

# The 2020 Facebook Holiday Package

INSIGHTS | SOLUTIONS | INSPIRATION



FACEBOOK



# A message from Facebook

I take great inspiration from how businesses around the world have adapted to the new normal by identifying where and how they can make a positive impact. It's no different for us here at Facebook.

Our focus has been on helping both individuals and businesses to navigate these extraordinary times with new tools and resources. For example, our Community Help Tool lets people request or offer help to others nearby and was launched with speed at the time it was most needed. And we're helping small businesses quickly pivot to selling online with our Small Business Grants program and the launch of Facebook Shops.

Be it 11/11, Black Friday or Holiday, the year-end season is full of shopping moments that businesses and customers will look forward to. These moments present yet another opportunity for brands to delight

their customers, from showing them how to make the most of the Mega Sales to providing frictionless new ways to shop.

As we all begin planning our activities for the upcoming season, I ask myself the same question that I'm sure you're asking yourself: what can we do to support our customers and communities? I hope you find some inspiration in the guide that follows.

## DAN NEARY

Vice President of Asia Pacific,  
Global Business Group, Facebook



FACEBOOK



# Introduction

The year-end season is a time when new shopping behaviours emerge. As the COVID-19 pandemic has brought changes to many aspects of life, new habits formed at this time are likely to shape trends for the 2020 season and beyond.

This global marketing guide highlights trends and insights from Facebook IQ around shopping behaviour during the 2019 year-end season, consumer behaviour in response to COVID-19 and observations from past economic downturns. To understand seasonal shopping behaviour, Facebook IQ commissioned YouGov to conduct research in 31 markets. A minimum of 1,500 respondents were surveyed online for each market from Dec 2 - Dec 24, 2019.<sup>1</sup> Where we include global statistics, we've also included regional breakdowns.

Alongside these insights, we've included recommended courses of action and creative campaign thought starters to help you adapt and plan for the season ahead.

1. "Facebook Seasonal Holidays Study" by YouGov (Facebook-commissioned online study of 48,348 people aged 18+ across 31 markets: AE, AR, AU, BR, CA, CL, CO, CZ, DE, DK, ES, HK, ID, IT, FR, KR, MY, MX, NL, PH, PL, SG, TH, TR, TW, RU, SE, UK, US, VN, ZA). Minimum N=1500 per market. 2 Dec to 24 Dec 2019.

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Creative considerations





FACEBOOK IQ  
INSIGHT  
#1

# Gen X and Boomers dominate global mobile and ecommerce growth

COVID-19 has changed how we live, shop and communicate, leading more people to rely on technology than ever before. This is especially true of Gen X and Boomers, whether it’s mobile, ecommerce or messaging.

Among those surveyed, an average 72% of Gen X and 50% of Boomers say they’re spending more time on mobile during the COVID-19 outbreak.<sup>2</sup>

While digital adoption had already been growing, the COVID-19 outbreak has accelerated this trend, particularly encouraging older generations to embrace ecommerce.

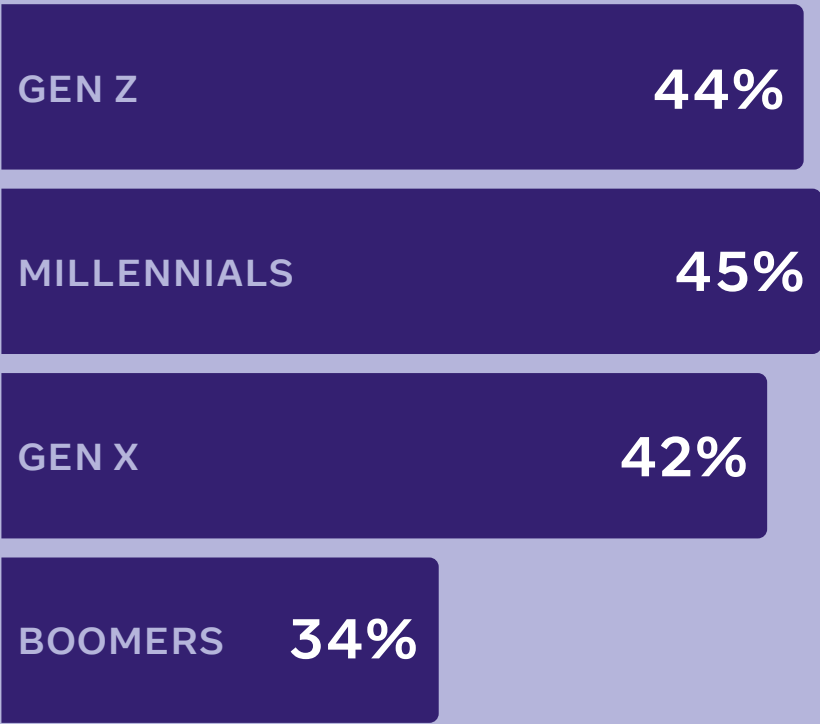
On average 85% of people globally are shopping online, averaging over 80% of Gen X and Boomers.

What’s noteworthy is that of the surveyed Gen X and Boomers who shop online, on average 44% and 30% respectively said they are spending more time shopping online.<sup>3</sup>

And this trend will continue over the year-end season season with 43% of people surveyed saying they expect to shop online more frequently after the outbreak is over.<sup>4</sup>

2,3,4. "Coronavirus Research April 2020" by GWI, April 2020.  
Generational age bands: Gen Z (16-23), Millennials (24-37), Gen X (38-56), Boomers (57-64)

Percentage of shoppers who say they expect to shop online more frequently after the outbreak is over<sup>4</sup>





FACEBOOK IQ  
INSIGHT  
#1

INCREASED RELIANCE ON ECOMMERCE

Due to the pandemic, people will look to spend less time in physical stores and increase their reliance on mobile-first ecommerce. Safety will be top of mind with shoppers avoiding physical contact and crowded locations. In fact, 1 in 3 shoppers globally say they plan to spend less time in stores after the outbreak is over.<sup>5</sup> Shoppers will buy online and look for convenient, contactless services enabling safe shopping experiences.

To adapt to new expectations, businesses should consider offering click and collect, which will be vital to the 2020 year-end season. An average of 56% of global year-end shoppers surveyed care about the ability to click and collect when shopping, up 19% from 2018-19. Gen X and Boomers surveyed have similar expectations, with a global average of 56% and 45% surveyed respectively caring about the ability to buy online and pick up in-store when shopping.<sup>6</sup> In-store pickup benefits both shoppers and retailers by extending online final purchase deadlines and making last-minute shopping easier.

INCREASED RELIANCE ON MESSAGING

People have been relying on messaging services to keep in touch with friends and family during lockdown. On average, 46% of global consumers say they’re spending more time using messaging services, with Gen X and Boomer demographics reporting 47% and 40% increases respectively.<sup>7</sup>

Messaging offers a simple, instantaneous way to connect with businesses as well as with people. Last year, on average 55% of global year-end shoppers surveyed messaged a business. This trend has grown by 8% year on year from 2018 to 2019, with the largest growth coming from Boomers globally, where business messaging grew 37%. When businesses make it easy for people to connect, it can help drive consideration. In fact, an average of 40% of people surveyed globally said they were more likely to consider buying from a business if they could contact them via messaging.<sup>8</sup>

Percentage of shoppers surveyed who say they messaged a business during the year-end season<sup>8</sup>

60%  
APAC

37%  
EMEA

57%  
LATAM

20%  
NA

47%  
GLOBAL

5, 7. "Coronavirus Research April 2020" by GWI, April 2020.  
6, 8. "Facebook Seasonal Holiday Study" by YouGov, Dec 2018.  
Generational age bands: Gen Z (18-24), Millennials (25-39), Gen X (40-54), Boomers (55-73).



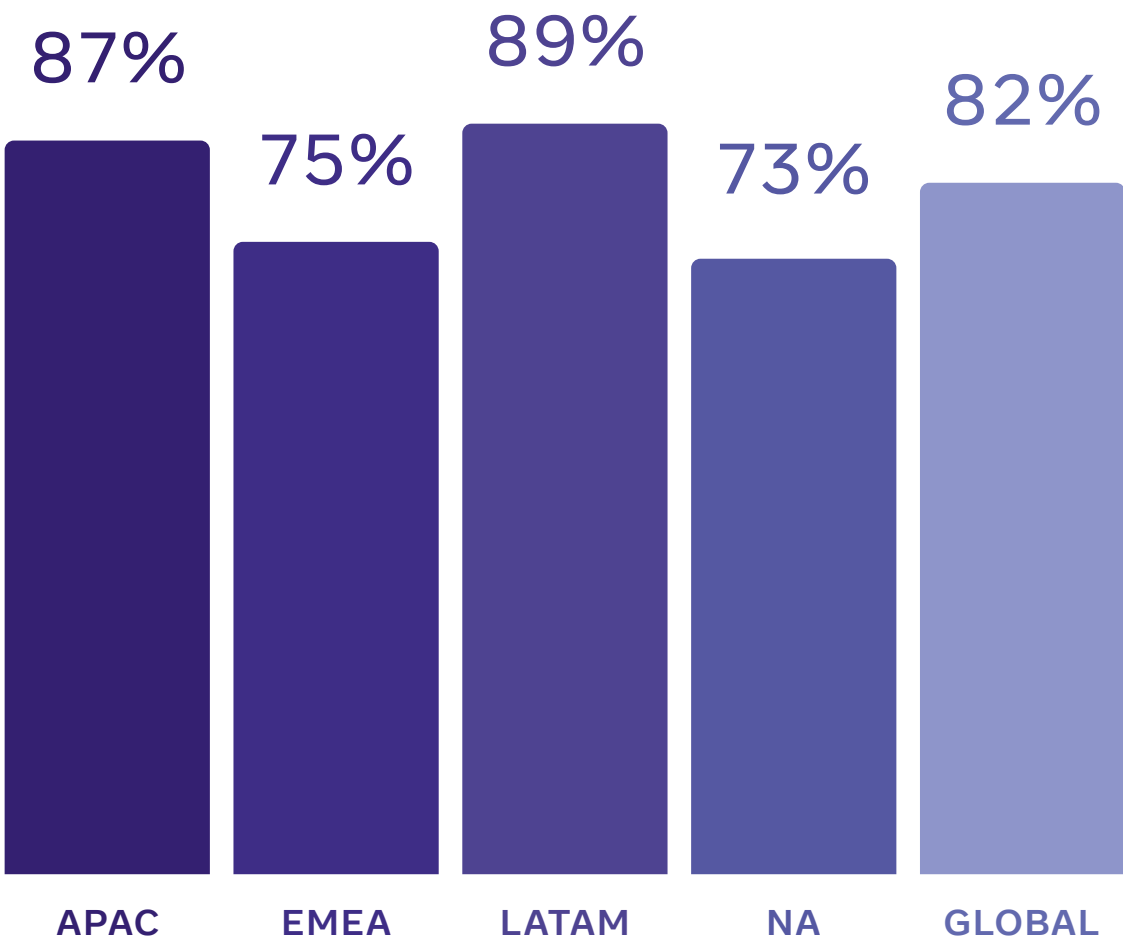
# Recommended actions

## 1. Reduce friction across the digital and physical path to purchase

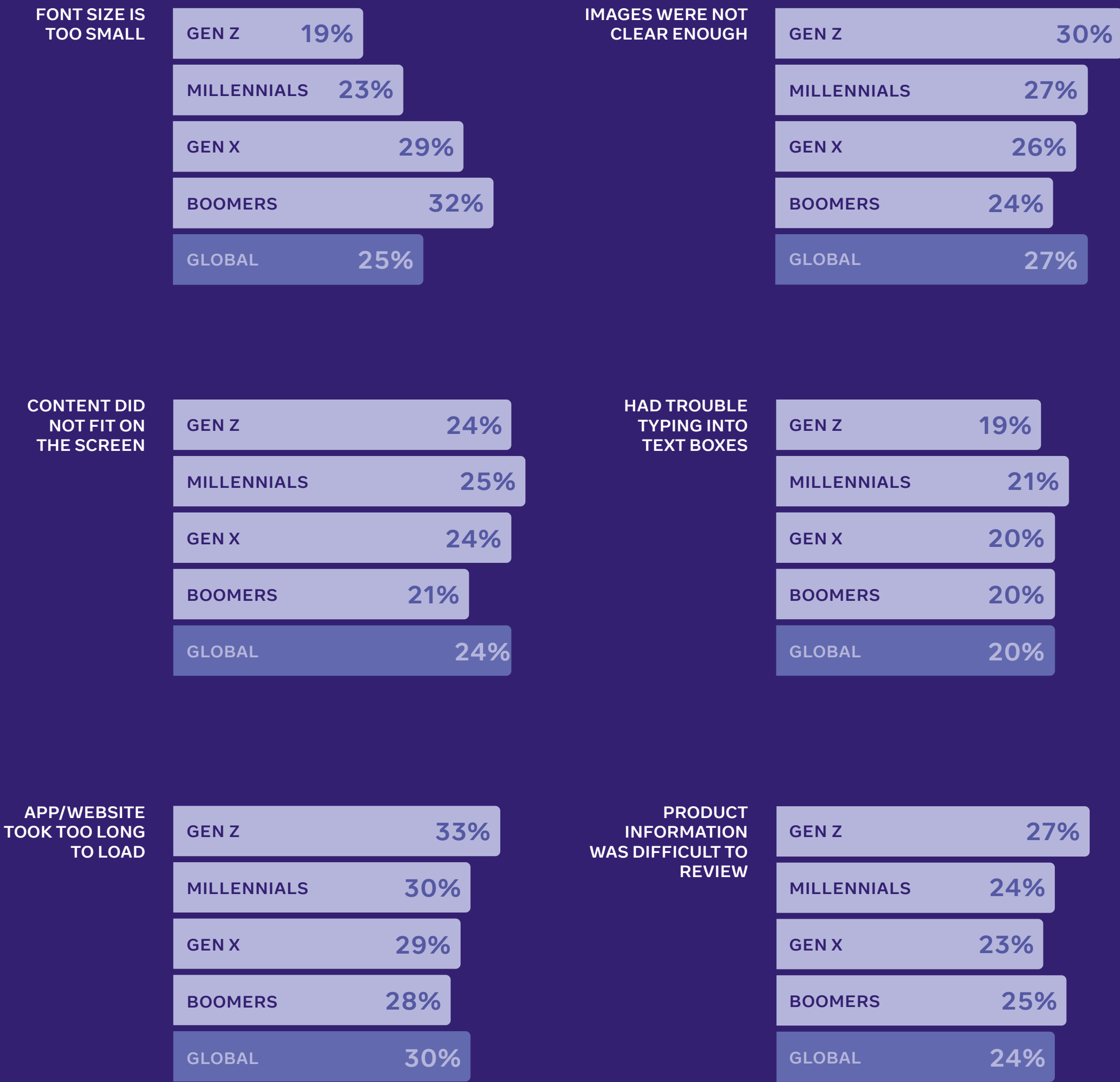
Friction is any step or delay that might cause shoppers to abandon their journey. Going forward, it's likely most people, especially Gen X and Boomers will continue to use technologies they adopted during the COVID-19 outbreak. To enable seamless shopping, it's crucial to ensure your mobile experience is easy to navigate.

