



# Holiday Snippets 2020

2nd Dec

Cyber  
weekend  
special

## Cyber weekend by the numbers

**\$403**

Average  
spend  
On Black  
Friday<sup>2</sup>

**83%  
YoY**

**\$2.9B AUD**

**BF 2019**

**\$5.3B AUD**

**BF 2020**

**8.3M**

Aussies  
participated<sup>1</sup>

**2.86M**

Aussies  
participated  
For the first  
time<sup>1</sup>



### SO WHAT?

Learn more about 2020 Cyber Weekend (including how to better capture the opportunity next year) by reaching out to your Google account team for a Cyber Weekend debrief.



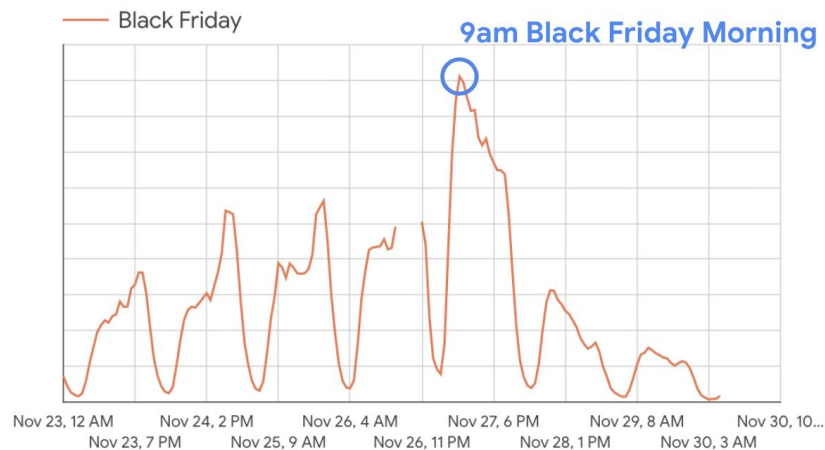
23 days to Christmas

10 days to Auspost Christmas shipping cutoff

When did Black Friday searches peak?

**Similar to 2019 BF Searches peaked 9am on the day**

Peak searches at 9pm throughout BF week similar to 2019



Source: Google Internal Data Black Friday Searches, Nov - 2019 vs 2020

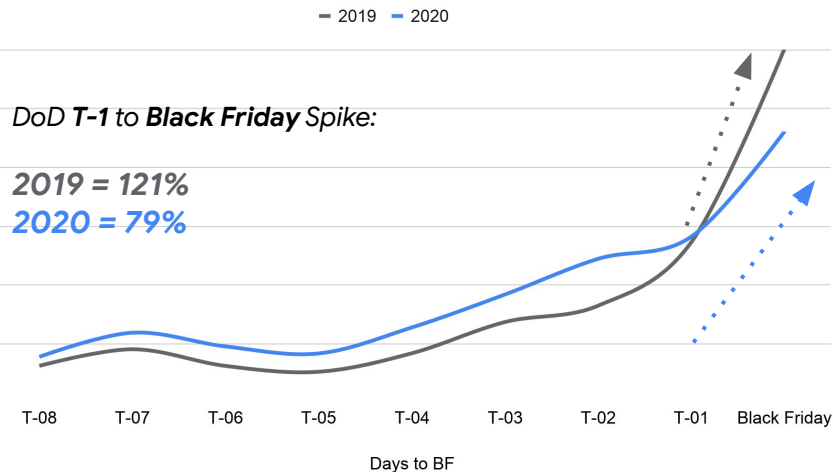
'Source: Google/Ipsos, "Holiday Shopping Study" (Oct 30-Nov 18), Online survey, AU, n=937 (Base: Holiday Shoppers P48hrs - Black Friday is Important)

Q: 1B. Important sale dates. Which of the following sale dates are important to you for your holiday shopping? Select all

## Black Friday search growth

**"Black Friday" terms remained high through the week with a smaller spike on the day than 2019**

This is likely due to a rise in familiarity of Black Friday (27% more important in 2020 than 2019'), which drove customers to search only for the product or brand they were looking for, expecting Black Friday deals waiting for them.



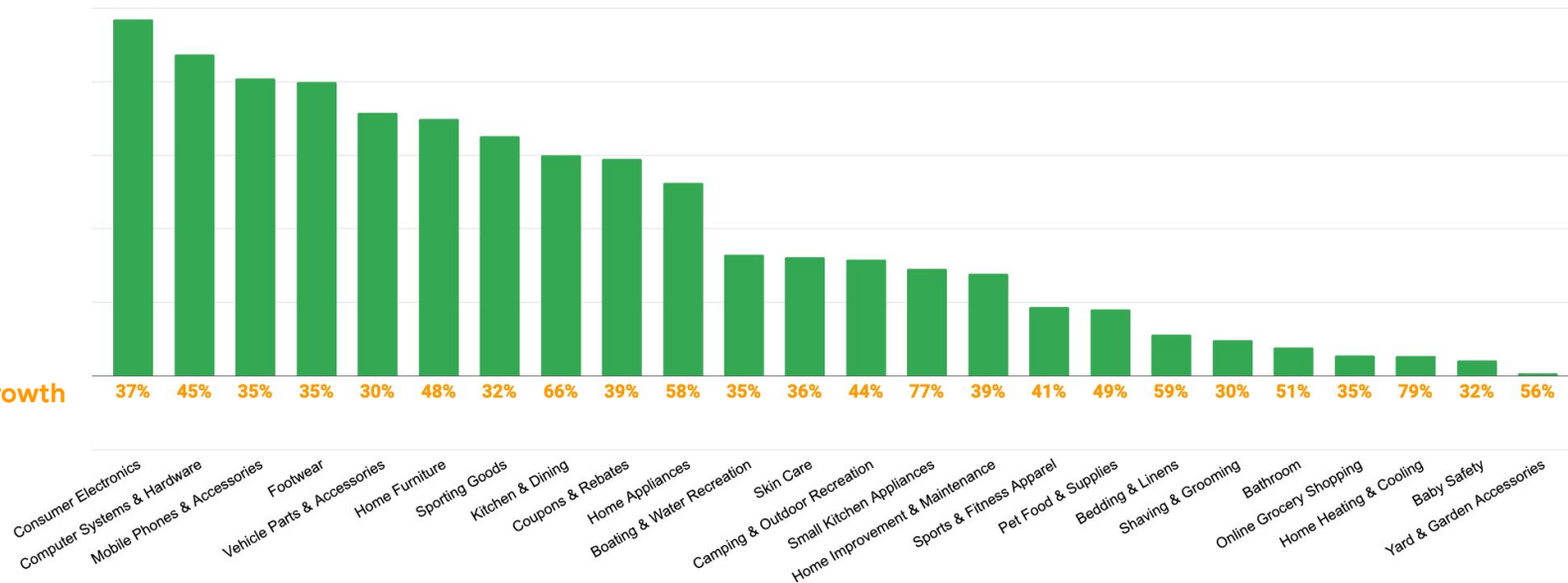


## Rising categories (Volume)

(21-27 Nov 2020)

■ Search Volume

YoY growth



# Preparing for a COVID-normal Christmas



1 in 3

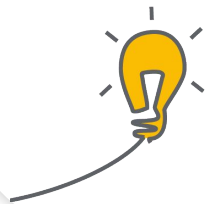
Aussies are already making plans for **modified celebrations** in this year

1 in 2

Think the way we celebrate holidays for the remainder of this year **will continue to be different** than in the past

