

Scaling Holiday Creative to Meet E-Commerce Demands

Brand-Side Series by Celtra



Unwrapping the Holiday 2020 Shopping Season

'Tis the season to be rethinking how you approach your brand's creative production needs. E-commerce is the new brick and mortar, and even more-so during this unpredictable time. Despite all the turmoil, 70% of shoppers have no plans to defer shopping for major holidays like Singles' Day or the Lunar New Year.¹

What's to say this year will be an even bigger one for e-commerce? A look at consumer behavior indicates that it's trending in that direction. More than half of consumers in Singapore (53%), China (53%), Hong Kong (54%) and South Korea (52%), are planning to shift their holiday shopping over to e-commerce.¹

When asked about spending habits, over a third expect to spend the same this holiday season as last year, while over another third are actually planning to spend more!²

70%

of shoppers are on track to shop for major APAC holidays

50%

of shoppers are shifting to e-commerce

60%

millennials report an increase in online shopping³

E-Commerce Is Driving Growth in SEA



By 2025, Southeast Asia's internet economy would grow to \$300B – driven by e-commerce, ride-hailing, and supported by a rise in digital payments.³

\$300B by 2025



E-commerce



Digital
payments



Ride-hailing

Regional Trends

Across APAC (Australia, China, Hong Kong, New Zealand, Singapore, and South Korea), shoppers are likely to increase holiday spending on immediate family at the expense of spending on themselves, friends, and co-workers.¹

83%

of online shoppers are likely to continue their increased spending online after restrictions are lifted⁴

