

QuickFrame

The Ultimate Guide to Holiday Video Marketing

INTRO

It's time to finalize your holiday marketing campaigns.

Yep. Right now.

We're hoping you're reading this in the fall, but honestly? There's never a bad time to strategize for your holiday campaigns.

The holiday season is an essential time for many businesses. [According to CO—, a U.S. Chamber of Commerce resource](#), “November and December are big months for virtually every business, but for some merchants, this period can make or break their budget for the year. Some seasonal businesses expect to earn 70% of their annual revenue within just a few months.”

With each holiday season comes specific challenges for retailers, e-commerce brands, and other businesses around the globe. One issue this year is the expanding holiday timeline. As consumers start their holiday shopping earlier and earlier, you've got to get ahead of them. In 2022, [56% of survey respondents](#) said they were starting their holiday shopping in October.

As you finalize your holiday marketing campaigns, remember that video content and ads are highly effective for capturing attention, driving sales, and communicating important brand information. From highly curated commercials to user-generated content, video advertising continues to be the best way to reach consumers and drive conversions.

In this guide, we'll walk through the holiday video marketing objectives and video styles you need to know for the upcoming season. Let's get started!

Table of Contents

Objective 1: Sell Your Product _____	3
Objective 2: Market Your Brand _____	8
Objective 3: Showcase Your Values _____	14
Wrapping up Your Holiday Video Marketing Campaign _____	17





OBJECTIVE 1:

Sell Your Product

Reach the right customers at the right time.

You want to sell your products. (Duh.) And with an [estimated \\$1.3 trillion](#) USD in holiday spending for 2023, customers are ready to spend money this season. So how can you get your ads in front of the people who want to buy your products?

One of the most important aspects of your holiday marketing strategy for 2023 is to advertise where your audience is already spending their time. If your audience is on TikTok, be there. Are they on Connected TV? Be there, too. Find out where your current and potential customers are already engaged and meet them there with exclusive deals, holiday-specific products, and more.

Customers are eager to check gifts off of their lists this year, so make sure you give them holiday content that assures shopping with your brand is seamless. With a product-centered approach, your Q4 marketing strategy can help reach your end-of-year goals.

Popular video types to drive sales:

- Short-Form Ads
- Unboxing Videos
- Customer Testimonials
- Product Spotlights

Short-Form Ads

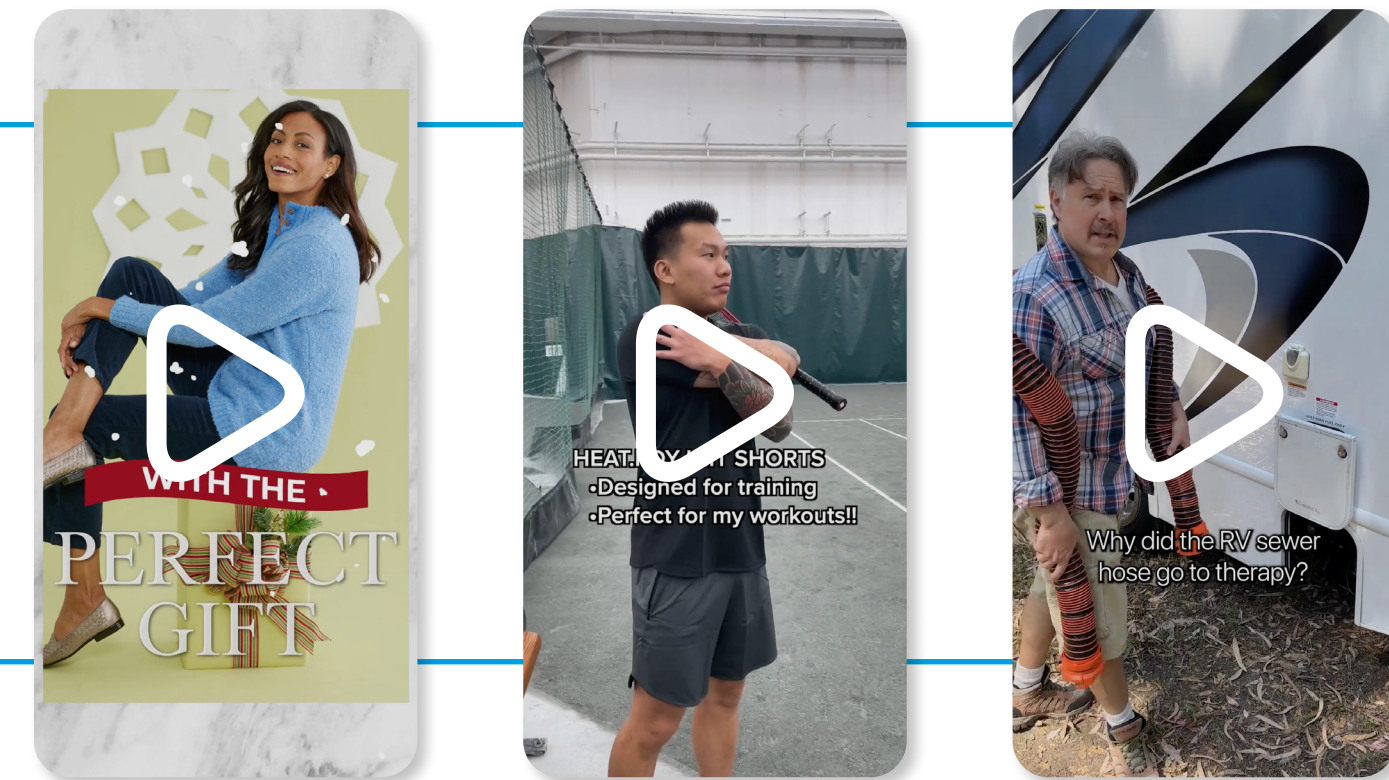
Pack your brand's key benefits into quickly consumed content.