Many consumer problems with the mobile shopping experience can be attributed to friction, and an average of 82% of global mobile shoppers surveyed experience some problems while shopping.<sup>9</sup>

Percentage of shoppers doing year-end shopping on a mobile device who experienced problems<sup>10</sup>



Percentage of surveyed seasonal shoppers who experienced problems while doing year-end shopping on mobile device<sup>11</sup>



9, 10, 11."Facebook Seasonal Holidays Study" by YouGov, Dec 2019.



# Recommended actions

## 2. Lay the foundations for simple shopping

Firstly, ensure that the Facebook pixel, SDK and server-side API are implemented, and you’ve integrated offline conversions. Then, enable shoppers to purchase what they want, where they want and when they want: experiment with new Facebook commerce channels like Instagram Shopping, Marketplace and Facebook Shops, and promote local store availabilities and services like click and collect.

Learn More About Facebook Pixel 

## 3. Make communication quick and easy

Enable messaging for quick, convenient and in-the-moment conversations with Messenger and WhatsApp, and incorporate click to Messenger or WhatsApp ads.

Learn More About Messenger 

Learn More About Whatsapp 

Master your messaging communication with these five simple steps:

PLAN	CREATE	REACH	TEST	EXPAND
Plan where conversation can help you support customer needs	Create your messaging experience with a Facebook Marketing Partner	Use advertising to drive awareness of your messaging experience	Test whether the experience is achieving your objectives while helping customers	Expand to other markets when the time is right or add new functionality





# Creative thought starters

## Holiday gift guide

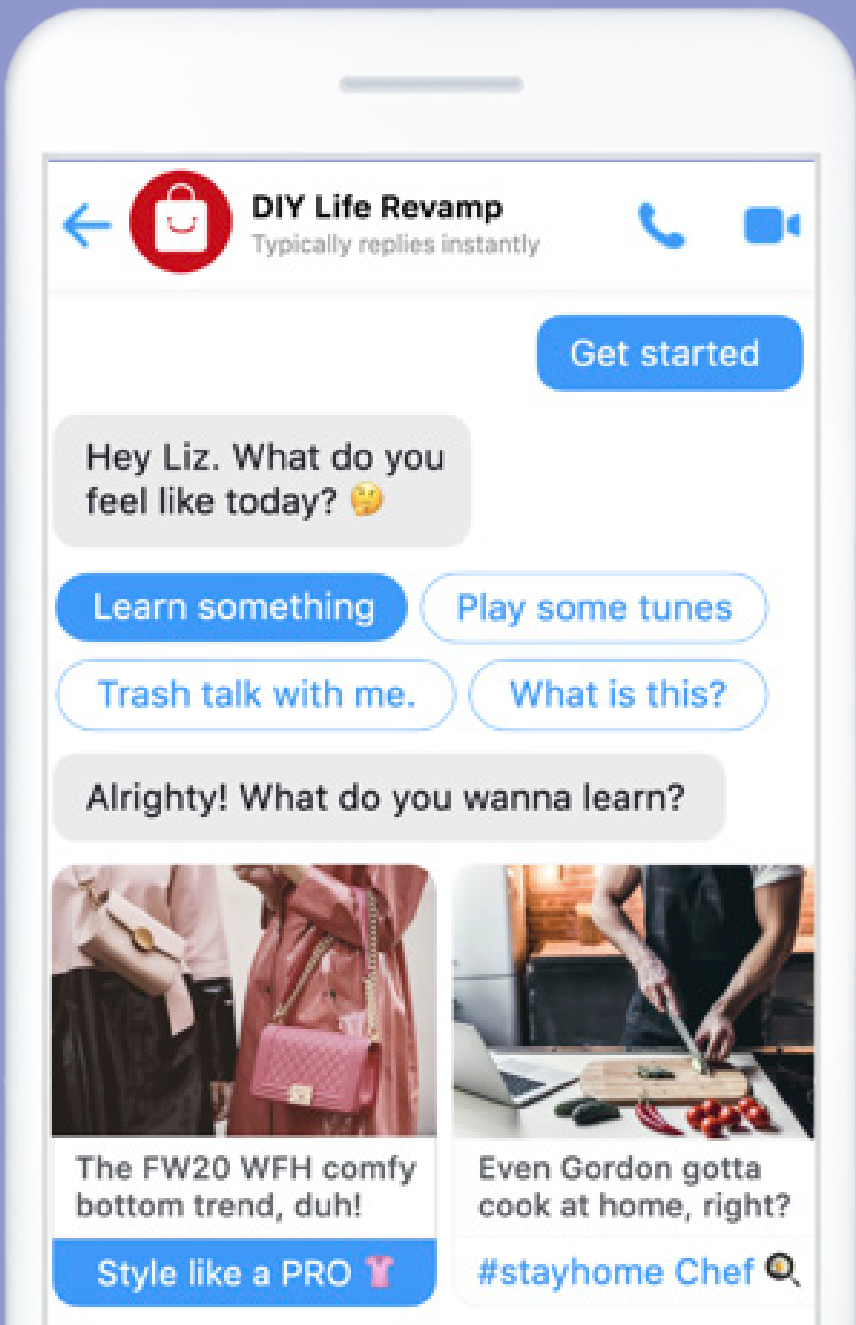
Physical shoppers are becoming digital shoppers, and some need guidance to navigate the online experience, regardless of generation.

### CREATIVE INSPIRATION

Make online shopping feel like real-life shopping. Provide clear information, covering topics such as making safe online payments and delivery/returns policies. Brands can add shopping FAQs such as gift-wrapping advice, click and collect instructions and personal shopping guides.

**Best for:** Grocery, Electronics, Beauty, Fashion, Luxury **Facebook creative formats:** [Feed](#), [Stories](#)

### MESSANGER BOT



## Seasonal combinations

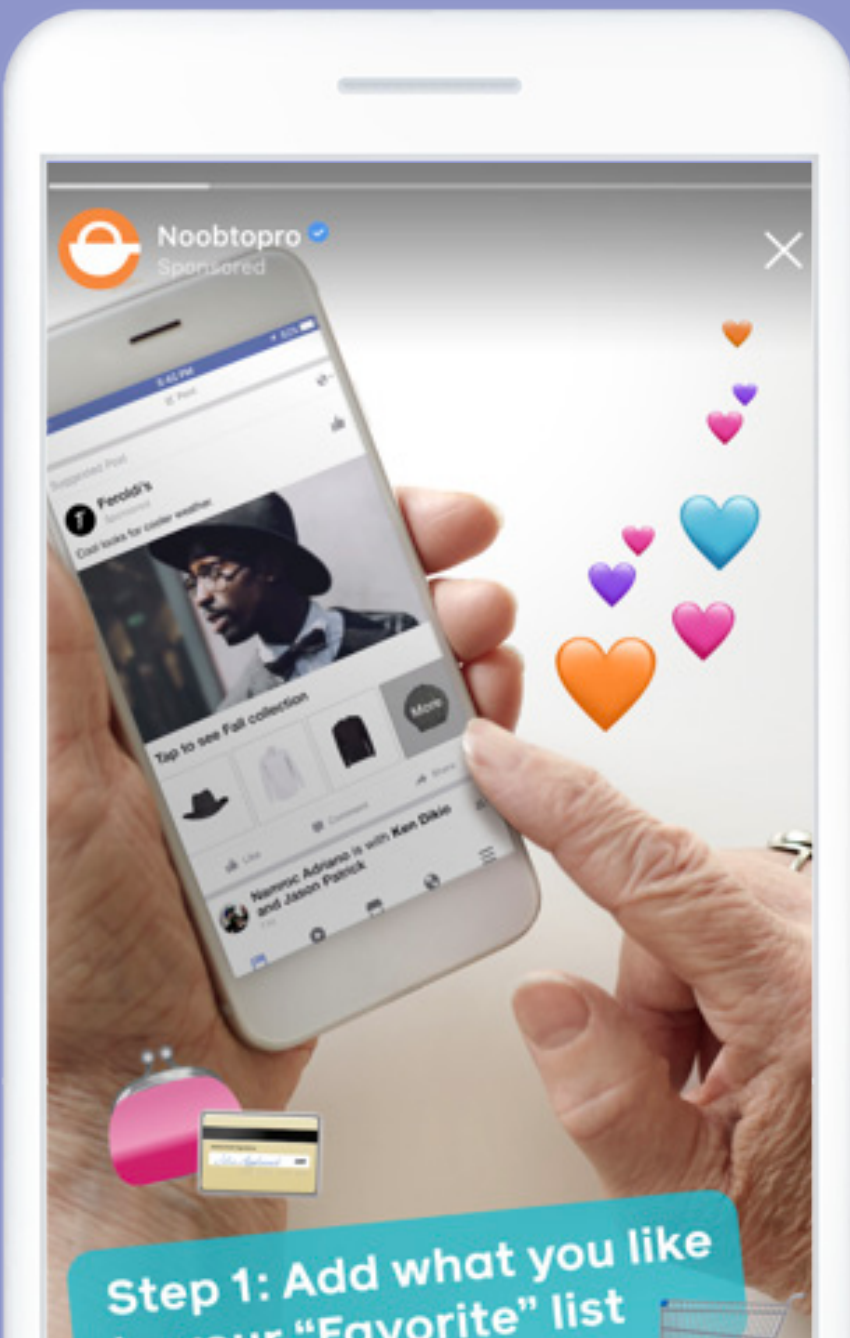
As the desire for contact-free shopping and click and collect grows stronger, retailers and CPG brands will be looking for ways to differentiate on more than just price.

### CREATIVE INSPIRATION

CPG brands and retailers can partner using Collaborative Ads to create engaging seasonal combinations – for example, food packages that contain all the ingredients to make sweet treats for family and friends, or drinks packages with seasonal cocktail ingredients. These could be tailored to different audiences within the brand and retailer’s buying groups.