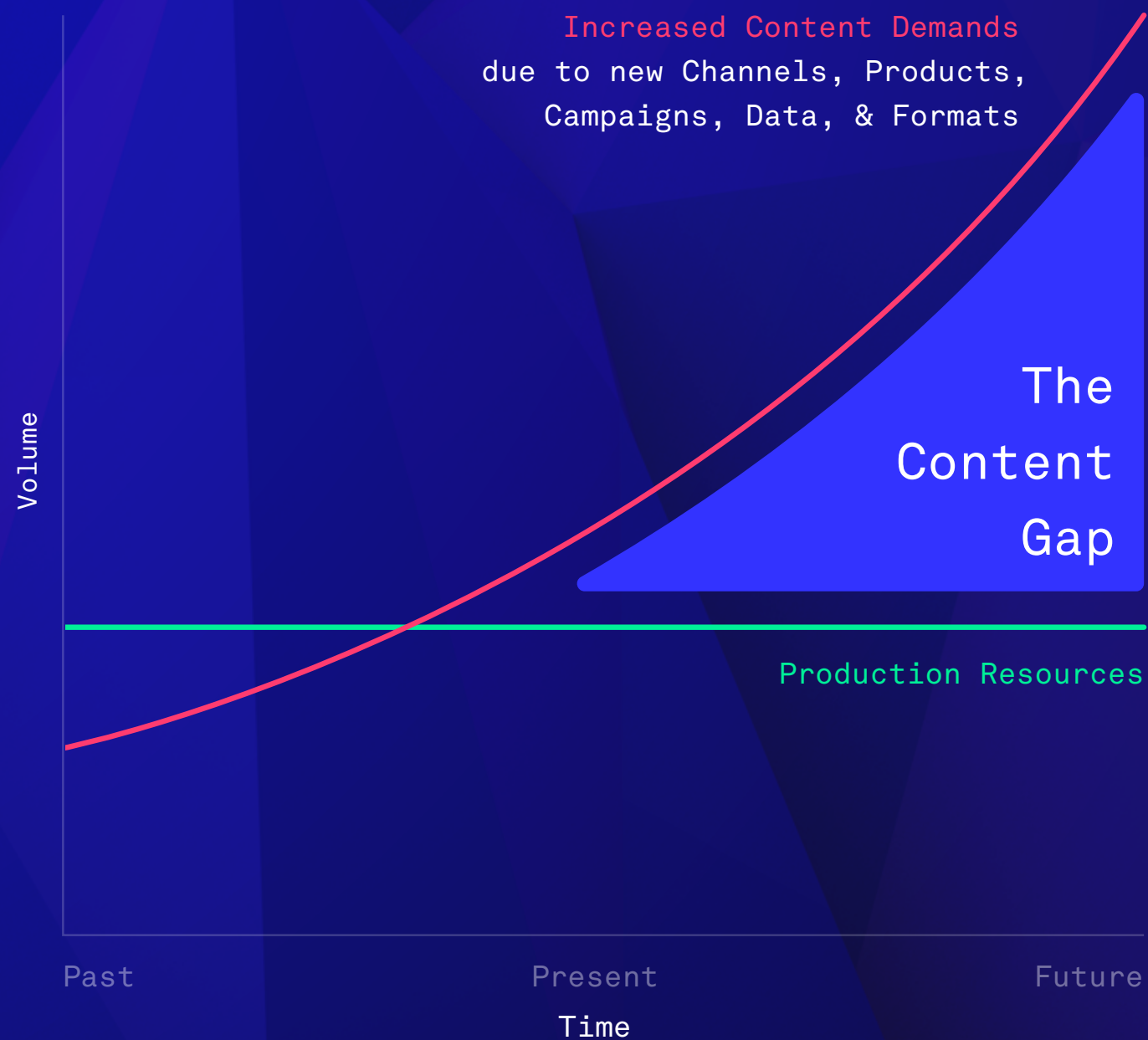
62%

of shoppers learn about new brands and products via social media⁵

23%

growth in SEA online shopping, amounting to \$53 billion in 2020⁵

Marketers Are Seeing a Creative Production Content Gap



Where Does the Content Gap Come From?

► Let's take a look at why the Content Gap exists.

66%

of shoppers found brand creative to be repetitive⁷

44%

of shoppers were annoyed by ads they had seen too many times⁶

70%

of brands already devoting more time to advertising content creation than they would prefer⁷

Consumers want more variety. Advertisers are struggling to produce enough content for all the touch-points online. This manifests as the Content Gap. Production resources are strained but the demand for volume, variety and quality of assets continues to climb. Brands are expected to do more with less.

Ad Repetition, Frequency, and Creative Strategy

Mindless ad repetition can hurt your campaign. Consider creating different creative and messaging for each frequency threshold.

► Ad Frequency Is 2 or Less

Consumers who have seen an advertisement less than two times: Use an emotional approach to capture their attention and trigger the problem-recognition phase of the purchase-decision process.

► Ad Frequency Is 3-10

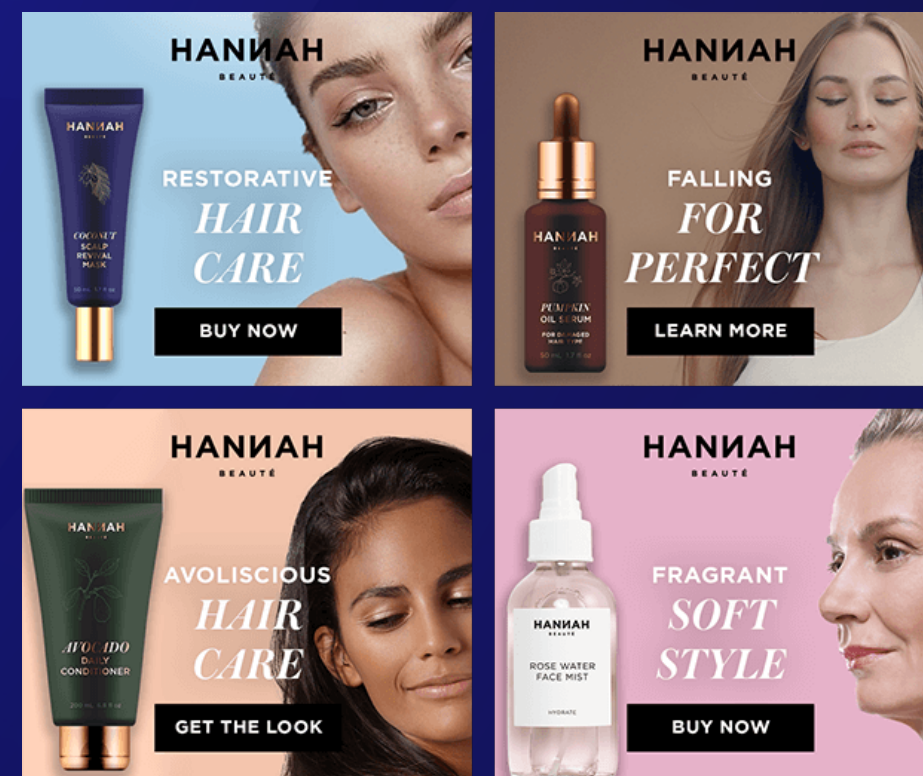
Consumers who have seen an advertisement three to 10 times: A cognitive approach works best, with solutions-driven messaging to help guide their information search and evaluation stage of the decision-making process.

