HOW MINNESOTA SHOPS & SPENDS FOR THE HOLIDAYS

9 June 2015

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Star Tribune

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Travel Tags

Compared to last year…

What kind of holiday sales season are you expecting?

Increased sales?

Decreased sales?

Flat?

2014 Metro Holiday Spending Research

- Holiday consumer behavior study—when, where, how
- Conducted September 15–24, 2014
- 27 major and middle markets

Research partner: RAM Research and Analysis of Media

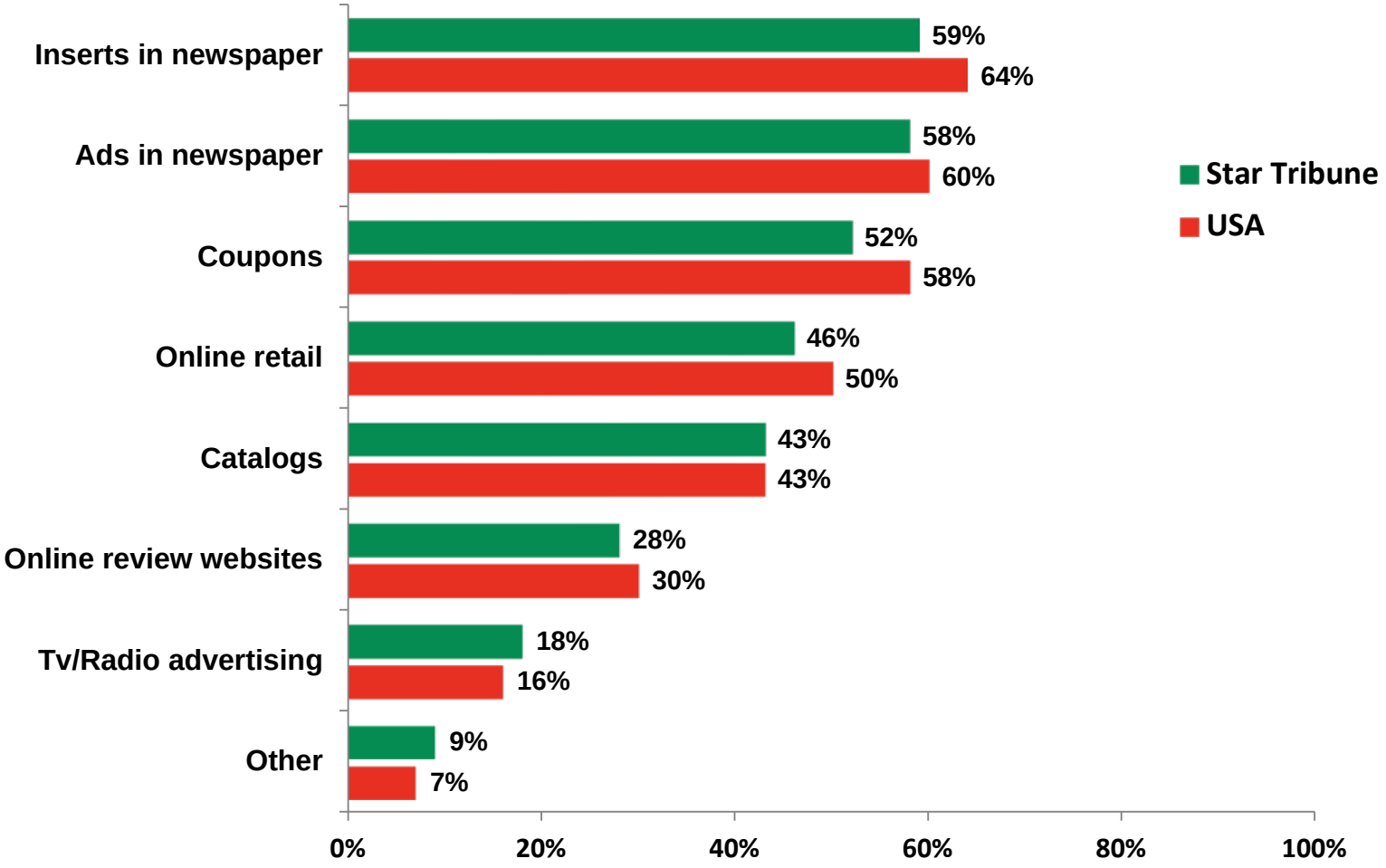
Insights

- When do people shop?
- Where and how do they shop?
- What drives shopping behavior?
- How do Twin Cities shoppers compare to other markets?

In general, Star Tribune readers…

- Have NO SET BUDGET for holiday spending (69%)
- Will spend more or the same as last year (72%)
- Somewhat less likely to shop on Black Friday and Cyber Monday
- More inclined to shop in store, less likely to shop online

Which of the following do you use to make holiday shopping decisions?



