

10 HOLIDAY ADVERTISERS

BUYING IN Q4 2022



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

Ah yes, another “unprecedented” holiday season is upon us. In the face of uniquely challenging factors (a still backed-up supply chain, omnipresent inflation, and not-so-hushed whispers of recession), let's not forget that shoppers still spend [more than a thousand dollars](#) on gifts, decor, and other holiday-related purchases each year. We've prepared a guide to help you prioritize fruitful opportunities this season.

In this eBook, you'll unlock the insights that Winmo customers have access to on a daily basis, packaged into actionable segments detailing:




- 10 brands with unique offerings for the 2022 holiday season (and buying in Q4).
- Agency relationships and select decision-maker contact info to ensure you reach the right person the first time.
- Opportunity analysis tailored to different seller types.
- Spend details, demographics, and insights to fuel your outreach.

The more intel you have, the better your messaging, no matter the time of year. Cheers to your unfair advantage this holiday season!



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1. BOMBAS

 Q4 US MEDIA SPEND (2021)	 PLANNING PERIOD	 BUYING PERIOD
\$10,506,172	Q1	Q4

Founded in 2013, Bombas is a fashionable, eCommerce sock company headquartered in New York City. Bombas was founded because "socks are the number one most requested clothing item at homeless shelters" and for every pair of socks bought, a pair is donated to someone in need.

With its newest campaign slogan, "Bombas are made to give," Bombas is already pushing Holiday 2022 messaging. Socks are a great stocking stuffer, there are collections for everyone in the family, and — if all else fails — gift cards are always a crowd favorite.

AD SALES OPPORTUNITIES

In 2022, Bombas has been aggressively ramping up digital spend and increasing TV spend targeting Gen-Xers and Millennials. Per [Winmo Podcast Insights](#), they've also invested over \$250k alone this year in podcast advertising. With most of the brand's budget allocated in Q4, those looking to offer ad space should get in touch ASAP.

AGENCY AND MARTECH OPPORTUNITIES

Bombas tagged a new video AOR in June 2022, and as you know, agency hires typically follow one another, so now is a great time to reach out.

NOTABLE AGENCIES



HORIZON NEXT
(Digital Media)



TWO NIL
(Media Planning & Buying)






MARKETING CONTACT: KATE HUYETT, CMO
[KATE@BOMBAS.COM](mailto:kate@bombas.com)



2. DOORDASH



 Q4 US MEDIA SPEND (2021)	 PLANNING PERIOD	 BUYING PERIOD
\$29,867,250	Q1	Q4

Founded in 2013, DoorDash is a mobile app that connects customers with their favorite local restaurants throughout the United States and Canada. Staying in is the new going out!

DoorDash recently established a long-term partnership with ASM Global through which DoorDash's mobile tech dining solutions will deploy to ASM Global's venues nationwide. The deal makes DoorDash ASM Global's "On-Demand Delivery Platform" partner.

AD SALES OPPORTUNITIES

This year, DoorDash has heavily targeted millennials and Gen-X (primarily) and Gen-Z (secondarily) via national TV, linear TV, digital, paid social, Hulu, FuboTV, print, radio, OOH, and local broadcast. Over the last year, DoorDash has spent over \$110 million on social media advertising according to [Winmo Social Insights](#). Reach out ASAP to get some of those last-minute ad dollars!

AGENCY AND MARTECH OPPORTUNITIES

Keep this company on your radar for future project-based work. DoorDash currently works with creative AOR The Martin Agency, digital and social AOR Kepler Group, and media buying and planning shop Wavemaker.

NOTABLE AGENCIES



WAVEMAKER
(Digital Media)






THE MARTIN AGENCY
(AOR & Creative)



MARKETING CONTACT: KOFI AMOO-GOTTFRIED, CMO
KOFI@DOORDASH.COM

3. HICKORY FARMS

 Q4 US MEDIA SPEND (2021)	 PLANNING PERIOD	 BUYING PERIOD
\$107,646	Q1	Q4

The Chicago-based company, Hickory Farms, LLC, specializes in food gifts such as meat and cheese trays with wine or a summer sausage gift box. The company was founded in 1951 by Richard Ransom when he began selling cheese at local fairs. It's now one of the largest holiday food gift retailers in the United States.