40%

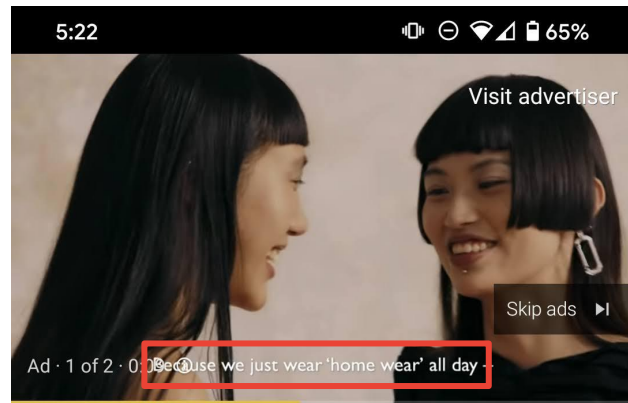
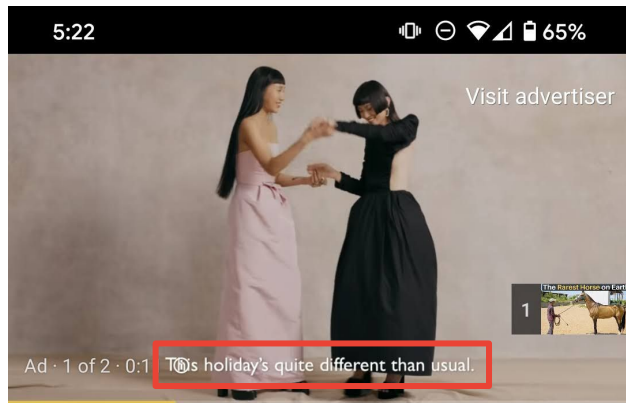
Say COVID will **impact the way they shop** this year



## SO WHAT?

*Don't rely on last year's Christmas creative. Make sure messaging reflects new ways people will be celebrating AND the new ways they'll be shopping (contactless and online).*

# Preparing for a COVID-normal Christmas: Creative examples



## SO WHAT?

*Don't rely on last year's Christmas creative. Make sure messaging reflects new ways people will be celebrating AND the new ways they'll be shopping (contactless and online).*

# Cyber weekend special

## Cyber weekend shopping Ads spotlight



About 105,000,000 results (0.55 seconds)

### Ads · See black friday dyson

Dyson Pure Hot+Cool Link (Black/Nickel) - Dyson's...	Dyson V7 Motorhead Origin cordless stick vacuum...	Dyson V8 Absolute cordless stick vacuum -...	Dyson V7 Motorhead Cordless Vacuum Red	Dyson V7 Motorhead cordless stick vacuum...	Dyson Cyclone V10 Absolute+ cordless stick vacuum...	Dyson V10 Animal Plus Cordless Vacuum...
<b>\$549.00</b>	<b>\$399.00</b>	<b>\$649.00</b> <del>\$899</del>	<b>\$379.00</b> <del>\$599</del>	<b>\$379.00</b>	<b>\$849.00</b>	<b>\$779.00</b> <del>\$999</del>
Dyson Offici...	Dyson Offici...	Dyson Offici...	The Good G...	Dyson Offici...	Dyson Offici...	The Good G...
★★★★★ (2k+)	★★★★★ (634)	★★★★★ (9k+)	★★★★★ (9k+)	★★★★★ (9k+)	Free delivery	★★★★★ (494)



About 1,640,000,000 results (0.46 seconds)

### Ads · See black friday apple

iPhone 12 Pro - Pacific Blue - 128GB - Apple -...	iPhone 12 mini 64GB with 5G + plan = \$68.30/mth...	Apple iPhone 12 mini Blue 64GB
<b>\$1,699.00</b>	<b>\$1,233.80</b>	<b>\$1,197.00</b>
Apple	Vodafone Australia	Officeworks
Free delivery	Free delivery	★★★★★ (46)



## SO WHAT?

Learn more about 2020 Cyber Weekend (including how to better capture the opportunity next year) by reaching out to your Google account team for a Cyber Weekend debrief.

# Cyber weekend special

## Cyber weekend shopping Ads spotlight



black friday



All

News

Images

Shopping

Videos

More

Settings

Tools

About 3,300,000,000 results (0.53 seconds)

Ad · www.catch.com.au/

### Black Friday Sales 2020 - Get Anything & Everything

For Anything You Want, And Everything You Need, Everyday Aussies Checkout Catch!

★★★★★ Rating for catch.com.au: 3.6 - 1,065 reviews

#### Toys & Games

Shop Kids' Holiday Activities  
Toys, Art & Craft and many more

#### Checkout Catch Christmas

Merry Christmas, Australia!  
Let's Shop!

Ad · www.kogan.com/blackfridaydeal

### Black Friday Deals - Kogan

black friday - Black Friday at Kogan has never been better. With everything from TVs to. fashion at rock-bottom Black Friday prices, you'll be sure to grab yourself a Black Friday.

★★★★★ Rating for kogan.com: 4.3 - 44,911 reviews - On-time delivery: 99%+

Friday, 27 November

Black Friday 2020

Feedback

#### People also ask

Why do they call it Black Friday?



Does Australia have Black Friday?



#### Ads · See black friday

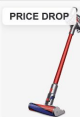


Google Home  
Hub - Charcoal

**\$79.00**

Was \$122

Google Store

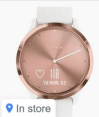


Dyson V7  
Motorhead...

**\$379.00**

Was \$592

Dyson Official ...

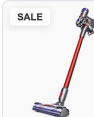


Garmin  
Vivomove Hr...

**\$249.00**

Rebel Sport

★★★★★ (2k+)



David Jones  
Dyson V7...

**\$379.00** \$599

David Jones



Niacinamide 10%  
+ Zinc 1% | Th...

**\$7.62** \$9.90

The Ordinary

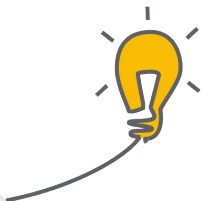


Garmin Female  
Forerunner 24...

**\$289.00** \$579

Rebel Sport

★★★★★ (1k+)



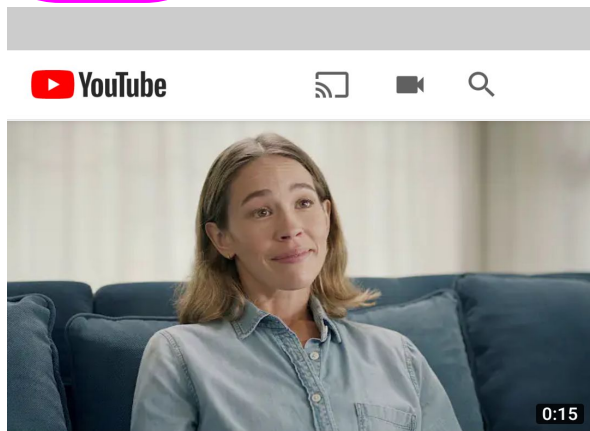
## SO WHAT?

Learn more about 2020 Cyber Weekend (including how to better capture the opportunity next year) by reaching out to your Google account team for a Cyber Weekend debrief.



