

# HOLIDAY CONTENT IMPLICATIONS

*Checking it Twice Against the Canadian Consumer Climate*

**IT'S *DECEMBER.***

**YOUR GIFTS, YOUR SPOTIFY PLAYLIST, AND YOUR  
CAMPAIGN PLANS MAY BE WRAPPED, BUT IT'S  
TIME TO *CHECK YOUR CONTENT TWICE* TO ENSURE  
IT WILL MEET CONSUMERS WITH THE RIGHT TONE  
AND MOOD THIS SEASON.**

**WHILE THE PANDEMIC ISN'T  
AT THE FOREFRONT ANYMORE,  
OTHER, **GRINCHIER REALITIES**  
HAVE SET IN FOR CANADIAN  
CONSUMERS.**

- Mass layoffs
- Eco-consciousness  
value clash
- Algorithmic anxiety
- Lingering debt from  
holiday 2021

**DESPITE THE UNCERTAINTY,  
HOLIDAY REMAINS  
A TIME WHEN PEOPLE SEEK  
COMFORT AND LIVE THEIR  
VALUES. THERE ARE MANY  
REASONS TO CELEBRATE.**

- No (current) lockdown orders
- Nostalgia is what's current
- International travel is open
- Sales hit earlier this year

***HOW CAN BRANDS **ACT WITH EMPATHY**  
AND HELP PEOPLE SPEND, SERVE, AND  
SOCIALIZE THIS SEASON?***

WE LOOKED AT **KEY SHIFTS**  
SURROUNDING TRADITIONS RELATED  
TO GIVING, EATING/DRINKING AND  
ENTERTAINING DURING THE HOLIDAY  
PERIOD, SPECIFIC TO YOUNG PEOPLE IN  
CANADA.



...TO INFORM SOCIAL  
COMMUNICATIONS AND CAMPAIGNS  
**TO MEET PEOPLE'S COGNITIVE AND  
EMOTIONAL STATES WITH  
EMPATHY**

# EXPLORING TENSIONS IN TRADITIONS

## #1 Spending

How will people's **spending** change amidst tougher economic times?

## #2 Serving

What will people be **serving** amid increased interest in ingredients?

## #3 Socializing

How will **socializing** change after years spent indoors and on cameras?



Q1: SPENDING

# A SHIFT TO CONSCIOUS CONSUMPTIO N



we  
are.  
social



# IT'S A STRESSFUL TIME, FINANCIALLY

The trickle-down impact of the high costs of borrowing and the low value of a dollar is causing widespread stress.

Inflation is near double digits. Companies are announcing mass layoffs. And housing — both owning and renting — is expensive.

Pair this with long-held beliefs in real estate as the symbol of wealth accumulation being shattered, **all spending will be done with survival and values in mind.**

Little respite in sight for skyrocketing rents



Business



Wealthsimple laying off 13 per cent of staff amid 'market volatility'

CARRICK ON MONEY



A warning on houses as an investment



blogTO · Mar 1, 2022

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Most people in Canada can't keep up with the cost of living here  
[bit.ly/35j2y80](https://bit.ly/35j2y80) #Canada



blogto.com

New stats show the majority of Canadians can't keep up with the cost of living

As Canada's major cities see ever-skyrocketing housing an...

Sources: [BlogTo](#), [Globe and Mail \(housing\)](#), [CBC](#), [Globe and Mail](#) (rent)

# LESS SPENDING. MORE INTENTION.

Amidst the doom, **people are seeking meaning** in their lives, with some forgoing saving until things “return to normal”.

When they are spending, they're focusing on **fewer gifts, better quality and price**, and **more alignment with their values**. That will translate to a growth in practical gifting for others with gift cards, and for themselves, items like apparel and jewelry that will help them look and feel good.

45%

Of 18-35yo US adults don't see a point of saving until things return to normal, and nearly ½ of Canadians under 40 are living paycheck to paycheck.

\$790

The average Canadian's holiday gift budget - flat year over year.

93%

Of Gen Z are using social media as part of the buying process, with 60% of shopping activity covered by TikTok and Instagram.

Sources: [New York Times](#), [Washington Post](#), [Deloitte](#), [SimplicityDX](#), [VoX Media](#), [Strategy](#), [Retail Council of Canada](#)

# WHERE QUALITY & PRICE MEET

Increased use of Buy Now Pay Later programs, higher interest in retailer mobile apps (particularly, those with loyalty programs) and social-supported commerce, consumer affinities for The Dollar Store and sale-driven spending starting in October are early tip-offs that **young people are bargain hunting.**

Supply chain concerns prompted earlier shopping, but demand is lower - **people are buying less, more thoughtfully.**

↑63.5%

Expected YoY growth in buy now pay later in Canada.