► Ad Frequency Is More Than 10

Consumers who have seen an advertisement more than 10 times: Remind consumers of their evaluation of the product and reinforce the value-add from making the right purchase decision⁸.

► Invest in Creative Variety

67% of shoppers want a storytelling approach from brands rather than being slammed with the same ad over and over again⁶.



What Do Consumers Want to See in Holiday Campaigns?

68%

of consumers find holiday content to be repetitive

79%

of consumers want a variety of different storytelling approaches from brands

33%

find entertaining stories to be the most eye-catching

28%

find high-quality design comes in second as the top attention grabber

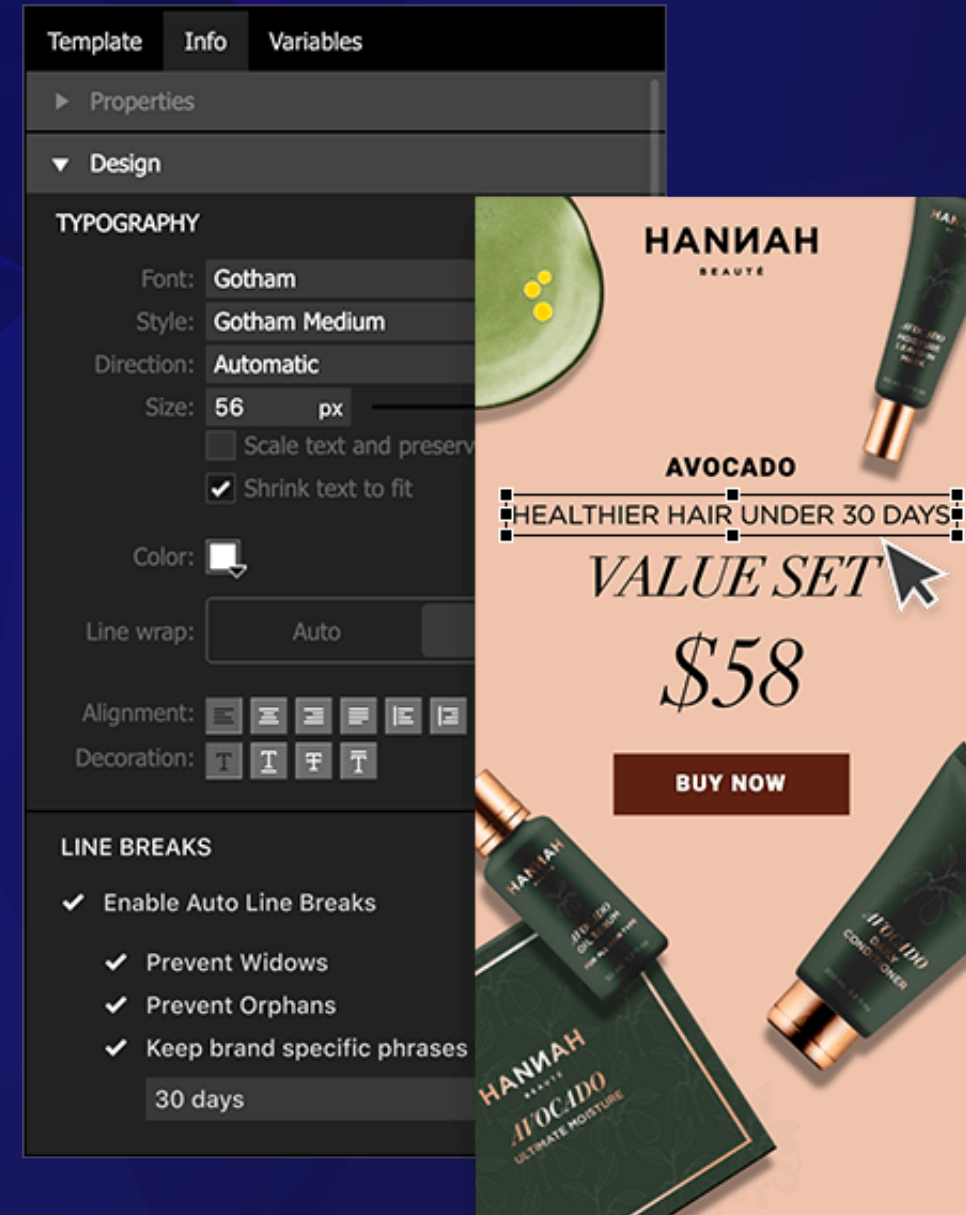
In September 2020, Celtra and Dynata surveyed 1000 consumers on holiday creative and campaigns.

