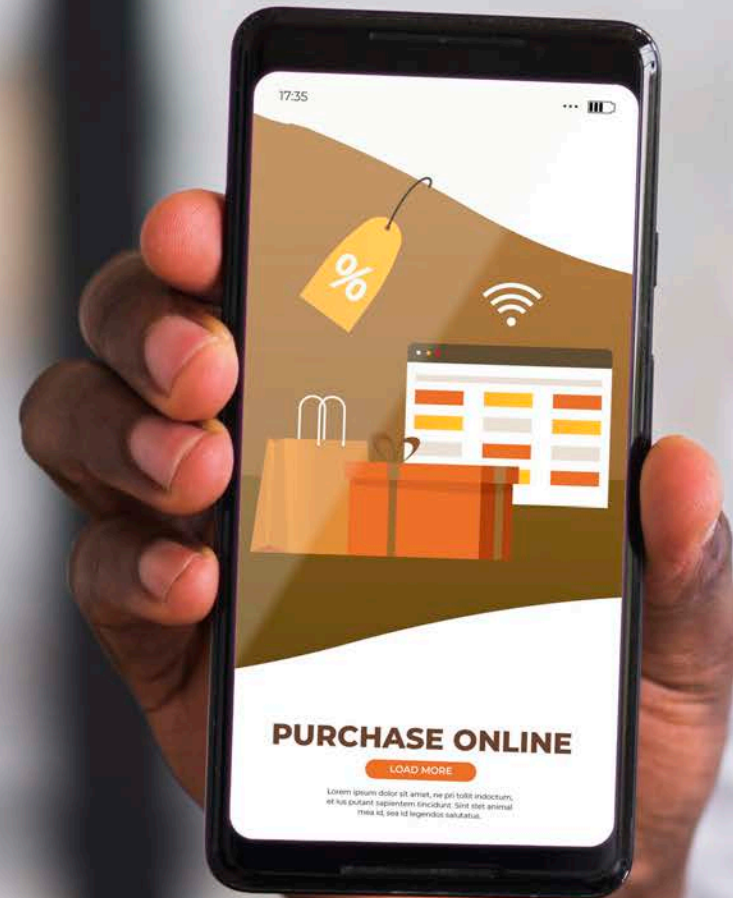


APEX MOBILE

2020 Holiday game plan

Changes to consumer behavior in
the 2020 Holiday season.



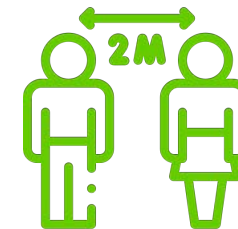
The impact of COVID-19

Changes in consumer behavior

COVID-19's global impact has accelerated changes in consumer behaviour and led to marketers learning to adapt on the fly in an effort to learn, understand and anticipate the new wants of consumers during uncertain environments and times.

In an effort to help many brands that are beginning to analyze changing consumer behaviour and plan out holiday campaigns, here are four things to keep in mind this upcoming holiday season.

1. Get ahead of evolving consumer behaviours and trends
Understand what consumers truly want and needs this holiday
2. Leverage actionable intelligence
Uncover insights about consumers behaviour and take smarter action by connecting with their evolving interest, needs and wants
3. Communicate in real time
Embrace all channels to engage, inform and influence customers in the moments that matter
4. Enable fast, convenient, and safe buying
Communicate and build solutions that facilitate a seamless shopping experience



1. Get ahead of evolving consumer behaviours and trends

The COVID-19 pandemic has created a heightened awareness for health and safety as consumers begin to adjust to various stages of quarantine. The added impact from the global shut down, and record levels of unemployment have had a significant impact on both the economy and consumer spending. As a result, consumers have developed a greater appreciation for digital options and a heightened awareness around “value” when shopping for goods and services.

A recent survey obtained by our partners InMarket from J. Clement on June 23, 2020 found that consumers are more interested in online buying/shopping and in-store pick-up this upcoming holiday season across multiple channels.