Cyber  
weekend  
special

## Cyber weekend masthead masters

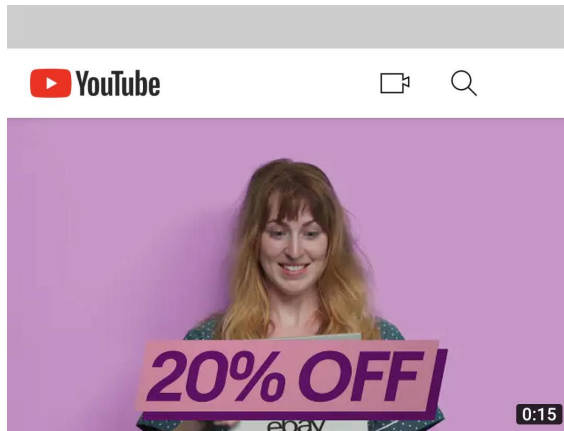


Great Black Friday Prices

Easy Az

Ad Amazon Australia

[Shop now](#)

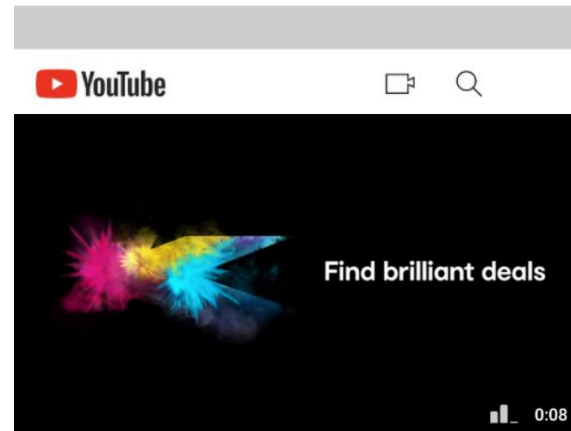


Get 20% off millions of items

Great Black Friday deals on eBay

Ad eBay Australia

[Shop Now](#)



Bright Friday is coming

Ad Kmart Australia

[See more](#)



### SO WHAT?

*Learn more about 2020 Cyber Weekend (including how to better capture the opportunity next year) by reaching out to your Google account team for a Cyber Weekend debrief.*

25th Nov



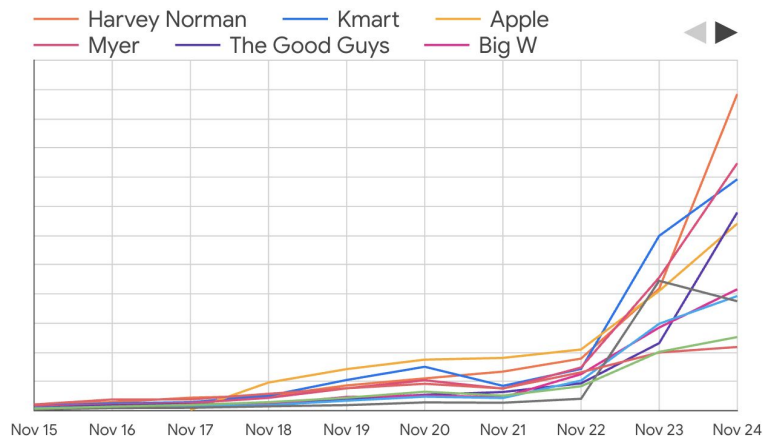
2 days to Cyber Weekend  
30 days to Christmas

Proprietary + Confidential

## Who's playing?

### Top Retailer Association with Black Friday:

without JB Hi-Fi to show other brand trends (JB Hi-Fi is #1 by a strong margin)



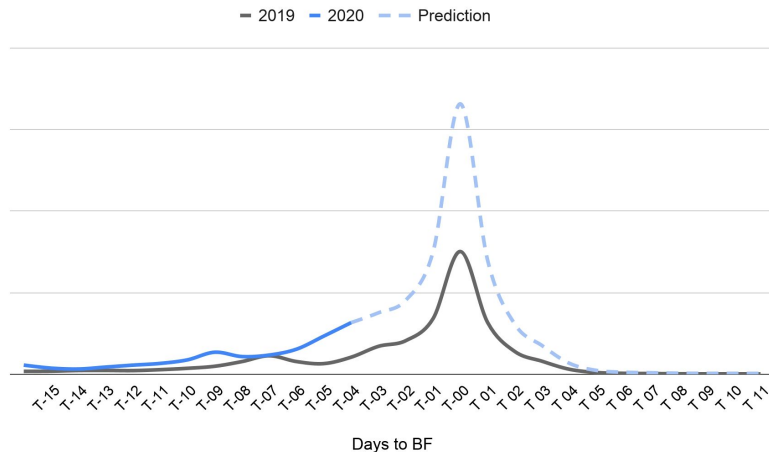
\*15-24 Nov 2020

\*\*Note: List includes Retailers only, not all brands

## Black Friday search growth

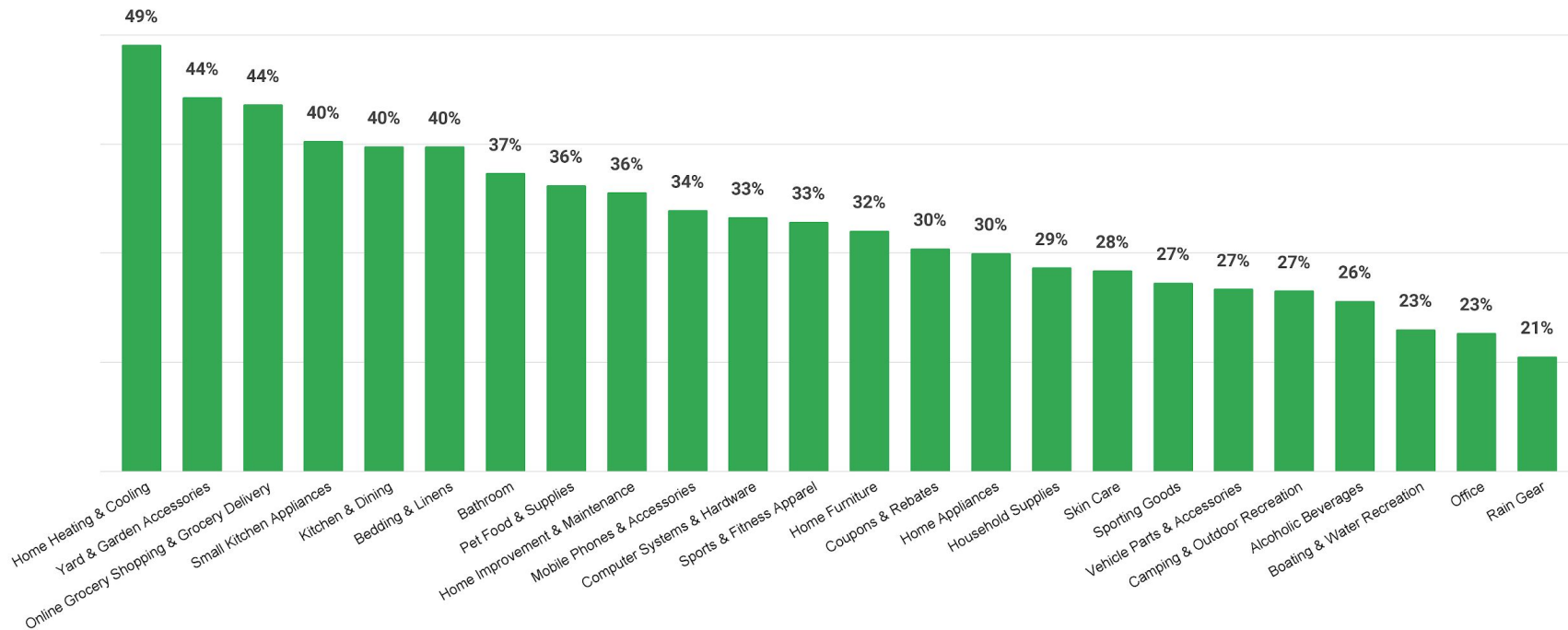
### Black Friday Searches predicted to be up by 120% YoY on BF day