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Creative Automation is Lending a Helping Hand These Holidays



- ▶ **Turn to cloud-based marketing collaboration** and dramatically scale your holiday content faster than ever.
- ▶ **Faster time-to-market.** Get your campaigns out the door faster with built-in reviews, approvals, and distribution.
- ▶ **Creative variety.** Design on-brand seasonal templates to mass-produce countless creative variations.
- ▶ **Production efficiency.** Tap into automation to dramatically reduce manual design and production tasks.
- ▶ **Collaborate in the Cloud.** Bring remote teams under one roof for a streamlined collaborative process.



The Benefits of Creative Automation

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celtra 

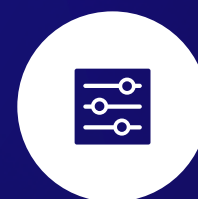
- ▶ **Scaling production:** It's not uncommon for e-commerce brands to have a product line of many SKUs - think multiple sizes, styles etc. When you add up channels, designs, content variants and regional markets, the number of creative assets multiplies, and is only feasible with Creative Automation.



- ▶ **Creative excellence:** Thanks to Creative Automation, brands don't have to settle for anything less than artisanal creatives at scale. Creative Automation frees up time to spend on creative experiences and long-term strategy instead of churning out banners.



- ▶ **Speed to market:** The situation is changing quickly: from curbside pickup and shifting to e-comm first advertising, brands need to adapt their campaigns quickly. With Creative Automation, advertisers can shorten the production cycle by 2x.



- ▶ **Brand control:** Maintaining brand consistency is key - whether that be across global regions, platforms, design, and messaging. Creative Automation facilitates this through one unified interface with controls to lock elements in main templates for consistency.

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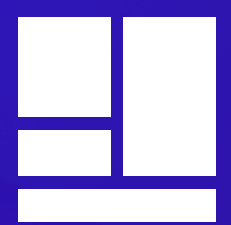

Typical Campaign Content Scaling



Creative Template

15x

Channels/Sizes



×

4x

Designs



×



Content Feeds

30x

Content variations

| | |
|---|---|
| A | B |
| C | D |

×

2x

Languages/Markets

| | |
|---|---|
| A | ß |
| अ | Ж |

3,600

Unique Creative Variants

Creative Automation Examples for the Holidays



The Perfect
Gift for Her

\$48

The Perfect
Gift for Her

\$48

70% OFF

PLUS FREE US SHIPPING

SPEND \$200 TO
GET AN EXTRA
10% OFF

SALE ENDS DEC 22

SHOP SALE

20% OFF
EVERYTHING

+ FREE US SHIPPING

SHOP NOW

15% OFF
SITEWIDE

+ FREE US SHIPPING

SHOP NOW

Backgrounds Galore

One swift change of a single element - like a background image) can **immediately transform your campaign**. Such backgrounds can be pulled in easily from a content feed, and can be scaled across photos, product or a mix of both. The CTA and background can also be easily switched out. For brands looking to promote their gift giving guides, this is a useful template to have on hand.