- **49%** More interested in buying online
42% no more or less interested. 10% less interested
- **33%** More interested in buying online, curbside pickup
51% no more or less interested. 16% less interested
- **31%** More interested in shopping in-app
49% no more or less interested. 19% less interested
- **28%** Less interested in shopping in-store
21% more interested. 51% no more or less interested
- **30%** Less interested in shopping via social media
18% more interested. 51% no more or less interested



Learning from our neighbors to the south

Our partners at InMarket also analyzed purchase receipt and credit card data in the US that showed an accelerating trend toward private label brands across all income groups. – including those making over \$100k annually.

Deeper analysis into spending on specific brands across multiple categories included alcohol, also uncovered consumers are seeking value and buying into bulk (ie. Boxed wine, cases of beer) where possible to save.

Combined with a rise of nostalgic brands across several categories, and the growing desire for digital options; safety, and value will have a measurable impact on consumer behaviour this holiday season and brands must prepare now.

- **+12%** Average spend per device on private label brands

Jan-Feb 2020 compared to March – April 2020

- **+15%** Average spend per device on private label brands

Consumers with a HHI \$100K or more annually

Jan-Feb 2020 compared to March-April 2020

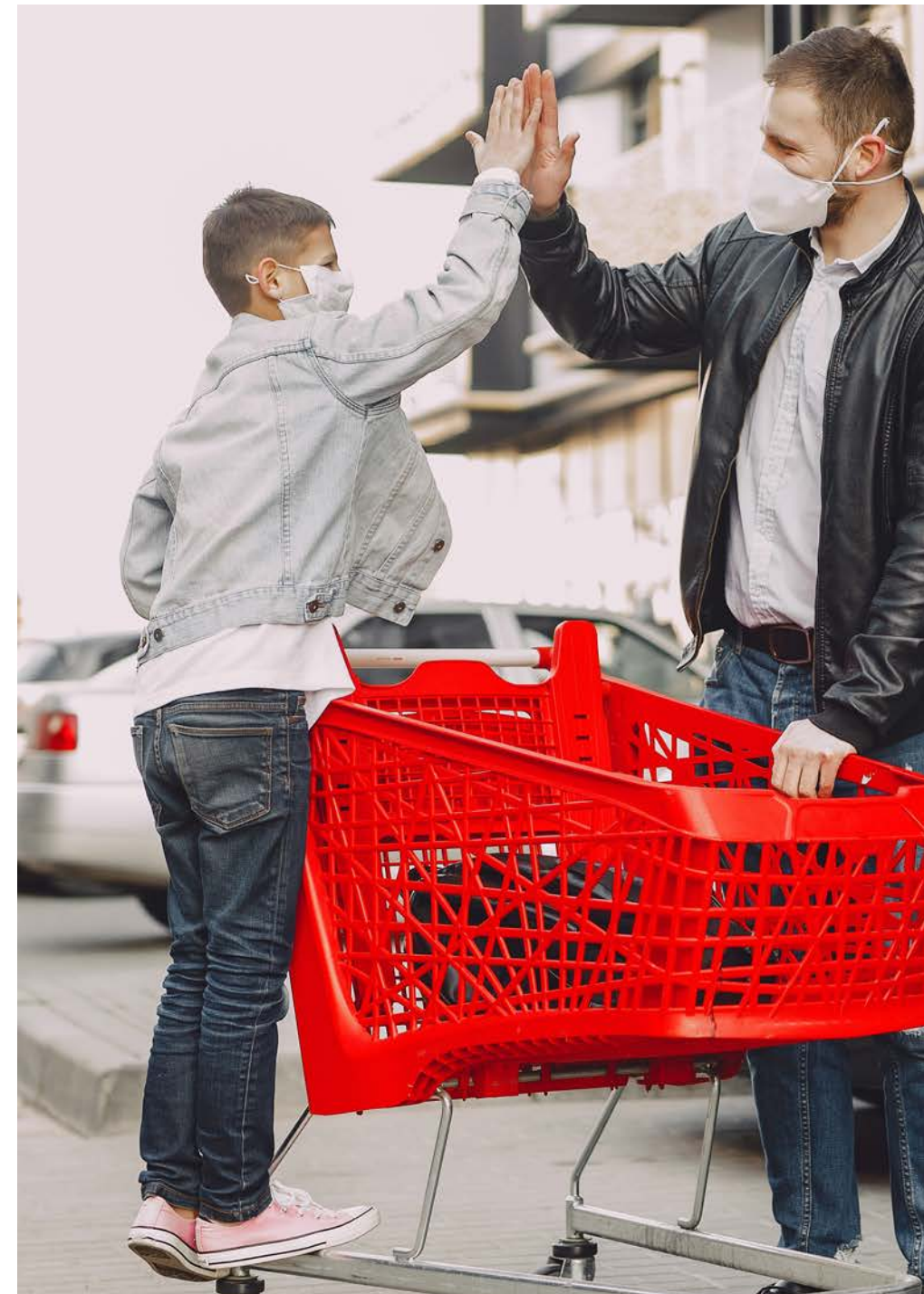


2. Leverage actionable intelligence

Knowledge is everything and the access to rich data online and offline enables brands to better understand consumers on a deeper level and better understand motivation and behaviour. The COVID-19 lockdowns created a boom for online and omni-channel shopping, which means brands will now need to segment and target consumer behaviour based on past visits, competition visits, and evolving patterns and behaviours will be essential for marketers looking to stay ahead this upcoming holiday season.

New and exciting opportunities for Holiday 2020 include:

- Channel switchers: Understanding which consumers may be channel switchers
- Omnichannel shoppers: Targeting those who order online and choose curbside pickup
- Predictive Marketing: Honing your ability to sense and respond to consumers needs by leveraging AI and machine learning
