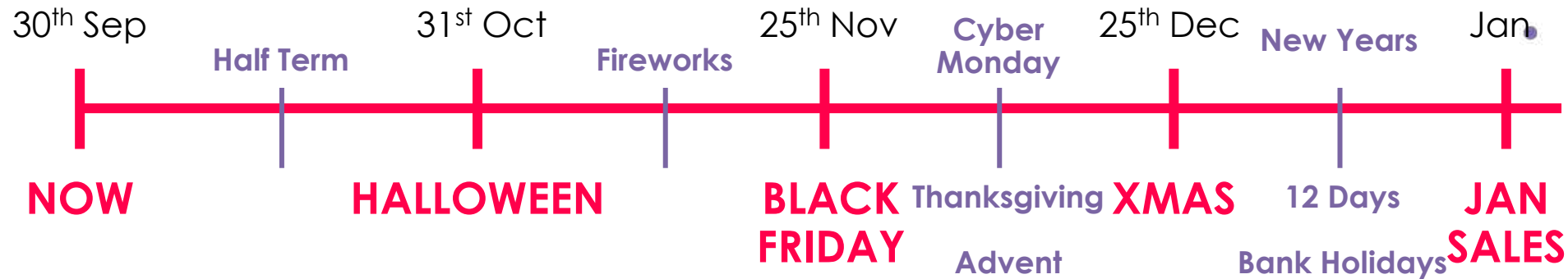
IN PARTNERSHIP WITH



**STANLEY
FATMAX**



Holiday Timeline



**4 BIG
EVENT(S)**
+ 11 micro event(s)

Last minute Offers

Holidays

Shut Downs

Holiday Timeline

30th Sep

31st Oct

25th Nov

25th Dec

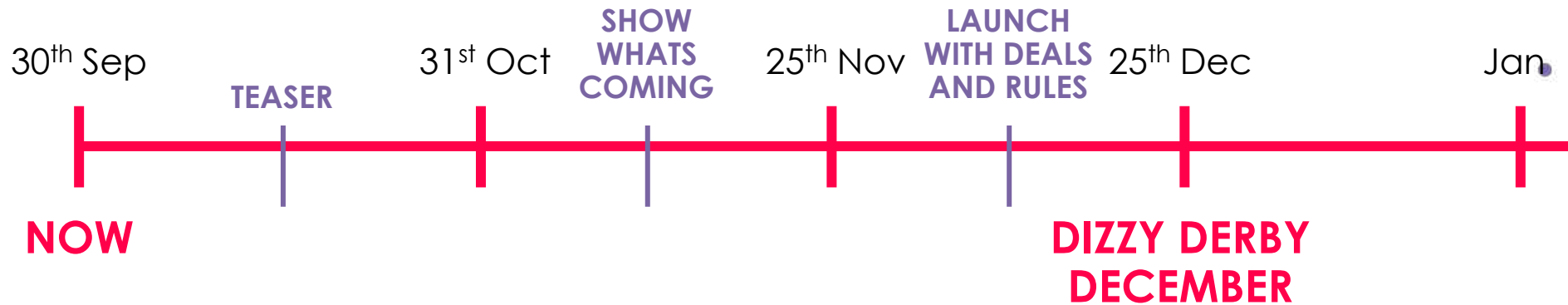
Jan.

NOW

**DIZZY DERBY
DECEMBER**

**1 BIG
EVENT**

Holiday Timeline



DAILY POST
UPDATE ON DERBY RESULTS
GET PICS OF WINNERS AND
MAKE IT REAL

1 BIG EVENT

In Summary

- Be relevant and think what your users want over your own ambition
- Stick to what you're experts in.
- Create a campaign that transcends one particular holiday
- You have 0.25 seconds to grab someone's attention
- They WILL stay with you if you draw them in
- Own your own creative so you don't sell your competitors
- Be consistent throughout all your assets, with your entire campaign.
- Remember customers online and in the real world
- Think Eco-Systems, not executions
- Track user engagement and see who your daily customers have been.



Thank you

thom@anicca.co.uk

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