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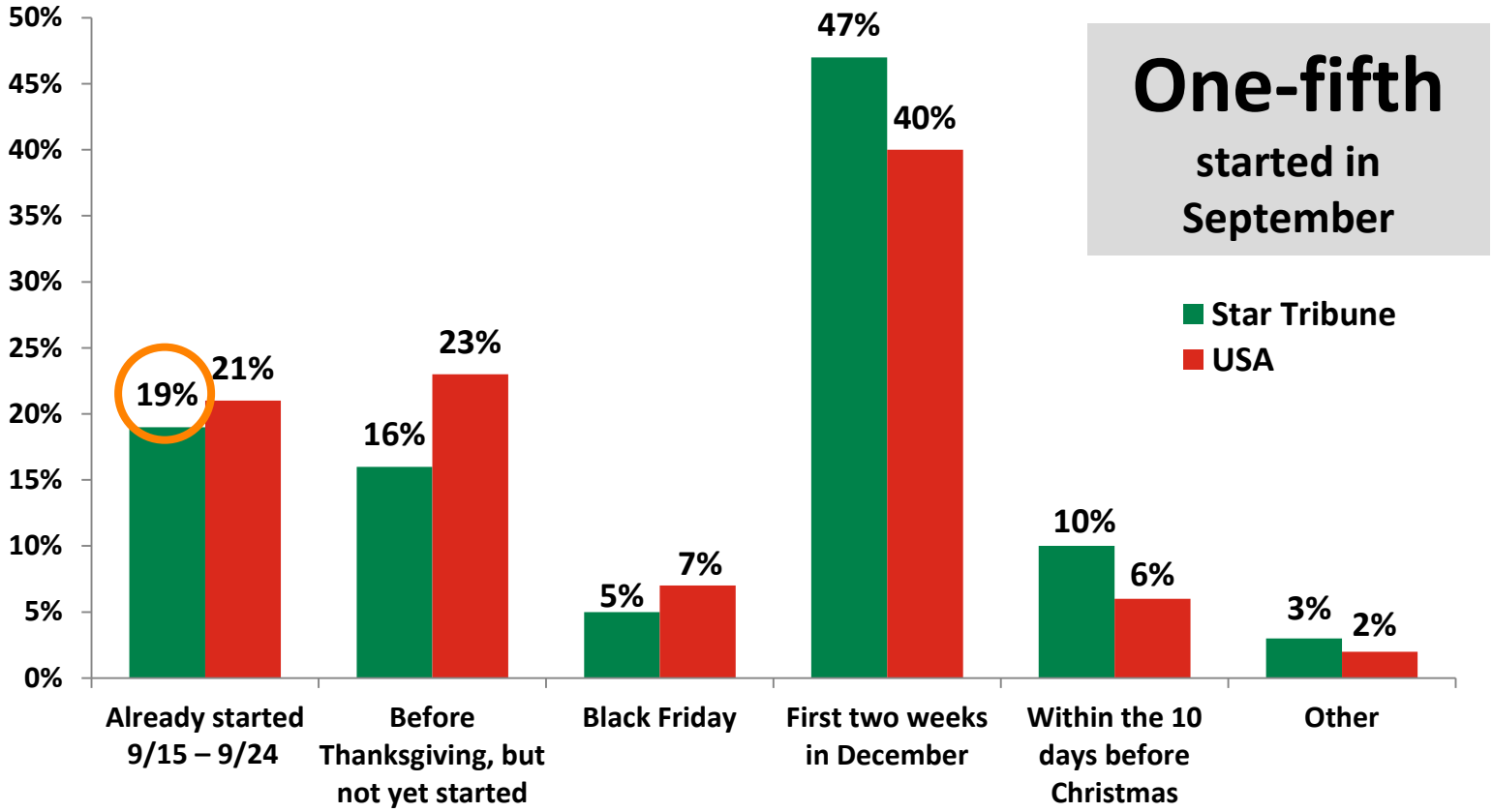
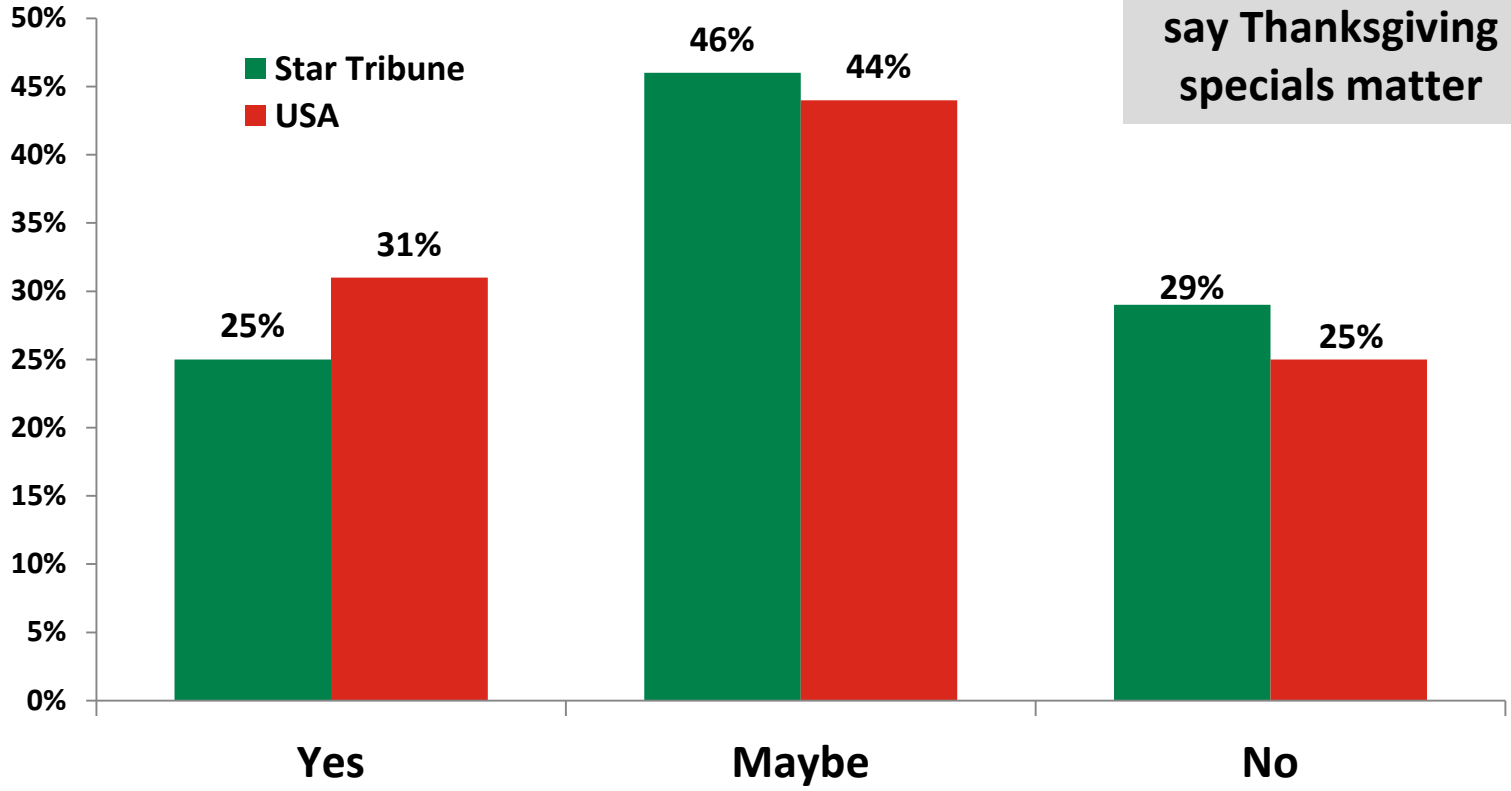
When are “the holidays”?

When do you expect to do the bulk of your holiday shopping this year?