As we've all seen, short-form video content has taken over. From TikTok to Instagram Reels to YouTube Shorts, these bite-sized videos are everywhere.

These videos are usually anywhere from 3 to 30 seconds. They're often punchy, eye-catching, and focused on keeping the viewer engaged. These quick ads are notorious for sucking viewers in by leaving them wanting more. In that way, short-form ads can lead to higher site traffic and higher conversion rates.

EXAMPLES

See how these brands used QuickFrame to create short-form ads.



Common Platforms:

- Social Media
- TV (CTV/OTT/Linear)
- YouTube

Common Video Types:

- 2D and 3D Animation
- Live Action
- Post-Production
- Stop Motion
- UGC

Unboxing Videos

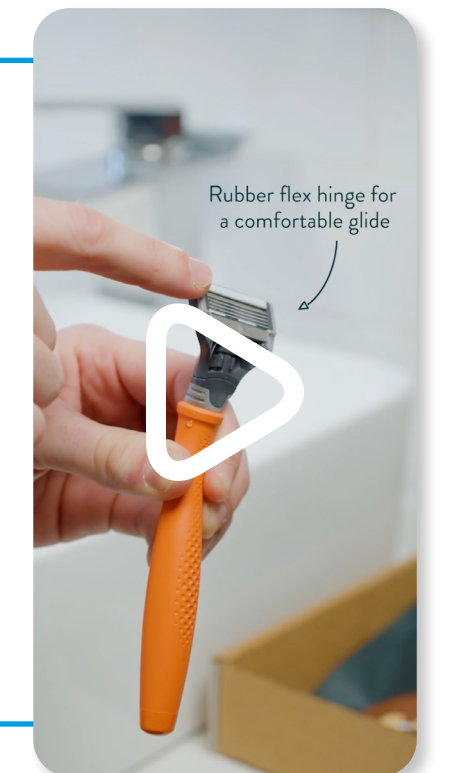
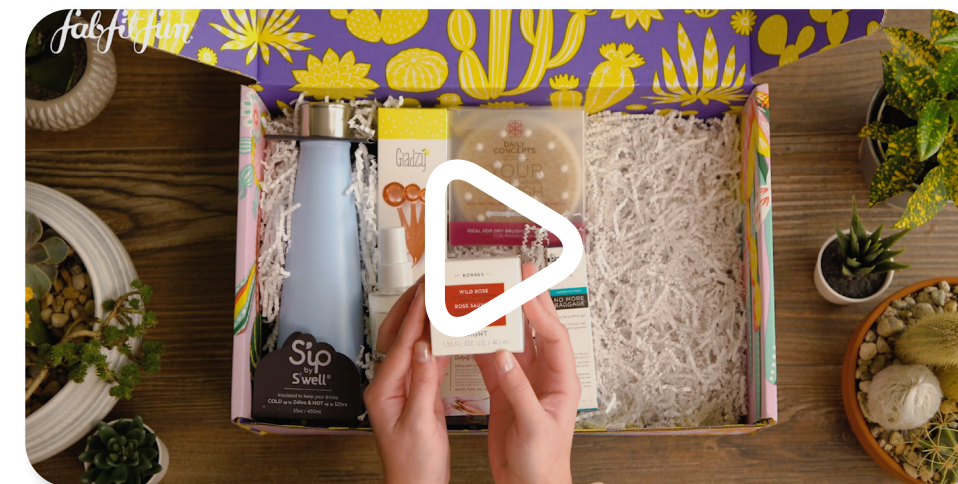
Create excitement around opening a box (or other package) filled with your brand's products.