**Best for:** Grocery, Food & Beverage **Facebook creative formats:** [Collections](#), [Instant Experiences](#), [Shopping](#)

### STORIES



## New life skills

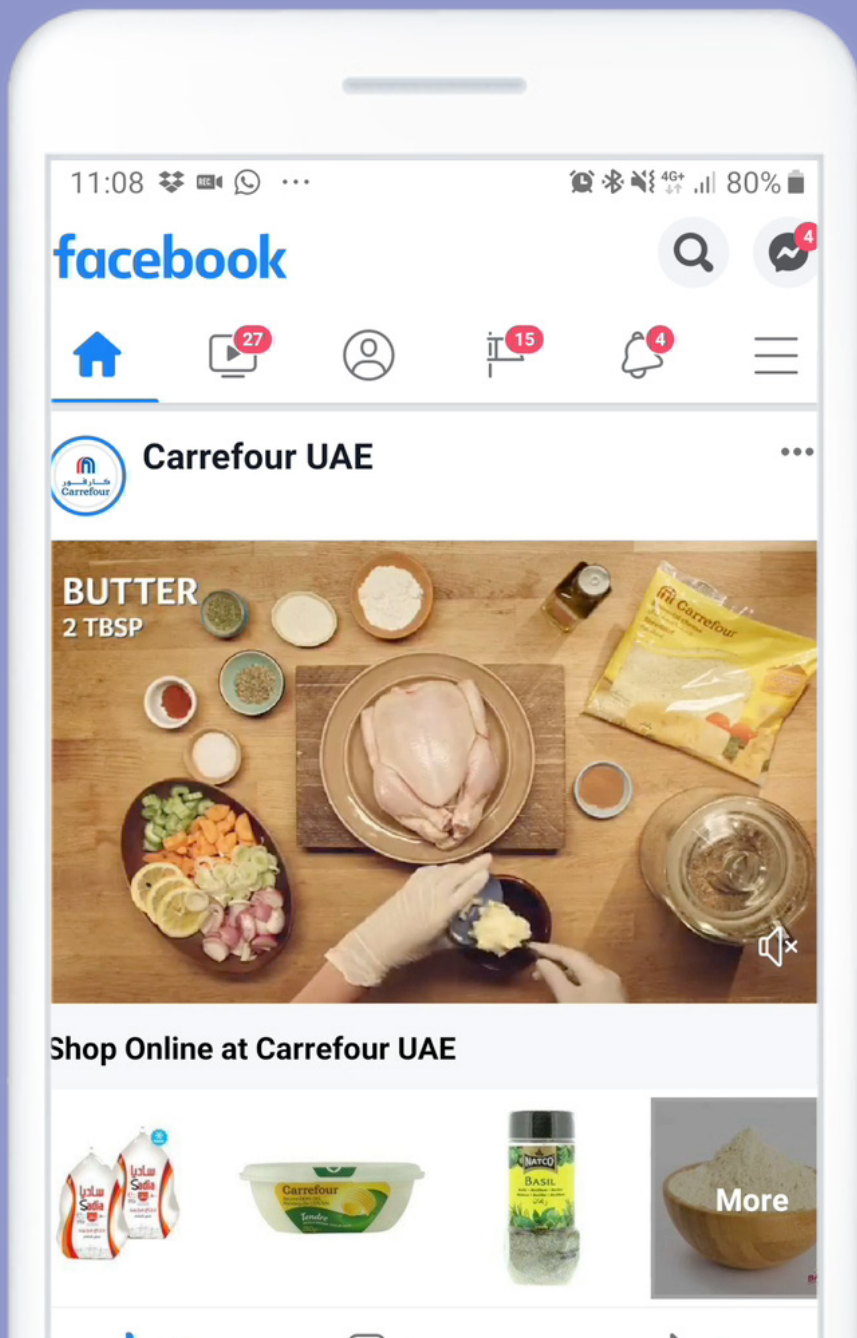
As people spend more time at home, they are focusing on learning new skills like cooking and crafting, as well as finding new ways to improve their homes.

### CREATIVE INSPIRATION

Help shoppers indulge their new passions in fashion, home refurbishment, cooking and music by providing useful content or free accessories with purchases. Messenger bots can help gifters find the perfect gift for their loved ones, while Stories offers a great way of giving advice, hosting live quizzes and more.

**Best for:** Fashion, Luxury, Grocery, Food & Beverage, Homeware **Facebook creative formats:** [Feed](#), [Stories](#), [Messenger Bot](#), [Click to Messenger](#)

### COLLECTIONS





FACEBOOK IQ  
INSIGHT  
#2

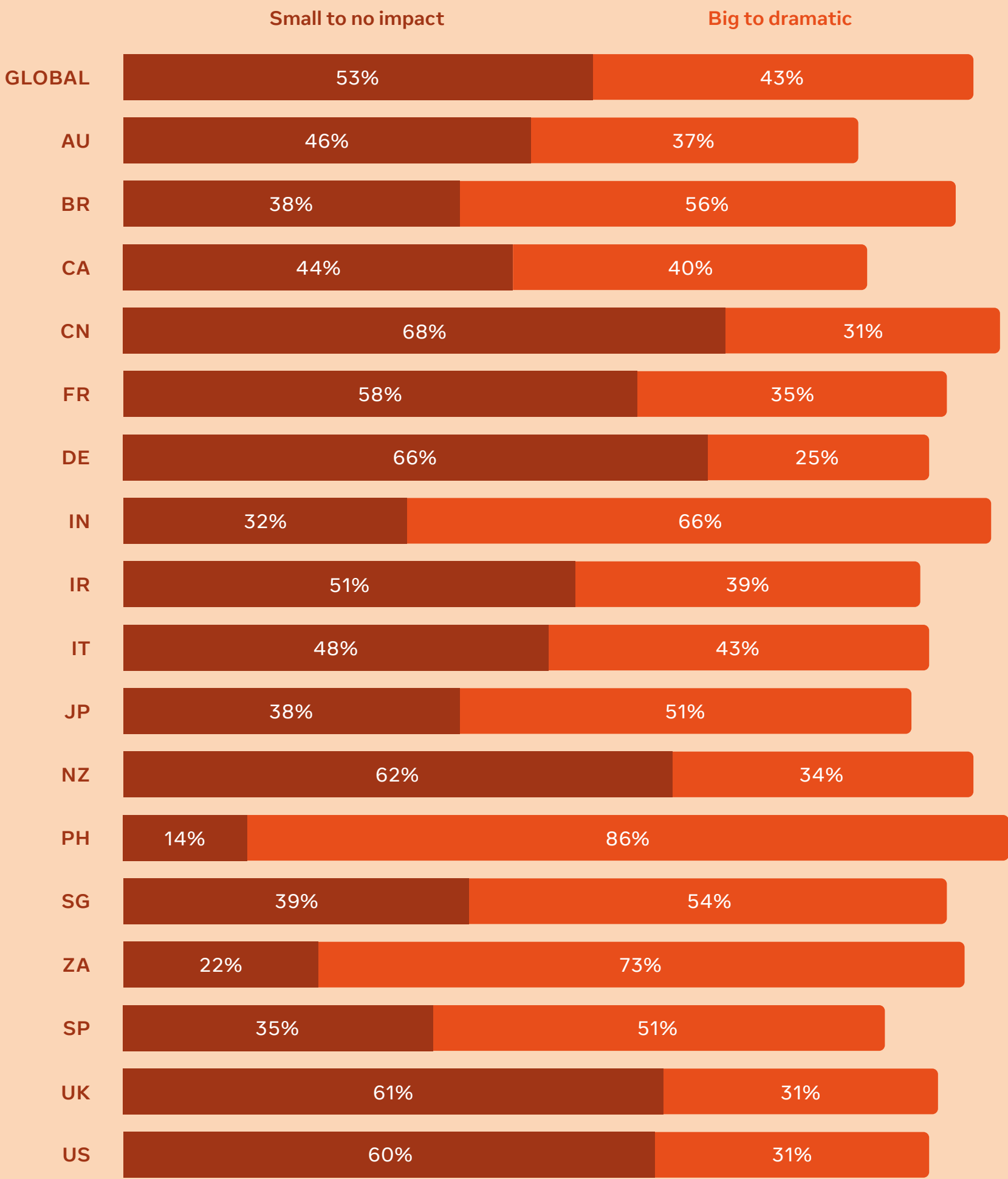
# People may prioritise Mega Sales in the face of economic challenges

The COVID-19 outbreak has impacted businesses and the workforce globally, with the economic downturn likely to impact the majority of people. However, not everyone will be impacted in the same way: an average of 53% of people surveyed globally expect COVID-19 to have little or no impact on their personal finances, and 43% of respondents expect COVID-19 to have a big to dramatic impact.<sup>12</sup>



Percentage of people surveyed in April 2020 who say they expect COVID-19 to have the following effect on their personal / household finances<sup>13</sup>

## IMPACT ON PERSONAL/HOUSEHOLD FINANCES



<sup>12, 13</sup> "Coronavirus Research April 2020" by GWI, April 2020.



FACEBOOK IQ  
INSIGHT  
#2

For many price-sensitive shoppers, Mega Sales could be the shopping events they’re waiting for. Nearly 1 in 3 global respondents say they’ll wait for products to be on promotion, discount or sale before purchasing.<sup>14</sup>

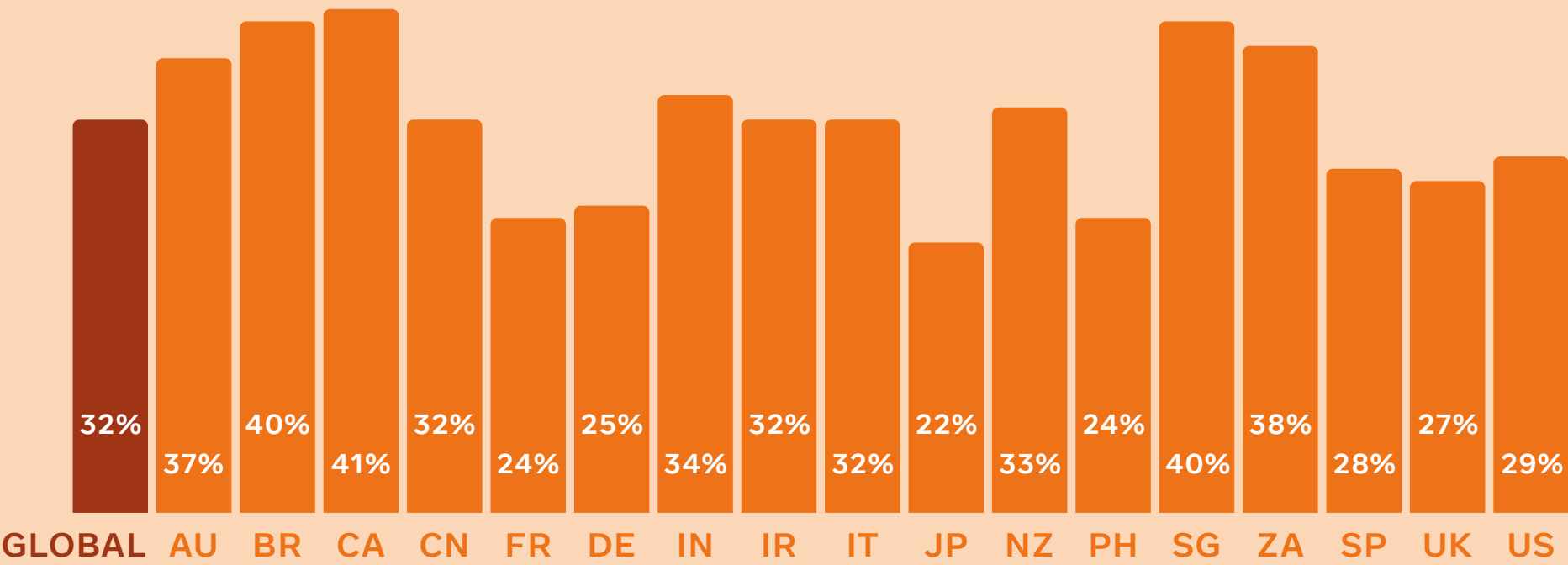
As technology continues to bring the world closer together, Mega Sales events are now a global affair as well. In the West, the shopping season that traditionally kicks off with Black Friday and Cyber Monday is now being extended by Asian-born Mega Sales days like 11/11 (Singles Day) and 12/12.

Last year, an average of 54% of global year-end shoppers surveyed purchased something during a Mega Sale event, and more than 43% of respondents shop for deals on Black Friday.<sup>15</sup> This year, we anticipate significant global participation in Mega Sales events driven by an increased appetite for deals coupled with a preference to minimise in-store shopping.

In recent years, several notable Mega Sales days have shot to prominence in APAC. These days are less well known in other regions, but we anticipate increased popularity this season.

14. “Coronavirus Research April 2020” by GWI, April 2020. 15. “Facebook Seasonal Holidays Study” by YouGov, Dec 2019.

Percentage of people surveyed who say they will wait for products to be on promotion, discount or sale<sup>14</sup>





FACEBOOK IQ  
INSIGHT  
#2

11/11 (SINGLES DAY)

11/11 is a ‘must participate event’ for all brands looking to benefit from the largest Mega Sales day in APAC. The statistics are staggering. Ecommerce giant Alibaba reported Singles Day sales activity of \$38.4 billion in 2019, 2.5 times the U.S. sales of last year’s Black Friday and Cyber Monday combined.<sup>16</sup>

12/12 (DOUBLE 12)

Considered the ‘little brother’ to Singles Day, Double 12 began in China in 2012 and is promoted by Alibaba’s mobile payment company, Alipay. The company says that Double 12 aims to promote small and medium businesses and offer a boost in sales to companies who may have been left out by 11/11, which is dominated by big brands. This mission statement feels closely aligned with the focus we’ve seen in 2020, with shoppers looking to support local communities and smaller businesses that are suffering due to COVID-19. While monetary sales figures have not been released recently, 322 million packages were sent as a result of sales on Double 12 in 2018, a 33% increase from 2017.<sup>17</sup>

16. “For Alibaba, Singles Day Is About More Than Huge Sales” by Harvard Business Review, December 2019.  
17. “The biggest ecommerce sales events in Asia: From 9/9 to 12/12” by eConsultancy, September 2019.





