

# 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 South Africa.



WPP  
HOLIDAY WRAP

December 2013

BARROWS  
Retail Marketing Specialists





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1. Woolworths
2. Vodacom



# WOOLWORTHS

Chain of retail stores offering quality clothing, food, homeware, beauty and financial services.

South Africa

BARROWS

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## Store window, Gateway, Durban, South Africa

The Shop window is engaging with innovative display. Perhaps a curated version would have added value more to the shopper – for example: Top 10 Christmas treats.







## In-store campaign, Gateway, Durban, South Africa

The Woolworths in-store campaign concept is non-religious and focuses on the joy of giving – while the colours stand out and communicate festivity, perhaps the concept isn't very strong or different enough to stand out amongst the crowd.







## In-store communication, Gateway, Durban, South Africa

The idea is driven by shopper insight and purchase occasion around this period – smaller gifts for Christmas stockings – however the display is poorly executed in that the items represented are not traditional “stocking filler” items.





WOOLWORTHS

## Shopper service, Gateway, Durban, South Africa

A value-added Christmas service offers convenience and value to the shopper.





# VODACOM

Chain of cellular network stores.

South Africa

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## 'Give a Gift, Give a Happy' Campaign, South Africa

Vodacom, a South African cellular network provider, has enabled its subscribers to send and receive Vodacom "Happy" gifts. Subscribers can send a happy gift of 60 minutes talk time, 100MB data, 500 SMS's to family or friends.

The campaign has been launched nationwide for the 2013 festive season through mobile SMS's, TV and launch promotions at sporting events.

In Africa, where there are more mobile phones than people, sending airtime via networks is a popular means of gift-giving.



Give and get more  
gifts this Summer

Now you can send a gift to  
anyone in South Africa







## 'Give a Gift, Give a Happy' campaign, South Africa

*Video content: click to view*





## 'Give a Gift, Give a Happy' campaign launch, South Africa

The Vodacom Give a Gift campaign was launched at the biggest domestic football game in South Africa, a derby match between Kaizer Chiefs and Orlando Pirates.



*Video content: click to view*



## 'Give a Gift, Give a Happy' TV advert, South Africa

*Video content: click to view*





# WPP

## HOLIDAY WRAP

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Vodacom subscribers can send and receive as many Vodacom Happy gifts as they please; The SMS only costs 50c. All a customer needs to do is to send a text to 1234 with the cellphone number of the person they want to send a gift to. Vodacom will then send the nominated number one of the following gifts: 60 minutes talk time, or from 100MB data , or 500 SMS's, or other exciting gifts. The recipient will receive a text from Vodacom containing a redemption code, and to redeem the gift they need to send the code to 1234 at a cost of 50 cents.

Vodacom Happy gifts cannot be selected individually – once the recipient is chosen, Vodacom will send them the surprise gift.

These gifts can also be sent to customers who are on networks other than Vodacom. To redeem these gifts, subscribers from other networks would need to switch to Vodacom.

## How to send a gift



**60min  
Talk time**

or

**100MB  
Data**

or

**500  
SMS's**

**GIVE A GIFT**

**GIVE A HAPPY**

# Give and get more gifts this Summer

Now you can send a gift to  
anyone in South Africa

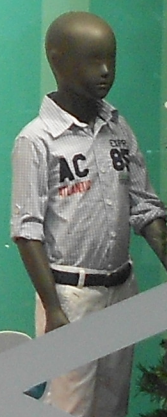






*feel*  
**LIKE A KID  
AGAIN**  
CHRISTMAS AT WOOLIES





*feel*  
**LIKE A KID  
AGAIN**  
CHRISTMAS AT WOOLIES





*feel*  
**GOOD**  
CHRISTMAS AT WOOLIES

**10 DAYS**  
DEALS  
OF CHRISTMAS

18 DEC ONLY

**20% OFF**

ANY 2  
**TOWELS**

WEEKENDS  
EXTRA  
**10% OFF**  
TOWELS





*feel*

GOOD

CHRISTMAS AT WOOLIE



**10 DAYS  
DEALS**  
OF CHRISTMAS  
LOOK OUT FOR  
TODAY'S DEAL

**10 DAYS  
DEALS**  
OF CHRISTMAS  
LOOK OUT FOR  
TODAY'S DEAL





CAN  
YOU  
feel  
IT?

*feel*  
THE  
LOVE

*feel*  
THE  
JOY



*need*  
**STOCKING  
FILLERS?**





*feel*  
**THE JOY  
OF GIVING**

**CAN  
YOU**  
*feel*  
**IT?**

**15% OFF**  
ALL FRAGRANCES

**15% OFF**  
ALL FRAGRANCES

MAY WE  
THAT FOR YOU?

**20% OFF**

**Sawrio**

LEATHER HANDBAGS

STOCKING  
FILLERS

**20% OFF**



ERAPY.BAR

# MAY WE *wrap* THAT FOR YOU?

We'll be happy to wrap your  
Woolies gifts for you at our  
gift wrapping stations.  
Please present your till slip  
along with your gifts to enjoy  
this free service.







WOOLIES

*feel*  
**THE JOY  
OF GIVING**

CHRISTMAS AT WOOLIES

COOKIES

TIFFINS

COOKIES





*feel*

THE JOY  
OF GIVING

CHRISTMAS AT WOOLIES









*feel*  
**THE JOY  
OF GIVING**  
CHRISTMAS AT WOOLIES

COOKIES

COOKIES