Will Thanksgiving specials have an impact on your purchase decisions?

71%
say Thanksgiving specials matter



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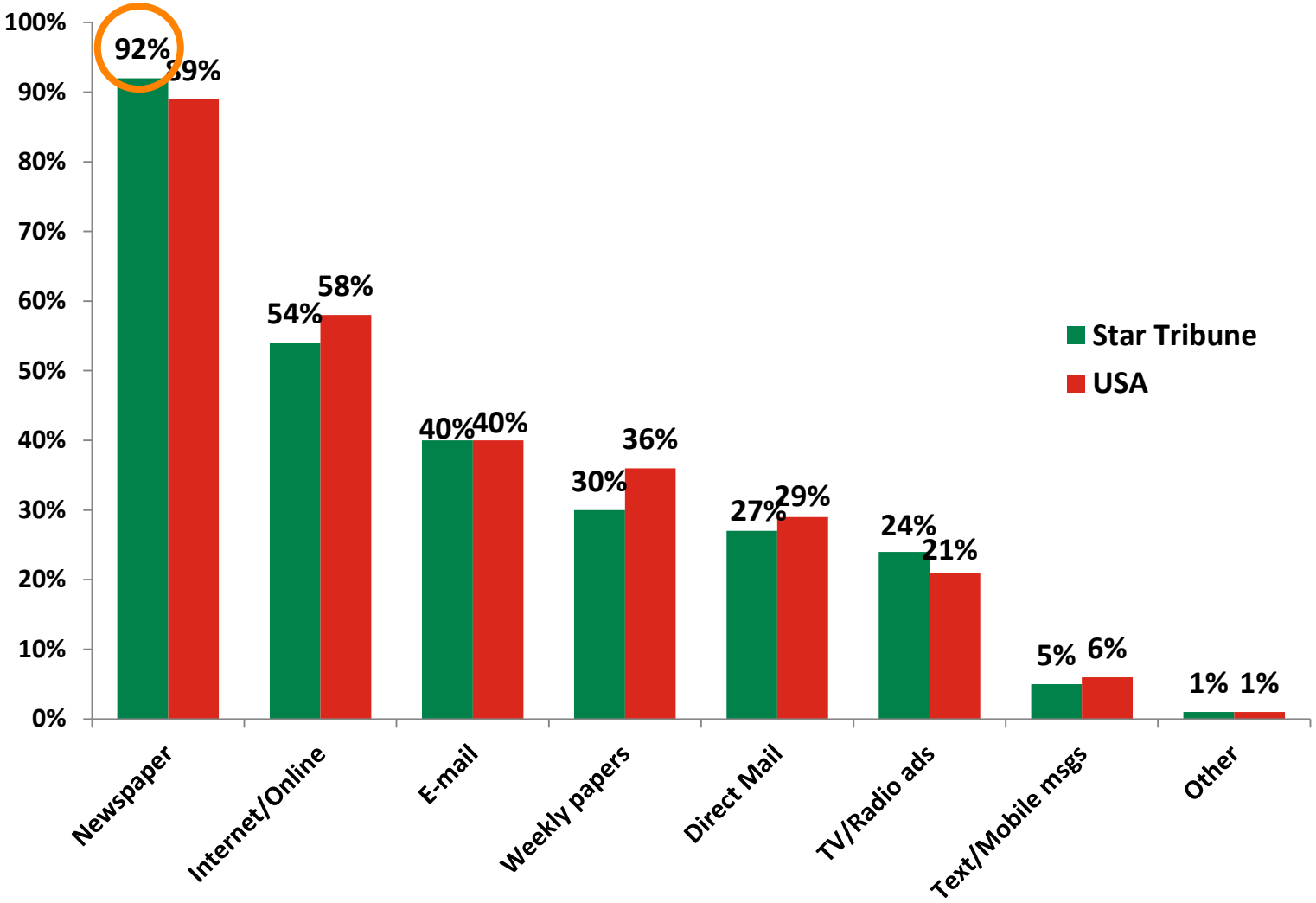
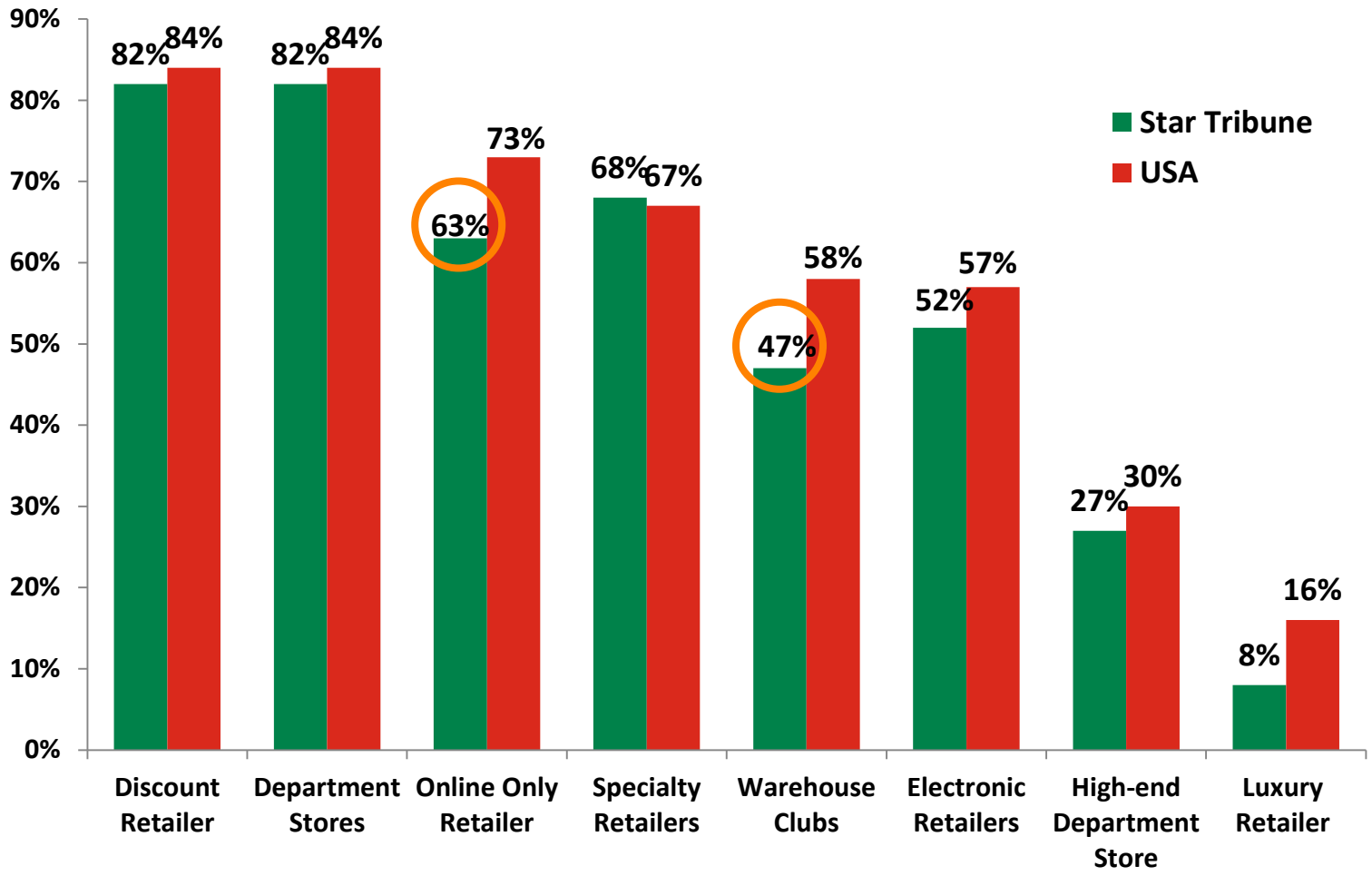
Where will you look for Thanksgiving specials?



