

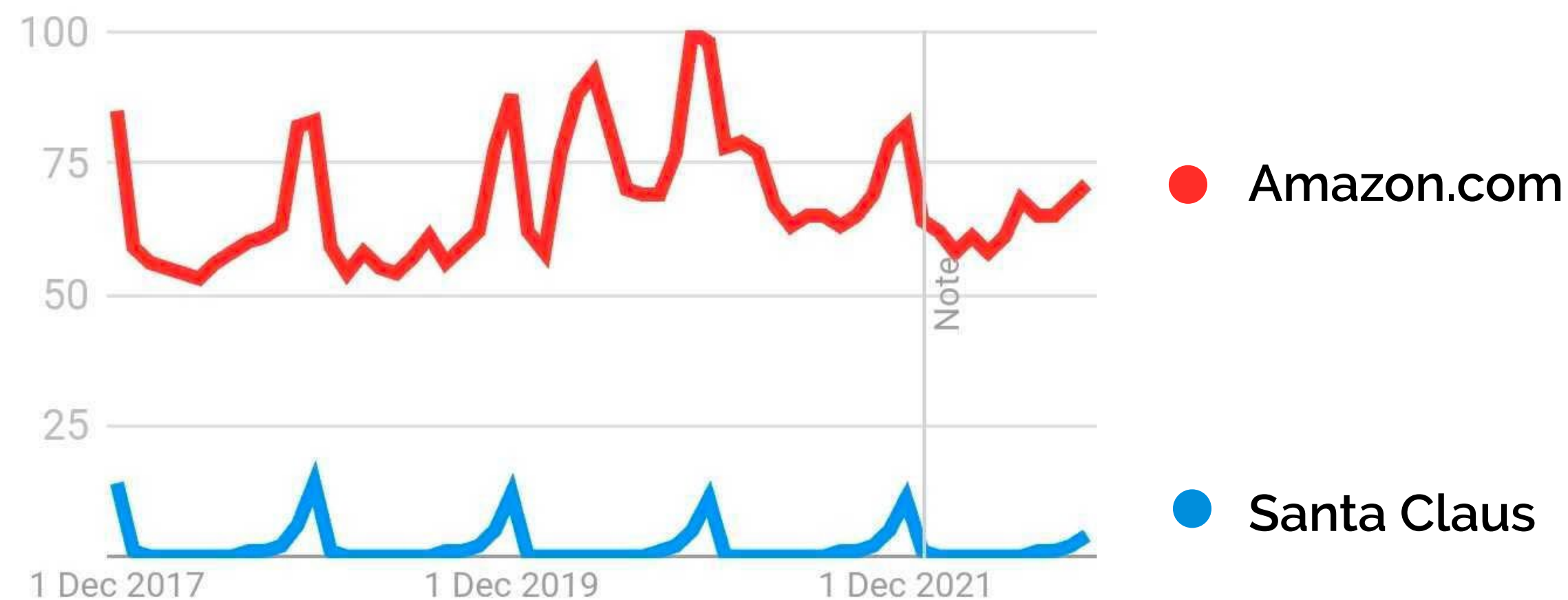


**Santa,
We need to
talk about
your brand
and your digital
bootprint**

Digital Dasher-board

Share of Search

Interest over time



Bad news – you are not front of mind for ‘seasonal gift delivery’

Not even a close second.

I know we’ve talked about this before, but popping up in the media, once a year, and disappearing again, is hurting ‘brand Santa.’

We’re not saying you need to interrupt the *ahem* eleven month holiday, but **the messages need to stay always-on.** We can do this for you (although a few Tiktoks from yourself wouldn’t do any harm).

Distinctive Assets Grid

For stronger mental availability, you really need to focus on your **distinctive assets**. You've effectively lost the 'elf' now, to Asda, so we gotta double-down on the ones you still got.

Pro tip









Make that **'Ho Ho Ho'** less 'Ho-Hum' with some sonic branding (you gotta love a jingle, right?)

Think Mickey D's' "I'm Lovin' It" and Just Eat's "Did somebody say..."

We can't afford Timberlake or Snoop Dogg, but Shakin' Stevens is interested.

