2021
Festive
Holiday
Guide

Twitter is what's happening and where people come to join the conversation, and it's no different for the festive season.

84M
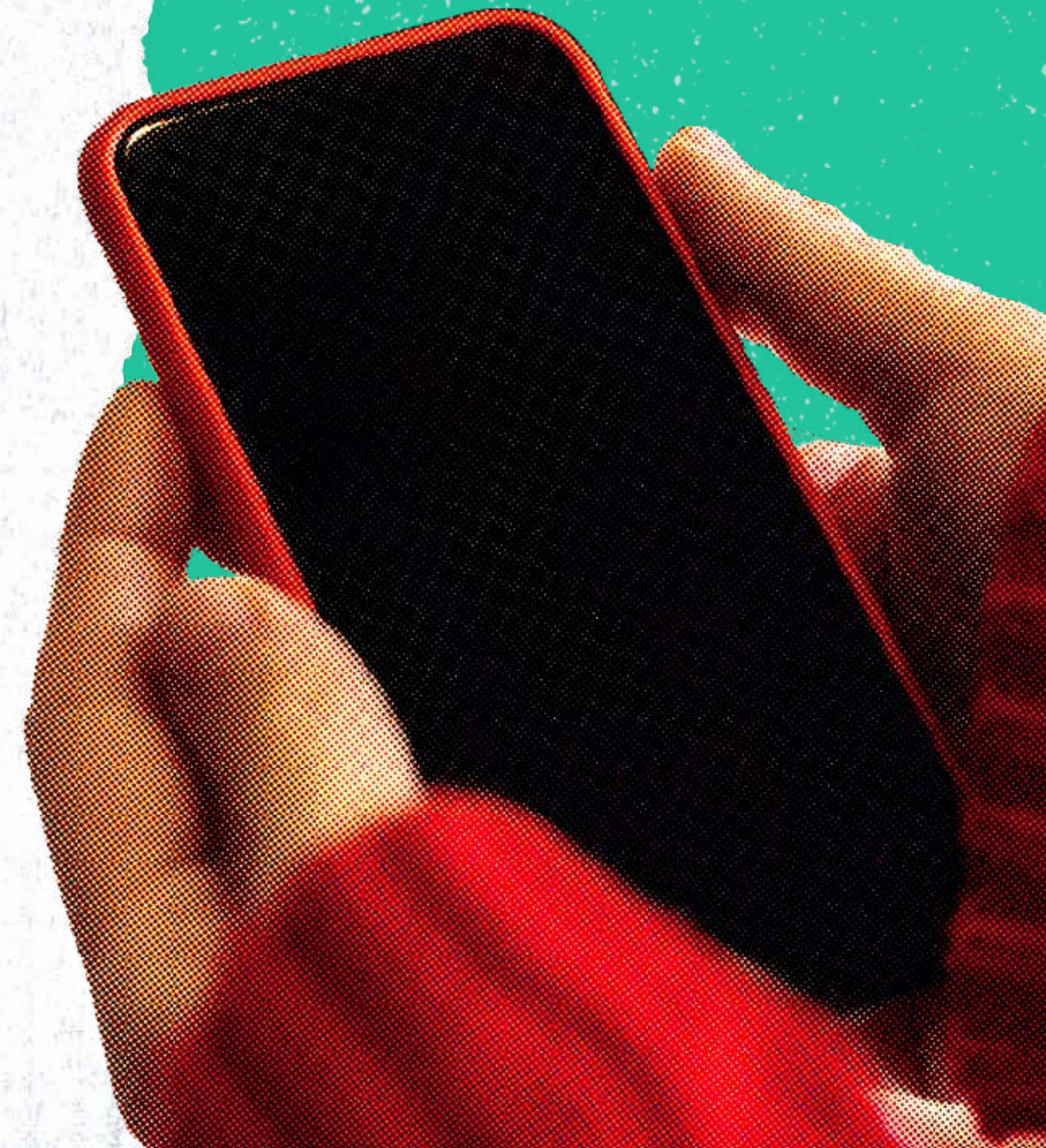
Tweets about the
festive season in 2020

