

visit  
hamilton  
county  
indiana



HOLIDAY  
2020  
*MEDIA INSIGHTS &  
TRENDS*

**TURNER**

a fahlgren mortine company





# STATE OF THE INDUSTRY





# Look Back To Get Ahead: 2019 Holiday Data

Early Holiday Season  
Digital Shopping  
Growth

50%

of 2019 holiday season’s digital revenue  
was complete by December 3rd

18%

growth in YOY Cyber Week Revenue

“Click and Collect”  
Services Were Popular

56%

more active shoppers in the last five days  
leading up to Christmas compared to  
those with stores not offering “C&C”

81%

of shoppers report that they prefer the  
physical store to make their purchases

Mobile and Social  
Shopping Became The  
Norm

5X

shoppers are five times more likely to  
view online shops via mobile phones or  
tablets than their personal computers

10%

of peak online order traffic came  
referred via social networking

# 2020 Holiday Look Ahead: Consumer Survey

Recent survey data points from PSFK (a retail trend forecasting platform)

## Starting Early

**39%**

of shoppers are planning to start shopping for holidays in October into early November.

## In-Store Fears

**60%**

of consumers plan to pull back on store shopping given the ongoing risks of exposure to the coronavirus.

## Pick Up Shopping

**47%**

of consumers say BOPIS (buy online, pick up in store) makes them feel more comfortable.

## Digital Shopping

**66%**

expect to turn to the web for their holiday needs.

# 2020 Holiday Look Ahead: In-Store Survey

Recent data points from Google Insights

## Planning Ahead

**100%**

Searches for “available near me” have grown by more than 100% since last year. When people do shop in-store, they will plan ahead and research online.

## Support Local

**66%**

Customers will want to shop locally and 66% said they plan to shop at more local small businesses.

## Safety First

**53%**

Safety remains paramount with 53% of shoppers plan to shop at stores that offer contactless shopping

## Experiential

**51%**

of Gen Z shoppers have attended a pop-up store, while 42% participated in a social event or demo inside a store.

# 2020 Holiday Look Ahead: Of Note

## Decreased Mail Capacity

Based on the increase in parcels due to surge in digital orders, along with social distancing measures in distribution centers, traditional delivery providers will run out of last-mile capacity during the holidays. Brick-and-mortar stores have an opportunity to capture those last-minute shoppers.

## Media Clutter

It will be harder to cut through the “clutter” due to ongoing health concerns, diversity discussions, the election cycle and economic issues. Retailers must be intentional, strategic and proactive about communicating to engaged customers.

## Reduced Travel Opens New Doors

As families look to recreate special moments, such as family dinners or cookie baking, with limited travel and smaller gatherings, expect growth in categories like flowers and food and delivery services.

# 2020 Holiday Look Ahead: Media Trends

## Keeping Traditions

Forecasts predict less travel this winter because of the ever-changing status of spikes in COVID-19. As such, families will try harder than ever to make sure yearly traditions are upheld.

## DIY Holiday

With more consumers staying at home or sticking close by, expect more attention and interest in crafts, hobbies, baking and DIY gifts.

## Curated & Local Gift Guides

Recent highly-publicized events and movements will likely result in gift guides more narrowly focused on local merchants, as well as minority or Black-owned stores.





# STANDING OUT

## TIPS & TRICKS



# HOLIDAY 2020: COVERING THE BASICS

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## What We Know:

**Holiday Shopping  
Will Start Earlier  
Than Ever**



**There Will Be More  
Digital  
Shopping/Research  
Than Ever**



**Holiday Travel Will  
Be Greatly  
Reduced.**

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## How to Prepare:

- Have holiday content ready and available by mid October (many anticipate Amazon Prime Day as the kick off of the 2020 Holiday season)
- Anticipate the inventory and staffing needs of an extended shopping season
- Think about holiday gift guides and content packages that capture mobile users' shorter attention spans
- Optimize BOPIS (Buy Online, Pick Up In Store) and contactless shopping options.
- Think about ways we can offer “a slice of home/HCT” to those who can’t make it back to be with family
- Understanding local buying intent will be paramount — especially since 66% of shoppers said they plan to shop more at local small businesses



Using Trends & Data to Your Advantage:  
Examples

Trend/Data:

Increase In Contactless  
Shopping and  
Curbside/In-store Pickup

Keeping Traditions  
With Less Holiday  
Travel

DIY, At-Home  
Holidays

Leverage Point:

Have fun with curbside “elves” (staff dressed as elves who deliver gifts to cars).

Create a “taste of home” gift box with everything a consumer would miss about Indiana/HCT.

Thanks to newfound crafting skills, people are interested in making their own presents. Supply them with materials, patterns, and kits, and stock up early to leave shoppers time to complete their creations.

