

Holiday Wrap

2013/14

A WRAP-UP OF THE BEST (AND WORST) OF HOLIDAY RETAIL FROM AROUND THE WORLD



It is not possible to include everything in the summary 'Holiday Wrap' report but to make sure you have access to all the source material we were able to collate, here is the country-specific material for Brazil.

Y&R

#HOLIDAYWRAP2013

EXAMPLES FROM BRAZIL

Brazilian Retail

Period: November and December 2013

We divided all the researched material in three categories:



Sales Promotion



Point of Sale



Advertising



SALES PROMOTION

CASAS BAHIA

One of the most important retailers of home appliances and furniture from Brazil.
Y&R Brazil has the advertising account of Casas Bahia since 1999.

This year the company launched a Christmas promotion, in which 50 families could win a trip to Walt Disney World with all expenses paid

PROMOTION EXPLANATION:

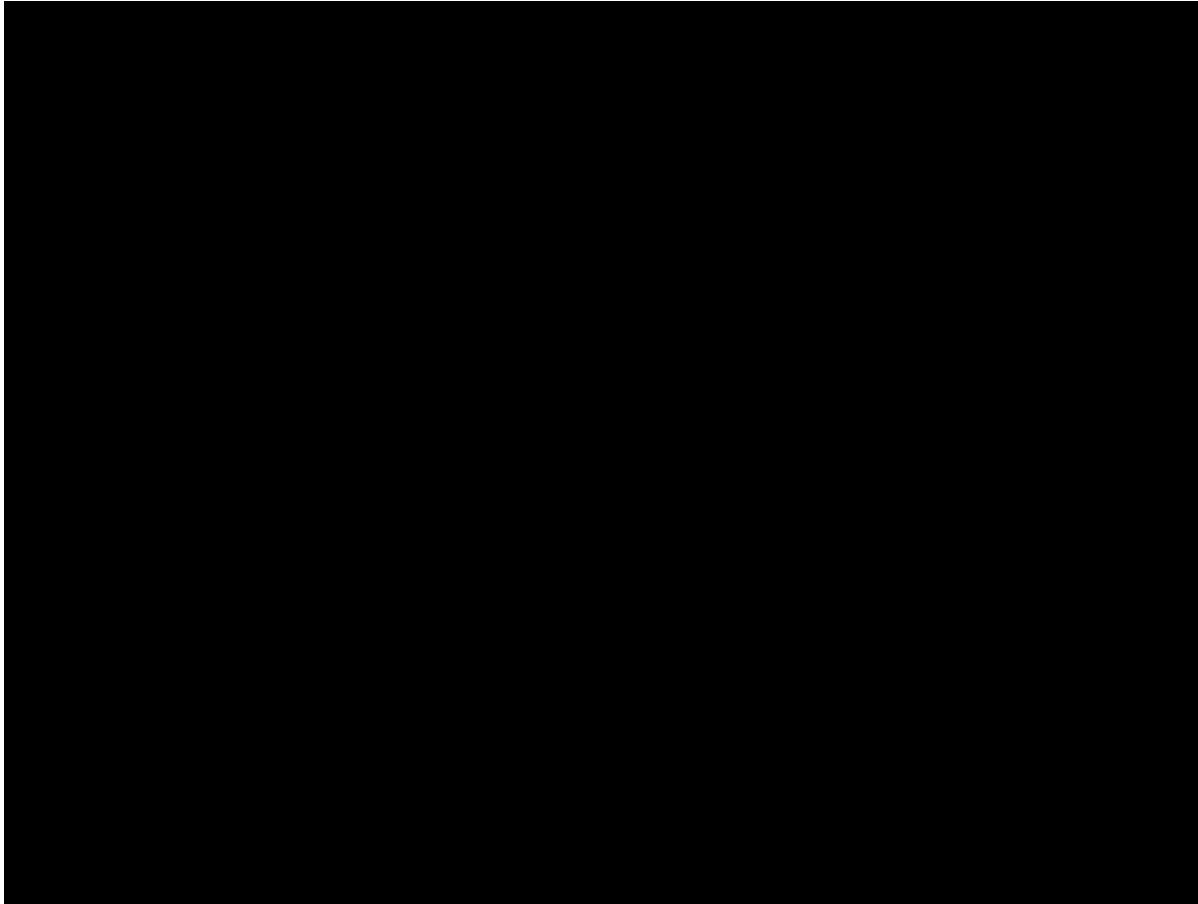
- 1° The customer must do a purchase at Casas Bahia (Physical Shop, Site or sales by phone) of at least R\$ 400
- 2° Access the promotional hot site and submit the registration with personal details and purchase information
- 3° After registration and payment confirmation of purchase, the system will provide a ticket
- 4° The tickets raffle will be conducted by the Federal Lottery
- 5° 50 clients will be drawn to win a trip to Orlando – USA, to meet Disney parks (entitled to 3 companions).



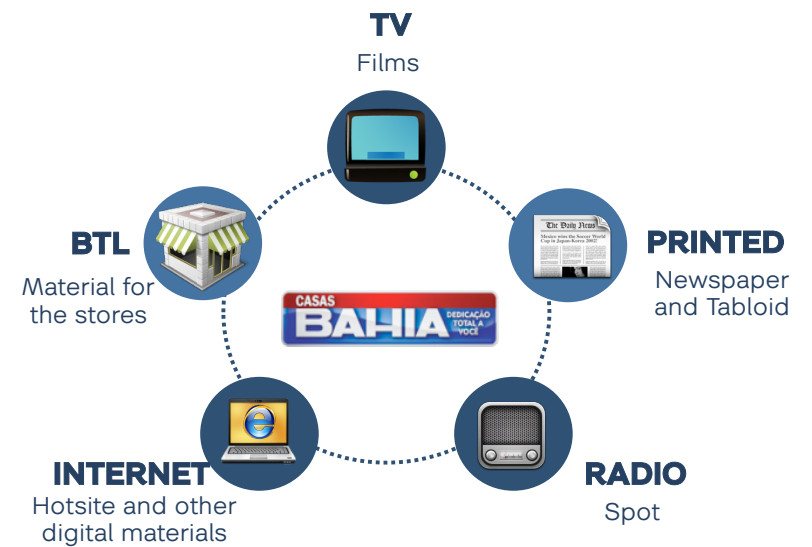
promotion logo

CASAS BAHIA

Example TV Film



CAMPAIGN 360°



CARREFOUR

The brand performed the promotional action "Makes a Magical Christmas Makes Carrefour".

The brand has prepared a special promotional campaign in which, from R\$ 50,00 in purchases, customers compete the sleds gifts, and more than one year of free mobile recharge.

The promotion was valid until December 24th.



Carrefour
Faz a conta. Faz Carrefour.

Faz um Natal Mágico Faz Carrefour

Concorra a trenós de presentes e 1 ano de recarga de celular.

Compras a partir de R\$ 50 = 1 cupom.

Pague com o = +1 cupom por compra. (2)

CLIQUE E PARTICIPE!

