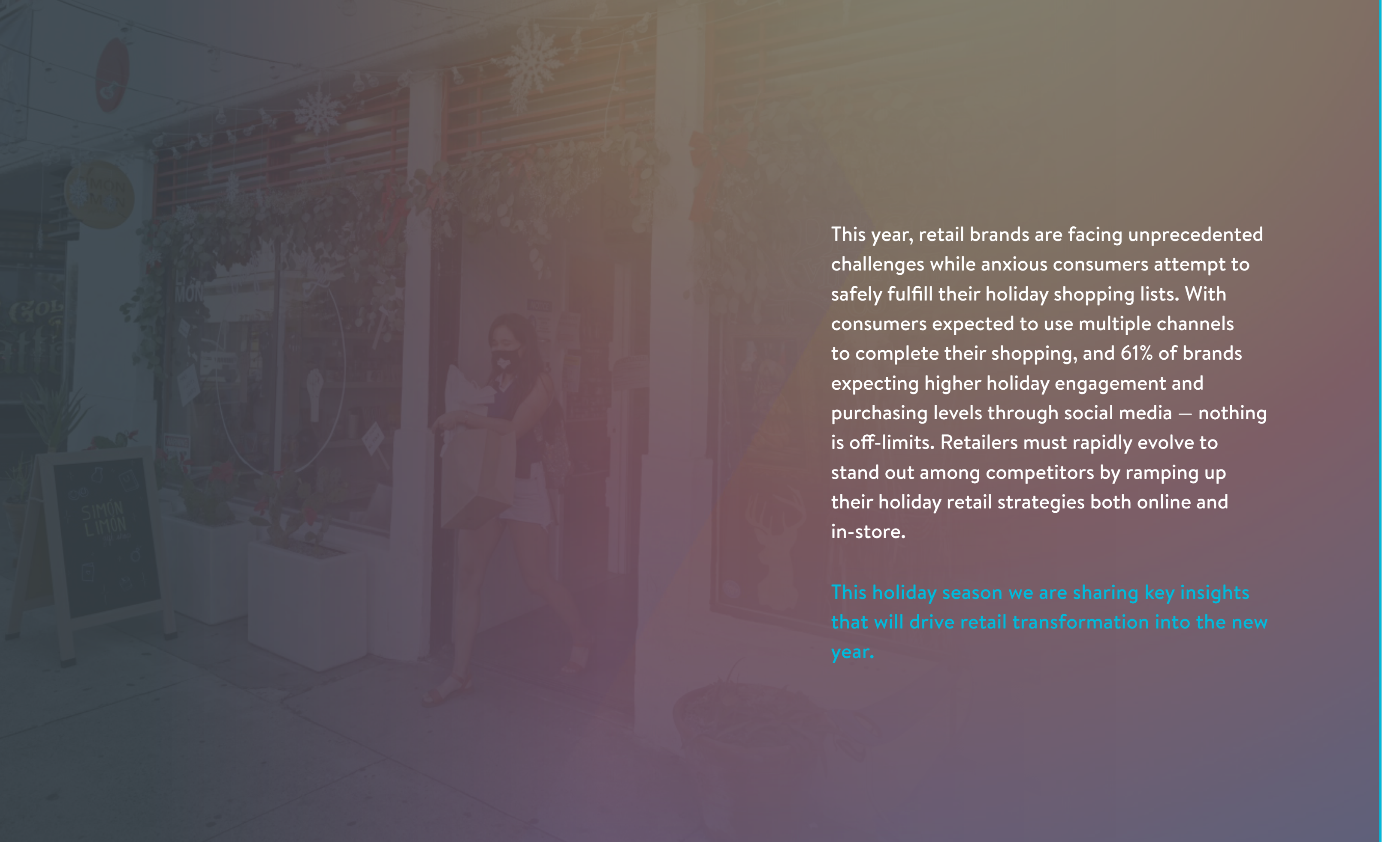


2020

HOLIDAY RETAIL UNWRAPPED

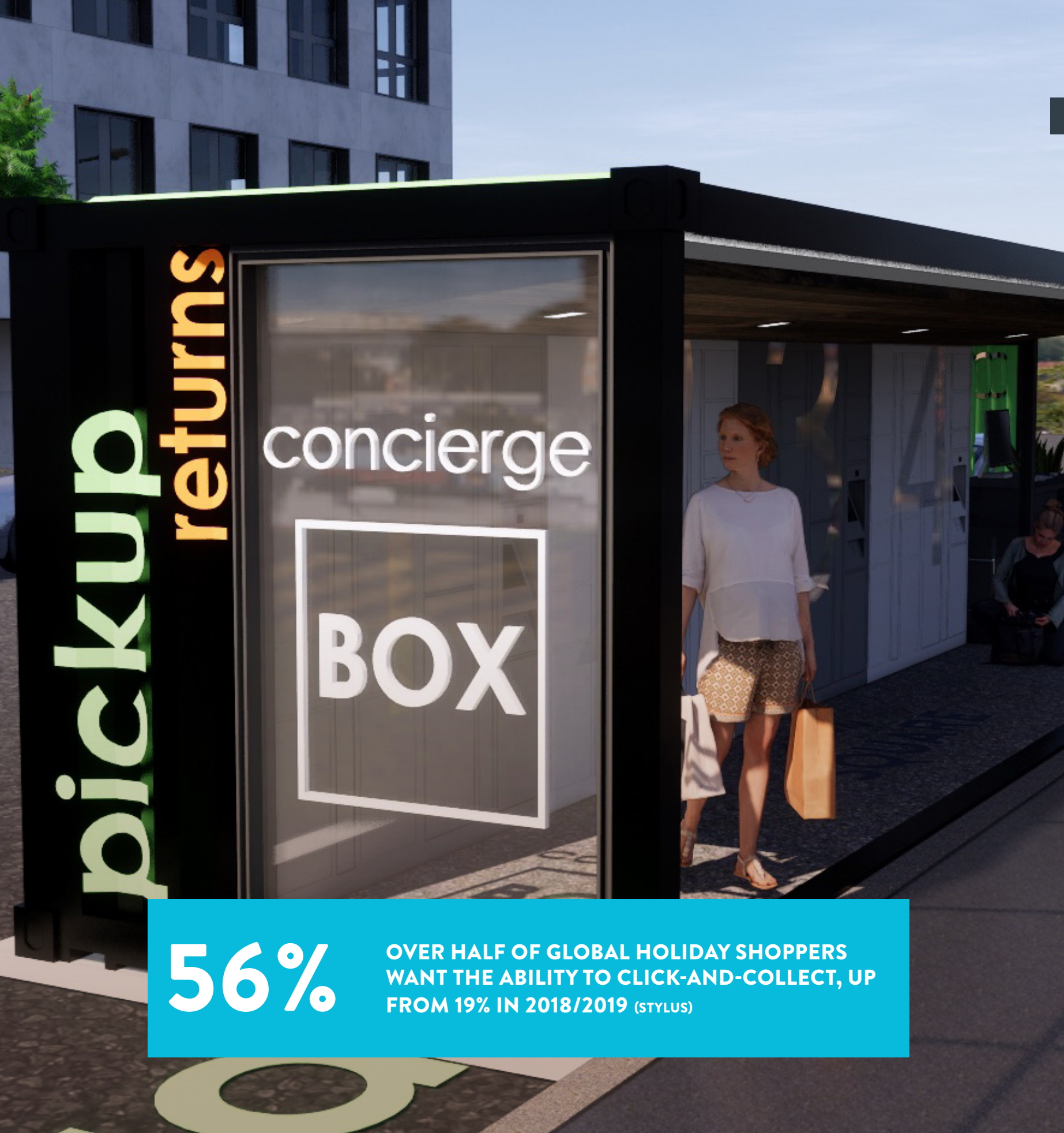
*Key insights that will drive transformation
into the new year*

NELSON



This year, retail brands are facing unprecedented challenges while anxious consumers attempt to safely fulfill their holiday shopping lists. With consumers expected to use multiple channels to complete their shopping, and 61% of brands expecting higher holiday engagement and purchasing levels through social media — nothing is off-limits. Retailers must rapidly evolve to stand out among competitors by ramping up their holiday retail strategies both online and in-store.

