

# 6 HOLIDAY SPENDERS BUYING in Q4 2021



# WELCOME TO THE “MOST WONDERFUL TIME OF THE YEAR” FOR MANY BRANDS AND RETAILERS.

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According to Forbes, US holiday retail sales in 2021 are predicted to increase 2.7% to \$1.093 trillion, with e-commerce accounting for a record 18.9% of all holiday retail sales. While 2020 brought *many* changes to the typical buying and selling cycle (among other things), some oddities from last year’s holiday season will stick around.

Many of the brands listed here also made an appearance last year and hope to duplicate the efforts of those campaigns, while others are just beginning to increase their spending habits since Covid.

Here are the insights that Winmo customers have access to on a daily basis, packaged into actionable nuggets detailing:

- Six brands with unique offerings for the 2021 holiday season.
- Select decision-maker contact information to get in the door.
- Opportunity analysis tailored to different seller types.
- Spend details, audience demos, and insight to fuel your outreach.

*We know it’s tough out there, but so are you. Especially when armed with the right intel. Cheers to your unfair advantage as we prepare for Q4 and the holiday season.*



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# 1. ETSY

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The e-commerce company, focused on handmade or vintage items and craft supplies, earned a record number of impressions, expanding its performance marketing and CRM campaigns throughout the year. Etsy's heavy holiday and Small Business Saturday investments in 2020 paid off, so expect to see the company make similar efforts in Q4 2021. This year's Small Business Saturday will occur on November 27.

Its growing popularity among small businesses makes sense considering Etsy's message that: Sellers are open for business; Etsy offers everyday essentials; and, Etsy supports small businesses.

It's also focused on SEO, evident by Etsy's hire of global SEO head Ratish Naroor in February 2021. Naroor previously served as Slice's VP of product, consumer web and SEO. Additionally, Magellan reveals Etsy has aired 171 podcast ads within the past 12 months.

## AD SALES OPPORTUNITIES

Etsy is particularly focused on TV channels right now, and it's largely targeting millennials and millennial small business owners. According to Kantar data, Etsy also invests in local broadcast.

## AGENCY AND MARTECH OPPORTUNITIES

CMO, Ryan Scott, has been with the company for two years now and has not yet shaken up Etsy's agency roster. Its creative AOR is Interesting Development.



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## 2. WRANGLER

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Denim brand Wrangler appointed creative AOR YARD earlier this year, concluding a review. This shift replaces the brand's former creative agency partner, Mother. A new campaign recently rolled out, preceding a busy holiday shopping season. It consists of TV, digital, paid social, and in-store window display advertising.

As Wrangler expands, marketing spend similarly grows, according to global brand marketing VP Holly Wheeler. The brand is honing in on its digital business and new product category launches; these efforts resulted in a revenue increase of 14% for the most recent quarter.

Wrangler's estimated full-year 2020 spend, \$1.2M, reached 33% less than that of \$1.8M in 2019. Since the beginning of 2021, it has earned around 63.2M digital impressions via desktop display (56%), Facebook (30%), Instagram (5%) and mobile display (2%) ads.

### AD SALES OPPORTUNITIES

Per Kantar, the brand also invests in radio and local broadcast. Wrangler holds planning conversations in Q1 and buying conversations in Q4. Right now, it seems to be primarily targeting millennials.

### AGENCY AND MARTECH OPPORTUNITIES

As you know, agency reviews often follow one another. Get in touch soon to offer PR, media and/or digital strategy services. In the past, Wrangler has received media assistance from Starcom IL and PR assistance from French / West / Vaughn.



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# 3. BEATS BY DR. DRE

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After launching a new 60-second spot during the NBA Finals, with the tagline "Live Your Truth," the electronics company appears to be ramping spend back up, after decreasing spend in 2020.

Per iSpot, Beats spent around \$1M on national TV ads YTD, a 61% increase from \$582.6K spent in this channel during the same time period of 2020. Full-year spend dropped considerably from \$8.8M in 2019 to \$2.8M in 2020. This year, it placed ads during programming such as NBA Basketball, WNBA Basketball, *Verified Videos*, and *Verified Videos: After Hours*.