62%

Of Canadians report gifting habits changing in recent years, largely because they want to buy more meaningful gifts for fewer people.

34%

TikTok users are more likely to shop early, but they're also more likely to give DIY.

Sources: Research & Markets, TikTok Home for the Holidays, Matt Klein, Retail Council of Canada

# CONTENT IMPLICATIONS

- **Lean into values over consumerism in creative:** Don't pull a Kim K on her 40th birthday: Read the room. Instead of pushing expensive and elaborate imagery, focus on more humble scenes that demonstrate giving, sharing, and being together.
- **Focus on brand values:** Wearing a team jersey isn't a fashion statement, it's a commitment to the team. Elevate the role the brand can play in people's lives - and their personal values the brand aligns with.
- **Gameify saving:** "How much I spent" videos (and their 26M+ views) are feeding an interest in transparency and financial literacy. So make it easier to spend by showing how much you're saving.
- **Reiterate value:** Whether it's price, quality, loyalty points or an incredible alignment with personal value, ensure all content helps consumers know they're making the right choice.
- **Help them DIY:** It might be a playlist they created, a "year in review" video for a friend, an unexpected party or even a how-to repurpose cloth instead of wrapping paper. Help them unleash creativity while being a gifting hero.

Q2: SERVING

# ***A SHIFT TO IN-PERSON PRESENTATION***





# DISHES MADE TO BE SEEN

Canada's FoodToks have been viewed more than 14x the population of the country. And between Baked Feta Pasta, Healthy Coke and Salmon Bread — social is pushing **creativity and ease** in the kitchen — two ideals amongst Gen Z.

But the holidays are still a time for tradition, with 82% of Canadians saying they remind them of their childhood.

With a return to in-person gatherings, this season's **dishes will be made to be seen (on social and in person), made with ease, and made to make a statement.**



## TikTok is transforming how and what we eat

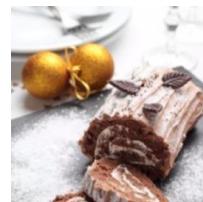
TikTok's food-obsessed power users are exposing how we really eat, cook, and connect

↑10x  
"shortbread  
cookie recipe"  
search  
amongst  
last-minute  
planners on  
Pinterest (our  
younger demo)



## Consumers in Canada Less Loyal to Brands in Grocery Stores Amid Inflation [Study]

↑5x "yule log  
cake" searches  
on Pinterest



Sources Mintel Holiday Celebrations 2022, [Canvas8](#), [Globe and Mail](#), [Strategy](#)

# A SHIFT TO IN-PERSON PRESENTATION

Pandemic downtime fuelled an interest in cooking, with Gen Z revealing themselves to be expressive and inclusive in the kitchen. Eating is a form of self-expression, and when hosting this holiday season they'll be pairing homemade with **prepared, quality and affordable ingredients and effortlessness with social shares**. With 65% of creators on TikTok saying they made a food purchase because of the app, social is shifting product. Given the priority eating has in their lives, it's little wonder they conflate it with wellness.

↑21%

Interest in cooking amongst UK & US Gen Z (35%), from 2019.

38%

Of American Gen Zers reported replacing alcoholic drinks with non-alcoholic ones to align with a 'healthier lifestyle'.

23%

Is the share of wallet food occupies for Gen Z, making it a top spending category, with 82% of Gen Z enjoy engaging with food content on social media.

Sources: [WGSN](#), [Statista](#), [Fooditive](#), [Canvas8](#)

## PAIRED WITH BACK STORIES & SOCIAL SHARES

On Pinterest, searches for holiday cooking and baking are a little extra. But a stark contrast lives between millennials and younger cohorts: one loves tradition, and the other, last-minute. It's why shows like Easy Bake Battle are around but what makes for a really great audience? Having someone and somewhere to show it off.

That's why this season **we can expect food to be seen on social and to say something** - whether it's a nostalgic family anecdote, a TikTok inspiration or an experimentation.

26%

Of Canadians say they make holiday dishes they grew up with.

+21%

Of TikTok users are more likely to cook a meal for others than other platform users.

82%

Of Gen Z enjoy engaging with food content on social media.