Promoção "FAZ UM NATAL MÁGICO, FAZ CARREFOUR". Período de participação: de 29/11/2013 a 24/12/2013, válida para os Hipermercados e Supermercados Carrefour. (1) Sugestão de uso do prêmio que será em crédito no Cartão Presente Carrefour. (2) Promoção não cumulativa. Certificado de Autorização SEAS-AB nº 06/5948/2013. Consulte o regulamento completo da promoção no site <http://www.carrefour.com.br>, imagem meramente ilustrativa. (3) O Cartão Carrefour, välja feita de anulado. Consulte tabela vigente. O cumprimento de qualquer oferta está vinculado à regularidade e à pontualidade do pagamento de fatura.

OI (MOBILE TELECOM AND STORE)

The brand performed the promotional action "Luck on Your Hand – Awarded Christmas".

Mobile customers of Oi, pre and post-paid plans, could participate in the action and be eligible to win houses with all furnishings, cars and iPads Mini.

The raffle is valid for mobile phone customers who make any recharge. The promotional campaign also guarantees exclusive raffle prizes to customers of any pre or post-paid plan of Oi, which participate in a quiz by text message.

www.sortenapalmadamao.com.br

SÃO VÁRIAS FORMAS DE PARTICIPAR!

- ▶ FAZENDO UMA RECARGA
- ▶ ENVIANDO "SORTE" PARA 300
- ▶ MANTENDO SEU PRÉ OU CONTROLE COM CRÉDITOS

PARCERIA:

oi zed

VEJA COMO OS GANHADORES CURTIRAM O ROCK IN RIO

Em até 72 horas após a realização da recarga, você receberá um SMS informando que os números de sorte estão disponíveis

RECARREGUE AGORA

MANTENHA SEU PRÉ-PAGO OU CONTROLE COM CRÉDITOS E CONCORRA A

R\$5 MIL*

RECARREGUE QUALQUER VALOR E CONCORRA A

1 IPAD MINI*

RECARREGUE R\$ 25 E CONCORRA A

1 IPAD MINI* + 1 CASA MOBILIADA DE R\$ 100 MIL*

PROMOÇÃO

SORTE NA PALMA DA MÃO natal premiada

* Prêmios meramente ilustrativos. Sorteio de uso exclusivo.

CENTAURO

Sporting goods store.

Centauro and Centauro.com.br, National supportive of the FIFA World Cup Brazil 2014 promote an extensive Christmas campaign throughout Brazil with the prize most coveted by fans at the moment: ticket to the opening of the World Cup. Using the actor and presenter Rodrigo Faro as spokesman, the brand raffled 200 tickets for the first game of the competition, which will be held in São Paulo.

Customers who purchase any product over R\$ 50 in its stores or e-commerce (www.centauro.com.br), will be eligible to participate in the raffle.

www.centauro.com.br/promocaoingressos



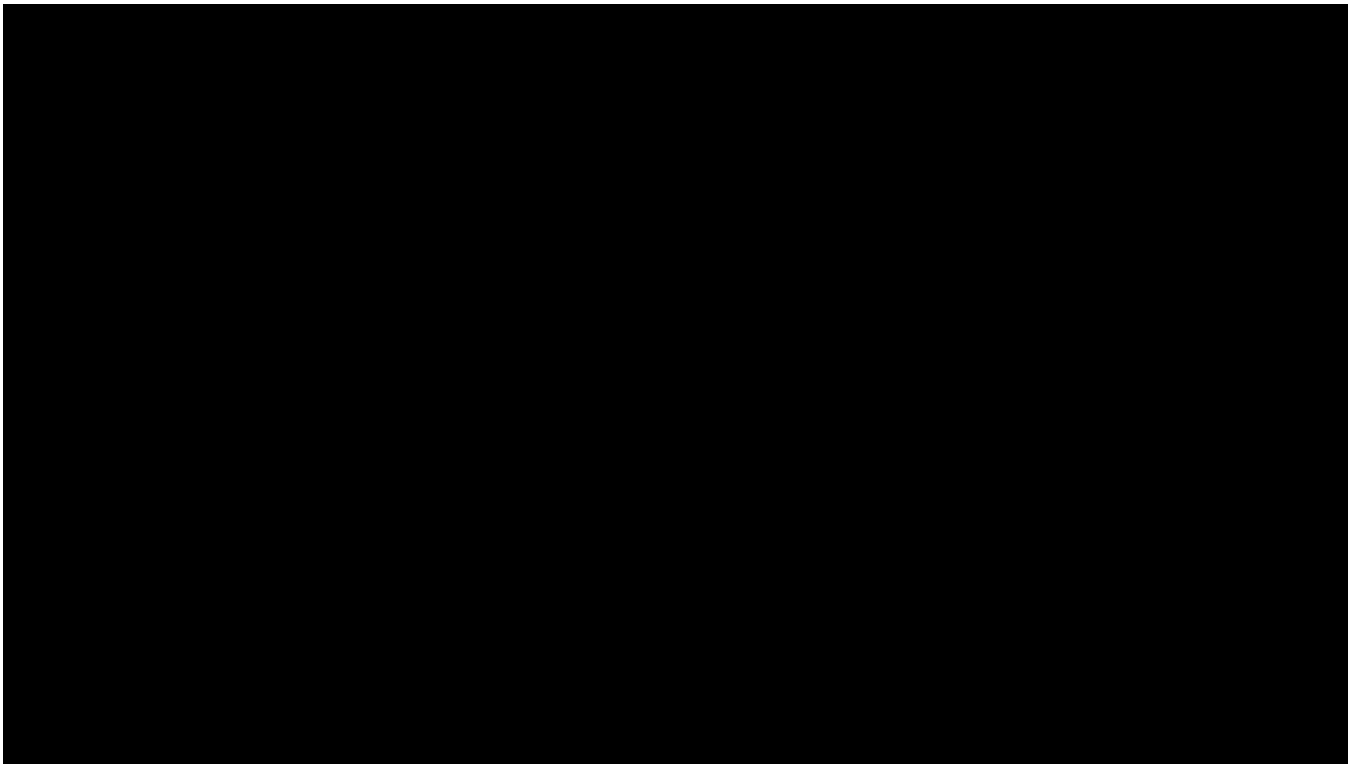
BOTICÁRIO

One of the largest chains of cosmetic products, very popular in Brazil.

In this Christmas, Boticário launched the promotion "Forever Beautiful".

The consumers who purchase a kit of this brand in one of the 3,600 stores across the country will earn a coupon to participate in the lottery. 10 lucky customers could win makeup, fragrance items and personal care for the entire life. Besides that, customers could also win a R\$100 coupon to spend in the Boticário stores.

www.boticario.com.br/promocao-linda-para-sempre



Film





POINT OF SALE

DECORATIONS IN MALLS (1)

In Brazil, the Christmas decorations in Malls are very traditional and awaited by the consumers. Being an attraction for the people that visit these places.

Examples from São Paulo:



Iguatemi Mall (one of the most premium malls in São Paulo)

DECORATIONS IN MALLS (2)

In Brazil, the Christmas decorations in Malls are very traditional and awaited by the consumers. Being an attraction for the people that visit these places.