Based on BF search trends (18-24 Nov 2020)

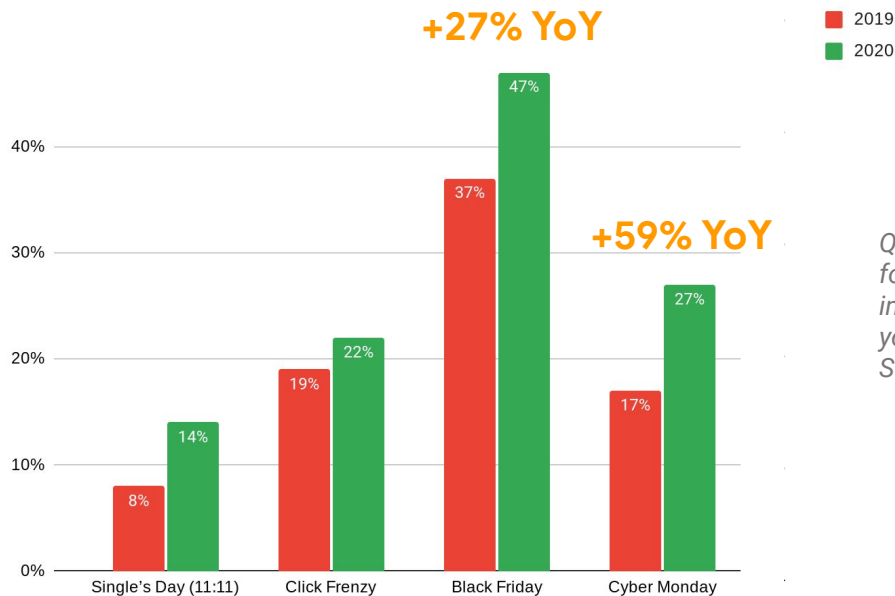


## Rising categories (YoY)

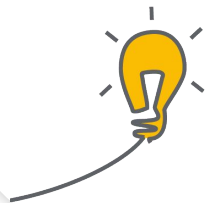
(15-20 Nov 2020)



# Black Friday and Cyber Monday are much more important this year



Q. Which of the following sale days are important to you for your holiday shopping?  
Select all



## SO WHAT?

Cyber weekend is more important than ever AND customers are going in with a plan.  
Make sure budgets are pacing to capture all the demand without being capped.



And most shoppers have a plan for the day,  
with only 15% saying *“I’m not planning, and I’ll figure it out the day of”*

36%

*“I’m buying gifts and not just  
buying for myself”*

39%

*“I’m buying more deals online to  
avoid the stores”*

31%

*“I only plan to get deals on  
things that I need”*



### SO WHAT?

*Cyber weekend is more important than ever AND customers are going in with a plan.  
Make sure budgets are pacing to capture all the demand without being capped.*

## New category entrants - gaming chairs

### Kmart launches huge Black Friday sale - including \$99 gaming chairs

Amy Sinclair • 7Lifestyle • Published: 23/11/2020 • Updated: 23 November 2020 12:32 PM



Kmart - \$99

### ALDI announces huge Black Friday tech sale

Amy Sinclair • 7Lifestyle • Published: Wednesday, 18 November 2020 5:21 AM



Aldi - \$149

### Ergolux Kevlar Gaming Chair (Red)

Ergolux

★★★★☆ (12)



Kogan - \$169.99

### Professional Red Ergonomic Gaming Chair with PU Leather Material Headrest Armrest



Catch - \$175

18th Nov



9 days to Cyber Weekend  
37 days to Christmas

Proprietary + Confidential

## Who's playing?

### Top Retailer Association with Black Friday:

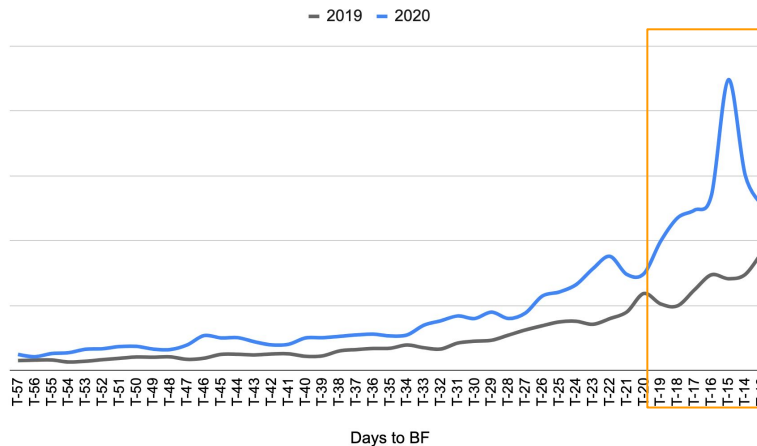
#	Brand	Searches	YoY growth %
#1	JB HiFi	<div></div>	219%
#2	Amazon	<div></div>	26%
#3	Harvey Norman	<div></div>	216%
#4	Kmart	<div></div>	529%
#5	Myer	<div></div>	234%
#6	The Good Guys	<div></div>	119%
#7	David Jones	<div></div>	264%
#8	EB Games	<div></div>	31%
#9	Target	<div></div>	-25%
#10	Big W	<div></div>	16%