FACEBOOK IQ

INSIGHT

#2

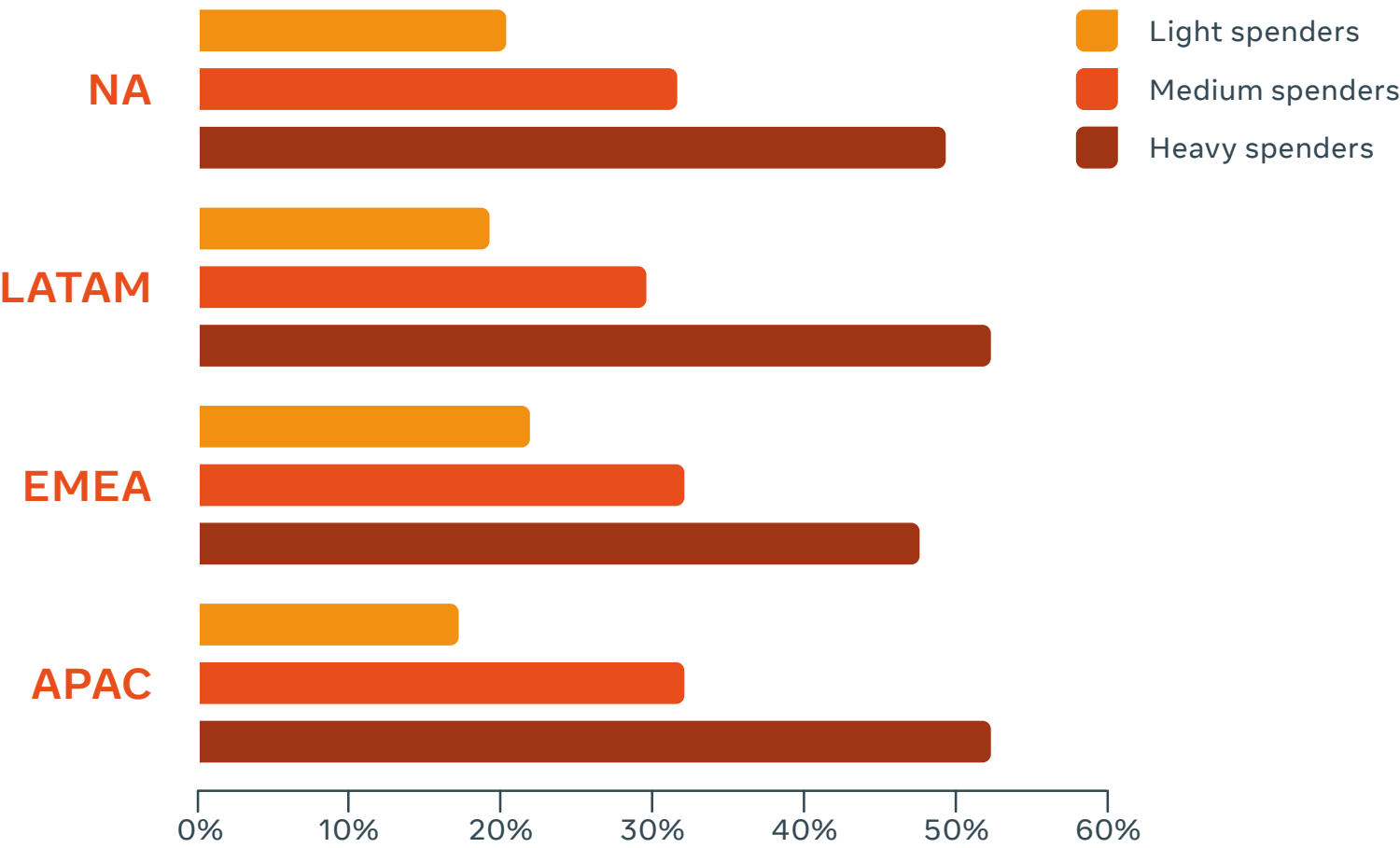
WHO WILL MEGA SALES DAY SHOPPERS BE IN 2020?

People will be affected in different ways because of the economic downturn, but price will undoubtedly be top of mind – it’s the top factor that global shoppers care very much about when it comes to shopping decisions.

Globally, Mega Sales day shoppers surveyed are on average 1.4x more likely to be high spenders compared to people who don’t shop during these sales events.<sup>18</sup>

Mega Sales day shoppers tend to be younger and are very comfortable going from discovery to purchase on mobile. They are shopping for gifts for others, as well as for themselves (see Insight #3 for more details). On average, 20% of global Mega Sales day shoppers surveyed are high earners or heavy spenders.<sup>19</sup>

SPEND OVER THE HOLIDAY PERIOD



18, 19, 20. "Facebook Seasonal Holidays Study" by YouGov, Dec 2019.

PERCENTAGE OF SHOPPERS SURVEYED WHO SHOPPED DURING LOCAL SALES EVENTS<sup>20</sup>

	APAC	EMEA	LATAM	NA	GLOBAL
Gen Z	72%	72%	68%	68%	71%
Millennials	74%	70%	72%	67%	71%
Gen X	64%	56%	59%	56%	59%
Boomers	50%	39%	47%	40%	43%
All	65%	56%	62%	55%	60%
High spenders	70%	64%	71%	63%	67 %
Mobile-first shoppers	75%	73%	77%	68%	74%



# Recommended actions

## 1. Appeal to shopping preferences and accelerate buying

Tap into automation and machine learning to find the right audience at the right time at the best price, then boost liquidity. Liquidity is when the campaign budget is allowed to flow along the most efficient route to fulfil your objective. If used correctly, this type of automation can make your campaigns more effective.

In the run up to Mega Sales days, use liquidity to optimise your seasonal campaigns for direct response and connect with the shoppers most likely to respond to your offers, for example high spenders and Millennials.



## Follow a five-step liquidity programme

Increase the use of automation in your campaigns, boost liquidity and gain better results from Facebook channels in these ways:

### 1. SIGNALS

Establish a resilient signal strategy for your business to build the foundations of performance.

### 2. AUDIENCE LIQUIDITY

Discover your most valuable audience by allowing machine learning to target the best outcomes.

### 3. PLACEMENT LIQUIDITY

Maximise the effectiveness and reach of ad campaigns by ensuring your ads appear where your customers are.

### 4. BUDGET LIQUIDITY

Remove restrictions on where the campaign budget can be spent, to optimise budget delivery.

### 5. ACCOUNT SIMPLIFICATION

Simplify account structure to increase campaign performance through automation and liquidity.

Learn how liquidity and automation can save time and help make your digital campaigns more effectively propel them through the purchase process.

[Learn More About Liquidity and Automation](#)





# Recommended actions

## 2. Channel the energy of Mega Sales days in new ways

As the shift to ecommerce accelerates, retailers and brands must be creative, and explore new ways to bring the physical store environment to the digital world. Consider how you can use technology to bring the uniqueness of your brand, store experience and even your product experts into shoppers' hands.

In the mobile-first region of APAC, where key ecommerce shopping events like 11/11 surfaced, we've witnessed shopping trends that might offer ideas for businesses to engage with people in new, delightful ways during the shopping season.

For example, IGTV, Live and Stories can bring the excitement of Mega Sales days, doorbusters and special sales to life. With Facebook and Instagram Live, viewers can watch from a phone, computer or connected TV and interact through reactions, shares, comments and other features.

Product experts can give advice and product demos, host fashion shows or feature creators and celebrities reviewing their favourite products – encouraging viewers to buy online in real time.

Poll ads can drive customer engagement and awareness before you go live with creator demos offering advice and cross-selling. After the live event, transform the content into short video ads, and retarget viewers with the collection ad format.

[Learn More About Facebook Live](#)[Learn More About Instagram Live](#)



# Creative thought starters

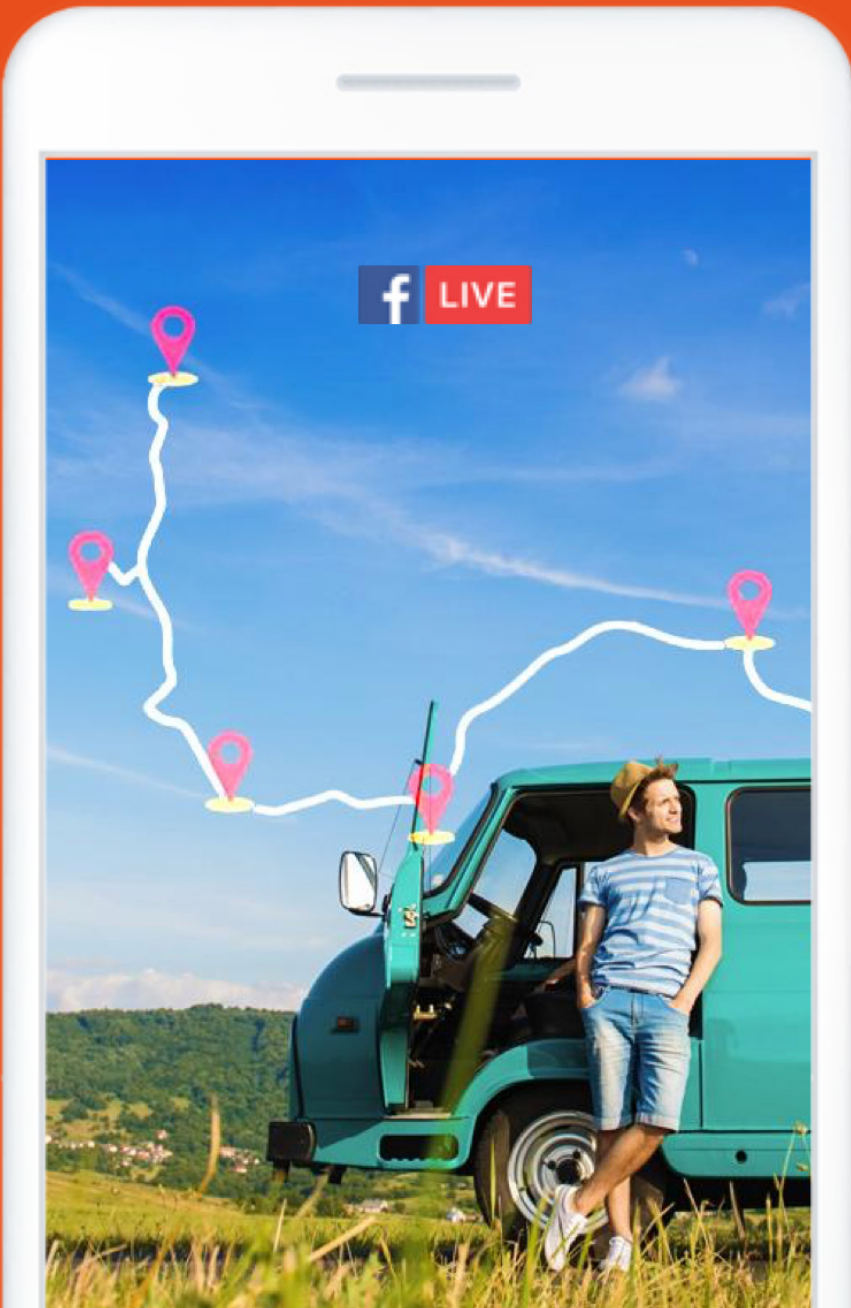
## Your gift, your deal

The festive season is full of amazing deals and offers. For advertisers and brands, it can be difficult to break through the noise and reach the shoppers you seek.

### CREATIVE INSPIRATION

Make each Mega Sales day feel like a personal sale day. Use creative executions to communicate different messages in unique ways based on varied motivations and shopping interests.

**Best for:** Retail, Ecommerce, CPG, Travel, Media and Entertainment  
**Facebook creative formats:** [Dynamic ads](#), [Feed](#)



DYNAMIC ADS

## Instant shopping network

This year, people are using their digital devices in new and different ways to bring their worlds together, stay connected to each other and share fun experiences.

### CREATIVE INSPIRATION

Take inspiration from infomercials and put a live spin on them. Using influencers or employee talent, air a series of live episodes to create real-time interactions, with each episode featuring a single product.

**Best for:** Retail, Ecommerce, Media and Entertainment  
**Facebook creative formats:** [Feed](#), [Facebook Live](#), [Shopping](#)



FACEBOOK LIVE



FACEBOOK IQ  
INSIGHT  
**#3**

# Self-gifting and seasonal shopping can be positive outlets in difficult times

During difficult times, people often find simple ways to stay positive and reward themselves. This was the case during the 2008 recession, when people indulged themselves in small, affordable treats. Between 2008 and 2011, Euromonitor research found that nail polish sales surged by over 30% in the US and 10% in Western Europe. Ice cream purchases grew 11% in France, sugar confectionery sales grew 11% in the UK and assorted boxed chocolate sales grew 12% in Germany.<sup>21</sup>

In China, Alibaba reported sales of eye cosmetics increased 150% month on month from mid February 2020. In France, sales of luxury hand soap were up 800% during the week of 16 March 2020. And Zalando, Europe’s largest ecommerce marketplace, reported a boom in self-care with sales of skin, nail and hair-care products up 300% year on year. That is consistent with results from Amazon in the United States, where sales for nail-care products are up 218%.<sup>22</sup>

21. “Redefining the ‘Lipstick Effect’ – Examples of Recession-Proof Categories” by Euromonitor International, 2013.  
Disclaimer: Since data is older than one year, consider changing market conditions before making business decisions based on this data.  
22. “How COVID-19 is changing the world of beauty” by McKinsey, April 2020.