With a quick look into the experience of opening a box, bag, or other package, viewers get an idea of what to expect if they order from your brand. These videos are often full of excitement, emulating consumers' eagerness when they receive a package at their door.

Unboxing videos are the perfect opportunity to show off your products' packaging or aesthetic while simultaneously establishing authenticity and relatability. Plus, consumers typically look for this video style to help them vet a product before making a purchase. By getting this content in front of them while they're in the research stage of the buying process, you can make an impact on their purchasing decisions.

EXAMPLES

See how these brands used QuickFrame to create unboxing videos.



Common Platforms:

- Social Media
- TV (CTV/OTT/Linear)
- Website
- YouTube

Common Video Types:

- Live Action
- Stop Motion
- UGC

Customer Testimonials

Testimonials create social proof for your brand by allowing customers to share their first-hand experiences.

Including testimonials in your video marketing strategy allows you to establish trustworthiness as a brand. [As online reviews](#) become more and more critical to shoppers, these testimonials can become an essential resource for your consumers when they're making a purchase. Especially if the person is looking to make a first-time purchase with your brand, testimonials can help take away some of their uncertainty or hesitation.

During the holiday season, consumers often look for a more genuine connection. Since consumers are seeing even more advertisements than normal, testimonials can help your brand stand out from your competitors.

EXAMPLES

See how these brands used QuickFrame to create customer testimonials.



Common Platforms:

- Social Media
- TV (CTV/OTT/Linear)
- Website
- YouTube

Common Video Types:

- Live Action
- Stop Motion
- UGC

Product Spotlights

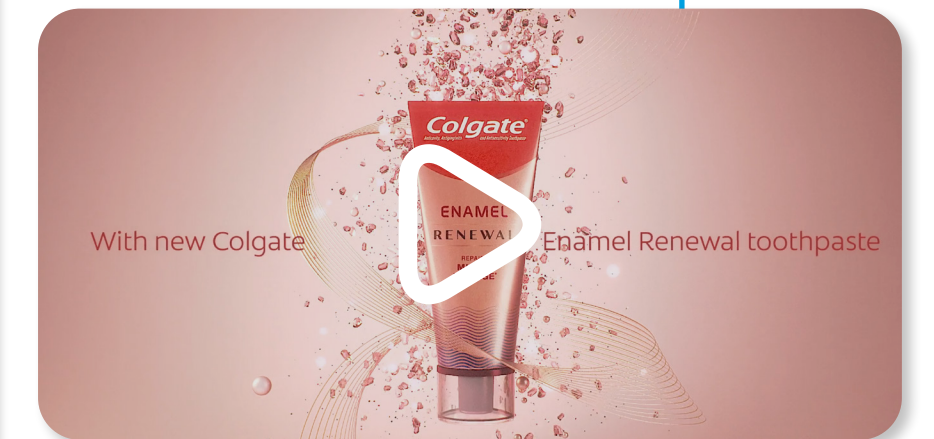
Highlight the features, use cases, and details of your product.

Product spotlights are essential if you're ready to get right to the point for shoppers who just want to get their shopping over with.

These videos allow you to showcase your product and its features in detail for your current and potential customers. Additionally, product spotlights are imperative for communicating the unique value of your new products compared to last year's offerings and similar products from your competitors.

EXAMPLES

See how these brands used QuickFrame to create product spotlights.



Common Platforms:

- Social Media
- TV (CTV/OTT/Linear)
- Website
- YouTube

Common Video Types:

- Animation
- Live Action
- Stop Motion



OBJECTIVE 2:

Market Your Brand

You need to market your brand all year long, but there's an increased need at the end of the year. As the holiday season ramps up, it's a critical time to establish your brand as an industry leader.