+42%

Increase in *replies* in
the past year
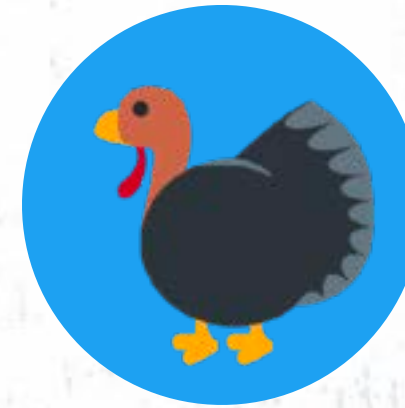
+19%

Increase in *Quote Tweets*
in the past year

Getting festive on Twitter
Top-line stats

Christmas
49M total Tweets

Thanksgiving
18M total Tweets

New Year's
18M total Tweets

Black Friday
3M total Tweets

Cyber Monday
560K total Tweets

Hanukkah
280K total Tweets

Key dates to connect

Looking for a full list of Q4 marketing moments? Access our Q4 Marketing Calendar

OCTOBER

31 — Halloween

NOVEMBER

25 — Thanksgiving (US)

26 — Black Friday

27 — Small Business Saturday (US)

29 — Cyber Monday

30 — Giving Tuesday

DECEMBER

4 — Small Business Saturday (UK)

24 — Christmas Eve

25 — Christmas Day

31 — New Year's Eve
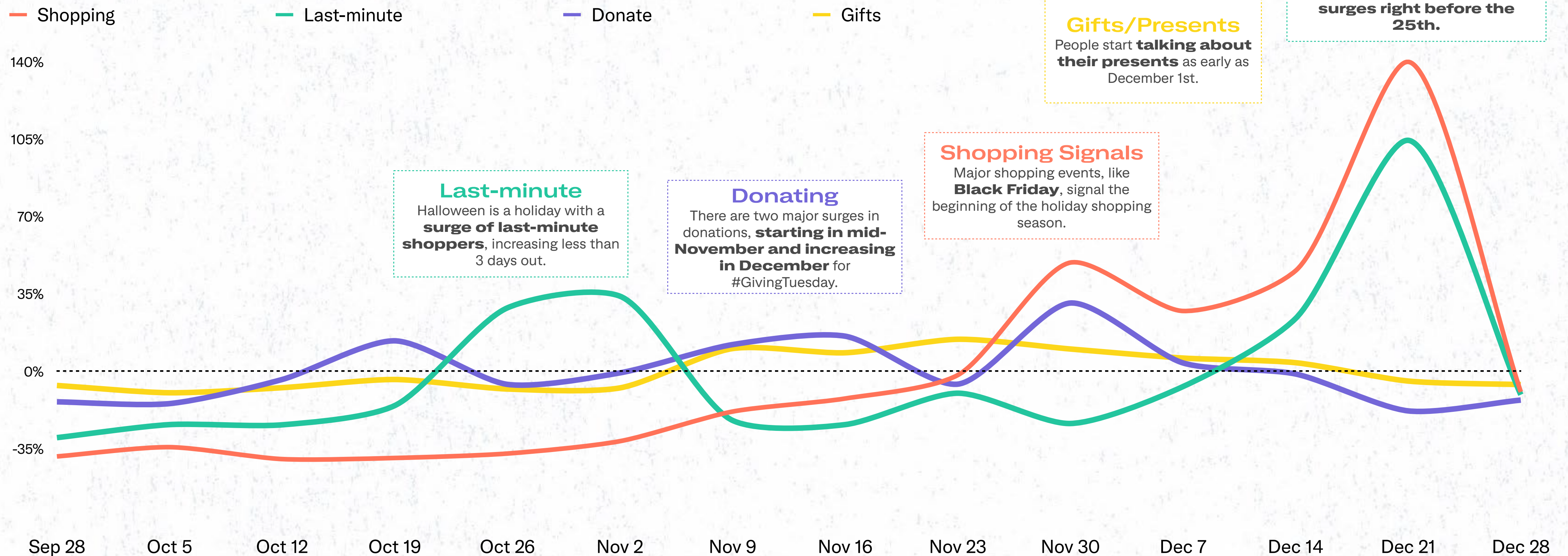
JANUARY '22

1 — New Year

Twitter and gifting in 2021

Shopping conversation starts in early November

Tweet volume - deviation from average
Oct 2020 - Jan 2021

— Shopping   — Last-minute   — Donate   — Gifts

Last-minute
Halloween is a holiday with a **surge of last-minute shoppers**, increasing less than 3 days out.

Donating
There are two major surges in donations, **starting in mid-November and increasing in December** for #GivingTuesday.

