

PERFORMANCE +

WEBINAR

SEIZE THE MOMENT

VOLUME-2

Winning Real Moments

**M+C SAATCHI
PERFORMANCE**

 **Meta**



Housekeeping

- + Audience will be muted throughout. We encourage leaving questions through the Q&A option.
- + Recording of the session will be shared afterwards.
- + Please send us feedback at the end of the webinar.
- + Contact us via Marketing@mcsaatchiperformance.com to find out more.



Meet Our Speakers



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Agenda

- 01 Festive shopping: Myths & Truths**
- 02 Diwali: The Season of Sentiment**
- 03 Double Digit Sales: Shopping Frenzy**
- 04 Black Friday: Race to Cart**
- 05 Christmas/New Year: Gifting and More**
- 06 Build Seasonally Relevant Creative**



Global Festive Calendar

Across markets, festive shoppers begin researching and wish listing at least a month before the main event meaning your warm-up campaigns need to start even earlier.



Diwali (Oct 20)

Search starts as early as Aug

Peak Activity: 2–3 weeks ahead

Trending: Multi-touchpoint deal-hunting, gifting, home décor, large-item buys



BFCM (Nov 28)

Search starts by Oct

Peak Activity: Thanksgiving

Trending: Tech deals, price checks, fast delivery, gift ideas



Double Digit Sales (11.11, 12.12)

Search starts by end of Oct

Peak Activity: Nov, Dec

Trending: Discounts, free shipping, brand/model searches, tutorials



Christmas/New Year (Dec 25)

Search starts by Sep

Peak Activity: Nov to Dec

Trending: Greetings, festive recipes, holiday hours, gifts, party prep

Source: [Thinkwithgoogle](#), [Xendit](#), [Chronos](#), [Reachsolutions](#)

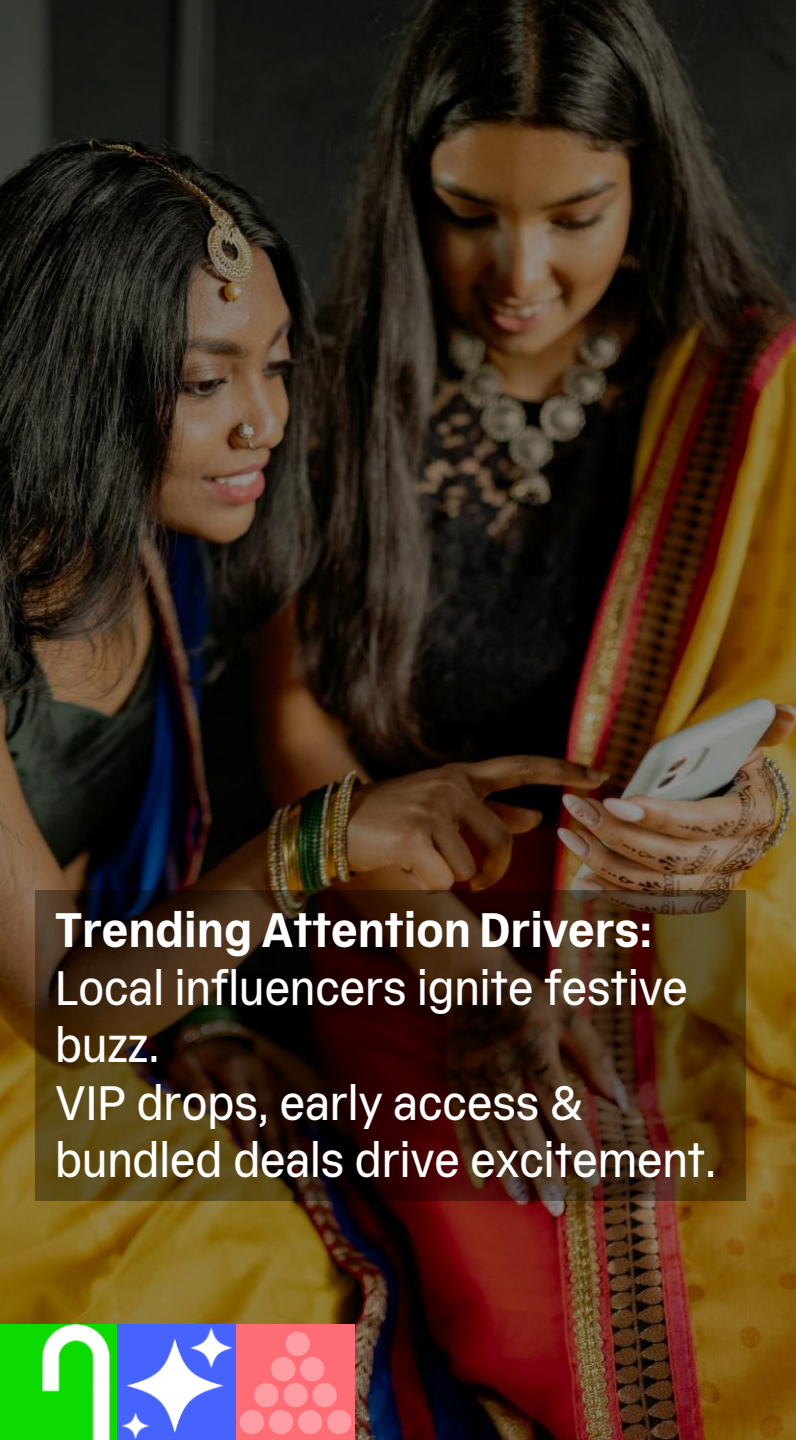
#1 TRUE OR FALSE?