At this point in the year, people are experiencing even more ads than normal, which means the battle for engagement is on. [One survey](#) found that 75% of respondents plan to shop online for most of their needs this holiday season, so make sure your brand is in front of them.

When the consumer is in a pinch for a present, you want them to be able to think of your brand right away. To ensure your brand is top of mind, you'll need captivating video marketing.

Popular video types to drive brand marketing:

- Commercials
- Explainer Videos
- Recipe Videos
- Product Demos
- How-To Videos

Commercials

We're all familiar with this one.

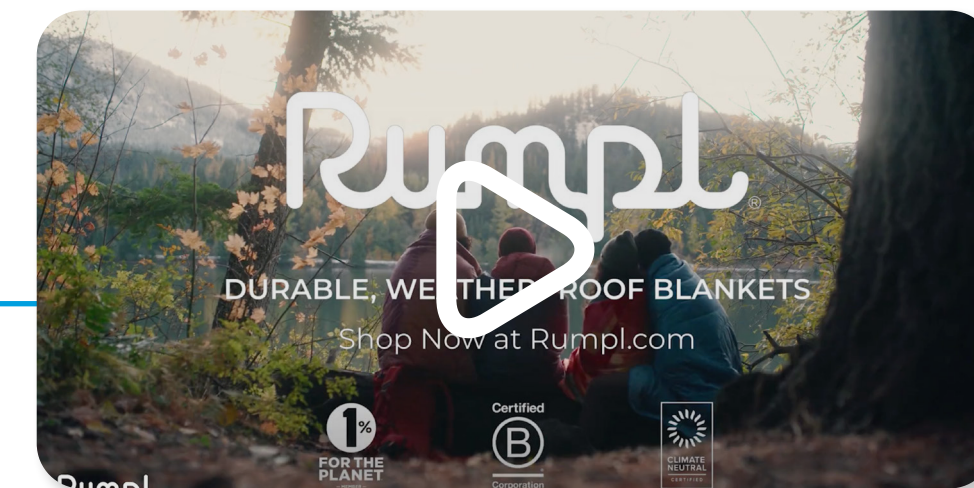
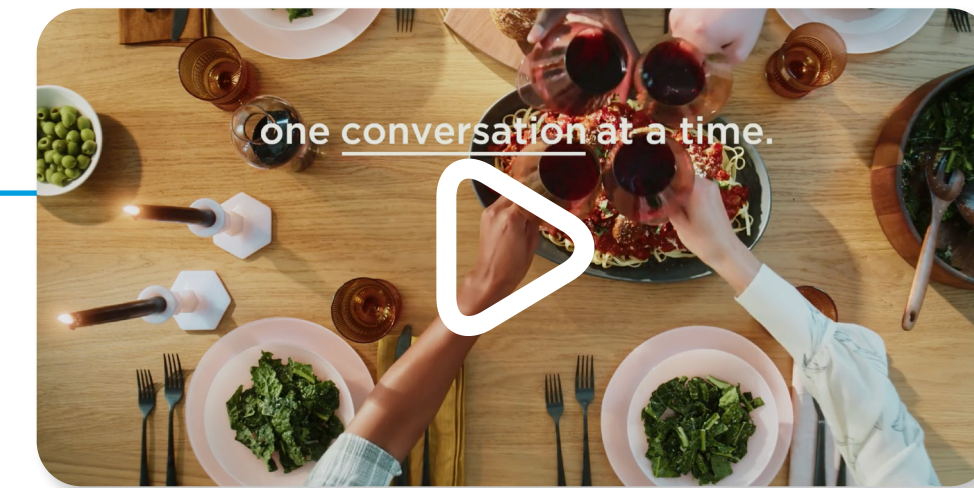
When you think of video marketing, you probably think of commercials right away. You might even have a favorite one that comes to mind. Maybe it's a horse-related one from a specific football game, or an oddly sentimental grocery store ad.

Commercials are a powerful way to tell a story about your brand and the value you bring to your customers. This kind of video gives your business an opportunity to showcase your brand's personality and set yourself apart from your competition.

Holiday commercials, in particular, often tell heartwarming stories filled with family traditions, exciting new beginnings, and joyful times spent with your loved ones. And make sure to mention how your products can make those moments even more unforgettable!