Leverage Point:

Partner with other nearby shops to create new traditions, like a holiday themed alley.

Offer gift wrap or include a handwritten note on behalf of your customer to add a personal touch.

Provide customers with their own stocking that they can take to a "stocking stuffers” section of your store and build their own gift with trinkets from the shop.



# Using Trends & Data to Your Advantage:

## Examples

Trend/Data:	<u>Small, Intimate Gatherings</u>	<u>Doing Good For the Community</u>	<u>Twists on Trick or Treating</u>
Leverage Point:	As families come together despite being physically apart, offer a virtual gatherings decor package, with festive decor and props to help unify events.	A spirit of thanks extends to essential and frontline workers. Help shoppers share their thoughts and kindness with gifts for those who've given so much this year.	Help customers think ahead with new ideas like self-service treat stations, sanitation stations, scavenger hunts, and drive-through haunted house decor.
Leverage Point:	Expect more friend gatherings as people who can't travel to see family in person come together with housemates. Consider offering games meant for groups or even a "first-time hosts" starter pack.	Offer a section of trinkets that give a portion of proceeds directly to frontline workers.	As parents are looking to keep their kids busy at home, consider selling activity boxes, DIY sets, or recipe kits.



### **Using Hamilton County Tourism Assets To Your Advantage**

Let us help tell your story to the masses. We are actively in touch with journalists and media from local outlets & broadcast teams in addition to national outlets and newspapers. Here are a few topics they like to cover:

- What are your marquee holiday gifts? Anything that is unusual or only at your shop?
- Any unique holiday packages or gift guides? Any unique experiential offerings?
- Anything that fits with major trends from this presentation or others you've seen?
- Any personal stories that are inspirational or bring out holiday spirit? Think staff members overcoming adversity to bring joy for someone, etc.
- Any interesting data you can share? (More local foot traffic this year, selling a ton of a certain product that surprised you, etc)



# THANK YOU



## **NEW YORK**

250 W. 39th Street

Suite 1602

New York, NY 10018

## **DENVER**

1614 15th Street

Fourth Floor

Denver, CO 80202

2222 Ponce de Leon Blvd.

Suite 300

Miami, FL 33134

## **CHICAGO**

111 W. Illinois St.

Chicago, IL 60654

## **LOS ANGELES**

WeWork Vine

1601 Vine Street

Los Angeles, CA 90028

# **TURNER**

a fahlgren mortine company

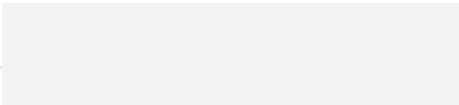


# YOUR BUSINESS ON YELP

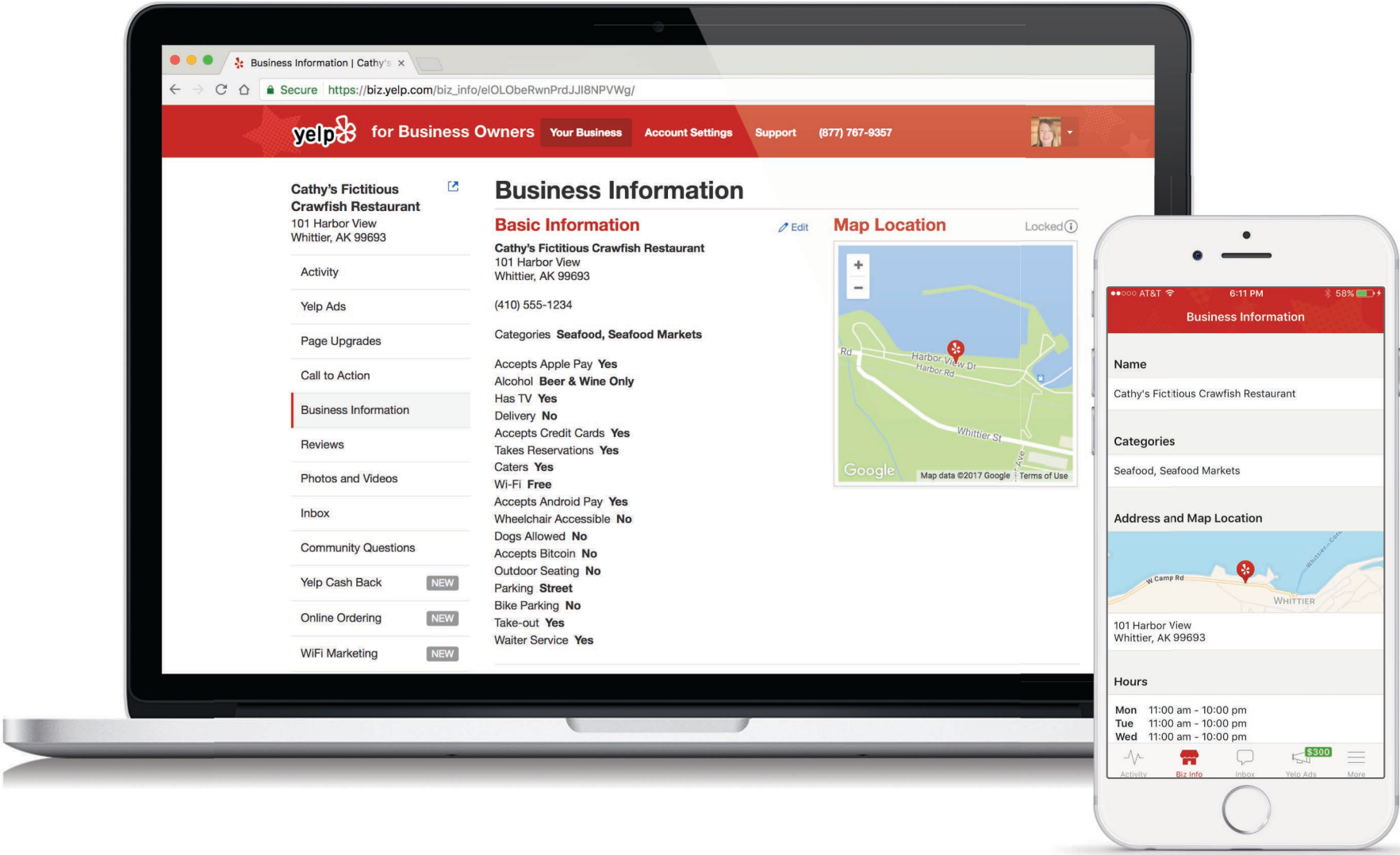
Get noticed. Grow faster.