Examples from São Paulo:



Center 3 Mall – Golden and Shine



JK Iguatemi Mall – Bears



Eldorado Mall – Christmas Peasant



Ibirapuera Mall – Santa's Kingdom



Pátio Higienópolis Mall – Christmas Enchanted Forest



Cidade Jardim Mall – Christmas in the wood

DECORATIONS IN MALLS (3)

In Brazil, the Christmas decorations in Malls are very traditional and awaited by the consumers. Being an attraction for the people that visit these places.

Examples from São Paulo:



Center D Mall – Lollypop



Bourbon Mall – Teahouse of Santa Claus



Anália Franco Mall – Snow Village



SP Market Mall – Shop toys from Santa Claus



Santana Mall – Jazz Band on Ice



Taboão Mall – The fantastic panettone factory

DECORATIONS IN MALLS (4)

Decorations with characters from movies and cartoons

Examples from São Paulo:



Monsters S.A

Angry Birds

SpongeBob SquarePants

CENTER NORTE MALL

The biggest Santa Claus of the world.

A famous mall in São Paulo produced a large structure to honor Christmas. The structure measures 20 meters of height and 14 tons and was certified by Guinness World Records in an official ceremony.



IMAGINARIUM STORE

They sell fun gifts for all ages.

They always decorate their shop windows based on the promotional theme (Summer, Fathers' day, etc).

See in the link:

www.imaginarium.com.br/blog/category/ta-rolando/vitrine/

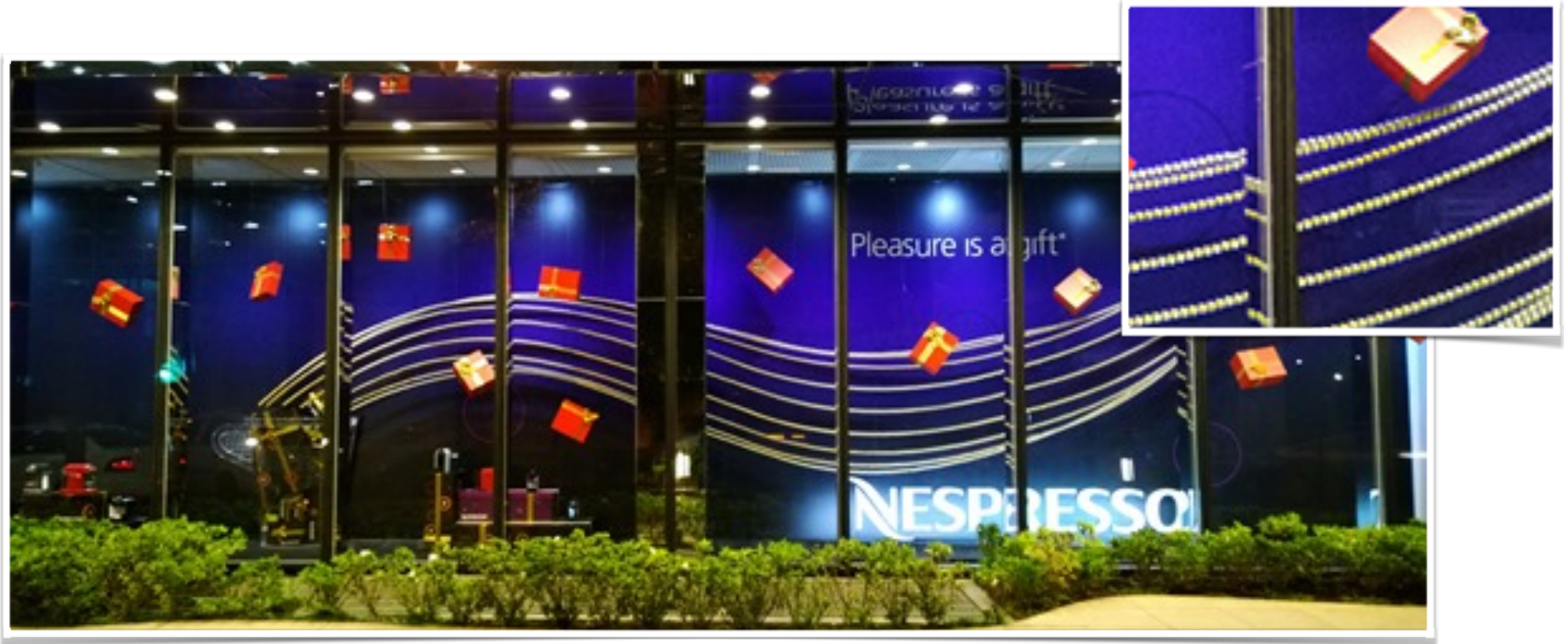
In this Christmas, they created a big house for their shop windows, all decorated with stuffs and gifts for this period.



NESPRESSO STORE

The brand customized one of the external shop windows of JK Iguatemi Shopping in São Paulo, with the "Nespresso experience" space.

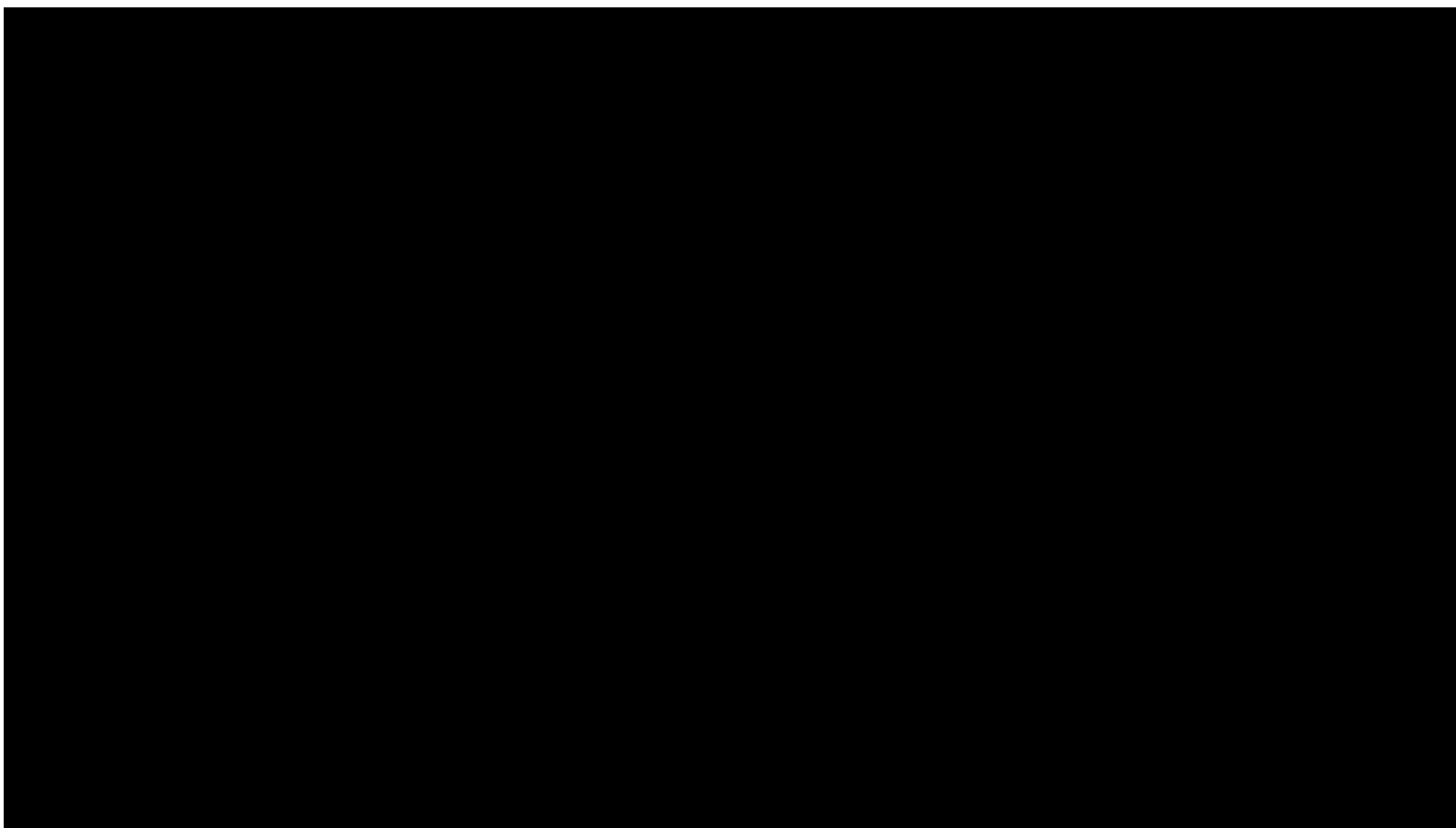
The project uses 4,000 capsules of 'Grand Cru Volluto', floating in the 16 meters of the shop window. Several boxes of gifts completes the visual composition.