EXAMPLES

See how these brands used QuickFrame to create commercials.



Common Platforms:

- TV (CTV/OTT/Linear)
- Website
- YouTube

Common Video Types:

- 2D and 3D Animation
- Live Action
- Post-Production
- Stop Motion

Explainer Video

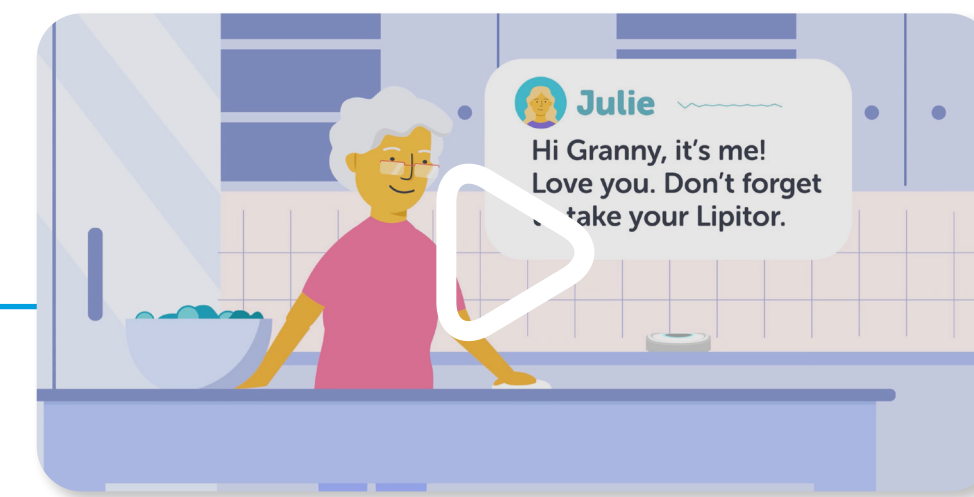
Educate your audience on the value of your service or product.

If your goal is to attract new customers during your end-of-year marketing campaign, the explainer video will be a critical asset. In fact, leading companies — like Spotify, Dropbox, and Airbnb — credit their early successes to their explainer videos that invoked enough buzz to create significant brand awareness.

With creative visuals, explainer videos can turn the most complicated products into easily digestible and entertaining content.

EXAMPLES

See how these brands used QuickFrame to create explainer videos.



Common Platforms:

- Social Media
- TV (CTV/OTT/Linear)
- Website
- YouTube

Common Styles:

- 2D and 3D Animation
- Live Action
- Post-Production
- Stop Motion
- UGC

Recipe Video

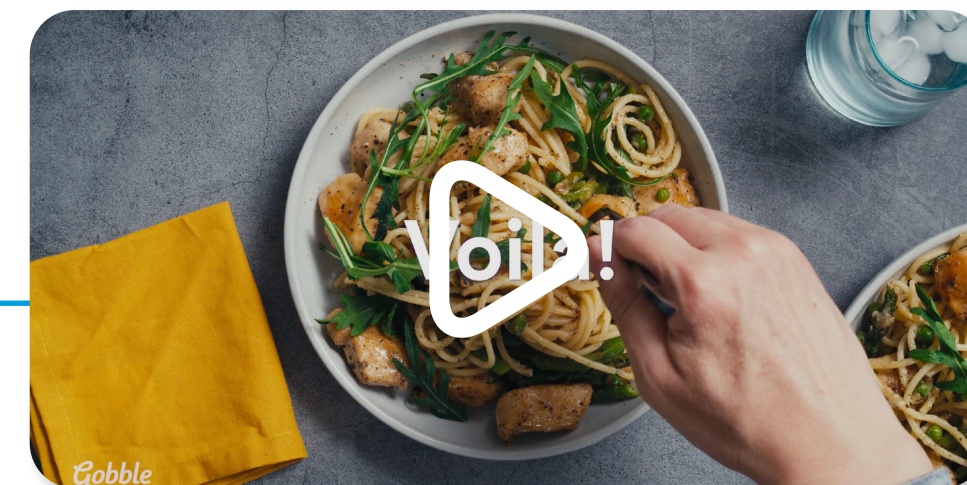
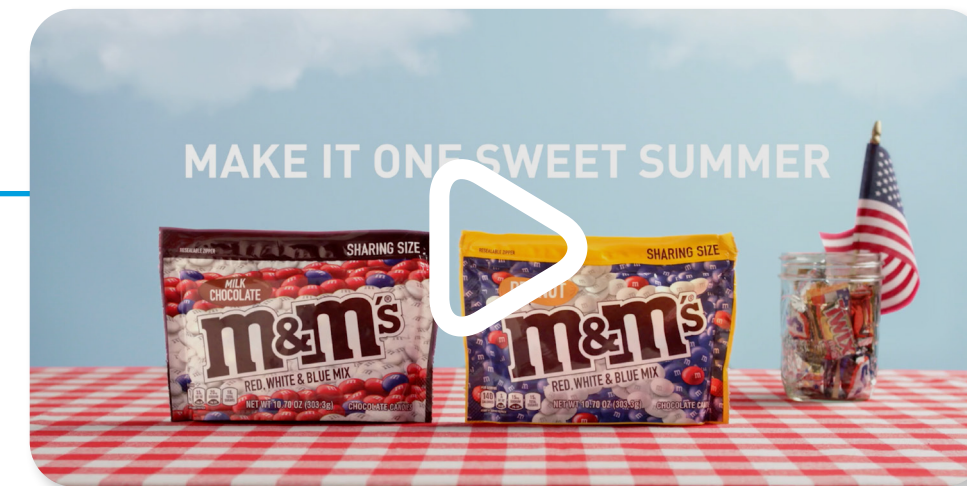
Simplify this holiday season with a step-by-step recipe video.