Shopping Signals
Major shopping events, like **Black Friday**, signal the beginning of the holiday shopping season.

Gifts/Presents
People start **talking about their presents** as early as December 1st.

Last-minute
As a holiday known for last-minute shopping, **Christmas shopping surges right before the 25th.**

140%

105%

70%

35%

0%

-35%

Sep 28   Oct 5   Oct 12   Oct 19   Oct 26   Nov 2   Nov 9   Nov 16   Nov 23   Nov 30   Dec 7   Dec 14   Dec 21   Dec 28
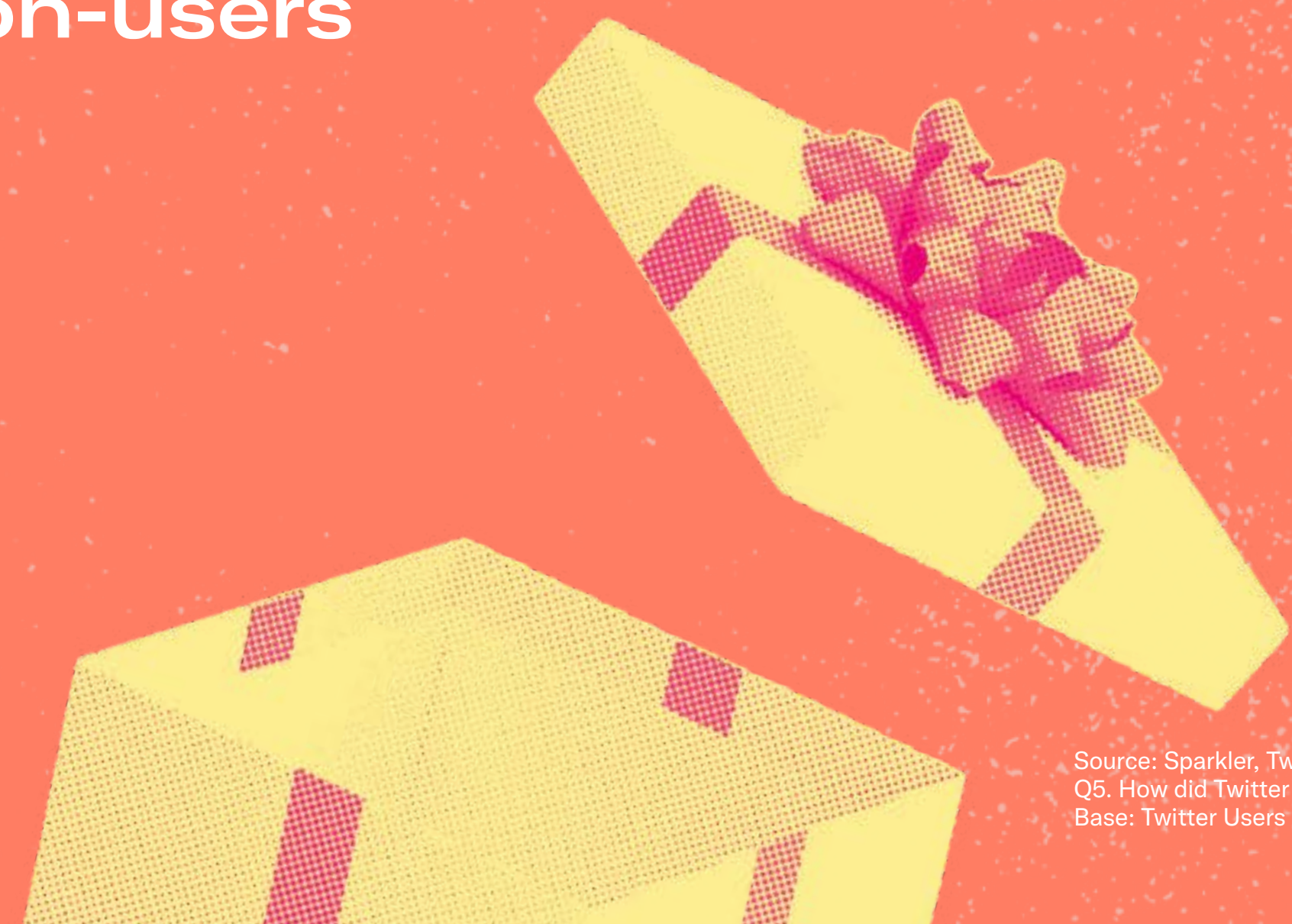
...and Twitter acts as a source of gifting inspiration

3x
people on Twitter get inspiration for gifts from social media as much as non-users

40%
of people on Twitter say that Twitter influenced their gifting purchases

How your brand can connect with the gifting conversation

1

Twitter and gifting

People on Twitter are leaning into digital spaces to find inspiration — with the majority getting inspiration from brands that they follow (69%) and interests/topics that they follow (60%).