- Content & Motivations: Leveraging past visits, purchases, demographics, psychographics, and more to better understand why people shop and what motivates them
- Seasonal Shoppers: Leveraging past seasonal activity including holiday splurges, gift buyers, Thanksgiving day shoppers and more



3. Communicate in real time

Challenges also create opportunities to reimagine what omnichannel customer experiences can and should be. COVID-19 has forced nearly every industry to evolve their thinking and embrace new channels and tools to innovate and create solutions that meet the needs and wants of customers.

Business can move from guessing to knowing while being positioned in-front of the consumer during their exact moment of need. Changing consumer behaviours means understanding consumers in-real time regardless of channel. It also means ramping up digital online and mobile/in-app opportunities, embracing connected TV and reaching the consumer at home, on the go, and in-store.

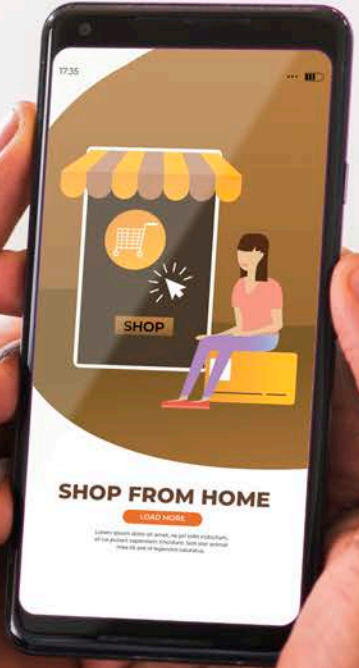


4. Enable fast, convenient, and safe buying

Leveraging customer data and investing in tools and technologies that enable seamless and effortless buying should be top of mind for marketers. That means making purchasing convenient through the thoughtful combination of form, function and service.

New and emerging technologies and services for the 2020 Holiday should be considered, including:

- One-click ordering
- Click-to-Cart
- Ordering online with curbside pickup
- InStock alerts and locators
- InHand product scanning



Changing consumer behavior demands new strategies and innovative thinking from brands in order to engage the hearts and minds of consumers. Obtaining trust, broadcasting safety, providing convenience and value will be at a premium this holiday season. Marketers looking for the advantage will have to adopt an omnichannel approach, respond to consumer needs in real-time, turn insights into action, and embrace new and emerging technologies that help to provide consumers with fast, convenient, and safe buying options.



COVID-19 has served as a reminder that success requires always being prepared with innovative solutions. For brands, this means thinking outside the box and taking a fresh, digital-first look at the holidays with new and enhanced omnichannel strategies.

For more information about APEX 's omni-channel advertising solutions, contact us today.

