
HOLIDAY '25 CPG ADVERTISING **KEY STRATEGIES**

JULY 2025



HOLIDAY 2025

Simplify The Season

Today's seasonal shoppers have a plan and are looking for ways to save time, reduce stress, and shop THEIR way.

Here's how leading CPG brands are showing up during the holidays in ways that feel useful, relevant, and easy.

1

Engaging holiday hosts with **interactive recipes**

3

Helping seasonal shoppers quickly find what they need in **one click**

2

Giving shoppers **retailer choice** for their holiday purchases

4

Offering one-click **multi-SKU bundles** to make shopping easier



DIAGEO

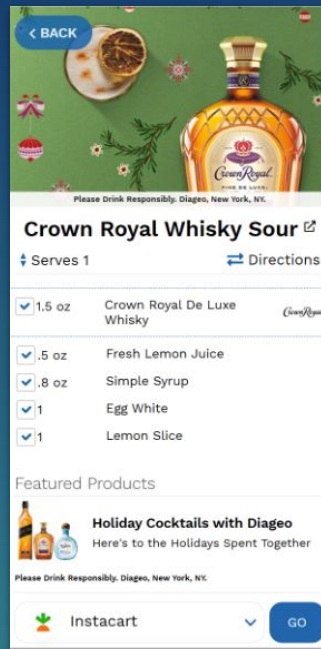
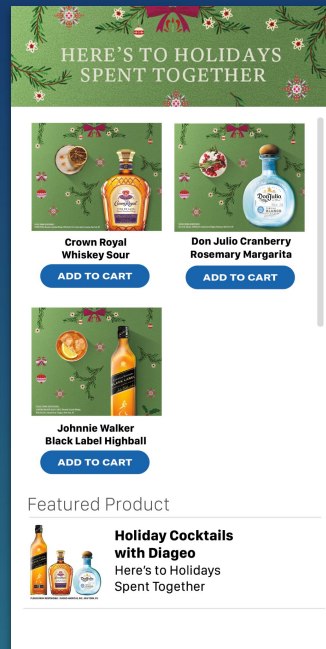
Engaging Holiday Hosts With Interactive Recipes

OVERVIEW

To support holiday entertaining and gifting, **Diageo** spotlighted a portfolio of premium spirits—**Johnnie Walker**, **Crown Royal**, and **Don Julio**—through a multi-brand campaign built around interactive recipe content. By pairing festive cocktail recipes with one-click list and cart functionality, the brand made it easy for holiday shoppers to discover, save, and shop for multiple spirits in a single moment.

SOLUTION

- Interactive recipe formats encouraged exploration and bundle-based buying behavior with branded featured product collections
- One-click add-to-list/cart functionality helped shoppers stock up for parties and gifting with festive recipes at the ready
- Multi-brand presence increased cross-brand visibility and drove portfolio sales



One-click to add recipe to lists OR carts

MARS M&M's

Flexible Retailer Choice For Sweeter Holiday Shopping

OVERVIEW

M&M's spread seasonal cheer through a festive campaign designed to capture impulse moments and fuel holiday baking. Shoppers were served creative: "Spread cheer, just add 'M'" with baking or snacking themes. A single click prompted consumers to add M&M's to their list or cart at **Walmart, Target, or Instacart**. This multi-retailer flexibility made it easy for shoppers to act on their intent, no matter where they planned to shop.

SOLUTION

- Multi-Retailer Access: Shoppers could choose their preferred retailer, making conversion frictionless and expanding the campaign's impact across top national grocers.
- Brand Lift + Share Shift: Nearly half of engaged shoppers had a competitor brand on their list — this campaign helped convert them to M&M's.
- Capturing New Shoppers: A majority of shoppers were new to the brand, highlighting M&M's reach with seasonal and value-driven audiences.



3

ADD-TO-LIST

KEYWORD

INTENT
TARGETING

RETARGETING

BOB'S RED MILL

Helping Seasonal Shoppers Find What They Need, Faster

OVERVIEW

Holiday baking can be overwhelming, especially for seasonal browsers unsure where to begin. **Bob's Red Mill helped cut through the clutter** by making it easy to discover and shop baking essentials with **just one click**. Instead of relying on past purchase data, the brand reached high-intent shoppers in the moment and gave them a simple path to add flour products to their lists.

SOLUTION

- One-click Add-It™ experiences removed friction, instantly adding key SKUs like all-purpose, almond, and gluten-free flour to lists
- Intent-based targeting surfaced relevant products to shoppers actively browsing baking content and ingredients
- Retargeting layered in to reinforce messaging and drive return engagement beyond the holidays



**Bob's Red Mill
Almond Flour**
Start with good ingredients
for homemade perfection,
every time.

Presented by



Add to List



**Bob's Red Mill
Gluten Free Flour**
Start with good
ingredients for homemade
perfection, every time.

Presented by



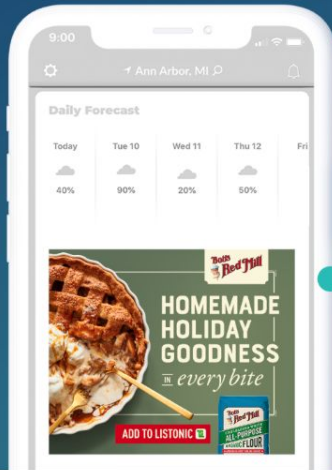
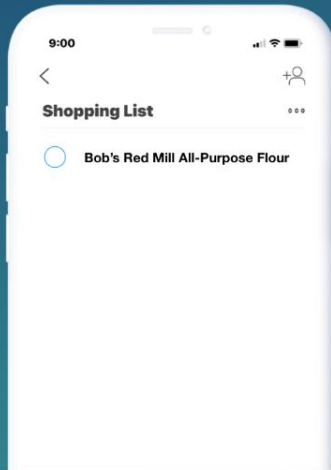
Add to List