\*8-14 Nov 2020

\*\*Note: List includes Retailers only, not all brands

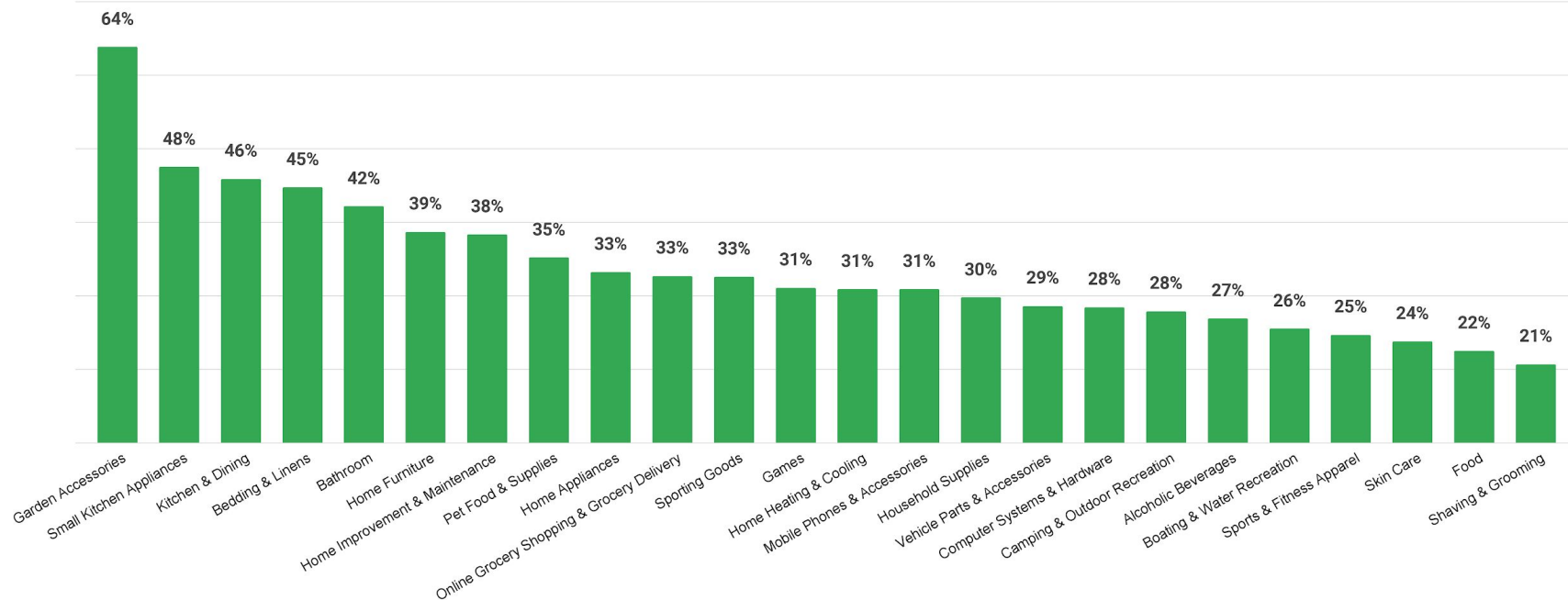
## Black Friday search growth

BF Searches up **106%** YoY



## Rising categories (YoY)

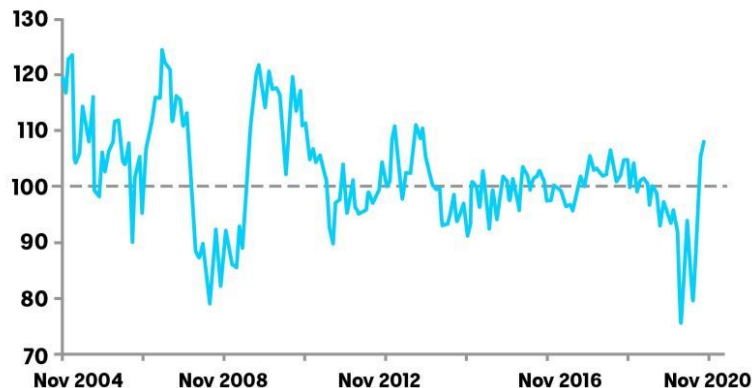
(8-14 Nov 2020)





## When it comes to *what* we spend, Australians are planning for a "normal" Christmas...

**Consumer Sentiment Index**



Source: Westpac Economics, Melbourne Institute

- Consumer sentiment\* has hit a seven-year high
- Consumer sentiment rose by **2.5 per cent** in November, its **third monthly rise in a row**.
- Consumer spending intentions ahead of Christmas are within the **normal range** we've seen over the past five years.



### SO WHAT?

*Prepare for at least 2019 levels of holiday spending!*

\*The Westpac-Melbourne Institute consumer sentiment survey measures how people are feeling about their own finance, as well as the broader economy.

Source: The ABC, "Australians likely to spend up this Christmas with consumer confidence at seven-year high", 11 Nov 2020 - [Link](#)

**But *how* we spend will be different this year,  
as shoppers continue to focus on safety & hygiene**

**52%** will shop at stores that  
offer  
**contactless shopping**

**36%** will shop at stores that  
offer  
**curbside pickup**

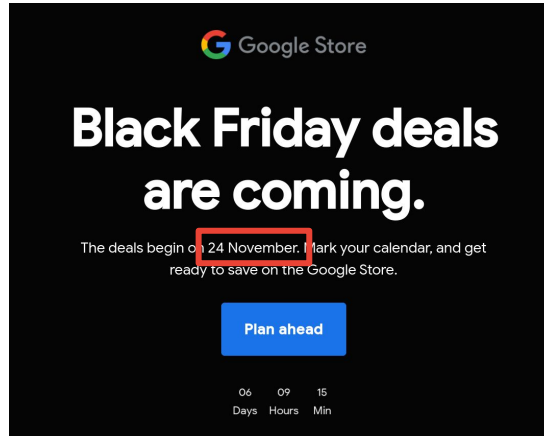


### **SO WHAT?**

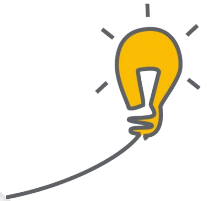
*Make sure to mention any safe and frictionless service offerings in ad copy.*

## Ones to watch

*Both online and offline, retailers are promoting early access to Black Friday deals*



^Chatswood Westfield, Sydney (16th Nov)



### SO WHAT?

*As more and more stores begin offering early access, consumers will start to expect earlier deals from all retailers*

11th Nov



16 days to Cyber Weekend  
44 days to Christmas

Proprietary + Confidential

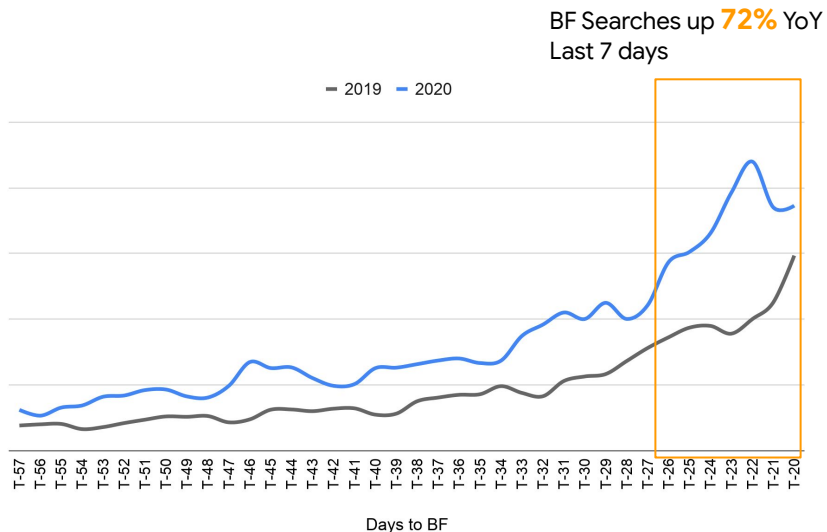
### Who's playing?

#### Top Retailer Brand Association with Black Friday:

#	Brand	Searches	YoY
#1	Pandora	<div></div>	+1000%
#2	Apple	<div></div>	16%
#3	JB Hi-Fi	<div></div>	5%
#4	Amazon	<div></div>	-41%
#5	Harvey Norman	<div></div>	89%
#6	Ikea	<div></div>	384%
#7	Myer	<div></div>	108%
#8	Kmart	<div></div>	454%
#9	Kogan	<div></div>	61%