## AD SALES OPPORTUNITIES

Beats targets millennials and Gen-Zers with a male skew. The company significantly reduced ad spend in 2020, most likely due to cost-saving measures taken amid the pandemic, but it has started returning to both digital display and national TV.

Reach out to secure possible last-minute campaign ad dollars. Beats typically spends the majority of its ad dollars in Q4 around the holidays.

## AGENCY AND MARTECH OPPORTUNITIES

Beats currently works with Haworth Marketing & Media on media buying/planning, Zambezi on creative, We Are Social on social and BASIC on digital.



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# 4. FIVE BELOW

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The discount retailer reported in its Q4 2020 earnings report that it increased sales in the quarter by 25% to \$858M. It also opened 120 new stores in 32 states in 2020, bringing its total to 1,020. The company plans to keep expanding until it reaches 2.5K total stores.

Five Below is shifting the majority of its advertising to online channels and is moving away from print and TV. Specifically, it's utilizing search and social media to provide a better ROI.

According to Pathmatics, Five Below earned 20.4M impressions through Facebook ads (70%), Instagram ads (19%) and desktop video ads (11%). It placed 100% of these ads site direct onto sites such as facebook.com, instagram.com, youtube.com and nba.com.

## AD SALES OPPORTUNITIES

Five Below mainly targets Gen-Z and millennial parents as its toys and games appeal to their children. It mainly reaches these demographics through digital and social channels.

## AGENCY AND MARTECH OPPORTUNITIES

The company currently works with just one agency, Zimmerman Advertising, for creative, media, and digital.



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# 5. THE JOINT

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Chiropractic care chain, The Joint, is increasing spending via both national and regional campaigns. In Q4 2020, The Joint debuted an annual holiday promotion, a Black Friday sale and a year-end membership ad. Black Friday sales were up 98% per clinic YOY, and the company's YOY sales per clinic were up 42%; since these initiatives were so successful, TJ will likely roll out similar efforts in Q4 2021.

According to iSpot, 2021's commercials target Gen-X viewing *Entertainment Tonight* and infomercials on finances and sleep aids.

However, The Joint has their eyes toward Gen-Z, judging by its growing digital ad spend and reliance on YouTube and Instagram advertising. To reach this audience, its new AORs may lead it to expand into other digital channels such as OTT and/or podcast.

## AD SALES OPPORTUNITIES

Get in touch to secure last-minute ad dollars for national campaigns. Leaders are especially interested in regional investments, so those that can offer localized ad space around The Joint's locations should reach out ASAP. It also works with sponsors such as pro wrestler Kolawole O.

## AGENCY AND MARTECH OPPORTUNITIES

In 2020, the company started working with new PR, creative and media AORs in order to elevate its brand advertising. Reach out with offers for digital analytics and/or social media management.

THE  
JOINT<sup>®</sup>  
chiropractic



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# 6. SIGNET

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As part of its effort to shift its retail model, Signet Jewelers acquired D2C rental subscription company Rocksbox, that allows consumers to rent costume jewelry online. The deal gives Signet better access to “self-purchasing women customers, a segment where Signet is currently under-developed.”

## AD SALES OPPORTUNITIES

Signet primarily targets Gen-Z women and gift-giving men via TV, paid social, Hulu, and local broadcast. Judging by Rocksbox's sharp increase in spend and reliance on Instagram and Facebook advertising, it's safe to say the companies have very similar target demographics. Since Signet is such a major spender, it's likely Rocksbox's spending will also continue increasing.

## AGENCY AND MARTECH OPPORTUNITIES

Signet may select brand-specific shops for its newly-added brand; however, nothing else points to upcoming reviews at this time. Right now, the company's roster includes MediaCom NY for media, Conversant for digital, Badger & Winters (Zale's AOR), Zimmerman Advertising (Kay's creative), and McKinney (Jared's creative).



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# GET IN ON THESE BUDGETS

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Marketing budgets are back, and sellers who know where to prospect are poised to prosper. Economic recovery, continued vaccine rollout, and more clearly defined Covid mandates have set up a strong foundation for brands buying in Q4.

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Want an unfair advantage generating revenue with top-spending brands? Winmo gives you access to:

- The decision-makers who control \$100 billion in ad spend.
- Verified brand, company, and agency contact details.
- Competitive spend details across digital, social and traditional media.

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