Festive moments are all the same emotional occasions. Offer valuable promo and customers will convert easily.



#2 TRUE OR FALSE?

Diwali success is all about deep discounts and it benefits mostly to the traditional categories (gold, apparel, sweets, electronics)



Trending Attention Drivers:
Local influencers ignite festive buzz.
VIP drops, early access & bundled deals drive excitement.

Diwali: The Season of Sentiment

Family | Celebration | Sharing Goodness | Prosperity

Target Audience: Urban digital families, professionals, middle to high income

What They Buy: Clothes, Home Décor, Sweets, Gold

How to Engage Them



Cultural Resonance

Warm visuals: diyas, rangoli, peacocks, family gatherings. Emotional storytelling of hope & prosperity (e.g., Coca-Cola, McDonald's).



Gifting & Commerce Plays

Bundled gifts (beauty, home, gourmet hampers).
Personalized offers; multi-touchpoint deal-hunting.



Engagement & Gamification

Google Pay's Laddus: collect virtual items, unlock rewards. 58% found easy to play: boosted repeat interaction.



Community & Conversion

Social impact woven into brand messaging.
Retargeting: abandoned carts and past seasonal visitors.



A man with short brown hair, wearing a blue denim jacket over a grey t-shirt, is looking intently at a rack of dark blue suits in a clothing store. He is holding one of the suits. In the background, other suits are hanging on racks, and a mannequin wearing a blue suit is visible. The store has a modern, well-lit interior with wooden hangers and metal racks.

#3 TRUE OR FALSE?

During Double Digit Sales customers are only looking for the lowest price, just give them highest discount and they'll buy.

Double Digit Sales: Shopping Frenzy

Digital Convenience | Biggest Online Sale | Mobile-first Commerce

Target Audience: Young adults, Gen Z, Urban, Digitally Savvy

What They Buy: Fashion, Personal Care, Electronics

How to Engage Them



New Verticals & Tier 2 Cities

Look beyond your top SKUs and find where your category is underserved. New verticals and tier-two cities are often overlooked but rich in potential.



Value Plays

Mega-discounts + free shipping outperform “buy interest” messaging. Alternative payment promos with wallet rewards.



Platform Power

Seamless social + commerce integration. Shoppable video for discovery + instant purchase.



Brand Collaborations

Flash-sale tie-ups & social commerce incentives. Tutorials + model/brand searches trending alongside discounts.