PÃO DE AÇÚCAR

One of the largest supermarket chain in Brazil.

The brand prepared a surprise for their customers in one of their stores. An amazing spectacle of GPA Orchestra Institute (social program of the brand).



Film

SPOLETO RESTAURANT

The chain of Italian fast food Spoleto and Coca-Cola teamed up to develop a Christmas action.

The idea was to bring to the restaurant the essence of Christmas family. To do so, they created a large round table, where people, instead of making quick meals and lonely, could share the true values of date even without knowing. As a result: exchanging smiles and words, dialogues, joy and celebration.



Film of the action





ADVERTISING

C&A

A brand of fast fashion stores

The brand launched a campaign with the concept that C&A Christmas is unceremoniously. You enter and have fun. TV Film and print media.



TV Film



Magazine

BOTICÁRIO

A famous store of cosmetic products, very popular in Brazil.

The Christmas campaign of the brand shows a divorced couple and their son. The son, of course, tries to join the parents with a cute, smart and innocent way.



Film

HDI (CAR INSURER)

Santa's sleigh appears towed in this Christmas campaign.

The campaign shows the efficiency of the services provided by the brand in a fun way, putting the Santa Claus as illustrious insured client.

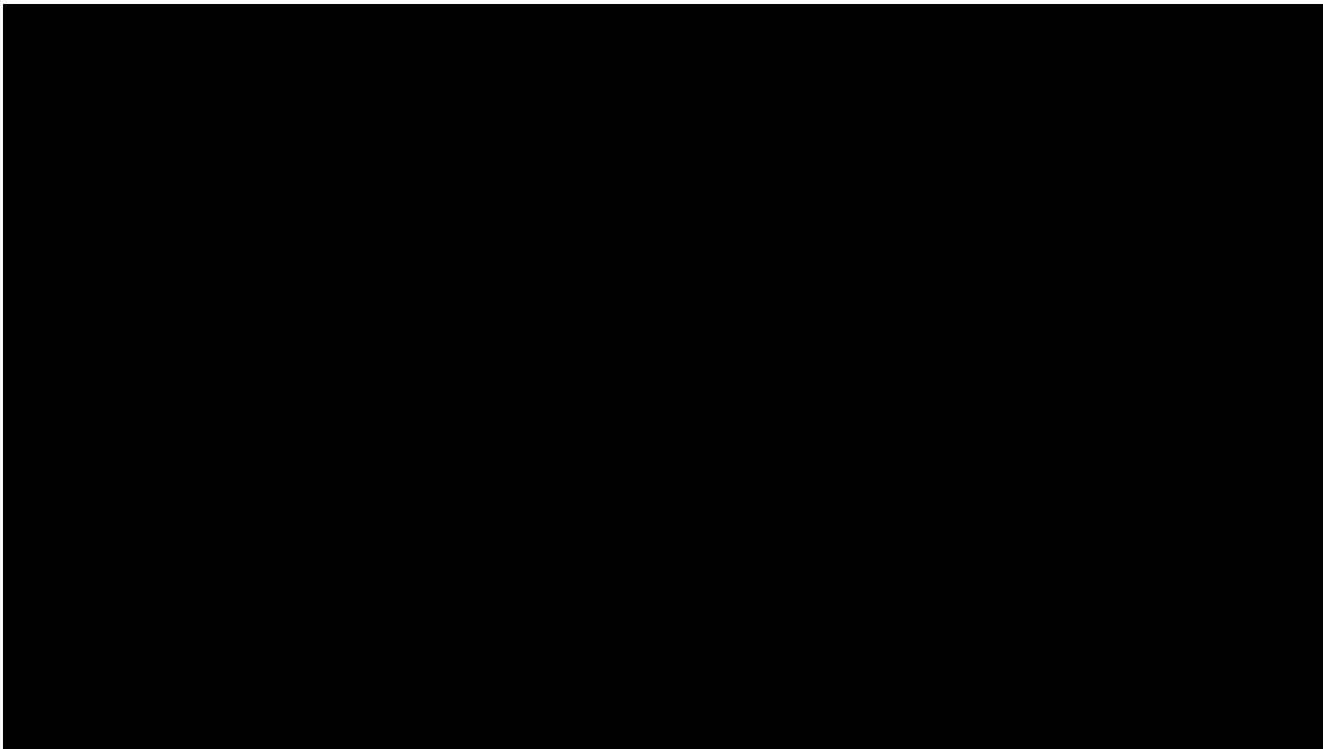


Film

OI (MOBILE TELECOM AND STORE)

The brand created the action "Phonebooth Magic", with the goal of providing an unforgettable Christmas experience.

In the film, aired on social networks, a phonebooth stylized draws the attention of children who pass in Ipanema – Rio de Janeiro, and invites them to call to Santa Claus. Across the line, two actors dressed as Santa Claus, talk with the children and ask for them to seek symbols like Christmas elves and gifts. At the end, they ask to tighten the "star" of the pay phone key. At this time, starts a projection mapped outside the Oi building, in the form of the Christmas tree. The film ends with the concept: "This year, the Hi wants everyone to believe again in the magic of Christmas."



Film

TRAMONTINA

Housewares industry and also have their own store to experimentation of their products.

In the movie, boys and girls speak what they think about Christmas. At the end of the video, people are invited to submit their own materials with children explaining what this magic date means for them.