\*1-7 Nov 2020

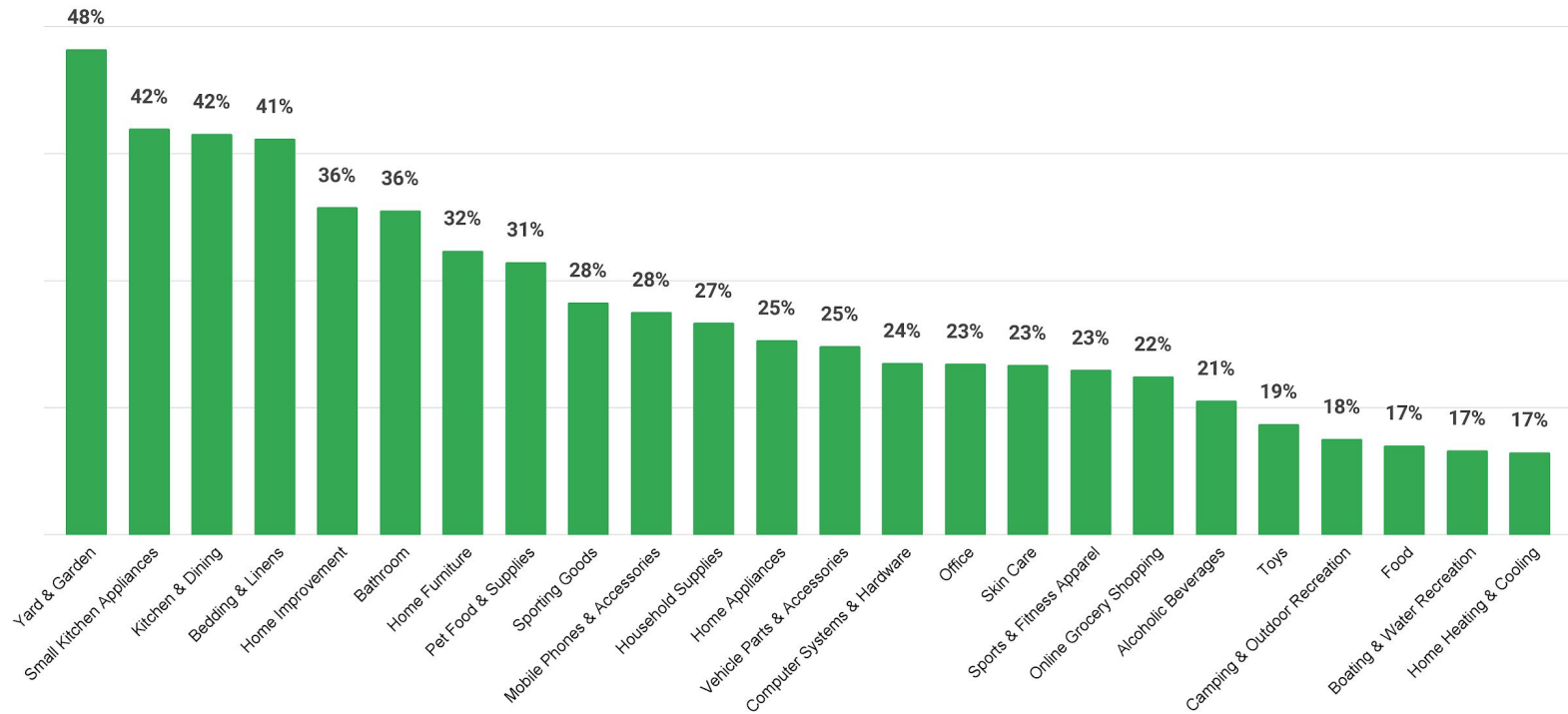
### Black Friday search growth





## Rising categories (YoY)

(1-7 Nov 2020)



# LIVE - Click Frenzy Tuesday

10 November

## Who's playing?

### Top Retailer Brand Association with CLICK FRENZY:

#	Brand	Searches
#1	Apple	
#2	Dyson	
#3	Myer	
#4	Catch	
#5	JB Hi-Fi	
#6	Target	
#7	Harvey Norman	
#8	Big W	
#9	Rebel Sport	
#10	The Good Guys	
#11	Kogan	
#12	Oz bargain	
#13	David Jones	
#14	Bose	
#15	Ikea	

\*10 Nov 2020

## Top Clicksearch growth

### Top products Association with CLICK FRENZY:

#	Brand	Searches
#1	Airpods	
#2	Nintendo Switch	
#3	Smart TV	
#4	Airpods pro	
#5	apple watch	
#6	lego	

\*10 Nov 2020

## Spotlight on Singles Day

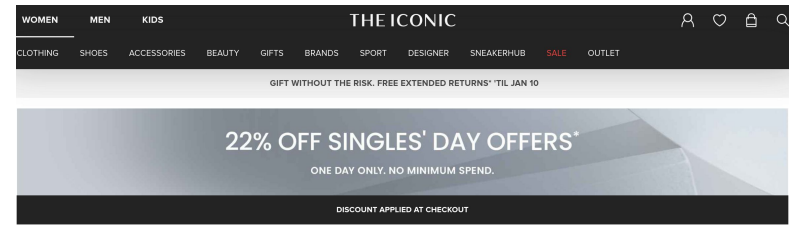
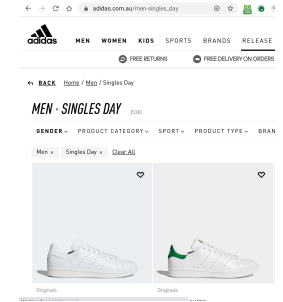
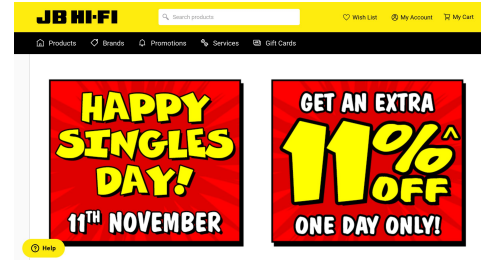
### A Strong First Wave

(Nov 1 - Nov 3)

Alibaba's marketplaces sold **\$15b USD**  
in Gross Merchandise Value (GMV.)



### Aussie Retailers Respond



\*Ends 11:59PM AEDT on 11.11.20. Selected styles and colours listed. Subject to terms and conditions.

When a recent survey asked  
“What do you hope to receive as gifts from  
others this festive season?”

**Gift cards** was the most popular answer.

40% of Aussies are hoping for a gift card this year



**SO WHAT?** Make sure you have coverage across “gift card” and “[brand] gift card” related terms.

And it looks like we might get our wish...  
Google searches for “**gift card online**” are up **79% YoY**

**Q: What will you buy your close friends/family this Christmas?**

*“I will buy **gift vouchers** for my **close friends**. I will **buy this online** and have it posted to them. This is easy and convenient way so **they can spend on things they love**”*  
-Charles L

*“Gift card is always an option. It can be **used online or more conveniently in store!**”* -Sandra T

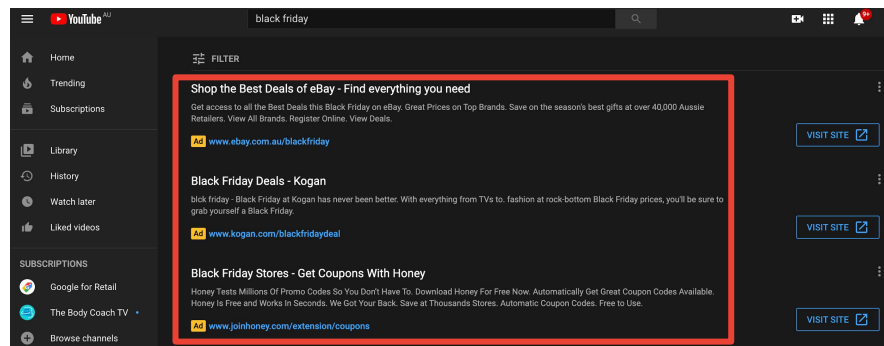
*So I usually give him some **money and some vouchers** or I will just take him shopping, he is my one and only so he is a bit spoilt”*  
-Lisa M