FACEBOOK IQ

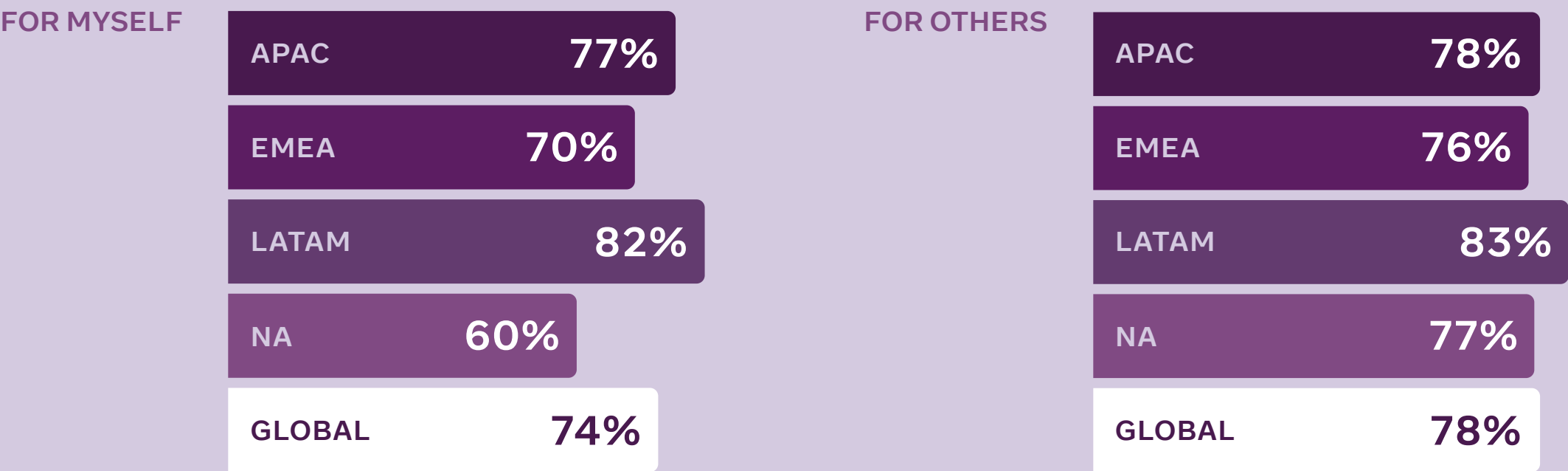
INSIGHT

#3

Whether it’s nail varnish or a new technology gadget, the idea of affordable luxury is defined by each shopper based on their own financial comfort zone. This offers great opportunities for businesses. Instead of focusing on the cheapest possible products, a winning sales strategy during a recession in developed markets is to answer the question: what can shoppers afford right now?

This trend of self-gifting affordable luxuries is likely to be pronounced this season as more people normally self-gift at this time – with an average of 74% of global shoppers surveyed researching gifts for themselves during the Holiday season. But remember, even more people – 78% – are researching gifts for others.<sup>23</sup>

Percentage of seasonal shoppers surveyed who do research during Holiday shopping (for example, shopping for gifts)<sup>24</sup>



23, 24. "Facebook Seasonal Holidays Study" by YouGov, Dec 2019.





# Recommended actions

## 1. Help people discover things they'll love

Connect with shoppers who are ready to discover and inspire them to buy with interactive content. Facebook dynamic ads are designed to connect the right products to people, automatically displaying products to shoppers who have expressed an interest on your website, in your app or elsewhere online. Simply upload a product catalogue and set up your campaign. It will update pricing and availability automatically.

Dynamic ads for broad audiences allow you to reach people who have expressed an interest in your products (or products similar to yours), even if they haven't discovered your brand via your website or app yet.

Get Started With Dynamic Ads 

## 2. Help people “try” before they buy

The power of AR technology can make digital discovery feel real. Facebook's AR camera effects can help people interact with your products in Instagram and Facebook ads. Partner with an AR producer on the Spark AR partner network to create and upload AR effects on the Spark AR Hub. Then, create your AR ad in Ads Manager.

Get Started With AR Ads 





# Creative thought starters

## Gifts for you

One of the perks of in-store shopping is receiving personalised recommendations from a salesperson. Try offering something similar with a helpful, relevant and interactive online experience.

### CREATIVE INSPIRATION

Polling ads can help to create engagement with shoppers. Ask questions about their tastes and preferences, using their answers to showcase relevant products with Instant Experiences.

**Best for:** Fashion, Toys, Beauty, Electronics, Mega Sales Days  
**Facebook creative formats:** [Instant Experiences](#), [Polling ads](#)

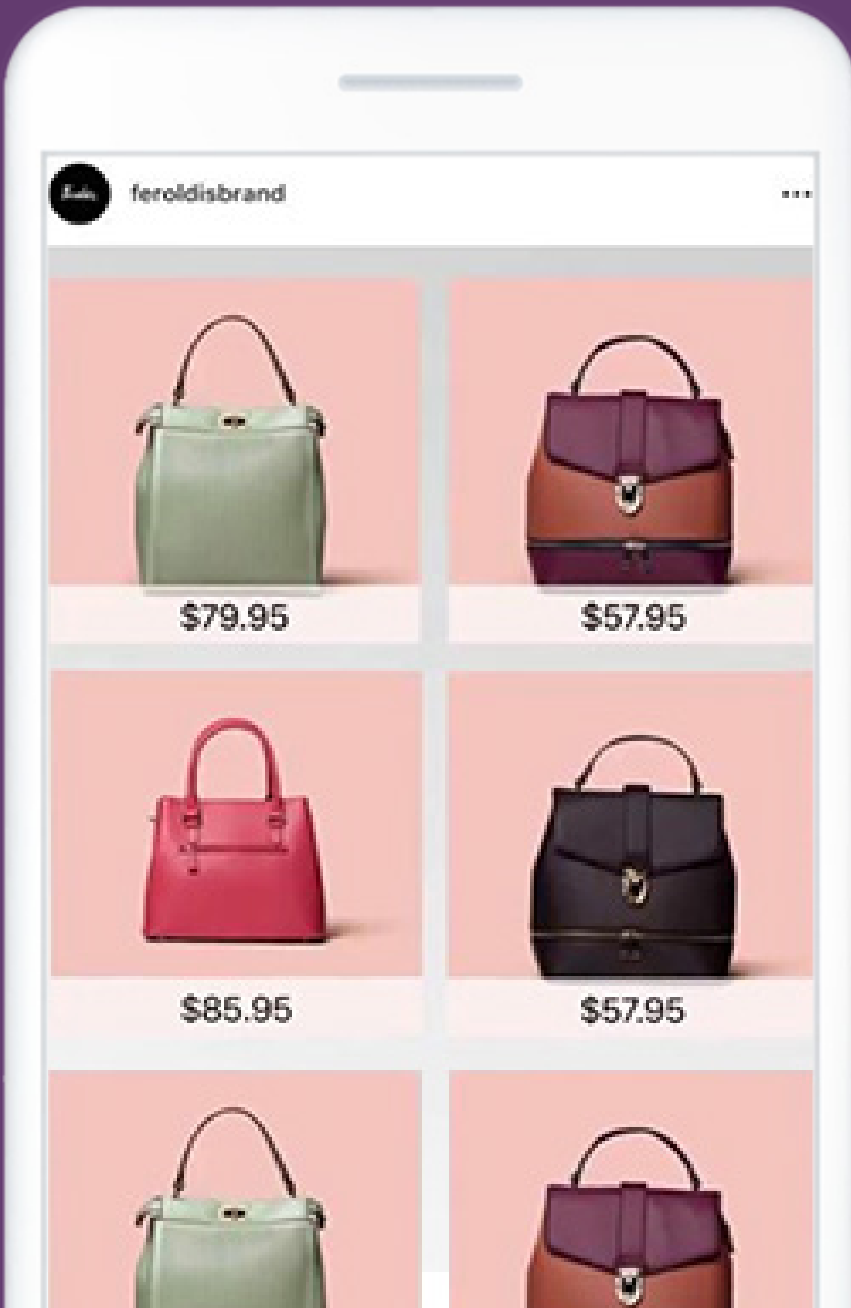
## The shopping hunt

This year, people are using their digital devices in new and different ways to bring their worlds together, stay connected to each other and share fun experiences.

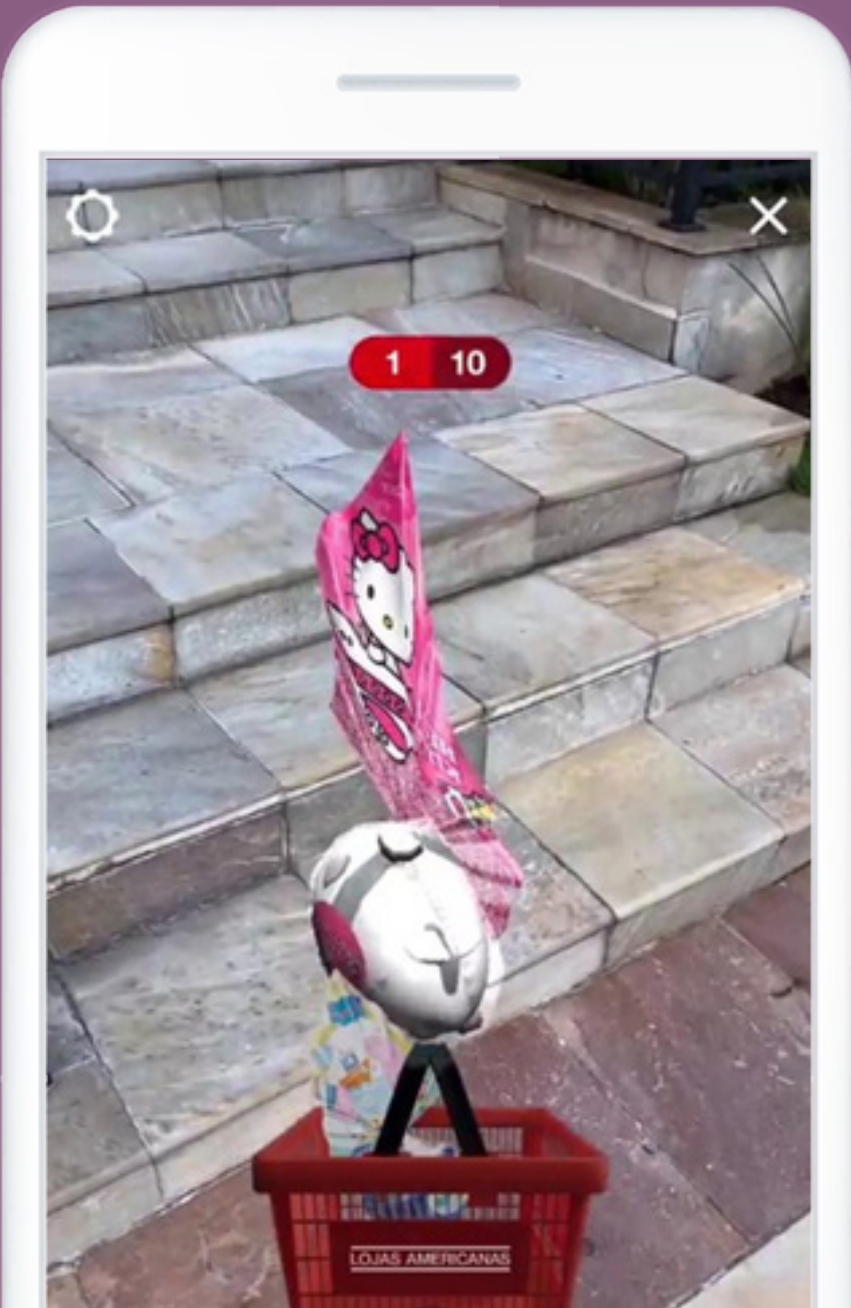
### CREATIVE INSPIRATION

As well as using AR ads to enable people to try things on and visualise items in their homes, explore the AR effects that allow shoppers to hunt for seasonal treats and virtual toys. By moving the camera, people can add the hidden objects to their basket and be rewarded with a special discount.