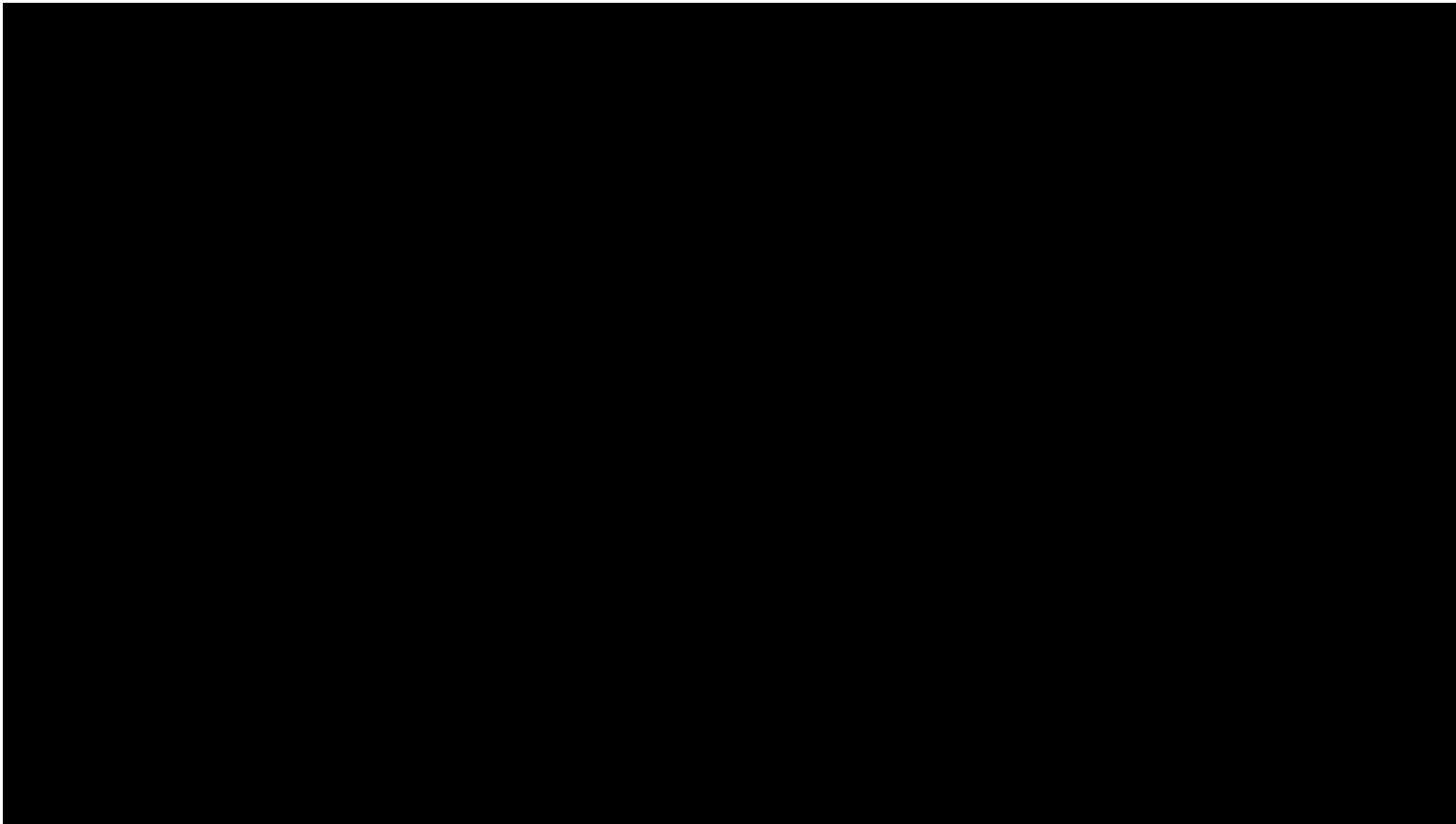


Film

CASA & VÍDEO

Retail store of furniture and home appliances.

Christmas campaign that shows the effort of the child to see his mother happy.



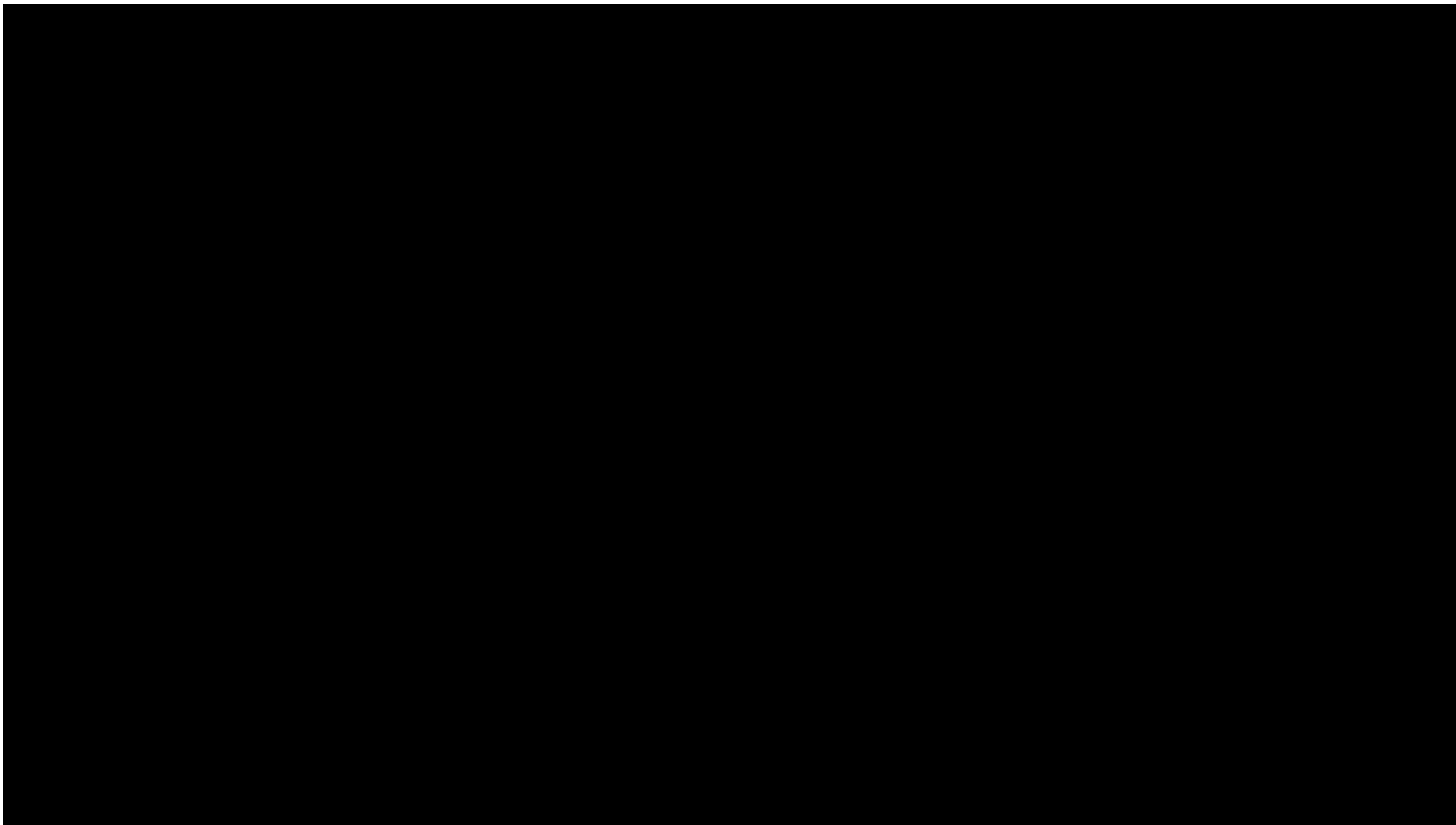
Film

NATURA

One of the largest cosmetic brands in Brazil (door to door sales).