**SO WHAT?** Make sure you have coverage across “gift card” and “[brand] gift card” related terms.

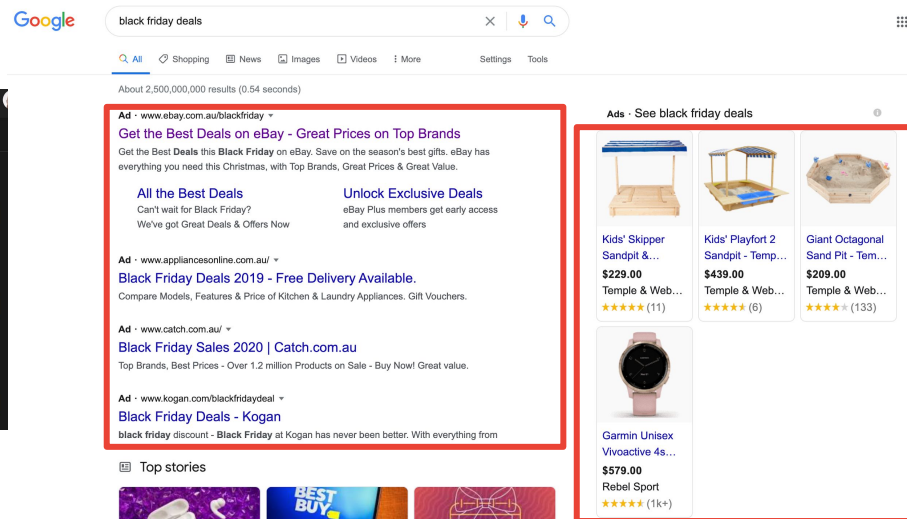
## Ones to watch

*Black Friday marketing is in full swing!*



YouTube search results for "black friday". The left sidebar shows navigation options: Home, Trending, Subscriptions, Library, History, Watch later, Liked videos, and SUBSCRIPTIONS (Google for Retail, The Body Coach TV, Browse channels). The main content area shows a filter icon and three sponsored ads:

- Shop the Best Deals of eBay - Find everything you need**  
Get access to all the Best Deals this Black Friday on eBay. Great Prices on Top Brands. Save on the season's best gifts at over 40,000 Aussie Retailers. View All Brands. Register Online. View Deals.  
[www.ebay.com.au/blackfriday](http://www.ebay.com.au/blackfriday) [VISIT SITE](#)
- Black Friday Deals - Kogan**  
black friday - Black Friday at Kogan has never been better. With everything from TVs to fashion at rock-bottom Black Friday prices, you'll be sure to grab yourself a Black Friday.  
[www.kogan.com/blackfridaydeal](http://www.kogan.com/blackfridaydeal) [VISIT SITE](#)
- Black Friday Stores - Get Coupons With Honey**  
Honey Tests Millions Of Promo Codes So You Don't Have To. Download Honey For Free Now. Automatically Get Great Coupon Codes Available. Honey is Free and Works in Seconds. We Got Your Back. Save at Thousands Stores. Automatic Coupon Codes. Free to Use.  
[www.joinhoney.com/extension/coupons](http://www.joinhoney.com/extension/coupons) [VISIT SITE](#)



Google search results for "black friday deals". The top bar shows the Google logo, search bar, and filters (All, Shopping, News, Images, Videos, More, Settings, Tools). The results show "About 2,500,000,000 results (0.54 seconds)".





**Ad - www.ebay.com.au/blackfriday**  
**Get the Best Deals on eBay - Great Prices on Top Brands**  
Get the Best Deals this Black Friday on eBay. Save on the season's best gifts. eBay has everything you need this Christmas, with Top Brands, Great Prices & Great Value.  
**All the Best Deals**  
Can't wait for Black Friday?  
We've got Great Deals & Offers Now  
**Unlock Exclusive Deals**  
eBay Plus members get early access and exclusive offers

**Ad - www.appliancesonline.com.au**  
**Black Friday Deals 2019 - Free Delivery Available.**  
Compare Models, Features & Price of Kitchen & Laundry Appliances. Gift Vouchers.




**Ad - www.catch.com.au**  
**Black Friday Sales 2020 | Catch.com.au**  
Top Brands, Best Prices - Over 1.2 million Products on Sale - Buy Now! Great value.

**Ad - www.kogan.com/blackfridaydeal**  
**Black Friday Deals - Kogan**  
black friday discount - Black Friday at Kogan has never been better. With everything from

**Ads - See black friday deals**

 <b>Kids' Skipper Sandpit &amp; Temple</b> \$229.00 ★★★★★ (11)	 <b>Kids' Playfort 2 Sandpit - Temple &amp; Web...</b> \$439.00 ★★★★★ (6)	 <b>Giant Octagonal Sand Pit - Temple &amp; Web...</b> \$209.00 ★★★★★ (133)
 <b>Garmin Unisex Vivoactive 4s</b> \$579.00 ★★★★★ (1k+)		

**Top stories**



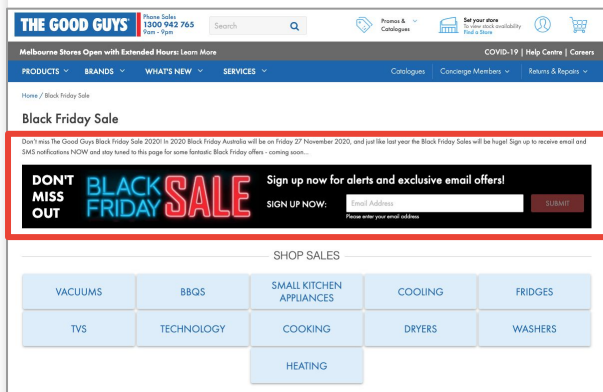


**SO WHAT?**

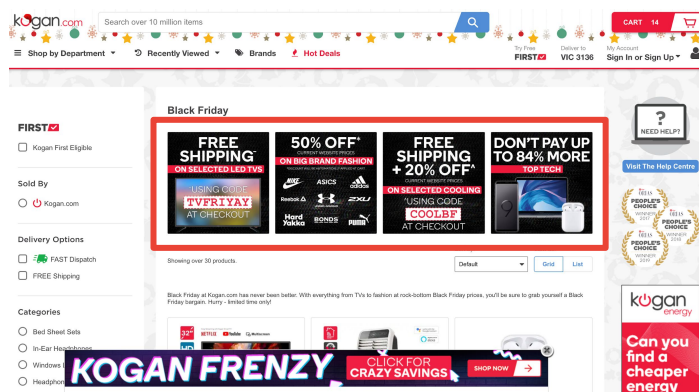
*Ensure shoppers looking for the best upcoming deals can find you on search, display and shopping*

## Ones to watch

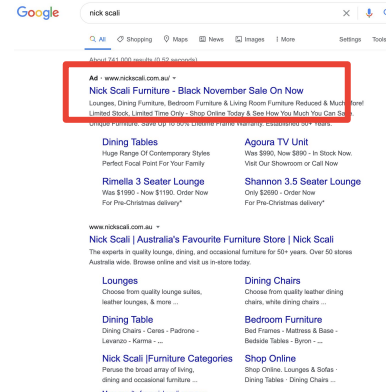
With many retailers letting customers know what deals will be on offer



The screenshot shows the top of The Good Guys website. A red box highlights a banner that says "DON'T MISS OUT BLACK FRIDAY SALE" and "Sign up now for alerts and exclusive email offers!". Below the banner is a "SHOP SALES" section with buttons for VACUUMS, BBQS, SMALL KITCHEN APPLIANCES, COOLING, FRIDGES, TVS, TECHNOLOGY, COOKING, DRYERS, WASHERS, and HEATING.



The screenshot shows the Kogan.com website. A red box highlights a "Black Friday" banner with four offers: "FREE SHIPPING ON SELECTED LED TVs", "50% OFF ON BIG BRAND FASHION", "FREE SHIPPING + 20% OFF ON SELECTED COOLING", and "DON'T PAY UP TO 84% MORE". Below the banner is a "KOGAN FRENZY" banner with the text "CLICK FOR CRAZY SAVINGS".