Many families and friends gather around extravagant meals during the holiday season to celebrate together. So if your business helps people cook — or even helps the friend supplying the ice (we can't cook, but we're still important) — you can connect with your audience during this time with recipe videos.

These videos show your audience how to create a dish using your products. Having a step-by-step video of how to prepare a dish will be invaluable to busy holiday hosts who are multitasking before their guests arrive. This is also a natural and convincing way to showcase your product in multiple use cases without an overt sales pitch.

EXAMPLES

See how these brands used QuickFrame to create recipe videos.



Common Platforms:

- Social Media
- TV (CTV/OTT/Linear)
- Website
- YouTube

Common Styles:

- Live Action
- Stop Motion
- UGC

Product Demo

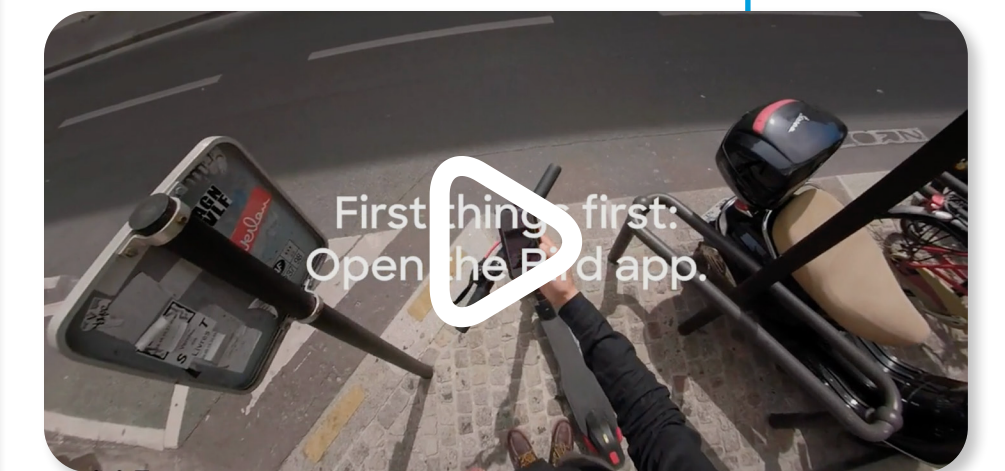
Product demos showcase the details of a tangible product.

These powerful videos attract viewers with the opportunity to see what owning or using your products would be like. And if your audience is results-oriented, you can implement before and after visuals to show your product achieving a desired goal.

Product demos are the style of content many consumers want to reference when they're weighing their buying decisions. Since these can be critical tools for educating your audience, they typically see high conversion rates.

EXAMPLES

See how these brands used QuickFrame to create product demos.