Per Winmo Pro insight powered by Pathmatics, Hickory Farms earned 10.2m impressions YTD through Facebook ads (62%) and Instagram ads (38%). It placed 100% of these ads site direct onto facebook.com and instagram.com. It spent around \$87.5k on digital display ads YTD, a big jump from \$33.2k spent in this channel during the same time period of 2021. Full-year spend increased by 88% from \$583.7k in 2020 to \$1.1m in 2021.

AD SALES OPPORTUNITIES

In 2022, CMO Judy Ransford was promoted to CEO, leading the company to target younger consumers. Previously, it targeted Gen-Xers. Ransford will likely keep a close eye on marketing even after Hickory Farms finds a new CMO. However, the brand focuses its digital display advertising on millennial women. The company ramped spend up significantly in 2021, which we predict it will continue to do throughout 2022. Most of that spend was on social media in December of 2021 and we predict it will be the same this year Reach out to offer digital ad space.

AGENCY AND MARTECH OPPORTUNITIES

Ransford's promotion to CEO could provide an opportunity to pick up some of Hickory Farms's business. Start preparing your pitches so that you can reach out once it finds a new CMO..

NOTABLE AGENCIES

 **LYONS CONSULTING AGENCY**
(Digital Media)






MARKETING CONTACT: JUDY RANSFORD, CEO
JUDY.RANSFORD@HICKORYFARMS.COM



4. INDIGO BOOKS & MUSIC



 Q4 FACEBOOK SPEND (2021)	 PLANNING PERIOD	 BUYING PERIOD
\$3,601	Q1	Q4

Headquartered in Toronto, ON, Indigo Books & Music, Inc. is a book, music, movie, and toy retailer with 247 locations throughout Canada, in addition to an online store. **Note, although we didn't see any U.S. measured media spend for Indigo in Q4 of last year, as they were focused on a Canadian market at that time so this could change this year.*

As has been the case with many retailers, Indigo experienced a slump in sales due to pandemic-related closures. However, the company is starting to make a comeback and attributes the growth to a strong product assortment and a scaled-back promotional strategy. It also helps that the lifestyle and toy business is strong over the holiday season and that people have shown a reinvigorated interest in reading.

AD SALES OPPORTUNITIES

Indigo had a high sales volume last holiday season, so expect an uptick in spending ahead of the holiday-packed Q4. The company typically targets millennials and Gen-X with a skew toward moms. Considering its scaled-back approach, sellers will benefit from offering ways to optimize ROI on relatively low spending.

AGENCY AND MARTECH OPPORTUNITIES



Indigo has had some personnel shifts in the C-suite which could lead to agency reviews. Get in touch soon to secure potential PR, media and/or digital analytics partnerships.

NOTABLE AGENCIES



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CHIEF CUSTOMER & DIGITAL OFFICER
ALIMBARDI@INDIGO.CA

5. QUIP

 PLANNING PERIOD	 BUYING PERIOD
Q1	Q4

Quip is a subscription service for electronic toothbrushes that promotes oral care with key features consumers need like waterproof and shower-safe hardware, compact design, and safe for sensitive teeth. Quipcare is a mobile app that allows Quip members to search for dental services for a reduced price compared to average rates in their area.

In the past, the company has targeted millennials primarily and Gen-Z secondarily, but now, it's targeting all generations of "people who find themselves more design-forward, who do care about oral care and want to show progress." Quip has been expanding its product line, and to do so, it recently acquired teledentistry company Toothpic.

AD SALES OPPORTUNITIES

Sellers if you're reading this in Q3, contact now to secure last-minute ad dollars from the work that will launch in the summer. Keep the company on your radar for additional ad dollars from the work that will launch this holiday season.

AGENCY AND MARTECH OPPORTUNITIES

Soon after the appointment of Lisa Swift as CMO, Mother was appointed as quip's AOR. Agency shifts typically follow one another, so get in touch to offer PR, media, and/or digital analytics support.