Leverage the authenticity on Twitter as a tool to:

- Help drive inspiration with gift ideas and offers
- Engage with customers about their gifts
- Use **trending hashtags** to reach new customers and followers
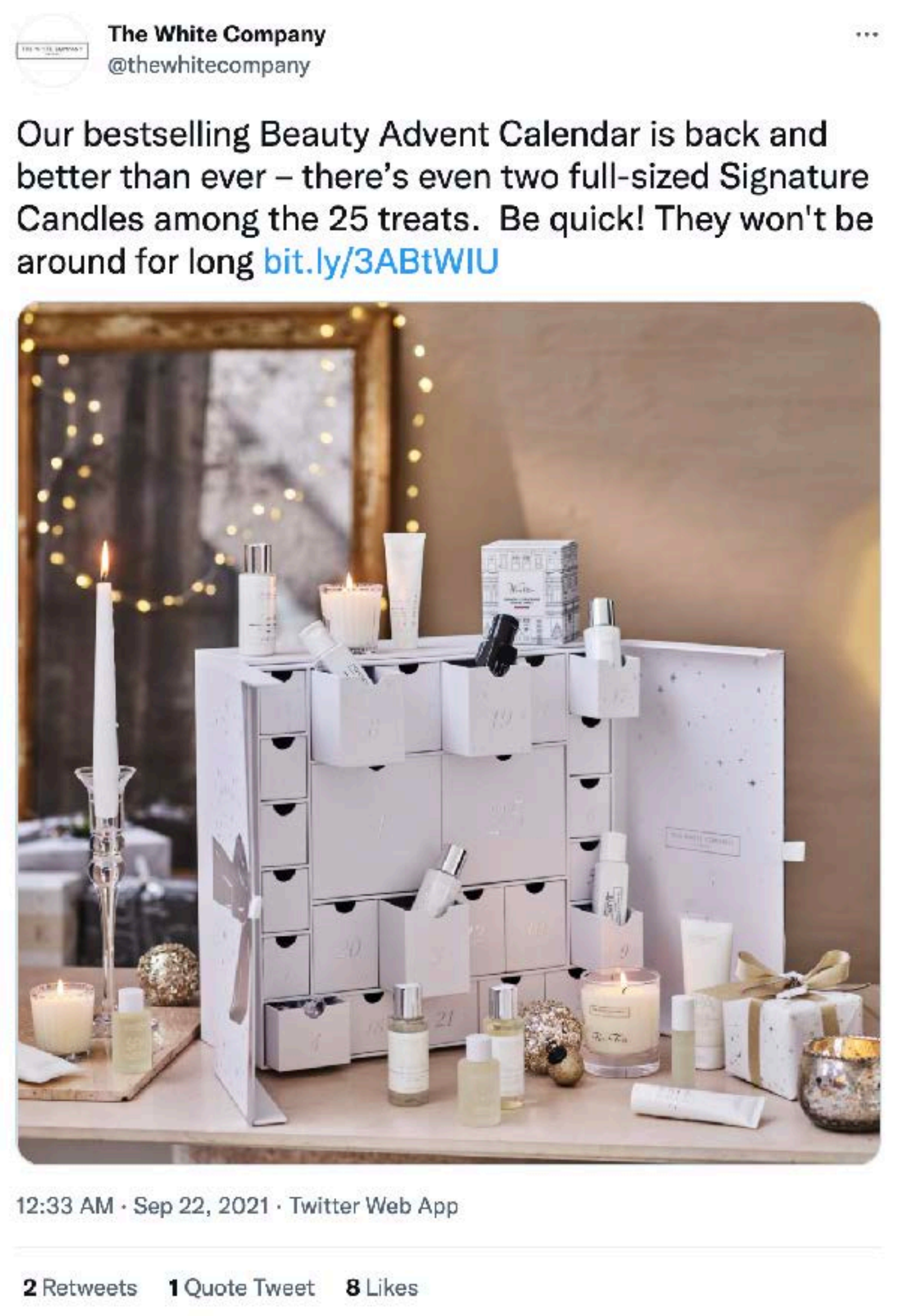
2

Pre-pandemic behaviours

People on Twitter are already reverting back to pre-pandemic topics of conversation and find it less difficult to shop for gifts.