**Best for:** Toys, Grocery, Fashion, Mega Sales Days  
**Facebook creative formats:** [AR ads](#), [Stories](#), [Feed](#)



INSTANT EXPERIENCES



AR ADS



FACEBOOK IQ  
INSIGHT  
#4

# Disruption drives receptivity to new products and services

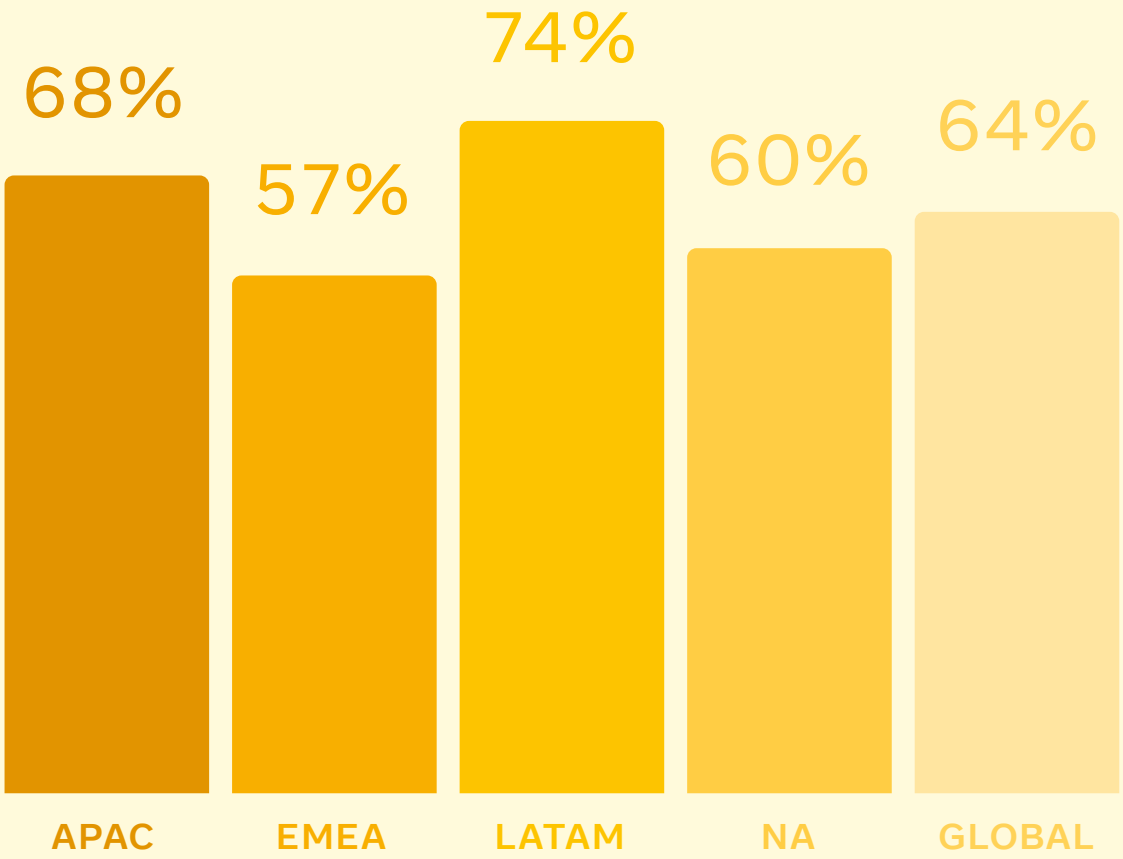
COVID-19 has disrupted lives in different ways. However, for some people it has opened new doors to the ease of grocery deliveries or the joy of cooking. In this new normal, people are becoming more open to trying new products, services or activities that offer better price, quality or convenience.

This trend of people trying new things can be seen across the world. In China, where the COVID-19 outbreak first took place, 84% of survey respondents tried at least one service for the first time during that period.<sup>25</sup>

The year-end has always been a time for people to try new things. On average, 64% of global seasonal shoppers surveyed said they explored new products during the festive period more than the rest of the year.<sup>26</sup>

25. "Measuring the impact of the coronavirus on China's consumption" by Kantar, 13 Feb 2020.  
26, 27. "Facebook Seasonal Holidays Study" by YouGov, Dec 2019.

Percentage of seasonal shoppers surveyed who say they explore new products during Holiday more than the rest of the year<sup>27</sup>





FACEBOOK IQ

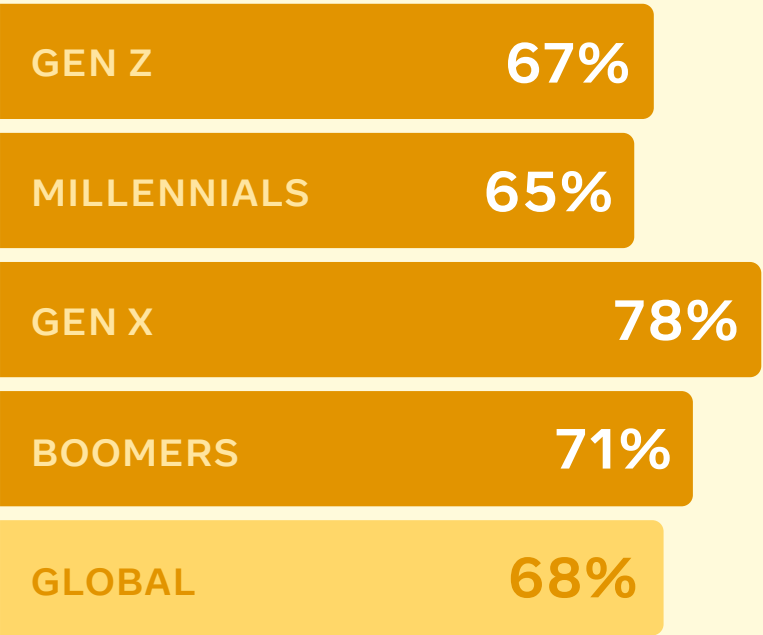
INSIGHT

#4

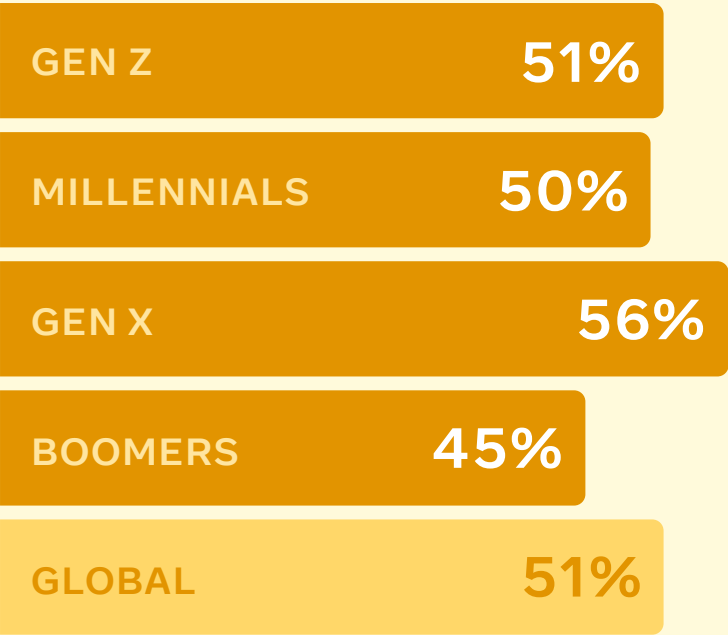
When it comes to year-end shopping, people are also open to exploring products across borders – with an average of 50% of spend, from people surveyed, going to products in a different country. And how businesses communicate to audiences from different markets is important. An average of two-thirds (68%) of seasonal global shoppers surveyed prefer ads to be in their local language.<sup>28</sup>



Percentage of shoppers surveyed who prefer to see advertising in local language when shopping for year-end<sup>29</sup>



Percentage of shoppers surveyed whose year-end budget was spent on products they know were made/produced in another country<sup>30</sup>



28, 29, 30. "Facebook Seasonal Holidays Study" by YouGov, Dec 2019.



# Recommended actions

## 1. Take the opportunity to spark new connections

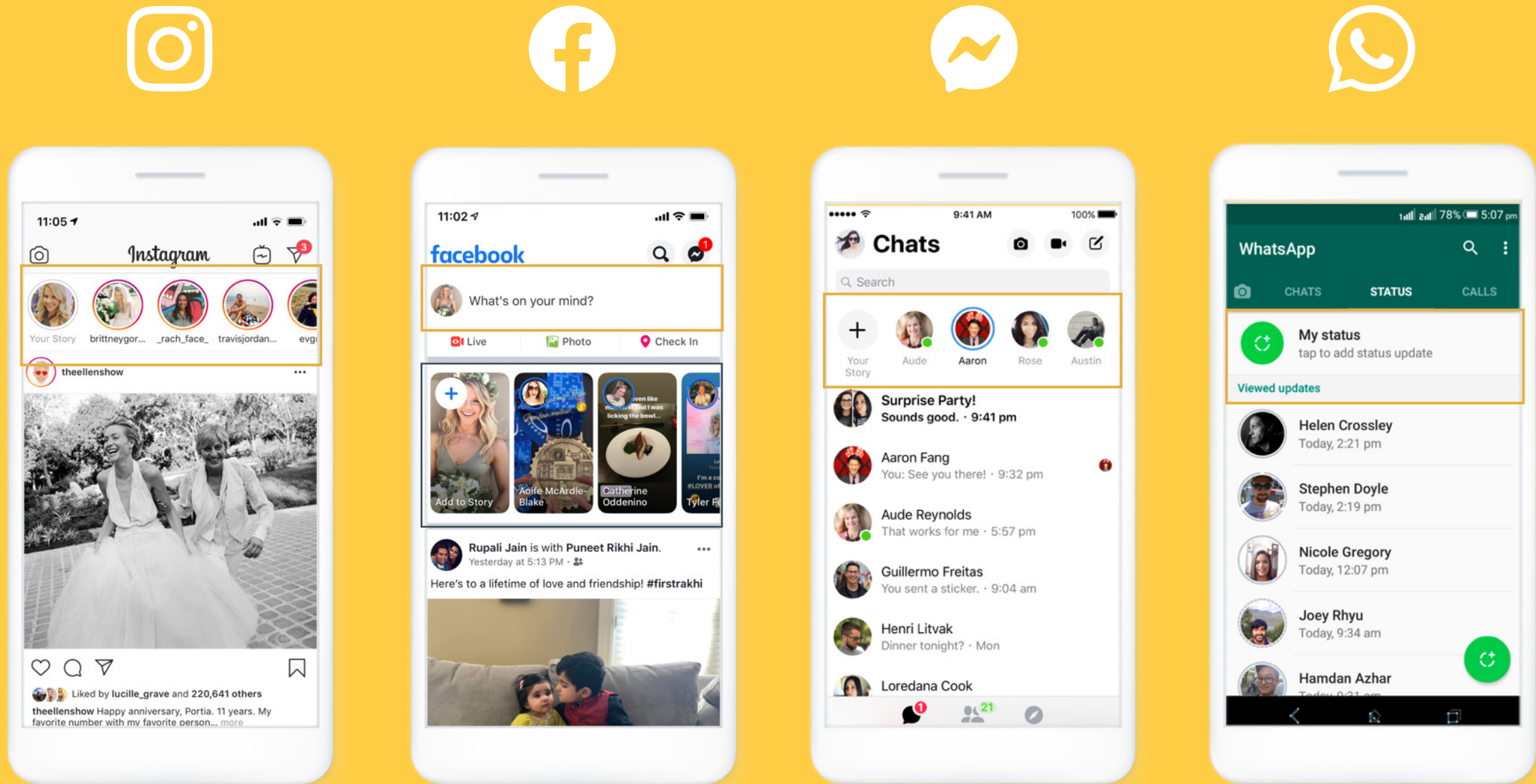
Help people identify which products meet their preferences and are most relevant by focusing messaging on quality, utility or affordability. The opportunity to reach new audiences who are inclined to try new things is open to all brands, not just those with lower price points.

Attract attention with Stories ads: immersive, engaging full-screen image, video or carousel ads that appear between Stories on Facebook, Instagram and Messenger. These ads offer minimal distractions and don’t disappear after 24 hours.

With Stories ads, you can engage with people where they’re increasingly spending time anyway – using an exciting showcase to encourage product discovery. About 1 in 2 people surveyed who use stories said that stories have strengthened their relationships with brands, and many indicated that stories propel them through the purchase process.

Use Ads Manager, the Marketing API, Instagram ‘promote’ or Facebook ‘boost post’ to run Stories ads.

Be Inspired to Create Brand Stories



BRAND STORIES



# Recommended actions

## 2. Reach new audiences with branded content

When making purchase decisions, people often turn to family, friends and creators to learn about new products and brands. Creators can include individuals, celebrities, public figures, publishers and brands.

With branded content ads, you can tap into shoppers’ relationships with creators and promote their organic posts as feed and Stories ads – helping you reach new audiences. Branded content also enables brands to use our ads system to scale ads to additional audiences and measure results, ensuring spend is efficient. Advertisers can run ads from the partner’s handle instead of their own and tell a brand story with an authentic voice.