Christmas Campaign “Happy Brazil for you”

The film continues the approach of the brand strategy, celebrating the diversity of relationships based on affection. The initiative integrates the theme "Happy for you Brazil", which the company works since 2003, the concept "Every relationship is a gift", created this year.

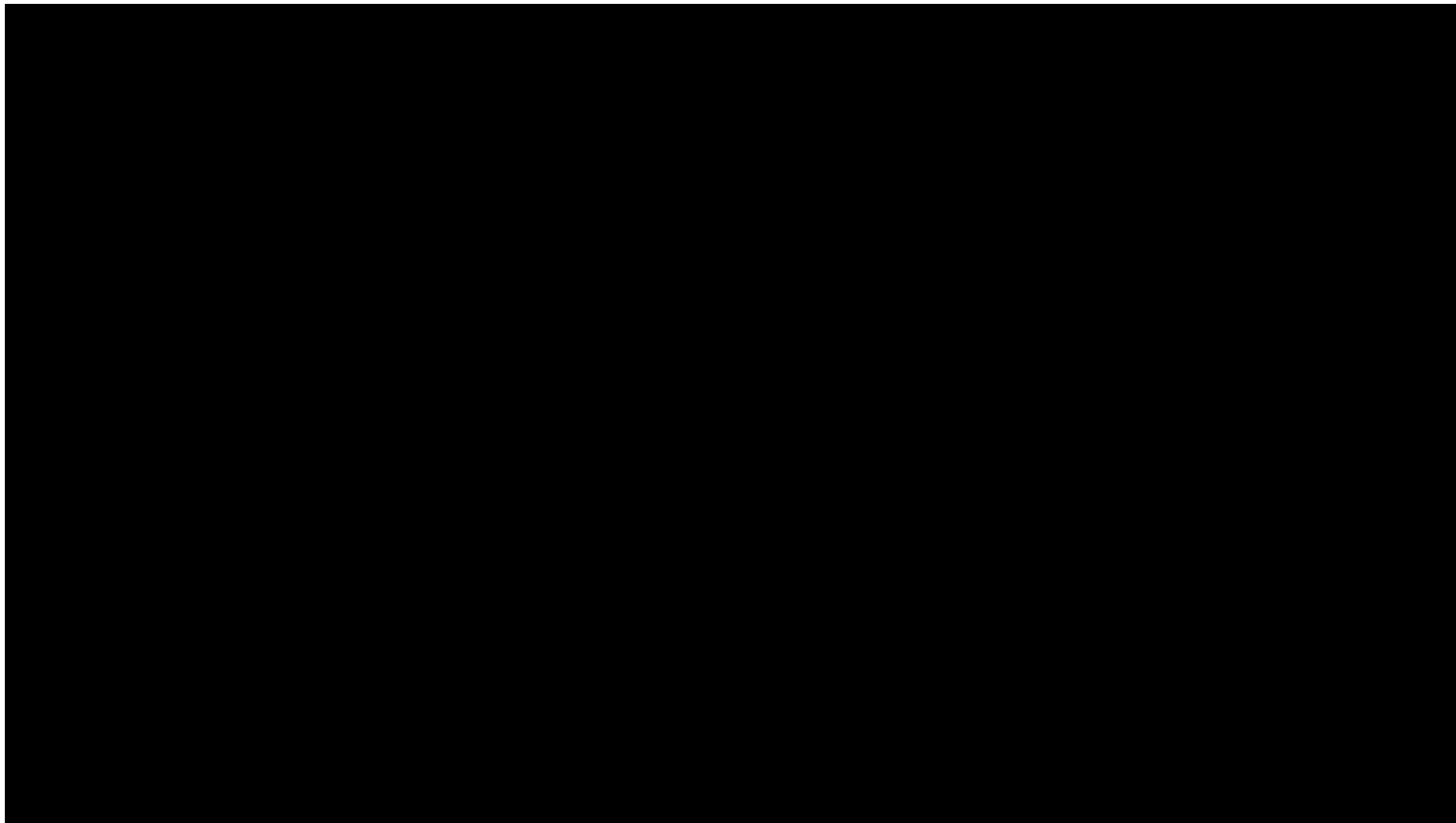


Film

SADIA

Great manufacturer brand of frozen products.

The brand debuted a campaign to encourage people to assemble your tree. The film promotes the "Supper of the Tree," in which the family must meet to start the celebrations of year end. According to the brand, a few people knows what is the right day to assemble the Christmas tree. Christian tradition holds that the correct date is the fourth Sunday before Christmas, when begins the season of Advent. This year, however, the date chosen to start decorating is the 1st of December, a Sunday.



Film

Y&R

CACAU SHOW

Chocolate store for gifts.

The concept of the campaign refers to the feelings of complicity always present this time of the year. The sincerity of a child and the commotion of his father dressed as Santa Claus, rescues the child in everyone, to see the good old man. The message "Santa, you're like this panettone, big guy and all melted inside; I love you" handwritten by the boy himself, leads his father emotion that says, "Your father one day asked me the most wonderful son in the world and I brought a well as he wanted".



Film

PONTOFRIO

One of the most important retailers of home appliances and furniture from Brazil. Y&R Brazil has the advertising account of Pontofrio since 2010.

The Campaign uses the concept "Live the Christmas that everyone wants", "Live the Christmas technology with Pontofrio".



Film

PONTOFRIO

Print ads following the Christmas theme.

Arquivo da Propaganda - 100.4.6/84.1 - Pontofrio/LG/Optimus G2 - RE/Veja - 25/12/2013 - R767382 - Pg. 1/2

O Natal é logo ali.
O presente **Pontofrio**, também.

60"

SONY
• TV LED 3D Full HD
com conversor digital
4 Wi-Fi integrados
14-Processadores
4 decod. 3D

10X
R\$699,90
sem juros 12x no cartão

3D

A Via Varejo está com vagas abertas para profissionais com deficiência. Os candidatos deverão cadastrar o currículo pelo site www.pontofrio.com.br/trabalheconosco

Cartão Pontofrio. Peca agora o seu e aproveite as vantagens.

pontofrio.com
telefones: 4002-3050
www.pontofrio.com.br

Ofertas válidas de 21 a 27/12/2013 ou enquanto durarem 20 peças por produto, exceto para produtos de saúde/mostruário. Não financiamento em 10x no cartão de crédito. R\$ não incluso. Sujeito a análise de crédito. Consulte outras condições de pagamento. *Os produtos e marcas anunciados possuem seus direitos protegidos por lei. É proibida a reprodução deste impresso sem a autorização expressa da Pontofrio. Fotos ilustrativas. As ofertas anunciadas não são válidas para o exterior. Pontofrio não se responsabiliza por danos materiais ou morais decorrentes do uso de produtos e serviços oferecidos.

viva o Natal
pontofrio
viva a inovação

Arquivo da Propaganda - 100.4.6/84.1 - Pontofrio/LG/Optimus G2 - RE/Veja - 25/12/2013 - R767382 - Pg. 2/2

Natal de verdade e presentes além da imaginação estão no **Pontofrio**.