This holiday season we are sharing key insights that will drive retail transformation into the new year.



INSIGHT #1

GIVE THE GIFT OF CONVENIENCE

While convenience is always a driver of successful holiday retail, 2020 has created shoppers, and employees, that are not only stressed but those that are anxious due to safety concerns. Click-and-collect is no longer a perk, it's the bare minimum. Brands that can offer a variety of flexible solutions in 2020 and beyond, will build a more loyal following coming out of the pandemic.

Consider seasonal parking lot pop-ups, outdoor mobile checkout, or even same-day, localized delivery. The more options consumers have, the more empowered and in control they will feel during these turbulent times.

Brands that can elevate these offerings beyond a transaction will appear the most authentic. Get creative with these convenient activations. If there are designated parking spaces for online orders, paint the pavement with a branded, eye-catching design – or if you're offering a temporary drive-thru solution, leverage some holiday lights for a more memorable experience.



56%

OVER HALF OF GLOBAL HOLIDAY SHOPPERS WANT THE ABILITY TO CLICK-AND-COLLECT, UP FROM 19% IN 2018/2019 (STYLUS)

BRANDS IN ACTION | *Athleta At Your Service*

This athletic wear brand has rolled out branded service hubs across stores to help provide customers with a fast and easy shopping service for all their holiday gifting. The hubs were designed to provide on-the-go customers a way to bypass the checkout line for quick service, so stores can reserve it for customers who have found great looks and gifts in store.



INSIGHT #2

TAKE A LUXURY LENS

When observing what retailers are thriving through the global pandemic, luxury brands are unexpectedly set up for success. No need for door-buster sales this holiday, these retailers provide elevated offerings that not only keep customers safe but provide a personalized experience along the way. The type of white-glove, concierge service offered at a high-end retail store is unmatched in the shopping industry, and consumers are starting to recognize the value of this type of curated, one-on-one attention.

Non-luxury retailers can emulate these brands during the holiday season, by creating smaller moments of elevated offerings, curated selections, and personalized service. Consider off-hour personal shoppers, one-on-one virtual consultations, curated gift guides, or fitting room reservations. These small moments of luxury and attention to detail can make shoppers feel safe, pampered, and valued, during this tumultuous year.

“The type of white glove concierge service offered at a high-end retail store is unmatched in the shopping industry, and consumers are starting to recognize the value of this type of personalized, one-on-one attention.”
— HEESUN KIM, NELSON WORLDWIDE



BRANDS IN ACTION | Sport Chek

Canadian-based sports apparel retailer has been dabbling in appointment-based shopping. Their shop by appointment service allows consumers to book a personal service appointment with a snowsports advisor. Customers get a one-on-one experience tailored to their snowsports skill level, so they leave with exactly the right purchases for their chosen sport. This model eliminates any buyer's remorse that may come with big ticket items like the equipment and gear needed for snowsports, and is a long-term solution for gaining loyal, returning customers.



67% OF AMERICANS CHECK WHETHER AN ITEM IS IN STOCK ONLINE BEFORE GOING IN-STORE TO PURCHASE IT DURING THE HOLIDAYS (STYLUS)

INSIGHT #3

EXPEDITE IN-STORE BROWSING

With consumers more hesitant than ever before to enter a physical store, retailers must be innovative with their holiday retail approach – making it as easy as possible for consumers to find exactly what they need.

Clear signage, designated service at entry points, curated gift guides, and a little creativity can go a long way in making the experience more enjoyable.