NOTABLE AGENCIES




MOTHER
(AOR & Creative)



MARKETING CONTACT: LISA SWIFT, CMO
LISA.SWIFT@GETQUIP.COM



6. OSCAR MEYER

 Q4 US MEDIA SPEND (2021)	 PLANNING PERIOD	 BUYING PERIOD
\$525,752	Q1	Q4

The Oscar Mayer brand produces hot dogs, bologna, bacon, ham, and Lunchables. It is based in Chicago, Illinois, and belongs to the Kraft Heinz company. The holiday season is very popular for the brand as people look for easy and creative ways to feed the entire family.

So far this year, Winmo Pro insights powered by Pathmatics show approximately \$2m on digital ads, up slightly (5%) from the approximately \$1.9m spent within the same 2021 timeframe. The brand has earned around 238m digital impressions YTD via Facebook (45%), desktop video/YouTube (23%), Instagram (21%), and Twitter (10%) ads.

AD SALES OPPORTUNITIES

Oscar Mayer primarily targets moms and household decision-makers, primarily millennials and Gen-X. It also utilizes local broadcast and had a high year of Q4 spend in 2021. The brand holds planning conversations in Q1 and buying conversations in Q4.

AGENCY AND MARTECH OPPORTUNITIES

Oscar Mayer's parent company, Kraft Heinz, is still vulnerable to review due to recent roster and leadership shifts. Get in touch soon to offer creative, media, digital analytics and/or social media management assistance. The brand also works with media AOR Starcom Worldwide. ICF Next provides additional experiential services.

NOTABLE AGENCIES

JL **JOHANNES LEONARDO**
(AOR & Creative)

 **STARCOM**
(Media Buying & Planning)




 **ICF NEXT**
(Experiential)



MARKETING CONTACT: BASAK OGUZ,
HEAD, MARKETING & STRATEGY - OSCAR MAYER
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7. FERRERO USA

 Q4 US MEDIA SPEND (2021)	 PLANNING PERIOD	 BUYING PERIOD
\$12,404,971	Q1	Q4

Ferrero USA, which is owned by the Ferrero family, is the U.S. branch of one of Europe's top confectioners. Ferrero produces the world-famous chocolate hazelnut spread, Nutella, in addition to many other confectionery products. This is famously a great gift around the holidays.

AD SALES OPPORTUNITIES

Know that Ferrero's top spending period is Q4, its planning period is Q2 and its buying period is Q1. It predominantly targets millennials and Gen-Z. For example, Kinder and Nutella focus on women and moms while Ferrero Rocher has a male skew.

AGENCY AND MARTECH OPPORTUNITIES

In addition to increasing spend, the personnel at Ferrero are likely to influence agency relationships. This is especially true since reviews often follow one another. Therefore, agencies and martechs with confectionary experience should reach out for media and/or digital work. Media has been out of PHD since 2015. Focus pitches on helping Ferrero promote its ever-expanding portfolio, especially among brands at competitors Mars and Hershey.

NOTABLE AGENCIES






MINDSHARE
(Media Buying & Planning)



**MARKETING CONTACT: MARK WAKEFIELD,
SENIOR VICE PRESIDENT, MARKETING**
MARK.WAKEFIELD@FERRERO.COM

8. SAMSUNG

 Q4 US MEDIA SPEND (2021)	 PLANNING PERIOD	 BUYING PERIOD
\$16,022,153	Q1	Q4

Samsung Electronics America, Inc. is a subsidiary of electronics company Samsung Electronics. The company markets a variety of consumer electronics, including TVs, VCRs, DVD and MP3 players, video cameras, vacuum cleaners, and air conditioners.

New this season, Samsung took another step into Web 3.0 by launching a server on Discord, a messaging platform often used by metaverse enthusiasts. Through a partnership with Razorfish, Samsung designed the server for fans, gamers and creators to interact and access products, events, NFTs and more. We'll likely see promotional activity around the Discord server launch, so sellers should contact soon to secure last-minute ad dollars.

AD SALES OPPORTUNITIES

Samsung currently targets a broad demographic skewing toward millennial men. It utilizes national TV, digital, paid social, podcast, radio, OOH, print, and local broadcast. Per Kantar Media, they spent over \$400 million dollars last year on advertising, so it's safe to say that this year will look similar to or exceed the previous year's spend. Sellers able to offer relevant ad space should contact sooner rather than later to do so.