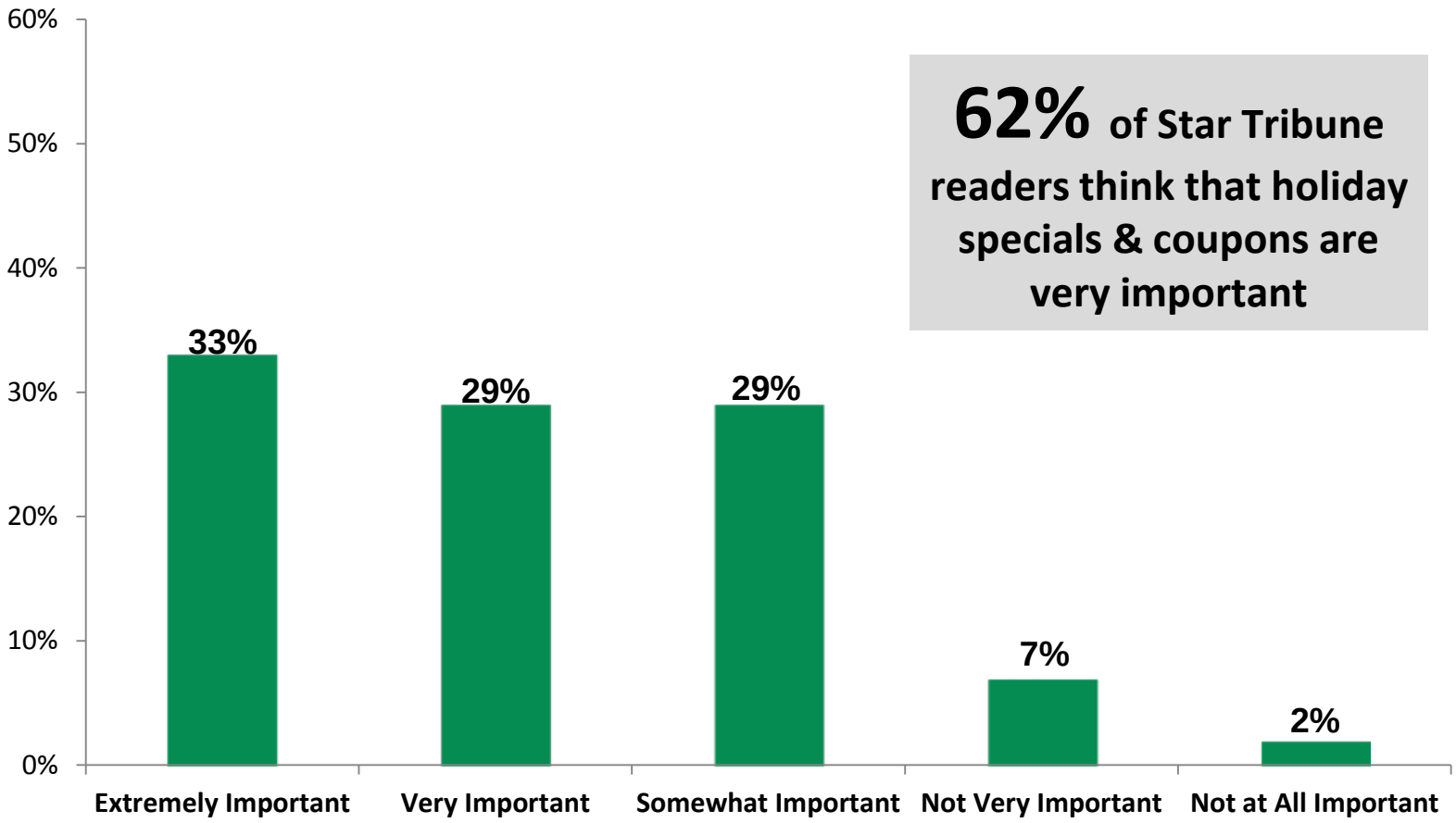
In what type of stores will you be doing your holiday shopping?



What types of holiday gifts will be on your shopping lists this year?