Strongly associated with the brand

Weakly associated with the brand

AVOID USING ON THEIR OWN	USE
 <p>The colour red</p>  <p>White beard</p>  <p>Elf</p>	 <p>Reindeer</p>  <p>Sleigh</p>  <p>Ho Ho Ho</p>
IGNORE	INVEST
 <p>Boots</p>	 <p>Chimneys</p>

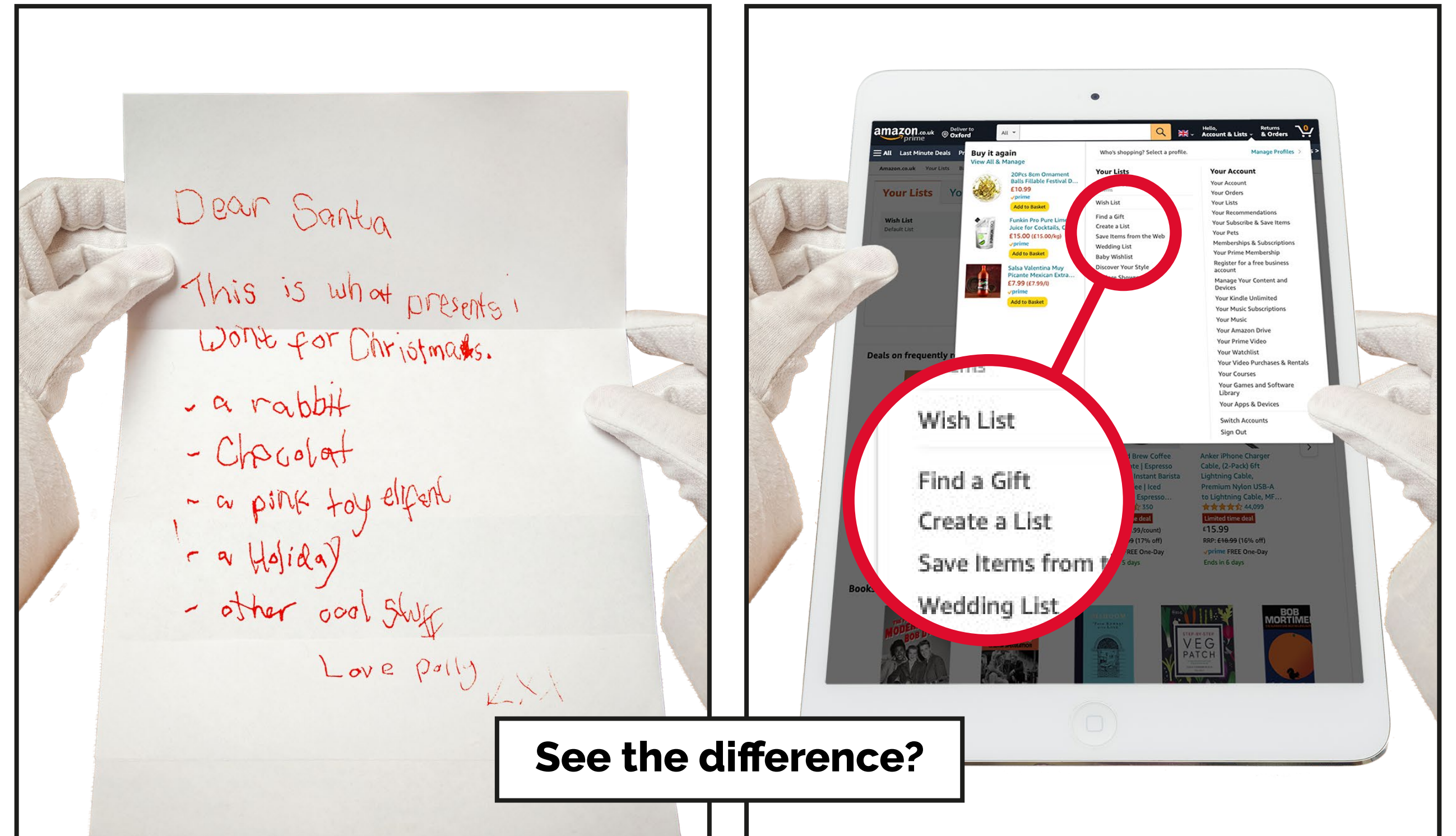
Associated with other brands too

Unique

Category Entry Points: 'the list'

'The List' is a massive way-in to the category for consumers. Your insistence on the analogue thing is quaint, but it's full of friction. You're still making kids **WRITE THIS BY HAND. WITH A PEN.** And then you've got to read it. And then do the 'naughty / nice' data sort. Manually. The freepost to Lapland is a nice touch,

but FYI kids today don't even know what a postbox looks like anymore.



Santa-stic content for search queries



A quick glance at 'Answer The Public' and there are bloomin' loads of great questions people are asking...and **you're just not ranking well for these.**

The solution: content. Content, content, CONTENT. **Get writing, or get the elves to do it.**

There are easy-wins in here, and goodness-knows **you've got the authority. YOU'RE SANTA.**

It doesn't all have to be 10x Content, but now we're on the subject...

This is a Santa Tracker. By Google. It's tracking YOU. But they're getting ALL the attention. **THEY'VE GOT OVER A MILLION BACKLINKS TO THIS BAD-BOY.**

We've lost this one, you're not going to out-Google Google. Unless this tracking they're doing is illegal?

#getlawyeredupsanta



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