Learn More About Branded Content 



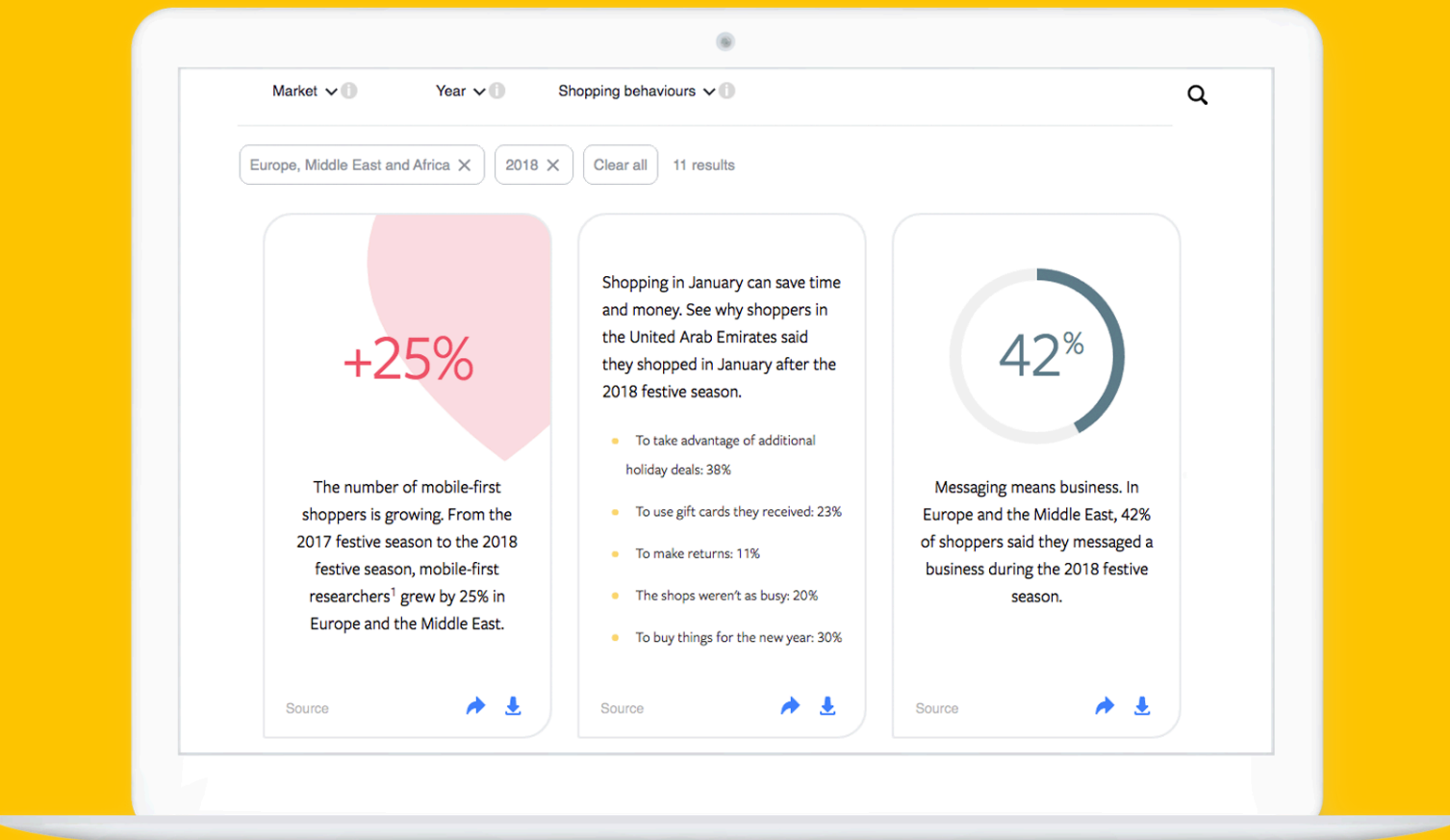


# Recommended actions

## 3. Grow your business with cross-border solutions

Borders don't exist in the digital world, yet many brands don't reach out to prospective customers in other countries. By using Facebook's cross-border business tools, businesses of all sizes and maturity can become multinationals.

To learn more about how your potential new customers in different markets are behaving and shopping, explore Facebook IQ's Insights to Go tool.



Learn More About Facebook IQ Insights to Go

## ADVERTISING SOLUTIONS

- 1. Automatically deliver the right language to the right person either through professional translation or through Facebook's auto-translate feature.

Learn More About Dynamic Language Optimisation

- 2. Dynamically localise product language, currency and availability by country in your catalogue-driven dynamic ads.

Learn More About Multi-County Multi-Language Dynamic Ads

- 3. Reduce the guesswork involved in buying ads abroad with worldwide or regional targeting. Our system will deliver ads to the countries with the best cost per action, giving you useful insights on which ads work where.
- 4. If you know who your best customers are now, we can help you find similar audiences in another country with International Lookalikes.

## ON-SITE CONTENT & CHECKOUT

- 5. Reduce friction by offering translation, currencies, tax calculations, shipping and payment methods optimal for the user's location with Facebook's Global Expansion Partners.



# Creative thought starters

## Grocery delivery

Online grocery services have become so popular that delivery timeslots are sometimes reserved weeks in advance. Brands have the opportunity to help people plan shopping during the year-end period so they know their groceries will be available when they need them.

### CREATIVE INSPIRATION

Create click to WhatsApp or Messenger ads that allow people to sign up for notifications when convenient delivery time slots become available.

**Best for:** Grocery, Food & Beverage, Pharmacies

**Facebook creative formats:** [Stories](#), [Messenger Bot](#), [Click to Messenger](#)

## Live shopping at home

As many shops remain closed, people are left to shop online without the help and advice of sales assistants.

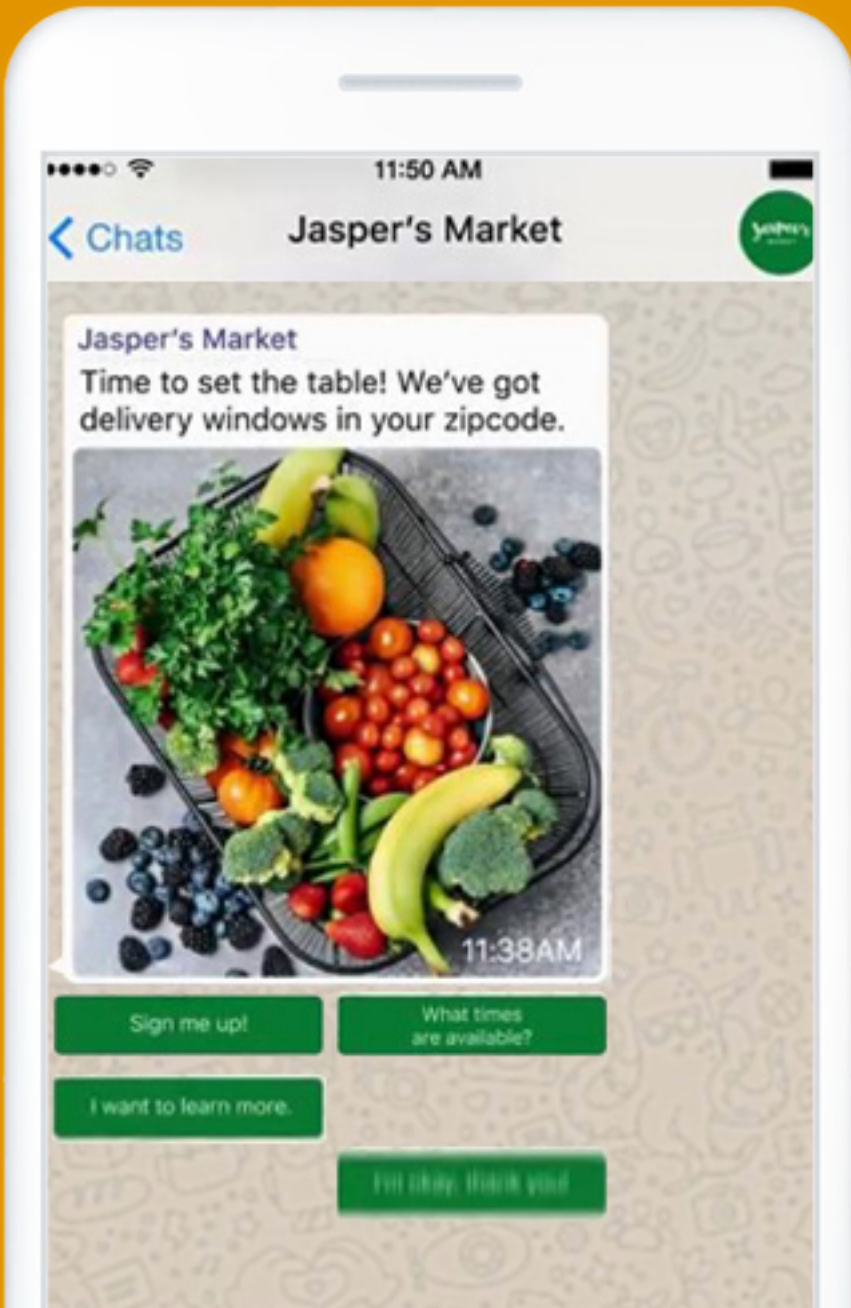
### CREATIVE INSPIRATION

Bring the joy of shopping to Facebook and Instagram Live with sales experts offering real-time advice, product demos and retail-tainment.

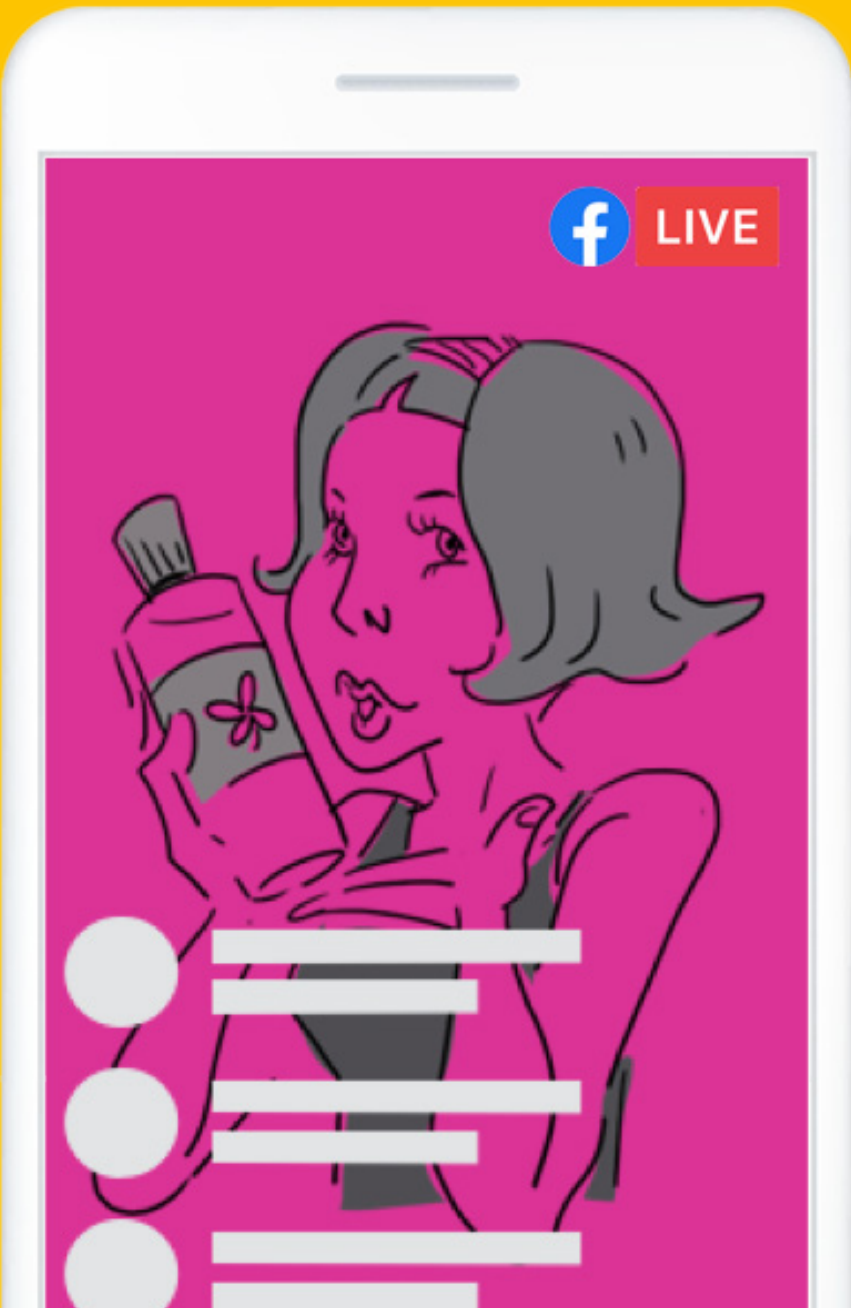
This is an exciting way to promote new products and limited time offers for key shopping moments such as Mega Sales days.