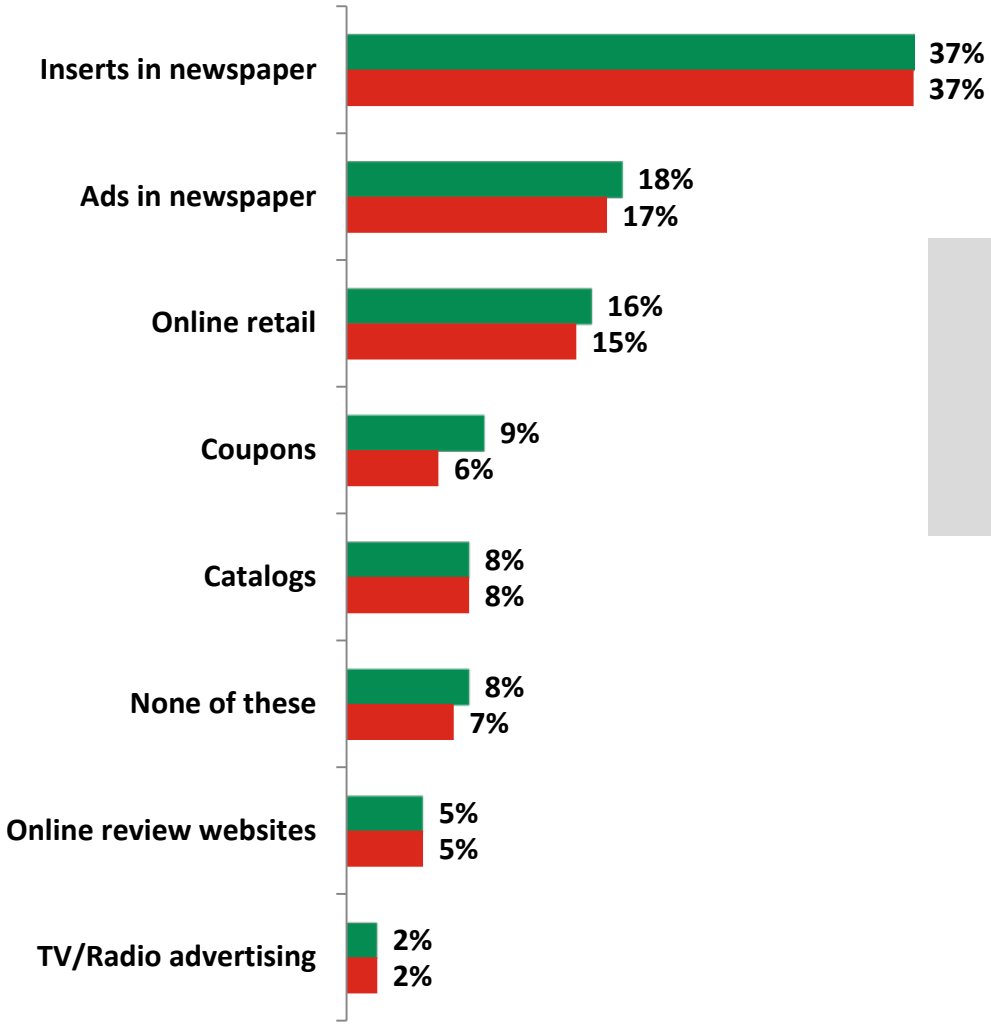
1. Apparel (67%)
2. Gift cards (60%)
3. Toys (45%)

How important are discounts, coupons and sales for items you are likely to purchase this holiday season?



62% of Star Tribune readers think that holiday specials & coupons are very important

Which is your main source (#1 choice) for holiday specials?



55% will use **newspapers** to learn about holiday specials

Star Tribune

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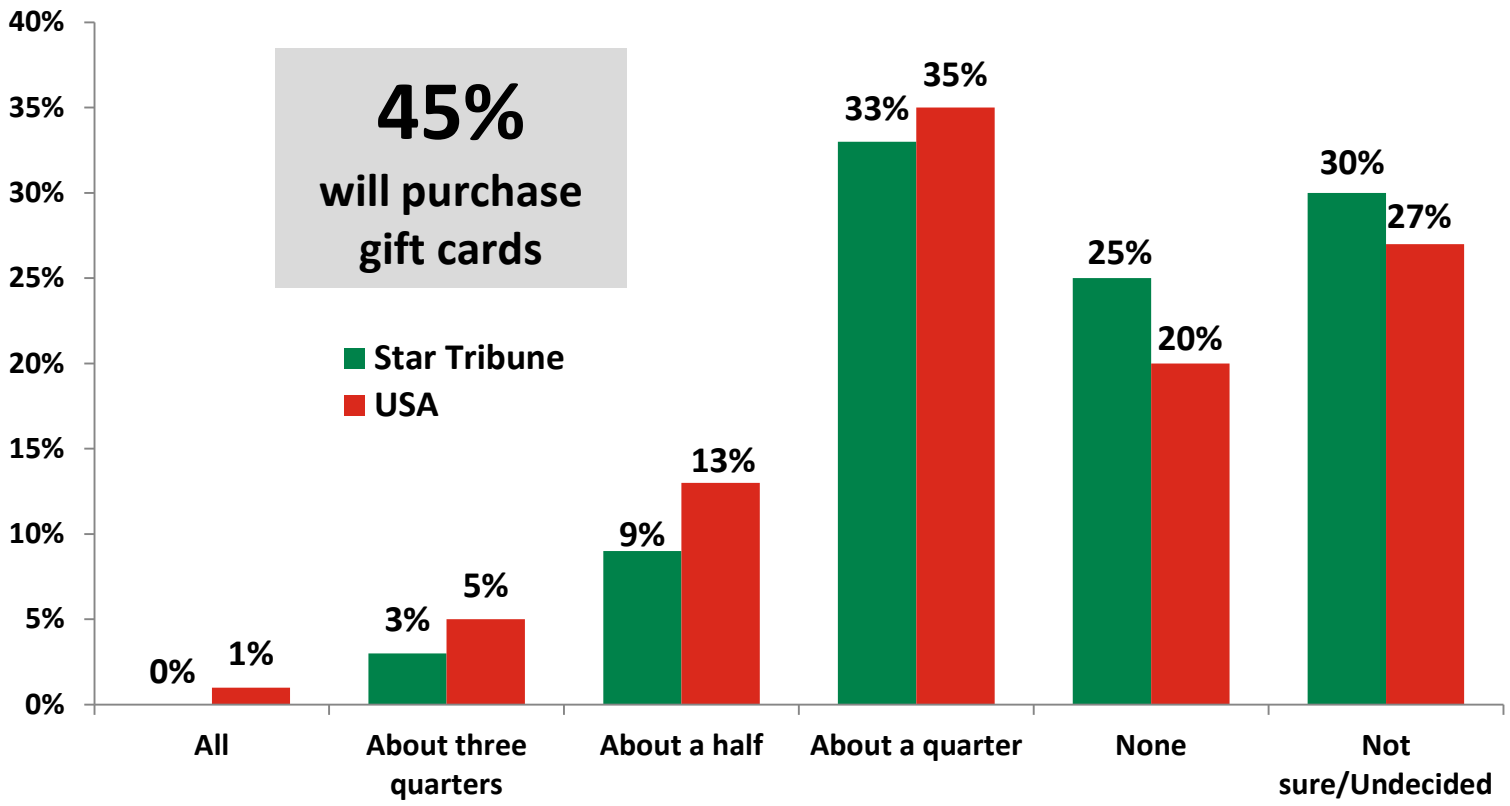
What proportion of your holiday expenditures will be used to purchase gift cards?