Anxious shoppers will be looking for gift inspiration. Consider curated gift guide pop-ups or stocking stuffer selections at the front of the store, or adjacent to click-and-collect stations. Retailers should also reimagine the queue line this year. While the checkout line is traditionally flanked with smaller, impulse purchases, retailers may want to consider placing larger ticket items and best-selling merchandise in this sought-after real estate. With shoppers spending less time in the store, brands need to adjust their in-store product promotions accordingly.



BRANDS IN ACTION | Curated by Kohl's

In 2020, the department store introduced Curated by Kohl's Concept – a concept that gathers products across multiple categories which may include apparel, accessories, and home. Customers can discover these new brands within their respective departments throughout the store to mend convenience and shopping in one zone.

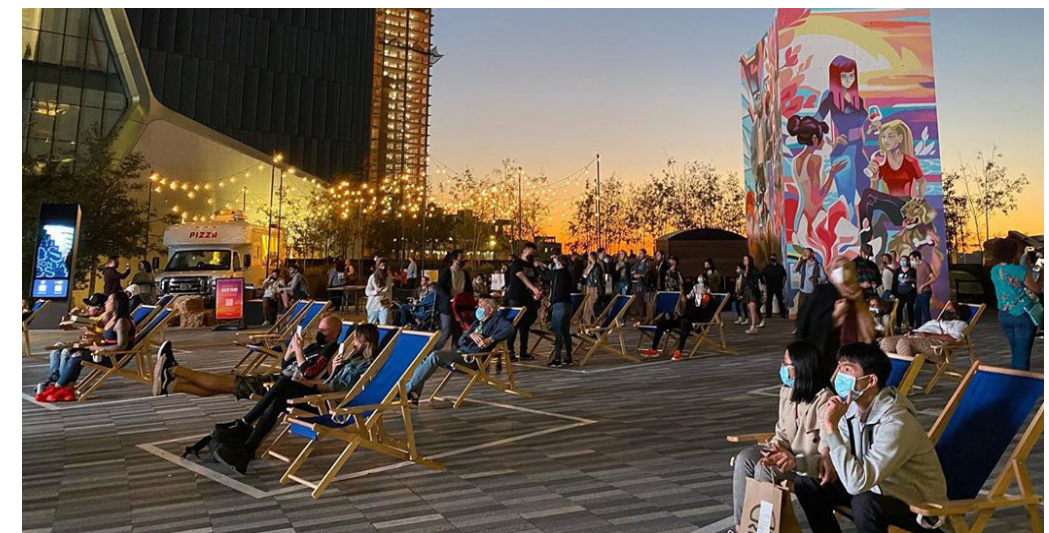


INSIGHT #4

REIMAGE PROGRAMMING

Even during a pandemic, programming can play a key role in the retail experience this holiday season. Even with new-age Cyber Monday, Amazon Prime, and cash-back days, consumers still cherish the emotional connection that comes with holiday shopping. Experience hungry shoppers are looking for opportunities to celebrate and immerse themselves in nostalgic, emotional memories that will last a lifetime.

Brands that go the extra mile this year, extending their offerings beyond the status quo, will make stronger connections with consumers. Whether it's a craft store offering virtual DIY classes or a grocer with cooking demonstrations, finding opportunities to connect with your shoppers both in and outside of the physical store will have a high return on investment in the years to come.



BRANDS IN ACTION | *Hudson Yards*

This year, The Shops at Hudson Yards is offering both digital and physical programming including Holiday List Assist and The Backyard. List Assist is a program where shoppers can send a holiday gift list and let Hudson Yards' shoppers work their magic. The development also opened The Backyard so visitors can enjoy socially distant outdoor holiday movies in between shopping.

“ This year demands a lot of flexibility from brands. What worked in the past, may not work this year, meaning the in-store and online programming is even more meaningful to consumers. ”

— ROBYN NOVAK, NELSON WORLDWIDE

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