Smart Button

KnockON: Acenda o aparelho à toa com apenas dois toques.

Wi-Fi
TV Digital
3G

ASUS
• Ultrabook ASUS S46CA-WX058P
• Tela 14" • DVD-RW
• Windows 8™

HD de 750 GB
e 500 GB
Memória
6 GB

10X
R\$ 299,90
sem juros 12x no cartão

LG
Android 4.2
Smartphone LG Optimus G2
De 10.4 polegadas
• Câmera 1.3 MP
• GPS

10X
R\$ 199,90
sem juros 12x no cartão

Samsung
Tablet Samsung SM-T211
• Câmera 3.0 MP
• Memória interna 8 GB • Wi-Fi • Tela 7"

10X
R\$ 129,90
sem juros 12x no cartão

viva o Natal
pontofrio
viva a inovação

Divirta-se com nosso filme de Natal.

FAST SHOP

Retail store for home appliances and electronics.

The coach of the Brazilian national football team, Luiz Felipe Scolari, is the spokesman of the campaign for Fast Shop. With the slogan "Christmas Champion Fast Shop – the list of most desired gifts this Christmas", relates the expectation from the squad for the World Cup with his list of chosen gifts for Christmas. In the video, Scolari is constantly asked if he had already prepared the list of their players for the World Cup. The coach replied that the "most important list is already defined" – referring to the gifts of the end of year.



Film



Magazine

RICARDO ELETRO

Retail store for home appliances, furnitures and electronics.

“The best Christmas in the world”

The spot shows Ricardo Nunes, entrepreneur and owner of the retailer Ricardo Eletro checking the prices of products like television and refrigerators in stores in the United States. The aim of the film is to show to the consumers the price of a product outside Brazil, so it can make the comparison. On the campaign site, it was possible to check the price of the product in the U.S., the equivalent price in Brazil and choose Ricardo Eletro offers.



Internet Film



Newspaper

CASAS BAHIA

One of the most important retailers of home appliances and furniture from Brazil. Y&R Brazil has the advertising account of Casas Bahia since 1999.

Print ads communicating the theme and the Christmas sales promotion.

Arquivo da Propaganda - 100.4.7/100.3.6 - Casas Bahia/Walt Disney World - RE/Época - 16/12/2013 - R766323

No nosso Natal não cai neve. Mas aproveite que preço cai.

Samsung TV 40" LED Full HD com Wi-Fi integrado
R\$224,90
sem juros no cartão
R\$ 2.249,00 à vista

LG Home Theater 3.1 canal de som
R\$69,90
sem juros no cartão
R\$ 699,00 à vista

Electrolux Refrigerador 2 portas Frost Free
R\$449,90
sem juros no cartão
R\$ 4.499,00 à vista

Constatel Fogão Fácil
R\$109,90
sem juros no cartão
R\$ 1.099,00 à vista

LG TV 42" LED Full HD com Converter Digital
R\$259,90
sem juros no cartão
R\$ 2.599,00 à vista

Compre, Cadastre-se e Concorra.
Neste Natal, a Casas Bahia vai sortear 50 famílias para conhecer o **WALT DISNEY WORLD RESORT**. A cada 400 reais em compras, você participa.

Promoção válida de 15/11/2013 a 24/12/2013. Sorteio em 4/1/2014 pela extração da Loteria Federal. Veja o regulamento completo em www.promocaoemcasasbahia.com.br ou entre em contato com o SAC: 0800 99 60 596. Certificado de Autorização CAIXA 4-1900/2013.

Walt Disney World Resort
CASAS BAHIA

casasbahia.com.br

Arquivo da Propaganda - 100.4.7 - Casas Bahia - RE/Istoé - 25/12/2013 - R767311

Natal na Casas Bahia é assim: além do melhor preço, a gente também tem a melhor promoção.

Samsung Refrigerador Top Mount 2 portas Frost Free
R\$2.399,00
sem juros no cartão
R\$ 2.399,00 à vista

HP Notebook 1000-4800
R\$189,90
sem juros no cartão
R\$ 1.899,00 à vista

LG TV 42" LED Full HD com Converter Digital
R\$259,90
sem juros no cartão
R\$ 2.599,00 à vista

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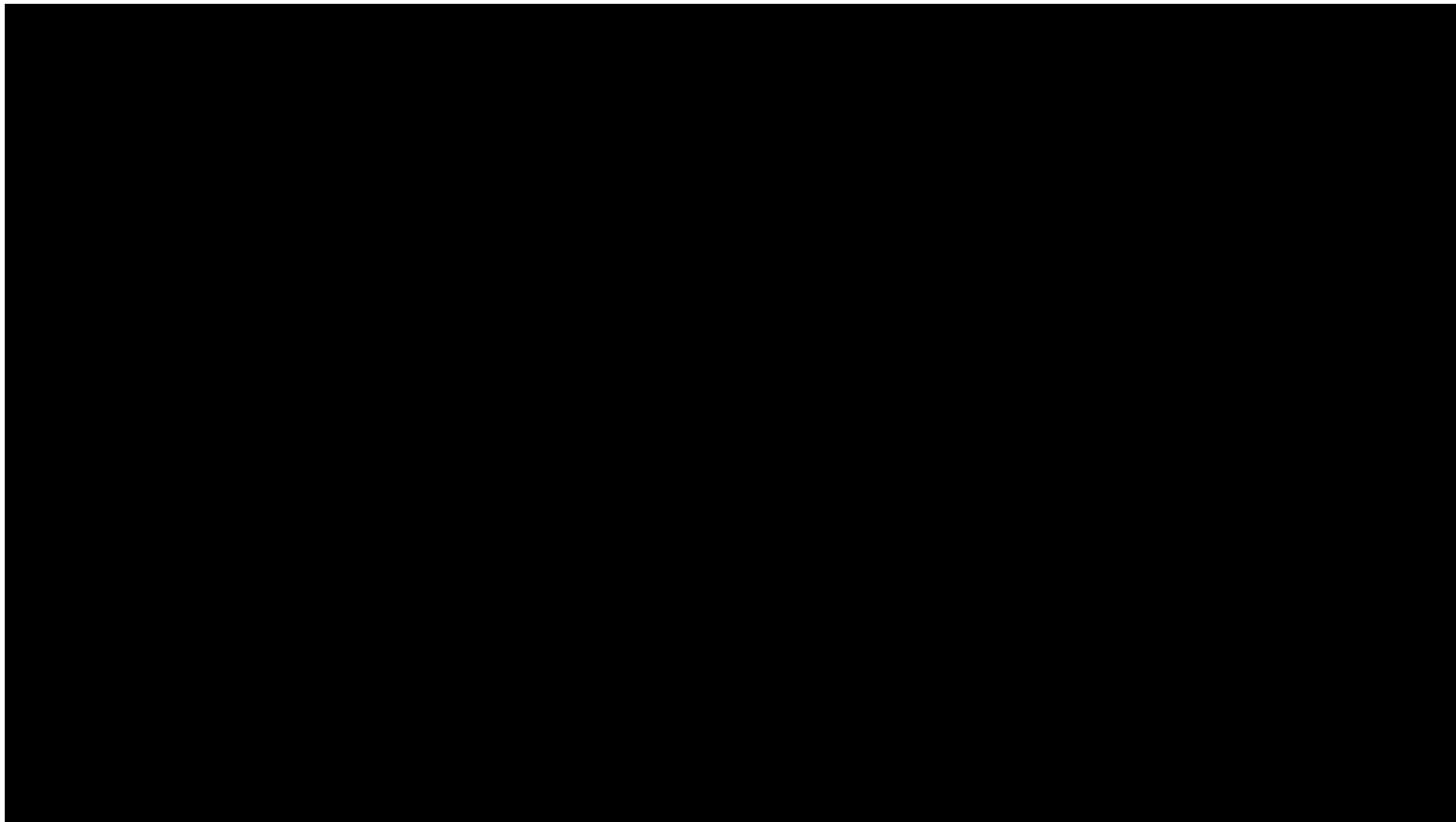
Walt Disney World Resort
CASAS BAHIA