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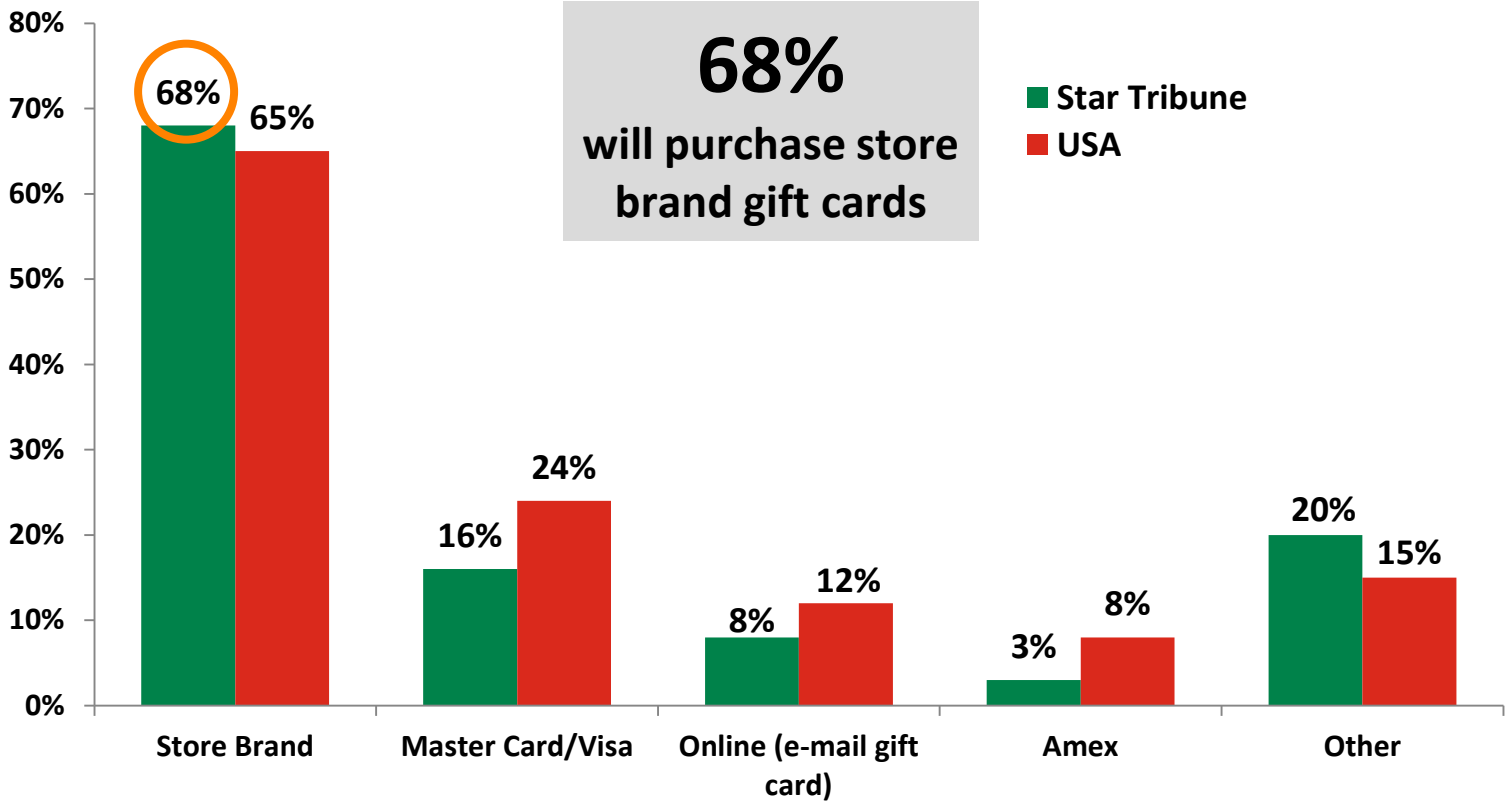
What type of gift card are you most likely to purchase?

(Select all that apply)



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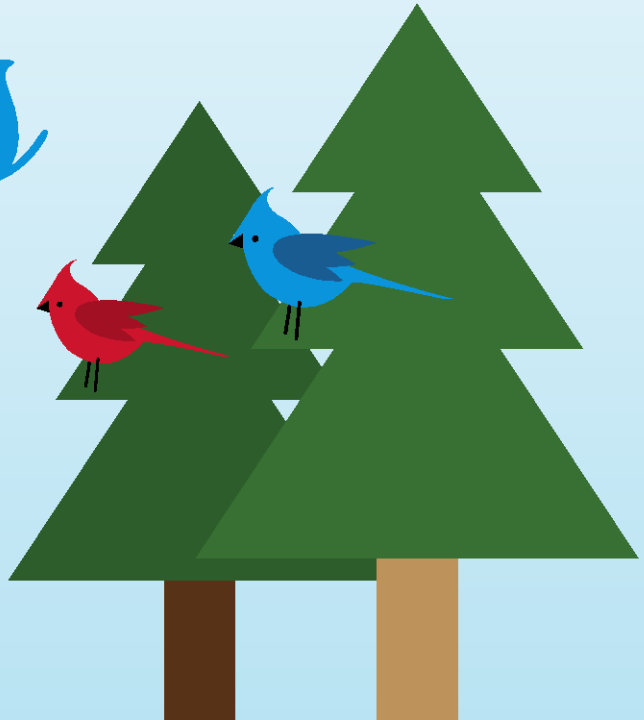
Holiday Gift Card Trends



TRAVEL TAGS

PRESENTED BY

ERIC POHL

VP of Sales

Travel Tags, Inc.