They are also less focused on things like affordability.

Advertisers can go into the festive season with confidence this year and:

- Highlight top shelf products on Twitter
- Encourage users to shop with them

The Rockin' T Bar S @RockinTBarS · Sep 20
brand jewelry makes an amazing Christmas gift, just sayin 😉

💬 2   🔁 17   ♡ 180   ⬆

The White Company
@thewhitecompany

Our bestselling Beauty Advent Calendar is back and better than ever – there's even two full-sized Signature Candles among the 25 treats. Be quick! They won't be around for long bit.ly/3ABtWIU

12:33 AM · Sep 22, 2021 · Twitter Web App

2 Retweets   1 Quote Tweet   8 Likes

3

Products and trending topics

Last year, the fastest growing brand categories were **video games, grocery, sports, and online, and for 2021,** brands should continue to lean into these shopping trends.

This year, trending topics within festive Tweets include **movies, sports, food inspo, small business,** and **travel.**

Advertisers have an opportunity to use the festive season to:

- Align with feel-good content including Christmas movies, family gatherings, and sport
- Connect with consumers looking to #ShopLocal and from #SmallBusinesses

4

Retail moments

In 2020, shopping conversation and signals were inherently different— with more emphasis on giving and donating, but less emphasis on last-minute shopping.

This year, people on Twitter are **significantly more leaned into online shopping than people who aren't on Twitter.**

For the 2021 festive season, brands can:

- Feel comfortable speaking about Christmas sooner
- Encourage people on Twitter to shop online for the festive season

💡 **Top tip: check out these** 5 ways you can use TV and film to connect **with followers this Christmas**

Your Twitter activation plan

Q4 2021 campaign considerations

Are your customers represented in your Twitter Ads?

The concept of #RepresentMe is growing on Twitter. Think about your target audiences and **consider different races, age demographics, definitions of family, sexual orientations, and religions/holidays celebrated**.

💡 **Top tip:** for an inclusive campaign move away from the focus on nuclear families in your ads.

What value are you adding to the festive season?

Make things easy for people this festive season and give time back to customers to focus on what really matters to them.

Gift guides, product bundles, clear pricing and delivery deadlines and actionable inspiration such as recipes or how to videos are all good ways to tap into this.

💡 **Top tip:** run any promotions or contests well in advance so your winners can Tweet about their excitement and receive their prize in advance of Christmas, NYE or the celebration you are promoting.

Will your campaign help you start 2022 on a high note?

Think about your 2022 plans and goals and align your festive season campaign to set you up for success.