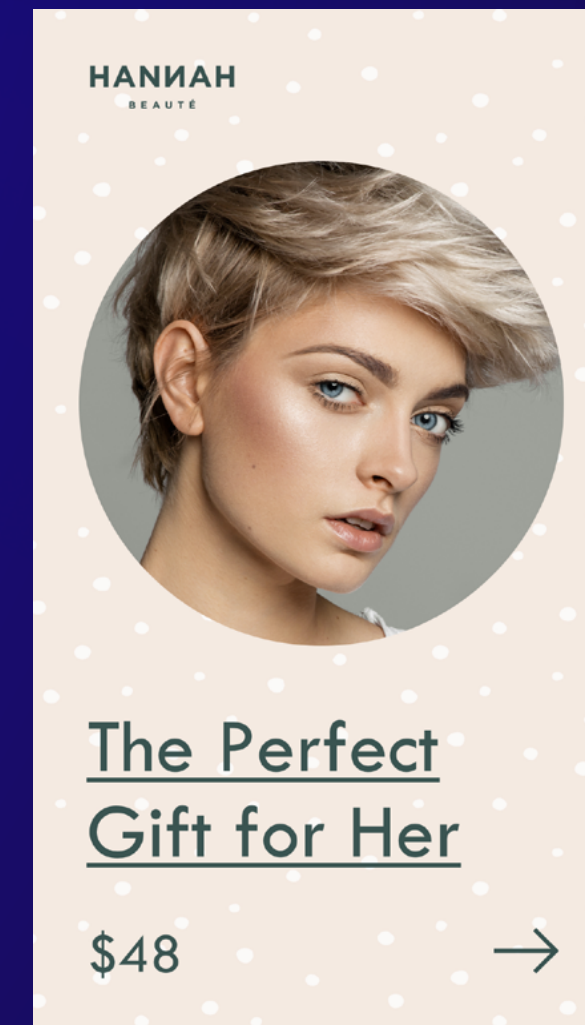
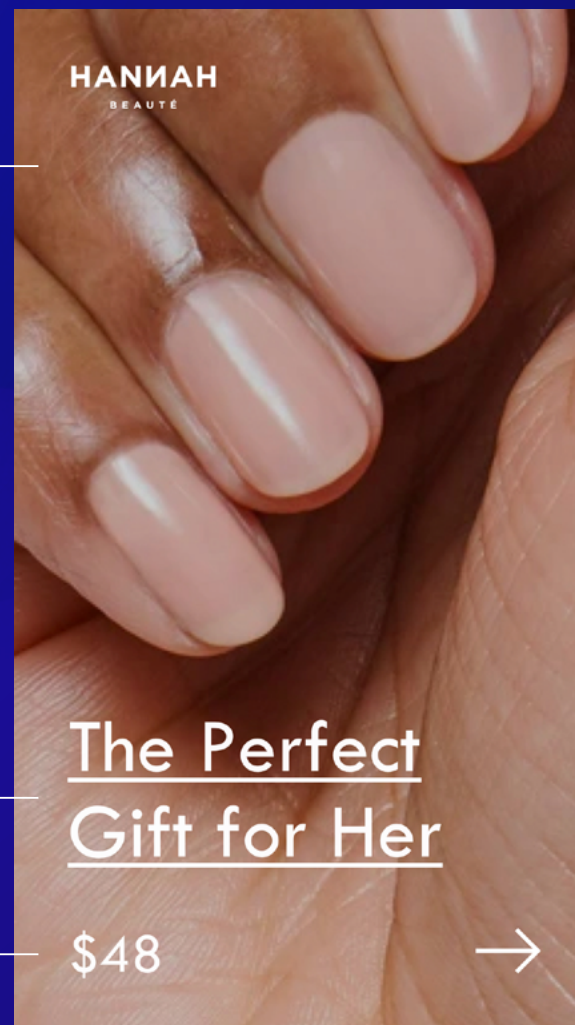


Background
image
(or two)



Headline

Price



Typographic Approach

What if you want to **make a statement with words**, rather than visuals? We've got you covered. A typography approach is often used for big sale events like Cyber Monday or Black Friday, and it doesn't require a lot of assets or resources to produce. For brands who want to keep it short and sweet, but stay consistent with their brand identity (namely brand colors and fonts), this is it. This approach supports any live changes – for example, if you want to offer free shipping, you can easily pop in this content and it will be automatically applied to all of your creative variants.