# BASIC INFO /



NAME



ADDRESS



PHONE



WEBSITE

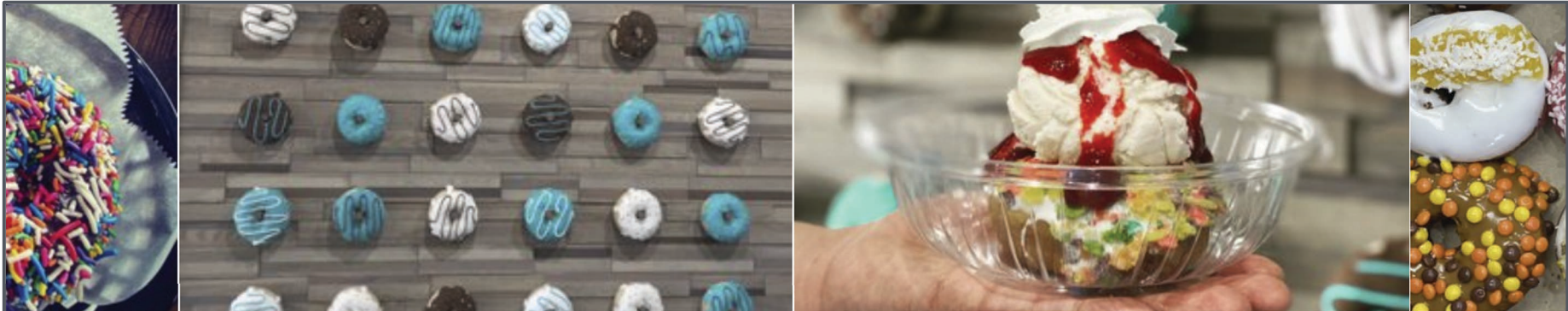


CATEGORIES









ATTRIBUTES

# COVID UPDATES



## Ohana Donuts & Ice Cream


 Claimed




54 reviews


Details


Donuts, Ice Cream & Frozen Yogurt, Coffee & Tea [Edit](#)

 Hours updated 3 weeks ago

★ Write a Review

 Add Photo

 Share


 Saved


### COVID-19 Updates


"We are still open! We are offering both a carryout service as well as a curbside pickup option via our online form. Head to our website at [www.ohanaindy.com](http://www.ohanaindy.com) and fill out the form. Call into our store when you arrive and we'll bring your order out to you!"


Posted on June 30, 2020


#### Updated services

 Outdoor seating


 Delivery


 Takeout


 Sit-down dining


 Curbside pickup

#### Health & safety measures


 Contactless payments


 Staff wears masks


 Hand sanitizer provided



 Now offering curbside pick-up


Order now

 [ohanaindy.com](http://ohanaindy.com)

 (317) 288-0922

 Get Directions

 Full menu 

 Message the Business



# COVID PHOTOS





# NIKI BURT

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EMAIL ME!



visit  
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indiana



THANK YOU!

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