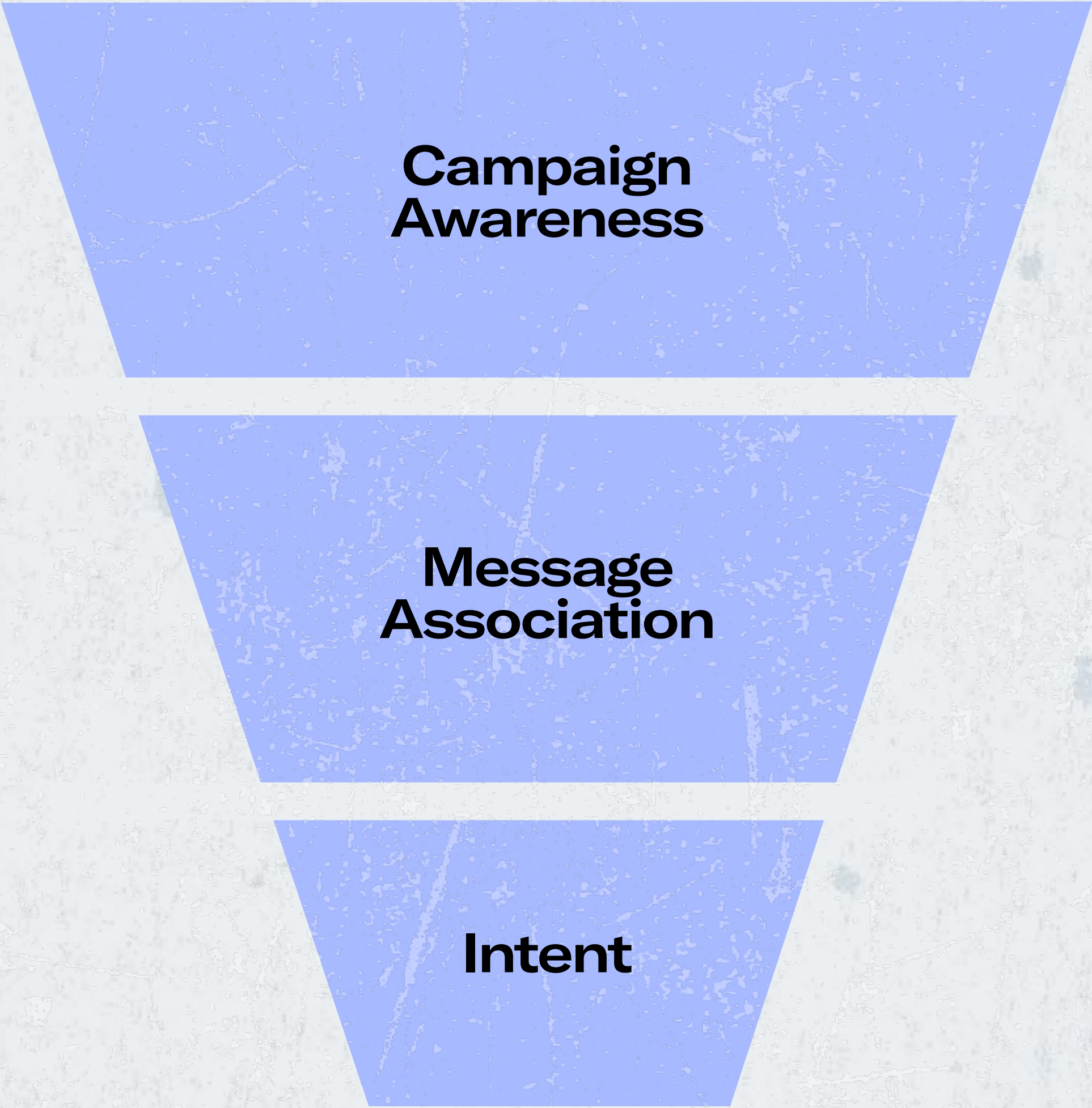💡 **Top tip:** whatever your goal, using 3+ ad formats increases the probability of success.

Top performing Twitter Ad formats by KPI

Choose the best formats for your Q4 KPIs

Campaign Awareness

Amplify Pre-roll

Sponsorships

Conversation Button

Website Button

Message Association

Amplify Pre-roll

Conversation Button

Promoted Video*

Intent

Website Button

Conversation Button

Carousel

*when best practices are followed

Connect over the festive season

1.

People on Twitter show a strong propensity to shop online leading up to the festive season. Leverage **ad products that help encourage users to visit your website and shop online**.

Top Twitter products to encourage users to visit your site and shop:

- **Video Views campaigns**
- **Clickable Pre-Roll**
- **Website clicks campaign**
- **Carousel**

2.

People on Twitter are excited about Christmas, so **lean into emerging shopping behaviours and trends to meet people where they find inspiration**.

Top Twitter products to **connect** with what's happening and align with your key audiences:

- **Amplify Pre-roll**
- **Sponsorships** from 200+ brand-safe publishing partners

3.

Many people on Twitter note that they appreciate the real reviews found on Twitter when gifting. Leverage this **opportunity**.

Top Twitter products to tap into user reviews:

- **Interest targeting** that align with your audience,
- **Conversation Measurement tools** to understand how user-generated conversation drives outcomes

Launch over the festive season

As the home of real-time global conversation, Twitter is the best place to introduce and launch something new.

Top Twitter products to **launch** successfully:
- **Takeover or Takeover+ campaign**

Whether you're launching a new Christmas collection, have a new promotion or you've an event or seasonal special this Q4, follow the below approach to get noticed.

1. Listen

It's important to listen before your launch. Engage with your audience to find out what they're passionate about.

2. Tease

In the run up to your launch use video, images, polls or simple text Tweets to create a buzz and get people on Twitter excited.

3. Reveal

Use paid Twitter Ad products to shout about your launch to a large audience.

4. Reinforce

A good launch doesn't end on the launch day. Use a mix of organic and paid Tweets to sustain excitement and lead the conversation.