**Best for:** Retail, Ecommerce, CPG, Travel, Media & Entertainment

**Facebook creative formats:** [Facebook Live](#), [Stories](#), [Polling ads](#)

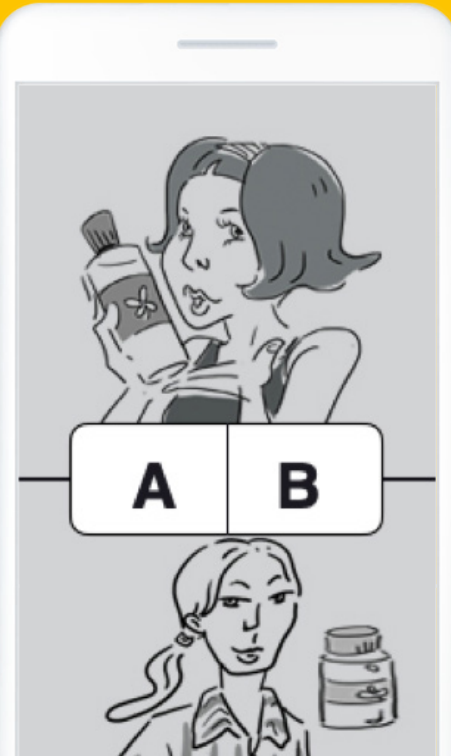


MESSENGER BOT

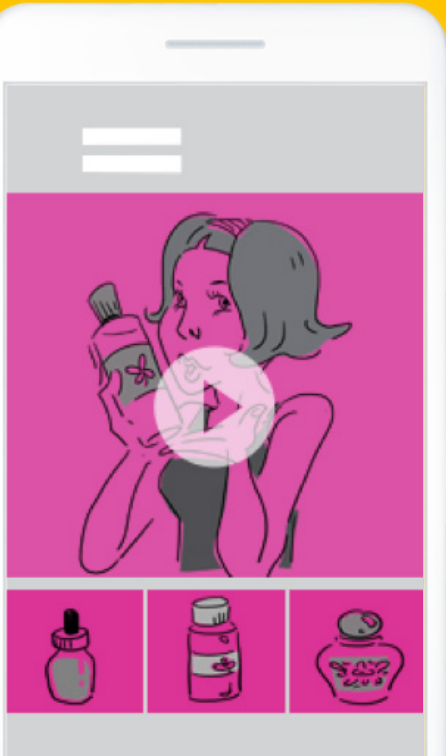


FACEBOOK LIVE

STORIES  
POLLING ADS



COLLECTION ADS/  
STORIES





FACEBOOK IQ  
INSIGHT  
#5

# People look for affordability, brand authenticity and alignment with their personal values

People will care about price points, discounts and deals when shopping this year, but these were top of mind even before the COVID-19 outbreak.

Beyond competitive prices, people care about the businesses they love, the people behind them and the actions they take, especially now. Social responsibility and brand authenticity are more influential than ever. People want to understand your business, what you stand for, and be proud to support you.

Year-end shoppers may be price sensitive but when asked what kinds of content they want to see from businesses on Facebook platforms, they responded by saying real, authentic and informative content was as important as sales and offers.

**AN AVERAGE OF 74% OF PEOPLE SURVEYED GLOBALLY WANT TO SEE BRAND ACTIVITY ON FACEBOOK AND INSTAGRAM DURING YEAR-END.<sup>31</sup>**

31, 32. "Facebook Seasonal Holidays Study" by YouGov, Dec 2019.

Top activities seasonal shoppers surveyed want to see from brands on Facebook / Instagram during year-end<sup>32</sup>

	APAC	EMEA	LATAM	NA	GLOBAL
Updates on the latest sales or offers	37%	24%	40%	22%	31%
Content that is real/authentic	35%	25%	42%	23%	31%
Content that is inspiring/uplifting	25%	19%	30%	16%	23%
Content in my local language	22%	20%	37%	16%	23%
Content that is fun/entertaining	28%	21%	33%	21%	25%
Content that is informative	35%	26%	44%	23%	32%





FACEBOOK IQ

INSIGHT

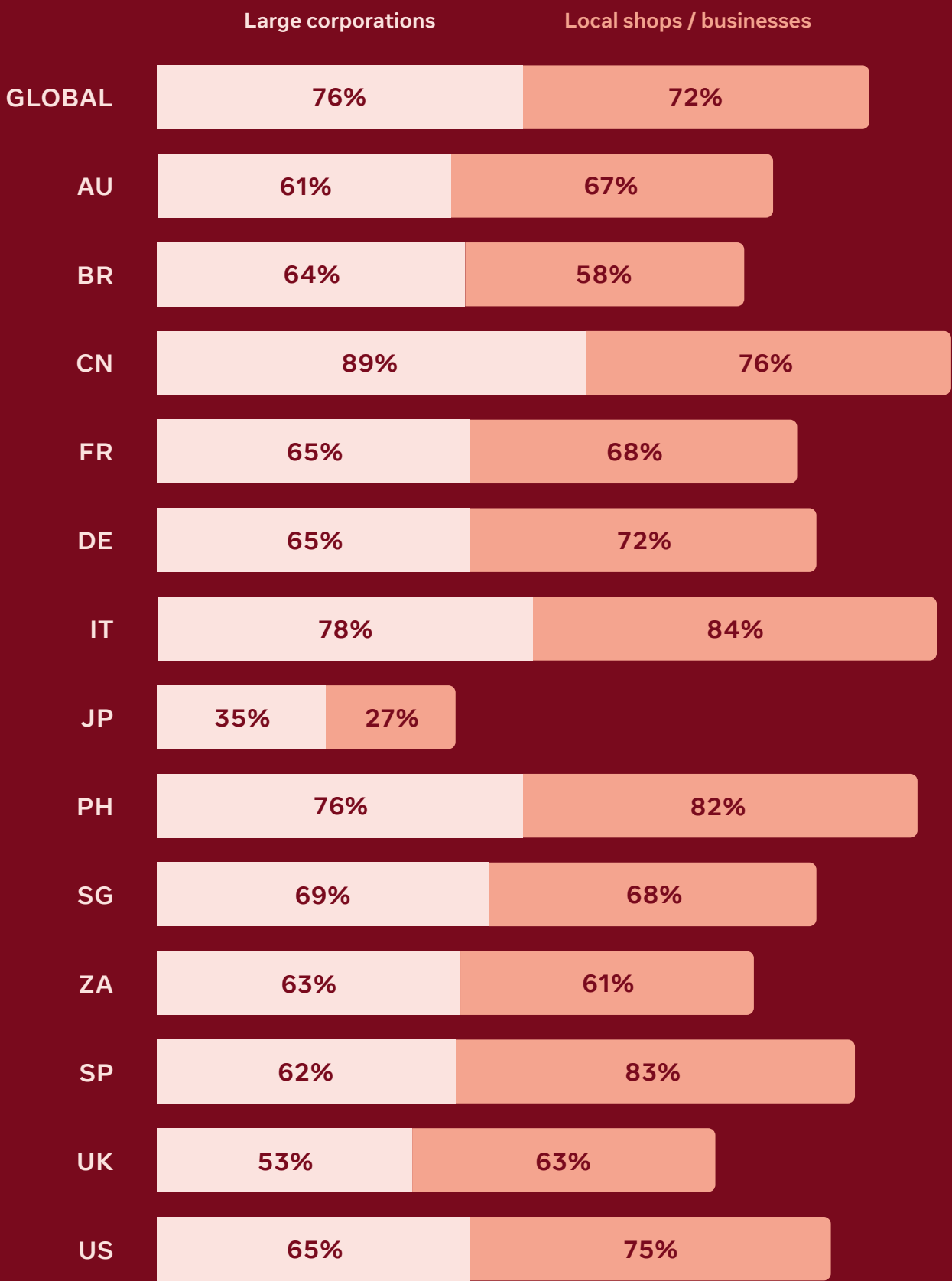
#5

During the pandemic, people say they expect brands to take action, beyond marketing gestures. An average of 68% of people surveyed globally in March 2020 agree brands should suspend normal factory production to help produce essentials.<sup>33</sup> And how brands react during difficult times can impact shopping decisions. In fact, an average of 65% of respondents state how well a brand responds to the pandemic will have a huge impact on their likelihood to buy from the brand in the future.<sup>34</sup>

Many brands have lived up to expectations during COVID-19. Fashion houses produced PPE for hospitals and healthcare workers while manufacturers switched to producing ventilators. And consumers are interested in how brands have responded, with 56% of consumers reporting they are happy to hear how brands are helping out communities in response to the coronavirus pandemic and 40% stating that they want to hear what brands are doing. Many consumers (43%) have also reported that they find it reassuring to hear from brands they know and trust.<sup>35</sup>

Businesses who don’t meet these expectations could even lose loyal customers. As we’ve seen, 47% of internet users worldwide say they’ve switched to a different product or service because a company violated their personal values.<sup>36</sup>

% OF PEOPLE SURVEYED WHO SAY THEY APPROVE OF HOW BUSINESSES HAVE HANDLED COVID-19<sup>37</sup>



33. "Coronavirus Research March 2020" by GWI, March 2020, 34. "Edelman Trust Barometer" by Edelman, Mar 2020, 35. "Consumer Sentiment Towards Brands During COVID-19" by 4A's Research, March 2020. 36. "Sustainability Is Factoring into 2019 Holiday Purchases" by eMarketer, Oct 2019, 37. "Coronavirus Research March 2020" by GWI, March 2020.



# Recommended actions

## 1. Share your values and take action

This season, focus on building your brand and showcase how your brand has helped support the community through the COVID-19 pandemic in a clear and simple way. Communicate authentically with your customers – help people understand your values and how you’ve responded to this difficult situation. Consider incorporating charitable options and give your shoppers the chance to give money with Facebook and Instagram’s fundraising and donation features.

[Learn More About Starting Fundraisers](#) 



## How to build your brand

- 1. ADOPT A DATA-DRIVEN MINDSET**  
Establish a resilient signal strategy for your business to build the foundations of performance.
- 2. BUILD YOUR BRAND AT ALL STAGES**  
Brand-building affects all stages of the customer journey, and should span the life of the business, with a strong focus from the start and constant revisions over time.
- 3. TACKLE BRANDING AND ACTIVATION TOGETHER**  
Brand-building and activation complement each other at all levels. A strong brand can aid in everything from increasing the likelihood of an initial purchase to encouraging repeat sales.
- 4. TEST NEW CREATIVE IDEAS WHILE REMAINING CONSISTENT**  
Experiment with strategic ideas rather than introducing new brand concepts. Using online channels as a testing ground is a cost-efficient way to determine what works.
- 5. NURTURE A TEST-AND-LEARN CULTURE**  
Encourage employees to view ‘failures’ as valuable opportunities to iterate, and to ensure that brand expectations are clearly shared across teams. Leadership must set the right example by letting insights, not ego, drive brand decisions.

[Learn More About Building Your Brand on Instagram](#) 

[Learn More About Building Your Brand on Facebook](#) 



# Recommended actions

## 2. Show support with brand partnerships

Facebook collaborative ads make it simple and safe for retailers and brands to run performance marketing campaigns, driving sales to retail shopping channels.

Retailers who use dynamic ads can create a segment of their catalogue consisting of a single brand's products. Brands can use this catalogue segment to run dynamic ads that show the right products to people who have shown interest in them on the retailer's site, app or elsewhere on the internet.

[Learn More About Collaborative Ads](#)





# Creative thought starters

## Local business partnerships

Businesses of all sizes have been affected by closed stores and lower footfall. New partnerships could prove beneficial in driving seasonal sales this year.

### CREATIVE INSPIRATION

Brands can partner with retailers to drive sales across their channels. Partnerships with service-oriented businesses can provide brands with added-value content for customers when they make a purchase. With geo-targeted ads, brands can drive relevance and support at a local level.

**Best for:** Retail, Ecommerce, CPG, Travel, Finance, Health & Wellness  
**Facebook creative formats:** [Feed](#), [Stories](#), [Collections](#), [Shopping](#)

## Holiday compassion

How brands give back to communities and people is a huge influence in shopper satisfaction and loyalty this year.

### CREATIVE INSPIRATION

Use creative formats to highlight transparency and social good — from donating a portion of sales to forming NGO partnerships and creating temporary work opportunities during the festive shopping season.

**Best for:** Retail, Ecommerce, CPG, Travel, Finance, Media and Entertainment  
**Facebook creative formats:** [Feed](#), [Stories](#)



STORIES



STORIES



# Creative considerations

As you plan your seasonal campaigns, be sure to consider your creative presence. Shoppers are increasingly embracing digital channels, so the way you communicate your identity online is crucial, especially when advertising on a digital platform.

Use your brand's visual identity to stand out and be consistent: consistency builds trust, drives recognition and differentiates you from your competition.



Here are few general considerations for the season ahead. Remember to adapt your tone and content to suit the times we all live in.

## DO Consider the context

Traditional social gatherings, shopping environments and festivities may not be applicable in a COVID-19 world – but there are other, creative ways to emphasise the festive spirit.

## DON'T Be afraid to celebrate

This is a time to uplift and inspire. In one poll, 70% of people agreed that they “want to continue to hear from brands and companies on what they have to offer and what they stand for.”<sup>38</sup>

## TRY Breaking tradition

Explore new territories. It's a less conventional time, which creates the opportunity to refresh and design your own festive moment.

38. “Advertising Through a Crisis - COVID-19 Edition” by Ipsos, March 2020.



# Creative considerations

01

## Be true to your brand

By being true to your business's brand values and voice, you'll have a closer connection with your customers.

02

## Lead with empathy

Be sensitive to disruptions in the lives of your customers and community. Review your marketing efforts regularly to ensure that your messages resonate and remain relevant.

03

## Add value

The ideas you build should enrich the lives of your audience and communities. How can your brand inspire or empower people?





# In conclusion

This year's festive season will feel different compared to years gone by. In light of everything that has happened throughout 2020, people will feel grateful for what they have, and treasure time spent with family and friends. For this reason, year-end will still be a time to shop, gift and celebrate.

As you plan your campaigns and craft your messages, use the insights in this guide to understand people's evolving concerns and new behaviours. Additionally, the creative recommendations will help you build frictionless, personalised experiences at scale.

At Facebook, we believe in the potential of people when they come together. This year, brands have the opportunity to be part of people's stories as we navigate this trying time and reconnect with loved ones.





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