Sources: Mintel Holiday Celebrations 2022 ,TikTok Home for the Holidays,

# CONTENT IMPLICATIONS

- **Tone down the creative extravagance:** Reflect the kinds of celebrations people will be having this year. Consider how low cost items can still feature into high-quality experiences.
- **Make traditional recipes easier, quicker and cheaper:** Knowing that Gen Z will mix prepackaged and prepared food on the table, consider how brands can recommend recipes that shave time and budget that don't have to be made from scratch.
- **Revisit what "traditional" means:** Look beyond Hallmark Christmas to what other Canadian ethno-groups prepare during the season: Maybe it's Chinese Food for Jewish people on Christmas Eve or African Peanut Stew for Kwanzaa celebrators?
- **Lead with wellness:** Ingredient stories and functional benefits of your final products still matter. Be sure to shout how a product helps: whether it's how cranberry sauce can be cleansing, or your festive yams boost collagen.
- **Consider how "having a good time" looks different:** Gen Z aren't leaning on alcohol to bring the fun anymore, but it's still part of the story. The champagne may not be giving main character energy, but can still play a supporting role in creative.

Q2: SERVING

# ***A SHIFT TOWARD TOGETHERNESS & NOVELTY***



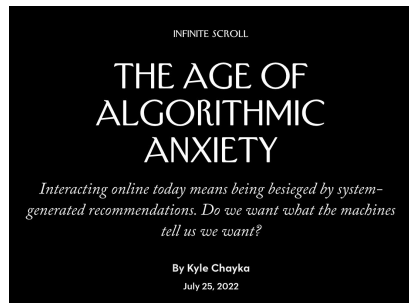
**we  
are.  
social**



# SEEKING COMFORT & COMMUNITY

Proponents of online shopping forget one of the key benefits of going offline: discovery. Salespeople and visibly displayed inventory help break the force that Gen Z are increasingly aware of and contending with: The Algorithm. With feeds catered to our interests, **people are seeking novelty and newness.**

Meanwhile, the holiday is a time for tradition, and the 93M+ views of hallmark movie tropes on TikTok attest. Socializing will seek to fill the very human need for community and comfort, while combating the same, same malaise of the pandemic.



Number of Canadians travelling abroad quadrupled in August: StatCan

**‘Gratitude’ drives Canadians into the great outdoors this summer**

Sources [The New Yorker](#), [StatCan](#), [Globe and Mail](#)

# A SHIFT BACK TO TOGETHERNESS —

People haven't been together consistently during the holidays for the past three years, and 2022 represents a start. **People are prioritizing togetherness**, and predictors like Pinterest searches for traditional entertainment ideas and experiences are social proof. Mariah Carey even knows what's up, with her signalling her readiness to dominate the holiday season (#MariahSZN) as early as Halloween's end.

79%

Say their main priority this holiday is being able to spend quality time with loved ones given everything that has happened.

115%

The increase in Pinterest searches for "iconic movies" related to the holidays.

73%

Of Canadians have missed a holiday celebration because of the pandemic.

Sources: [Deloitte](#), [Vox Media](#), [Washington Post](#)

## — WITH A NEED FOR NOVELTY

While people want to get together, there's room for a twist. Social media's fixation on **aesthetics and niches will mix festive traditions with fandoms.** (Consider Christmas Tree disco balls thanks to Taylor Swift's influence, making "your whole place shimmer", and holiday sweaters mirroring your superfandom, like the new Black Adam release.)

20%

Increase in Pinterest Canada searches for "Hosting Holiday Party".

+131%

Increase in holiday travel budgets, higher than the global average of +49%.

400+

Aesthetic niches on fandom representing countless ways to align seasonal decor, party themes and apparel to one's identity.

Sources: IBM, Mintel Holiday Celebrations 2022

# CONTENT IMPLICATIONS

- **Tap into audience fandoms:** Sometimes bringing people together means alienating the rest of them. Consider how your audience fans a particular aesthetic, and build entertainment and decor ideas around that (e.g. a pearl-dripped Christmas tree for Bridgerton fans of #royalcore)
- **Deploy social shopping to showcase new ideas:** Break the algorithm by showing audiences what they didn't know they wanted. Consider using livestream or creator partnerships to profile different applications of your product (e.g. festive butter boards)
- **Factor in travel plans:** A return to suitcases, airplanes and sweet ocean views makes for many more micro-moments in which to entertain, educate and support consumers. Consider these and inspire audiences to fit your brand into them.



**SO, HOW CAN BRANDS **WRAP**  
THESE INTO THEIR HOLIDAY  
SOCIAL PLANS?**



# IMPLICATIONS



## SPENDING



Show care over  
consumerism



## SERVING



Offer a shareable spin  
on something traditional



## SOCIALIZING



Bring people together  
over novelty and newness

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# ***THANK YOU***

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