Trending Attention Drivers:

App-only promotions, VIP perks, reward programs. Influencer live streams + video shopping.

Promotions spread across apps, social, and e-commerce.

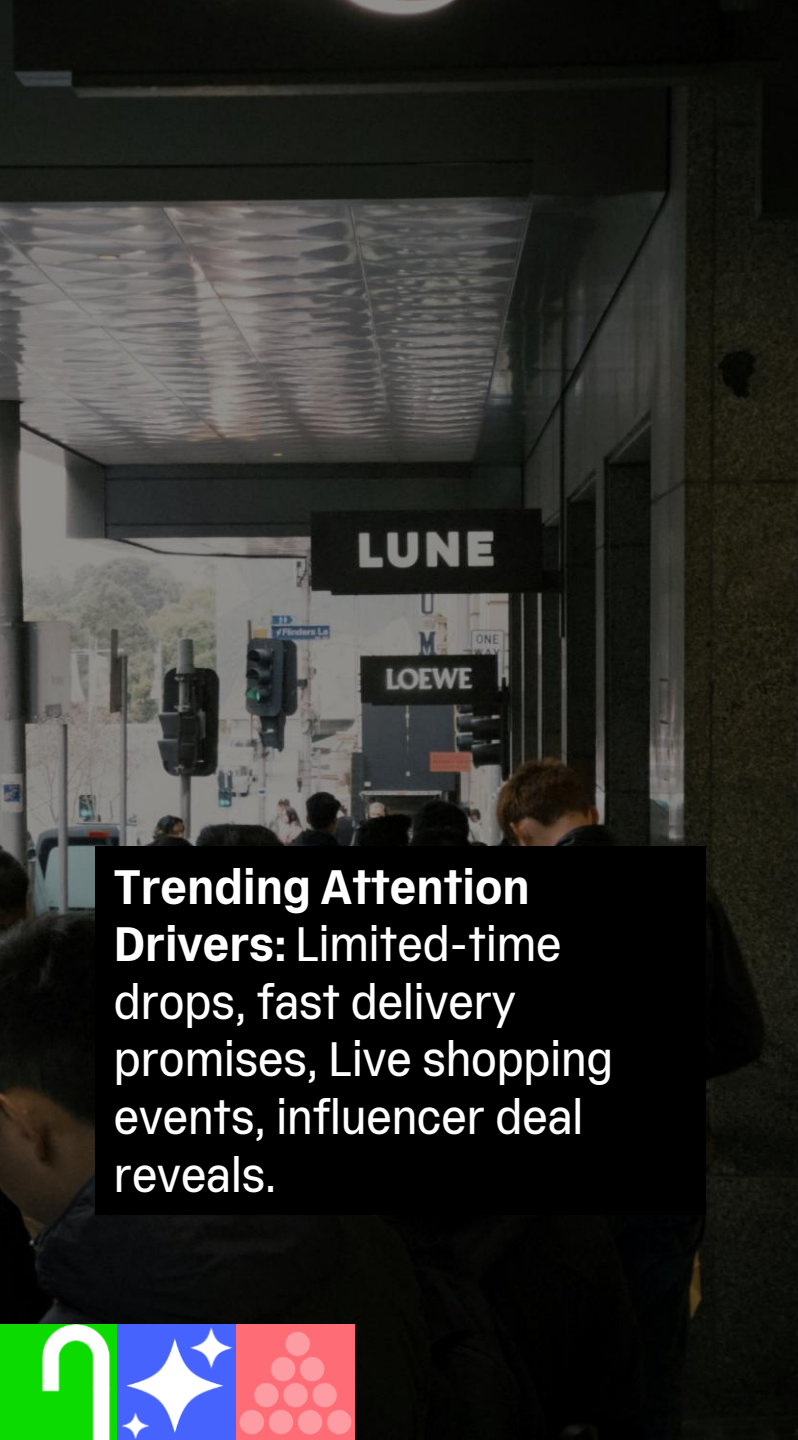




BLACK FRIDAY

#4 TRUE OR FALSE?