Common Platforms:

- Social Media
- Website
- YouTube

Common Styles:

- 2D and 3D Animation
- Live Action
- Post-Production
- Stop Motion
- UGC

How-To

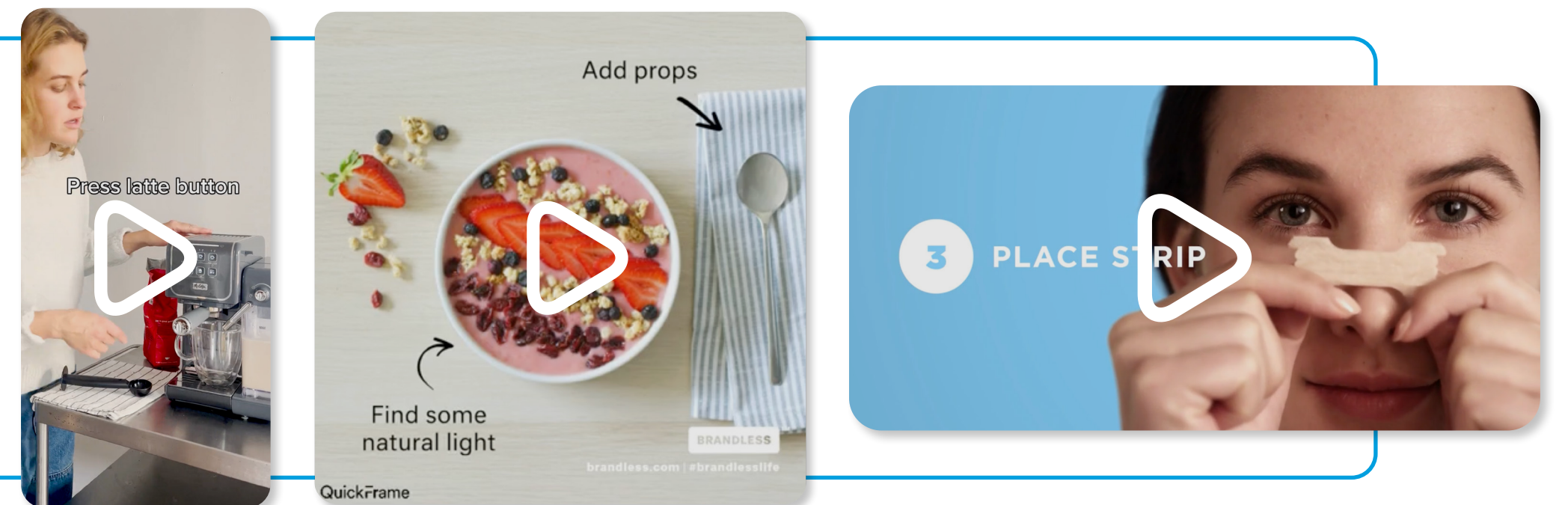
How-to videos take viewers through the process of using a product.

As consumers make their buying decisions, they'll also be looking for content showing how to use your products. These educational videos ensure your audience knows exactly how the product works so that they can hit the ground running when they purchase it.

Plus, this type of content alleviates the guesswork for your audience and does some of their research for them. Whether or not consumers can easily find engaging information about your products could be the difference between being on their list or getting left in the aisles.

EXAMPLES

See how these brands used QuickFrame to create how-to videos.



Common Platforms:

- Social Media
- TV (CTV/OTT/Linear)
- Website
- YouTube

Common Styles:

- 2D and 3D Animation
- Live Action
- Stop Motion



OBJECTIVE 3:

Showcase Your Values

Consumers are paying more attention to brands' values in 2023 — and the holiday season is no exception. In fact, the festive season is a time when consumers are thinking about values, gratitude, and cheer, so they may be all the more receptive to hearing about what your brand stands for.

In fact, according to [Adweek](#), “...authentic content during the holidays that shares your brand’s values in its unique voice is almost 20% more important to people than hearing about the latest deals.”

And consumers might be willing to spend more with a brand that aligns with their values than a competitor who doesn't. [According to Statista](#), 24% of shoppers in the US are more willing to spend more money to shop with brands that share their values. So even if your product has a higher price point than your competitor, values-first content might help you close the gap.

Popular video types to showcase brand values:

- Values-Focused Commercial
- Interview or Mini Documentary

Values-Focused Commercial

Tell your brand's story through the lens of why you do what you do.

