

ARE YOU READY
TO
**INFLUENCE
YOUR SHOPPER**
THIS CHRISTMAS?



THIS YEAR AUSTRALIAN HOLIDAY SHOPPERS PREFER TO **SHOP IN-STORE** THAN ONLINE

49.3%

PREFER TO SHOP IN-STORE AND ONLINE

♥ Most preferred by the 35-54 age group



8.1%

SHOP ONLINE

♥ Most preferred by 18-34 age group

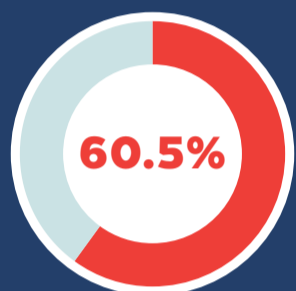
42.6%

SHOP IN-STORE

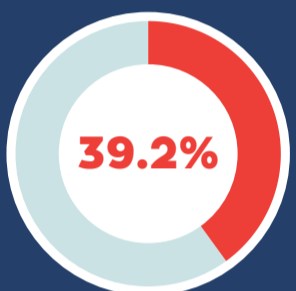
♥ Most preferred by 55-74 age group

IN-STORE & ONLINE BLUR SEAMLESSLY PROVIDING THE BEST OF BOTH WORLDS.

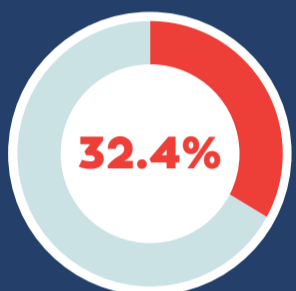
WHY IS THE **PHYSICAL EXPERIENCE** FAVOURED OVER ONLINE?



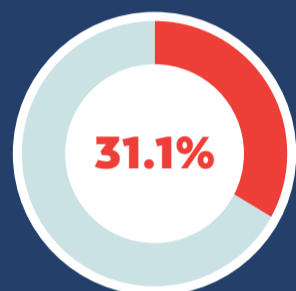
Ability to see & touch



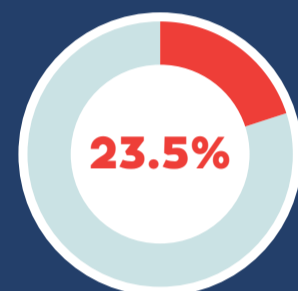
Avoid shipping costs



Inspiration & gift ideas



Easier to make returns



Ability to try things on

LAST 3 FEET: ACCESSING PRODUCTS PLAY AN IMPORTANT ROLE IN TRIGGERING PURCHASING DECISIONS.

PREFERRED RETAIL FORMATS



THE DEPARTMENT STORE IS THE TOP DESTINATION FOR THE 18-34 AGE GROUP.

WHEN WILL THEY DO THE MAJORITY OF THEIR SHOPPING?



THIS YEAR 18-34 & 55+ AGE GROUPS ARE PLANNING THEIR SHOPPING EARLIER.

COMPARED TO LAST YEAR, HOW MUCH ARE THEY SPENDING?

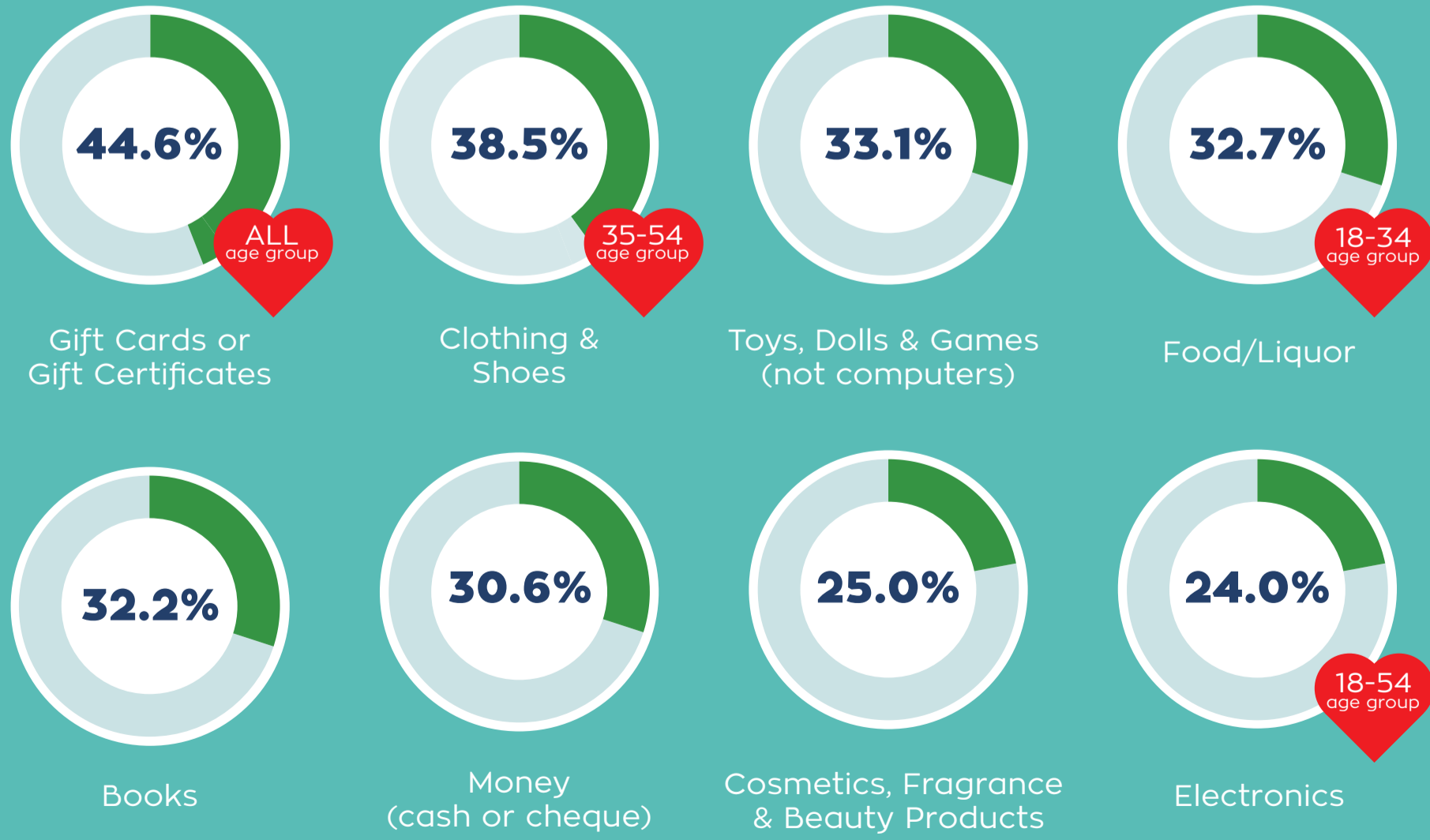


55.6%
SPEND THE SAME



18.1%
SPEND LESS

TOP 8 HOLIDAY GIFTS



THIS CHRISTMAS CONSUMERS WON'T BE SHOPPING IN A SINGLE RETAIL FORMAT. BRANDS MUST BE AVAILABLE ACROSS MULTIPLE FORMATS.