BFCM is primarily a Western (US/Europe) phenomenon



Black Friday: Race to Cart

Urgency | Fear Of Missing Out | Massive Flash Sales | Self Love

Target Audience: Working professionals & young adults, Big spenders

What They Buy: Big-screen TVs, Laptops, Smartphones, gaming consoles

How to Engage Them



Personalization & Targeting

AI-driven recommendations & dynamic pricing.
Paid search & retargeting (29% of retail sales via sponsored search).



Influencer & Community Power

Partnerships for early deal previews.
Social proof drives trust and conversions.



Social & Video Commerce

Exclusive deals via live-stream shopping.
Strong traction for urgency-driven video ads.



Conversion & Retention

Post-purchase optimization (fast delivery, returns).
Trending plays: tech deals, price checks, gift ideas.

Trending Attention Drivers: Limited-time drops, fast delivery promises, Live shopping events, influencer deal reveals.

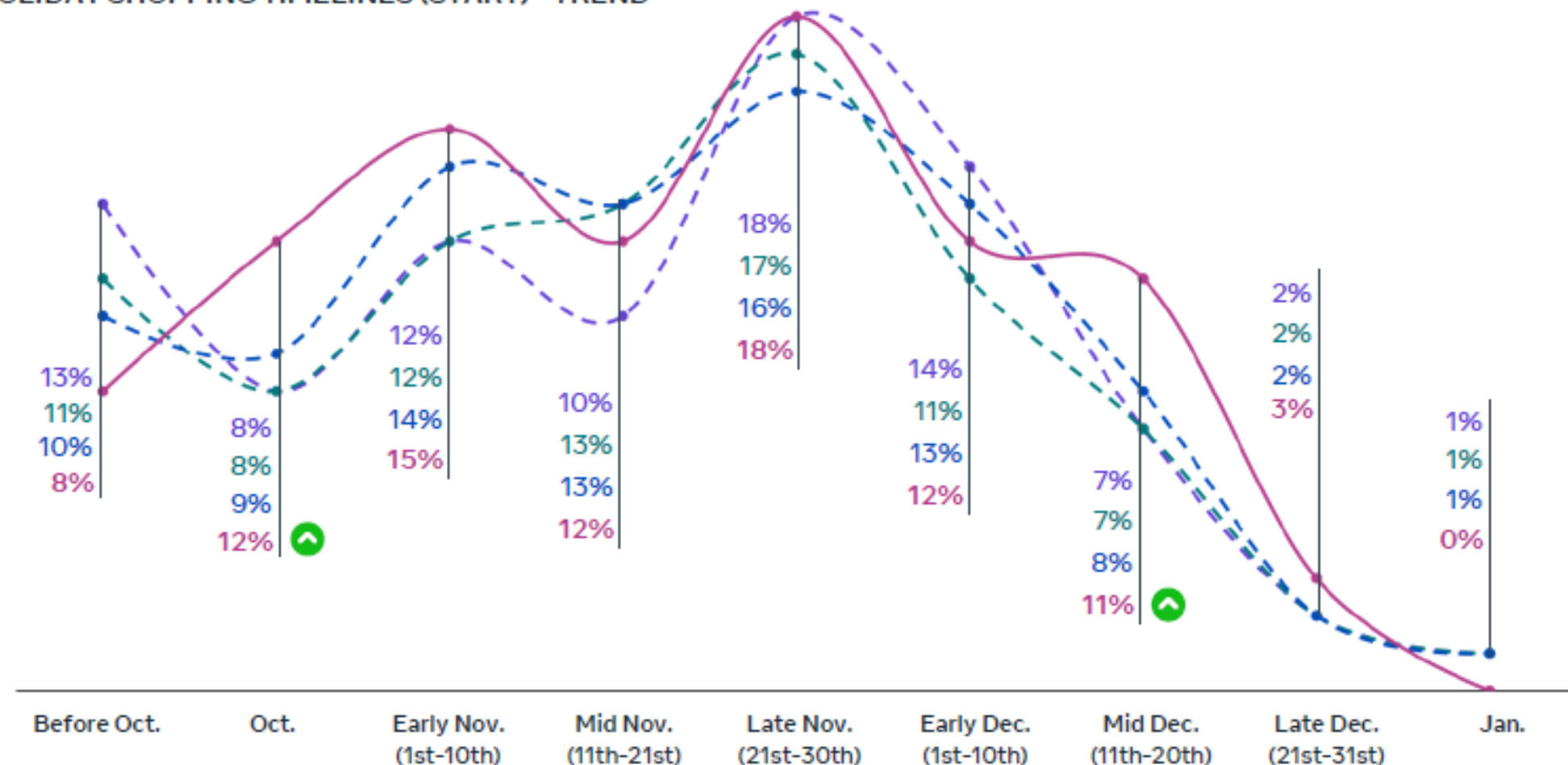




#5 TRUE OR FALSE

All spending happens in the last weeks of December.

HOLIDAY SHOPPING TIMELINES (START) - TREND



Source: Global median advertiser rates, across all purchase optimized ads and all verticals from Oct 1 2024 to Jan 15 2025 (rates normalized so October 1st = 1)

Christmas/New Year: Gifting & More

Togetherness | Nostalgia | Generosity | Empathy

Target Audience: Parents, Families with children, Elderly consumers

What They Buy: Toys & games, Jewelry & souvenirs, Small electronics & Gift vouchers

How to Engage Them



Experience

Pop-ups, immersive retail, hybrid launch events



Personalization

Gift finders, tailored recommendations, personalized greetings



Emotional Storytelling

Nostalgic video ads; uplifting, family-first narratives.



Influencer Authenticity

Micro/nano creators driving intimate, trust-led festive moments.

Trending Attention Drivers:

Shopping for others, Interactive festive campaigns & AR activations, Emotionally resonant content



Build Seasonally Relevant Creative

Creative foundations best practices

Three ways to help your message spark joy (and sales) throughout the holiday season



Start with people



Tell your story



Nail the hook





Start with people

Some examples of seasonal motivators.



Making memories