As we've mentioned, consumers truly care about what your brand stands for — so much so that they're willing to spend more money (in this economy?!) to shop with brands who share their values. (Yep, in this economy.)

In order to connect with them through these values, tell your audience how your brand's origin story came about, the problems you're trying to solve for people, or the ethos behind your product designs.

Videos like this help consumers see past the capitalistic motives of your brand to let them know that you're not just here for their money. Values-focused videos build trust in your relationship with consumers and help them keep your brand top of mind.

EXAMPLES

See how these brands used QuickFrame to create values-focused commercials.



Common Platforms:

- Social Media
- TV (CTV/OTT/Linear)
- Website
- YouTube

Common Styles:

- 2D Animation
- Live Action
- Post-Production
- Stop Motion

Interview or Mini-Documentary

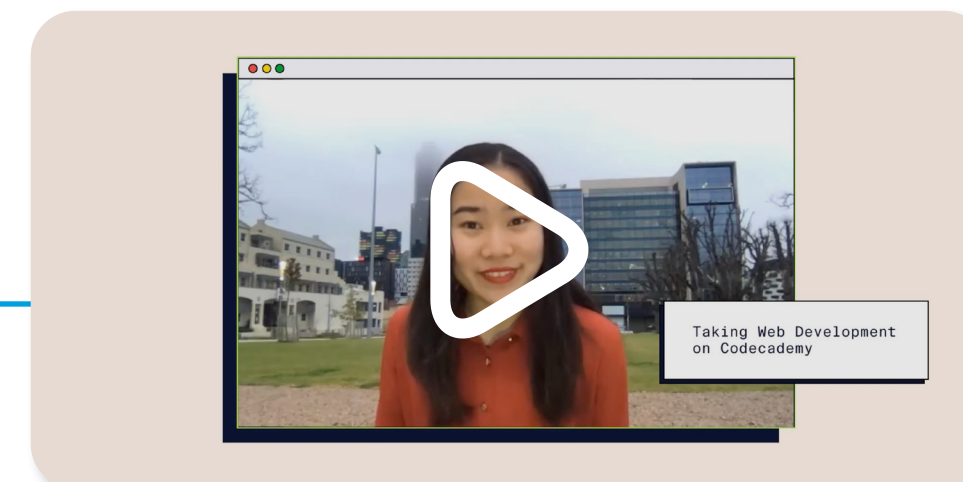
Give your audience real insights into an event, individual, or group related to your brand.

Interviews, mini-documentaries, and full-scale documentaries can turn the spotlight onto the lives of those who are touched by your product, service, or brand in some way. These videos should be immersive, inspiring, and captivating while showing consumers how your brand fits into these stories.

During the holiday season, consumers are looking for transparency and genuine connections — and these interviews and mini-documentaries are an excellent way to create that bond.

EXAMPLES

See how these brands used QuickFrame to create interview and documentary videos.



Common Platforms:

- Social Media
- TV (CTV/OTT/Linear)
- Website
- YouTube

Common Styles:

- Live Action
- Post-Production
- Stop Motion



Wrapping up Your Holiday Video Marketing Campaign

Whether you're planning, strategizing, or are already in the production process (we're so proud), you can craft a holistic strategy to reach your audience, drive sales, and showcase your brand this holiday season.

There's a lot to keep in mind with holiday video marketing. There are a ton of lists to make. Maybe you're checking yours a couple times to make sure you marked everything off. (Hmm...that sounds familiar.) Anyway, remember, if you're feeling overwhelmed, you don't have to do it alone. [Contact us](#) today to learn more about our holiday video offerings!



You may be asking yourself, “How do MNTN and QuickFrame work together?”

MNTN’s Connected TV advertising platform allows brands to drive measurable conversions, revenue, site visits, and more by giving them the power to tie performance directly back to their television campaigns. [Learn more at mountain.com.](https://mountain.com)

QuickFrame gives brands access to a network of creators who can build high-performing video for every channel, audience, and objective, at scale and backed with exclusive performance data. [Learn more at quickframe.com.](https://quickframe.com)

But MNTN and QuickFrame work even better together. QuickFrame powers MNTN’s Creative-as-a-Subscription service, which bundles creative production into the cost of media—providing advertisers with the ability to quickly produce net-new ad creative—as well as refresh existing campaigns, so they are investing their budget solely in video that drives performance. [Learn more about the service here.](#)