Sale
percentage

Customer
service
message

Supporting
offer or
secondary
message

Legal



Sale in Style

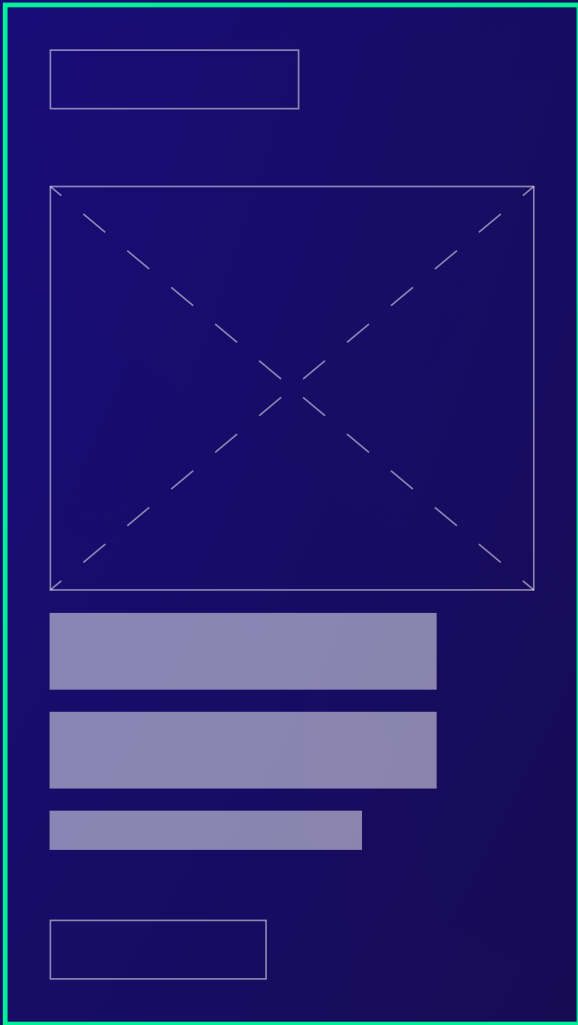
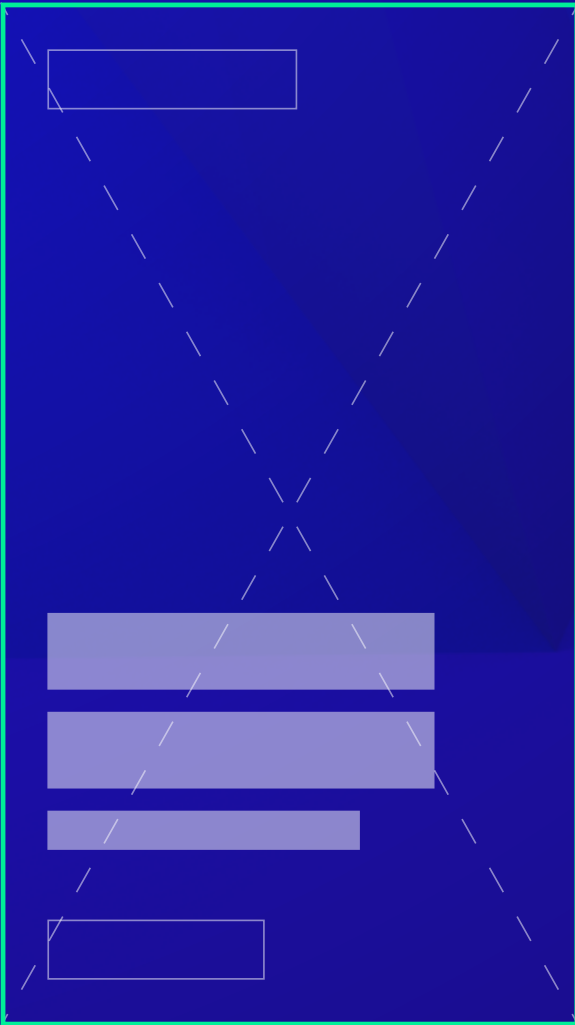
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Who says sale ads have to be boring and promotional? Sale it with style (no typo or pun intended). Avoid those run-of-the-mill ads, and opt for a stylized approach through adding elements like product or imagery, to create variants that will keep your consumers engaged with your brand through the holiday season.



Typical Campaign Results With Creative Automation

3x

increased
creative
volume

2x

shorter
campaign
production
cycle

40%

reduced
creative
review effort

Our Key Takeaways



Plan **early** and plan for **more** variety than you think you need.

The more storytelling approaches you run, the more likely your audiences are to convert.



Creativity and simplicity can co-exist – lean on templates that will help you **stay true** to your brand, while producing **variety** to reduce ad fatigue.