AGENCY AND MARTECH OPPORTUNITIES

Samsung may need project-based assistance. Right now, the company works with creative AOR Publicis North America, digital AOR Digitas, media AOR Starcom Worldwide and PR AOR Edelman.

NOTABLE AGENCIES



EDELMAN
(PR)



STARCOM
(Media Buying & Planning)





DIGITAS
(Digital)

SAMSUNG



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SENIOR VICE PRESIDENT, CMO - MOBILE EXPERIENCE
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9. ULTA BEAUTY

 Q4 US MEDIA SPEND (2021)	 PLANNING PERIOD	 BUYING PERIOD
\$26,214,511	Q1	Q4

Ulta Beauty, is a chain of makeup and hair supply stores and salons in the United States. The company, headquartered in Bolingbrook, IL, carries a variety of cosmetic and skincare brands that include Bare Escentuals, Smashbox, Amazing, Stila, Studio Gear, Elizabeth Arden, Garden Botanika, Lola, Murad, Peter Thomas Roth, and Dermalogica.

TV spend is dwindling while digital spend surges. This shift, along with Ulta's focus on TikTok trends, strongly skews toward Gen-Z and millennial women. These generations tend to engage well with digital channels, so Ulta may make future forays into additional digital channels such as OTT and/or podcast. The company also invests in print (magazines), OOH, radio and local broadcast.

AD SALES OPPORTUNITIES

The company is primarily targeting Gen-Z and millennials and utilizes national TV, digital, paid social, print (magazines), OOH, radio, and local broadcast. Ulta spent over \$45 million last year on media per Kantar Media, and we can expect to see more of the same for the holiday season.

AGENCY AND MARTECH OPPORTUNITIES

Ulta Beauty recently had its CMO depart and with a new CMO comes agency reviews. We suggest contacting them ASAP to be top of mind when a new CMO comes in.

NOTABLE AGENCIES



ZENO GROUP
(PR)



MULLENLOWE
(Media Buying & Planning)






McCANN NEW YORK
(Creative)



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KDAVIS@ULTA.COM



10. ZAXBYS

 Q4 US MEDIA SPEND (2021)	 PLANNING PERIOD	 BUYING PERIOD
\$8,775,018	Q1	Q4

Zaxby's Franchising, Inc., headquartered in Athens, GA, operates fast-casual chicken restaurants in the southeastern United States. Zaxby's restaurants offer creatively named chicken dishes, which are a hot item during the holiday season. Who doesn't love a chicken tender platter at the company holiday party?

According to iSpot, Zaxby's spent around \$1.3m on national TV ads YTD, a significant increase from \$411.2k spent on this channel during the same time period of 2021. Full-year spend fell by 16% from \$4.3m in 2020 to \$3.6m in 2021. This year, it placed ads during programming such as College Football, CFP National Championship, College Basketball, and NFL Football.

AD SALES OPPORTUNITIES

Zaxby's targets Gen-Zers and millennials with a male skew. It reaches these consumers through digital display and national TV ads and invests in OOH and local broadcast TV. Patrick Schwing was appointed as Chief Marketing & Strategy Officer in June 2022. He will likely bring some new strategies, so sellers should get in touch for more information to offer relevant ad space.

AGENCY AND MARTECH OPPORTUNITIES

Patrick Schwing was appointed as Chief Marketing & Strategy officer in June 2022. As you know, the number one sign of a potential agency review is a CMO hire. Start reaching out soon to be top-of-mind in case Schwing decides to make any changes.

NOTABLE AGENCIES



THE TOMBRAS GROUP
(Creative AOR)



CAMELOT
(Media Buying & Planning AOR)



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KEY TAKEAWAYS

For the final quarter of 2022, expect shoppers to prioritize short-term wins (price) over long-term gains (perks and loyalty programs). Yet, even with more economic uncertainty approaching, the holidays offer valuable family time for consumers across the country.

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.
- Industry analysis and sales opportunity alerts.

[GET A DEMO](#)

