

Just Asking: Can Marketers Save the Holidays?

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-By Adweek Staff

Adweek asked agency, client and media execs: "Can marketers rescue the holiday shopping season; if so, how?"

"Make shoppers feel special-offer coupons, engage them in special offers, give them the chance to give feedback and influence the products and experiences. Women will reward those marketers by shopping in their locations, trying their products and, perhaps most valuable, talking to their friends." -Aliza Freud, founder, CEO, SheSpeaks

"Tough times don't change the marketing rules, they accentuate them. The key rule remains to provide relevant engagement. Stress how your brand empathizes and helps. Barring that: free eggnog." -Dennis Ryan, CCO, Element 79

"The holiday season in general is beyond rescue, but I think marketers can rescue their own holiday season at the expense of others. It will be a vicious battle for share, and the marketers who provide the most compelling reason why they should get the dollar versus the other guy will win. It cannot be 'same old, same old' holiday messaging. Marketers need to force the choice or lose the season." -Diane Fannon, principal, The Richards Group

"This is the time for marketers to tell consumers how their gift has real meaning. Brands that allow the purchaser to make a statement, not just a gesture, will make it through. It's time to play big or go home." -Ted Parrack, chief strategic director, Colangelo

"No. It's gonna be coal in their stockings this year." -Glenn Dady, creative group head, The Richards Group

"Marketers in general need to be nimble enough to respond to micro-trends. But now more than ever, retailers need tailored communications with precise market segmentation and targeting if they're going to grab a share of this year's more limited holiday spending." -Katarina Skoberne, founder, CEO, OpenAd.net