casasbahia.com.br

ZAFFARI

Supermarket Chain.

The Christmas movie of Zaffari presents values to inspire everyone, not just in this special day, but everyday. Considered one of the most accessed and emotional movies Christmas campaign of the year.



Film

OLX

Site classifieds for selling and trading products.

The brand promoted "Week detaches" in Christmas. The campaign encourages the target, in a good-humored way, to detach from unused stuffs at home through OLX, beginning the year 2014 in a luckier way.



Film

Christmas 2013: Brazil should spend 30% more with this, reveals research SPC Brazil

11/25/2013

A national survey commissioned by the Protection Service (SPC Brazil) and the National Confederation of Shopkeepers (CNDL) reveals a positive scenario for retail trade: the Brazilian consumer should buy this year and spend more on Christmas gifts in relation to last year. The quantity of items purchased rose from 4.1 to 4.4 gifts per consumer – high 7.31%. Moreover, the intention of spending per purchase also increased: from R \$ 86.59 in 2012 to R \$ 111.39 in 2013 – an increase of 29%.

The survey also sought to identify the reason for optimism among consumers. In the evaluation of 57% of respondents, personal financial situation improved 2012 here. The reason most often cited to explain the increase was the increase in income. It's either half (50%) of respondents said they would buy more gifts than in 2012. Another 37% will present with the same amount and only 13% of respondents claimed that the bags will become skinny.

In addition, this year the Brazilian must have spent an average of R \$ 490 with total gifts (R \$ 111 each), where as in 2012 this figure was R \$ 358 (R \$ 86 each). For those respondents who said they would shell out more with this (41%), the answers most often cited to justify the increase were receiving the 13 (29%), the fact that they can give more people (19%) and improvement in own salary (15%). According to the president of CNDL, Roque Junior Pellizzaro, no surprise in the fact that 13 appears first in the list of grounds for those who will buy more. "The injection of money into the economy because the 13th will be \$ 143 billion, almost 10% higher than in 2012 [data Dieese] number. In addition, food inflation in the country is already under control, which improves the conditions for consumer purchase, before you spend on purchasing food trade. Thus, the new formula more money inflation stabilized heat the food market," he explains.

The gift

Six in ten Brazilians (67%) will give someone this Christmas. It is interesting to mention that the research shows that women are more likely to buy than men among them, 76% intend gifting someone, versus 58% among male respondents. The most sought after by Brazilians gifts are clothing (73%), footwear (38%), perfumes / cosmetics (33%) and games / toys in general (33%). However, the study also sought to identify what are the most desired by the consumer products and decided to ask what gift he would like. Computers / laptops / tablets appear first (51%), followed by clothing (36%), footwear (30%) and smartphones (28%).

Christmas 2013: Brazil should spend 30% more with this, reveals research SPC Brazil

11/25/2013

Payment Methods and local purchase

The most used forms of payment in online stores , according to the interviewees , the money will be (57 %) , the credit card installments (16 %) , debit card (12 %) and credit card to order (9 %) . Already the preferred locations for purchases must be shopping centers (44 %) , followed by street trading (26 %) , department stores (11 %) and the online stores (9 %) . " We have to take into account that the survey was taken in the capitals of Brazil . Thus, preferably the malls due to the parking facility and safety that these sites offer . Moreover , these mega stores concentrate a wide variety of stores in one place , "says the president of CNDL , Roque Junior Pellizzaro .

The presented

Overall, the survey identified that children appear first in the list of the most gifted (70 %) , followed by husbands / wives (47 %) , mothers (41 %) and siblings (30 %) . According to the financial manager of SPC Brazil , Flávio Borges , the results may suggest that the relationships of affection are more concentrated in the nuclear family , consisting of parents and children . " Official data show that the number of members within the core of the Brazilian family is decreasing ? a trend of modern life in big cities . Thus, the household tends to prioritize the closest relatives and relate less and less the more distant relatives , "he explains .

Note that the list of the most gifted , the father figure appears only in seventh place (19 %) , behind grandchildren (21 %) and godchildren (19 %) and exceeds their boyfriends (14 %) and friends (13 %) , respectively eighth and ninth place . The survey also found that the relationship between husbands and wives , the man presents more than women ? they represent 59% of cases they are 37% . To Flávio Borges , the finding may suggest that the husband tends to prioritize his wife , while it tends to give preference to the children present .

Thank you!



photo 1



photo 2



IMG_2115



photo 3



photo 4



Le Lis Blanc Deux Store in JK Mall in SP



Brazil - Unicenter Shopping 2



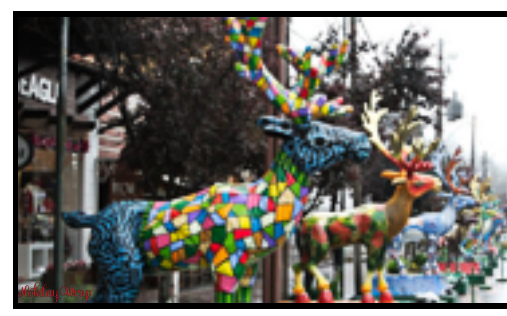
Brazil - Unicenter Shopping 3



Brazil - Unicenter Shopping 4



Brazil - Unicenter Shopping



Brazil Street Decoratins2



Brazil Street Decorations



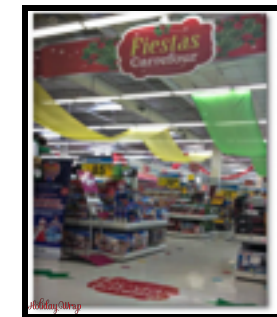
Brazil Unicenter Social Media



Brazil Cheeky Store Social Media



Brazil Carrefour 2



Brazil Carrefour