TRAVEL TAGS

Holiday Gift Card Trends

WE OBSERVED

185

BRANDS

&

1359

GIFT CARDS

TRAVEL TAGS

There were *only* **4 brands** that **DID NOT** have gift cards.

That's 2% of all brands!

Holiday Gift Card Trends

19% of brands observed **DID NOT** display their gift cards.

Paper gift cards made large **gains in popularity** in 2014.

Holiday Gift Card Trends

Holiday Gift Card Trends

Holiday Gift Card Trends

FOIL
(FULL OR SPOT)
11%

Holiday Gift Card Trends

FOIL
(FULL OR SPOT)
11%

CLEAR CARD
8%

Holiday Gift Card Trends

FOIL
(FULL OR SPOT)
11%

CLEAR CARD
8%

PAPER
(SOLID OR OVERLAY)
8%

Holiday Gift Card Trends

FOIL
(FULL OR SPOT)
11%

CLEAR CARD
8%

PAPER
(SOLID OR OVERLAY)
8%

RAISED SURFACE
5%

Holiday Gift Card Trends

FOIL
(FULL OR SPOT)
11%

CLEAR CARD
8%

PAPER
(SOLID OR OVERLAY)
8%

RAISED SURFACE
5%

MATTE
(FULL OR SPOT)
3%

Holiday Gift Card Trends

FOIL
(FULL OR SPOT)
11%

CLEAR CARD
8%

PAPER
(SOLID OR OVERLAY)
8%

RAISED SURFACE
5%

MATTE
(FULL OR SPOT)
3%

DIECUT
2%

Holiday Gift Card Trends

FOIL
(FULL OR SPOT)
11%

CLEAR CARD
8%

PAPER
(SOLID OR OVERLAY)
8%

RAISED SURFACE
5%

MATTE
(FULL OR SPOT)
3%

DIECUT
2%

GLITTER
1.5%

Holiday Gift Card Trends

FOIL
(FULL OR SPOT)
11%

CLEAR CARD
8%

PAPER
(SOLID OR OVERLAY)
8%

RAISED SURFACE
5%

MATTE
(FULL OR SPOT)
3%

DIECUT
2%

GLITTER
1.5%

STANDARD 4/1 PVC
58% of Gift Cards

Holiday Gift Card Trends

FOIL
(FULL OR SPOT)
11%

CLEAR CARD
8%

PAPER
(SOLID OR OVERLAY)
8%

RAISED SURFACE
5%

MATTE
(FULL OR SPOT)
3%

DIECUT
2%

GLITTER
1.5%

STANDARD 4/1 PVC
58% of Gift Cards

PEARL 0.4%

WOOD, FLOCKED, OR SCENTED 0.4%

Holiday Gift Card Trends

FOIL
(FULL OR SPOT)
11%

CLEAR CARD
8%

PAPER
(SOLID OR OVERLAY)
8%

RAISED SURFACE
5%

MATTE
(FULL OR SPOT)
3%

DIECUT
2%

GLITTER
1.5%

STANDARD 4/1 PVC
58% of Gift Cards

PEARL 0.4%

WOOD, FLOCKED, OR SCENTED 0.4%

LENTICULAR 0.4%

WOW! CARDS 0.1%

Holiday Gift Card Trends

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Gift Boxes & Tins

$1-3

Aluminum: Truck Bed Tool Box & Cattle Feeder

$2.99

Holiday Gift Card Trends

Gift Boxes & Tins

$1-3

Aluminum: Truck Bed Tool Box & Cattle Feeder

$2.99

Paint Can with Mini Screwdriver

FREE

Holiday Gift Card Trends

Gift Boxes & Tins

$1-3

Aluminum: Truck Bed Tool Box & Cattle Feeder

$2.99

Paint Can with Mini Screwdriver