- ➔ Family traditions
- ➔ Setting the perfect scenario
- ➔ Re-bonding



Gift giving

- ➔ Limited time
- ➔ Unlimited options
- ➔ “Good gift” anxiety



Traveling

- ➔ Adventure seeking
- ➔ Overwhelmed
- ➔ Feeling frazzled



Self reward

- ➔ Rewards/Me time
- ➔ Self-gifting guilt
- ➔ Splurge-worthy?



Bargain hunting

- ➔ Pride in the find
- ➔ Planned savings
- ➔ Impulse





Tell your story

Pick a story type, then retell through a holiday or sales season lens.



The listicle

An editorial approach to storytelling that uses text stickers to break down a video into bite sized chunks.



The green screen

Add relatable or relevant commentary to a product or service.



The before and after

Dramatize the benefit of your product or service for your consumer.



The point of view

Share a simple or relatable moment from everyday life.



The Q&A

Reframe your product story as a conversation between two people.





Nail the hook

Choose a hook that speaks to your audience's motivations.

Bonus tip: you can experiment with different hooks across the same asset to see which performs best.



Dramatize the problem

What problem does your product solve? Focus on that problem and the human reaction to it.



Reaction in action

Show the reaction of the consumer when using (or not using!) your product.



Emphasize the solution

Create a magic moment that spotlights your product functionality and its effect on the shopper.



Share a secret

Offer something of value like insider tips or expert knowledge.



Let's play Q&A

Pitch your product or service by answering a relevant question in the first second of the hook.



Product story

Show an absurd alt to your product - and follow it up immediately with your product story.



Questions?



A woman with dark hair in a bun, wearing a white button-down shirt and brown trousers, is sitting on a light grey sofa. She is looking at a laptop on her lap. The sofa has two yellow pillows. A smartphone is on the sofa next to her. In the background, there is a large window with a view of a city with many buildings. A potted plant is on a table near the window. The text "How did we do?" is overlaid in the center of the image.

How did we do?

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Thank you