The screenshot shows Google search results for "nick scali". A red box highlights an advertisement for "Nick Scali Furniture - Black November Sale On Now". The ad lists various furniture items like "Rimella 3 Seater Lounge" and "Agoura TV Unit" with their prices and delivery information.



**SO WHAT?** Stay top of mind up until the event by helping customers know what to expect now

4th Nov





**23 days to Cyber Weekend**  
**51 days to Christmas**

Proprietary + Confidential

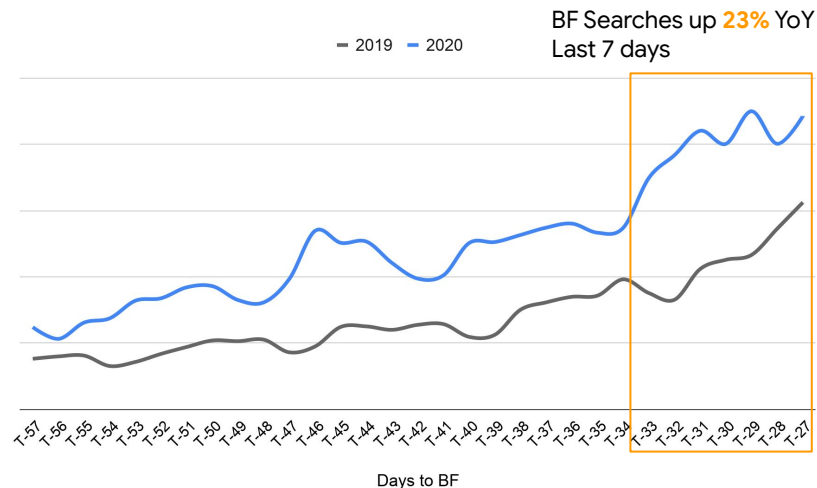
## Who's playing?

### Top Brand Association with Black Friday:

#	Brand	YoY %
#1	Amazon	58%
#2	Apple	94%
#3	JB HiFi	88%
#4	Ikea	791%
#5	Harvey Norman	168%
#6	Kogan	173%
#7	eBay	59%

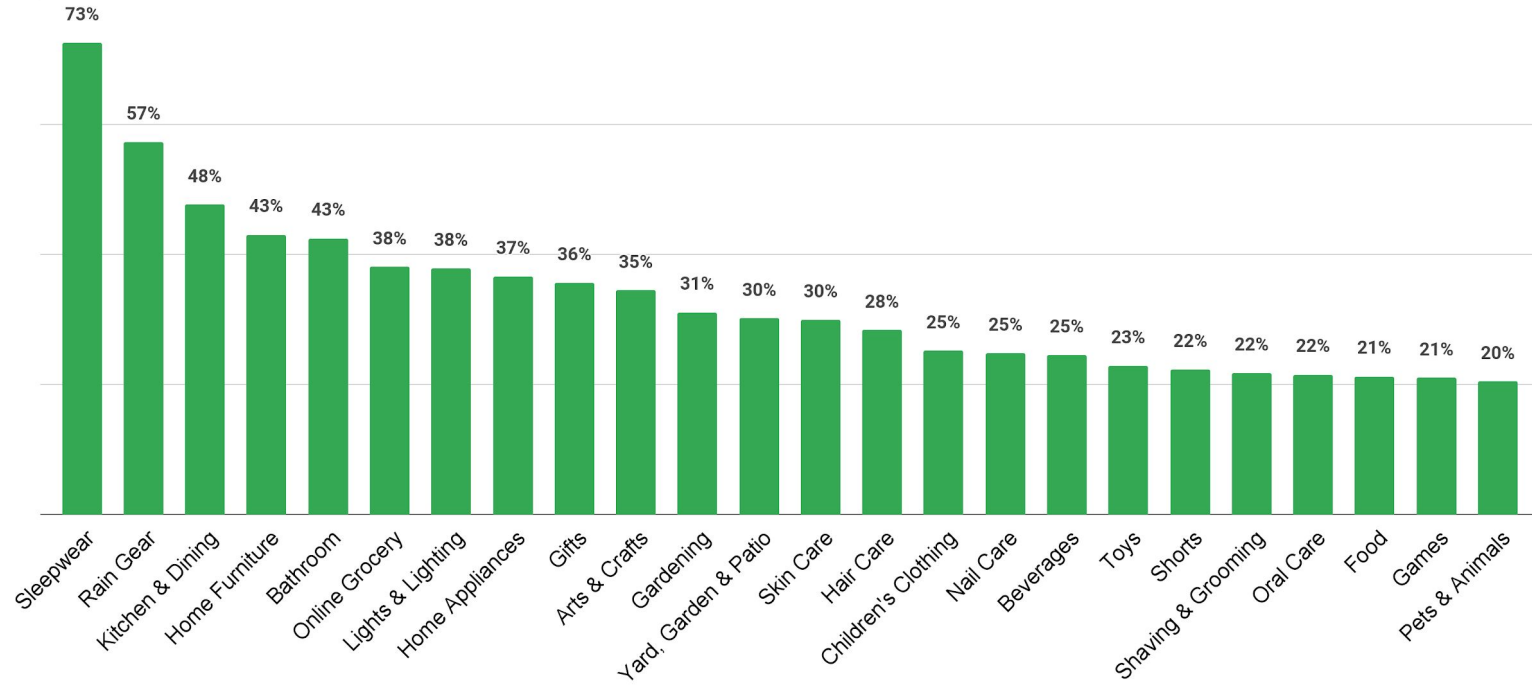
\*Oct 2020

## Black Friday search growth



## Rising categories (YoY)

(25-31 Oct 2020)



# Holiday shopping has already started!

*40% of Aussies have already started their holiday shopping for the year<sup>1</sup>*



**SO WHAT?** *Make sure coverage and comms take advantage of early holiday shopping.*

...And while shoppers are  
expecting deals...

*39% are expecting retailers  
to offer holiday deals<sup>2</sup>*



Many are struggling  
to find them

*33% said prices were higher than normal  
in the past week<sup>3</sup>*



**SO WHAT?** *Ensure your ad copy heros pricing and promotions.*

# Appendix

## Ones to watch

*Some retailers are already offering Black Friday discounts and deals*


J.CREW Gifts New Women Men Kids Cashmere Sale Factory

Search J.Crew Sign In

Free standard shipping with J.Crew Rewards

SEE ALL OFFERS (4)

EARLY ACCESS TO OUR BLACK FRIDAY SALE (!)  
**50% off your purchase\***  
Use code **FRIDAY**  
[Shop now](#)



wayfair Shop Our Sites

Find anything home...

Room Ideas Sale

Furniture Outdoor Bed & Bath Rugs Décor & Pillows Organization Lighting Kitchen Baby & Kids Renovation Appliances Pet Holiday Wayfair Credit Card

Sales / Black Friday Early Access

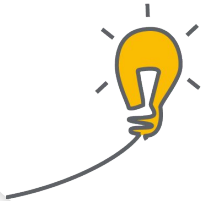
BLACK FRIDAY SNEAK PREVIEW  
**FIRST-CHANCE DEALS**

SAVINGS SPOTLIGHT  
**LE CREUSET**  
7 QT. ROASTING PAN  
**40% OFF**  
[Shop Early](#)

UP TO 60% OFF  
**LIVING ROOM SEATING**

FROM \$99  
**BEDROOM FURNITURE**

UP TO 50% OFF  
**OUTDOOR FURNITURE**



**SO WHAT?** *Get ahead of Black Friday competition by offering early access/sneak preview sales*