FREE

Denim Card Holder

FREE

Holiday Gift Card Trends

Gift Boxes & Tins

$1-3

Aluminum: Truck Bed Tool Box & Cattle Feeder

$2.99

Paint Can with Mini Screwdriver

FREE

Denim Card Holder

FREE

Mini Holiday Stockings & Gift Bags

$1-3

Holiday Gift Card Trends

Gift Boxes & Tins
$1-3

Aluminum: Truck Bed Tool Box & Cattle Feeder
$2.99

Paint Can with Mini Screwdriver
FREE

Denim Card Holder
FREE

Mini Holiday Stockings & Gift Bags
$1-3

Pop Up Greeting Cards
$3-5

Holiday Gift Card Trends

river

FREE

Holiday Gift Card Trends

Holiday Gift Card Trends

Holiday Gift Card Trends

F
DESIGNS

% OF
STORES

2%

Holiday Gift Card Trends

F
DESIGNS

% OF
STORES

28%

Holiday Gift Card Trends

F
DESIGNS

% OF
STORES

11.5%

Holiday Gift Card Trends

F
DESIGNS

% OF
STORES

27%

Holiday Gift Card Trends

F
DESIGNS

% OF
STORES

12.5%

Holiday Gift Card Trends

F
DESIGNS

11-20

% OF
STORES

12.5%

Holiday Gift Card Trends

F
DESIGNS

21-50

% OF
STORES

6%

Holiday Gift Card Trends

F
DESIGNS

50+

% OF
STORES

.5%

Holiday Gift Card Trends

Holiday Gift Card Trends

XTURES

% OF STORES

19%

Gift Card Fixtures Per In-Store Location

# OF FIXTURES	% OF STORES
1	30%

Gift Card Fixtures Per In-Store Location

OF FIXTURES

% OF STORES

17%

Gift Card Fixtures Per In-Store Location

# OF FIXTURES	% OF STORES
3-5	17%

Gift Card Fixtures Per In-Store Location

# OF FIXTURES	% OF STORES
6-10	6%

Gift Card Fixtures Per In-Store Location

# OF FIXTURES	% OF STORES
11-20	5%

Gift Card Fixtures Per In-Store Location

OF FIXTURES

% OF STORES

5.4%

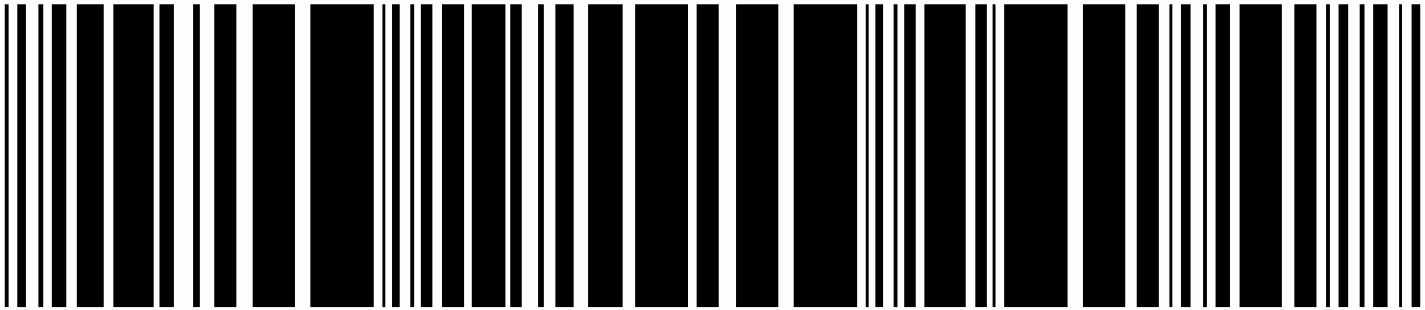
Gift Card Fixtures Per In-Store Location

OF FIXTURES

% OF STORES

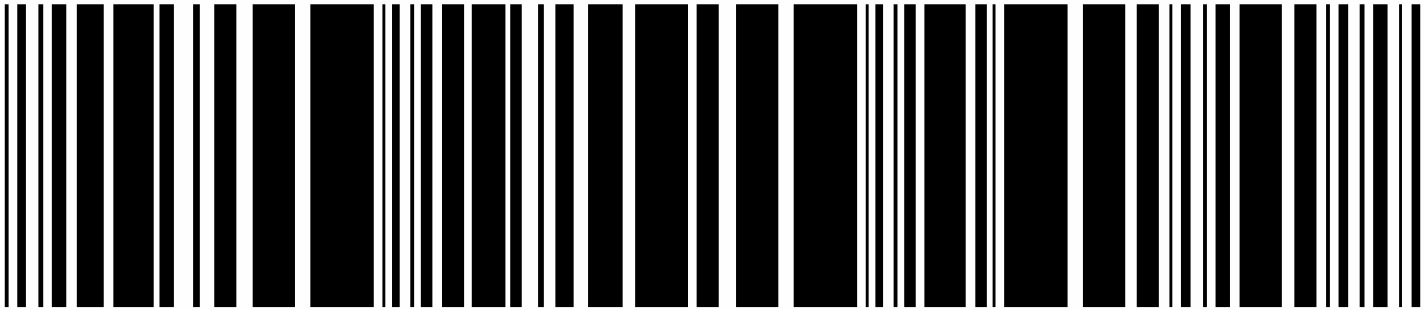
.5%

NUMBER OF GIFT CARD MALLS



10 in 2011 / 14 in 2012 / 21 in 2013 / 33 in 2014

NUMBER OF GIFT CARD MALLS



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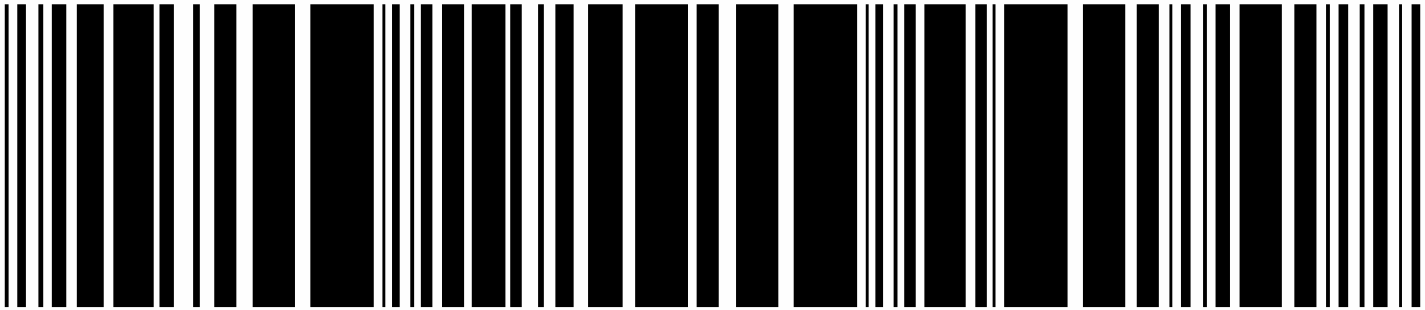

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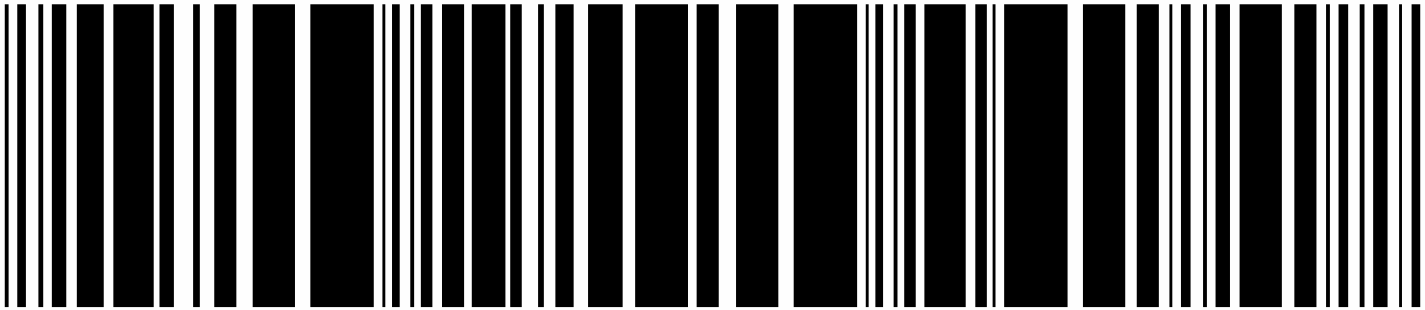

10 in 2011 / 14 in 2012 / 21 in 2013 / **33** in 2014

Key Takeaways

- INCREASE BRAND AWARENESS
- DRIVE HIGHER IN-STORE REVENUE
- ADVERTISE; MAKE CONSUMERS AWARE OF YOUR CARDS

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Holiday Gift Card Trends

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