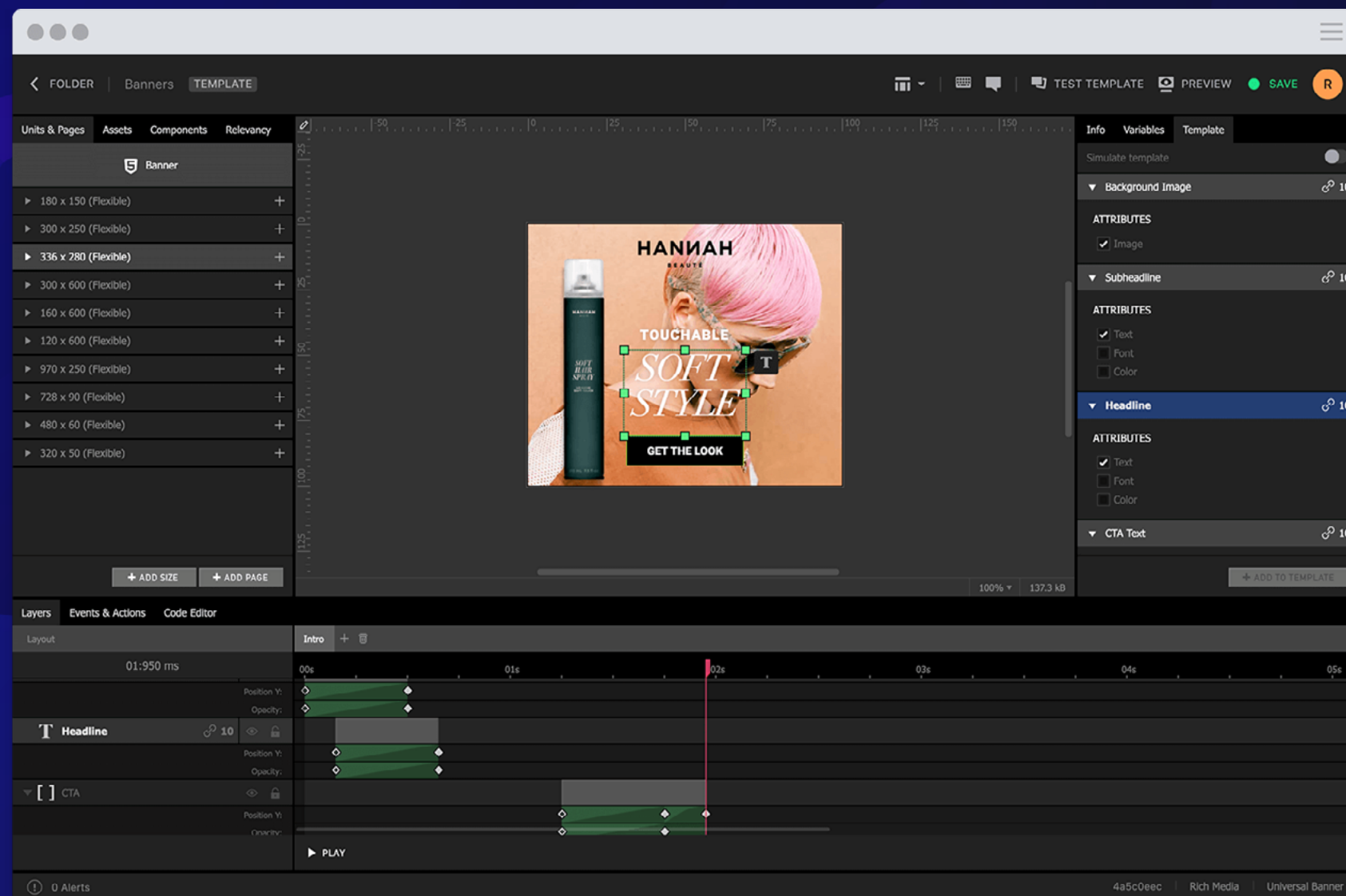


Embrace and design for **change** – stay on your toes and be ready to make changes even after your campaign goes live.

About Celtra

[Celtra](#) helps creative and in-house marketing teams design, approve, and deliver digital creative across the ever-growing number of campaigns, markets, designs, and variants. Celtra's [Creative Automation Software](#) for Marketing helps brands move faster than ever while dramatically scaling content production. Companies like adidas, Spotify, Unilever, Lululemon, YETI, and hundreds more partner with Celtra to cut production costs while increasing efficiencies and output in the cloud.

Get started with Creative Automation today by **getting in touch** with us!



Sources

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