In partnership with



MOBILE APP

The Weather Channel

GROCERY APP
Listonic

One-click add-to-list to capture seasonal shopper intent

4

ADD-TO-LIST

ADD-TO-CART

MULTI-PRODUCT CARTING

SIMPLY ORGANIC®

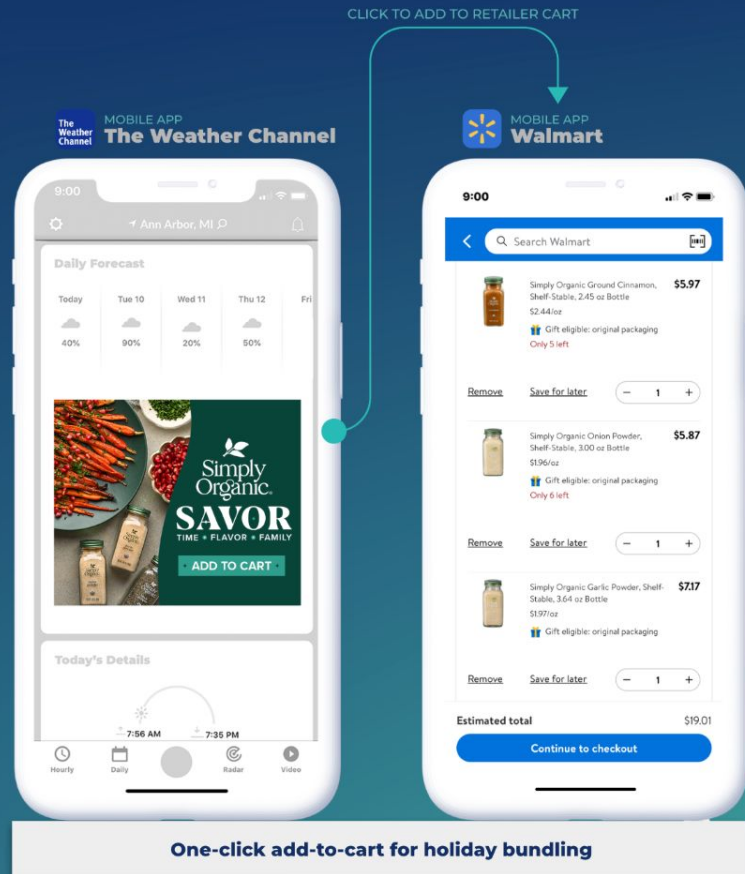
Savoring the Season With One-Click Multi-SKU Bundles

OVERVIEW

Simply Organic® made it easy for shoppers to “Savor the Season” and stock up on holiday essentials by enabling **multi-product carting** with a single click. From baking ingredient classics like vanilla and cinnamon to savory staples like garlic and onion powder, the campaign bundled seasonal favorites into convenient, ready-to-shop sets, making it easier for busy holiday shoppers to get groupings of staple ingredient, while boosting both brand engagement and cart value.

SOLUTION

- Two seasonal bundles (sweet and savory) added 2–3 products to list or cart with one click
- Multi-SKU listing and carting created stronger shopper value perception and drove higher engagement
- Campaign ran across top retailers (Walmart, Publix, Wegmans), delivering broad reach with seamless shopper experience



HOLIDAY 2025

Actionable Takeaways

4 WAYS TO SIMPLIFY THE HOLIDAY SHOPPING SEASON

Inspire with Utility: Turn seasonal moments into shoppable action using interactive recipes and relevant content that makes holiday hosting easier.

Let Shoppers Choose Their Path: Whether it's list or cart, Walmart or Wegmans, give consumers control over how and where they shop to reduce friction and increase conversion.

Reach the Right Shopper, Not Just the Past Buyer: Tap into pre-shop intent and real-time behavior to connect with new audiences, not just those who've purchased before.

Offer Carting & Listing Convenience at Scale: Group complementary products into smart bundles to boost basket size, simplify decision-making, and support impulse purchases.



DIGITAL MEDIA **BUILT** FOR CPG

The AdAdapted Difference

TARGET BASED ON PURCHASE INTENT

- Reach Active, Verified HOH Shoppers
- Target Based on Pre-Shop Intent

ZERO-BOUNCE ADD-IT™ SOLUTION

- Drive In-Store & Ecomm Sales Growth
- Patented Ad Tech Solution

100% FOCUSED ON CPG

- Mobile-Centric Ad Solutions For CPG
- Sales Lift Studies Confirm Performance



“For us, AdAdapted’s solutions fill a gap where we never had a solution before.”

Julia Miller - The Mars Agency

WE KNOW CPG & RETAIL

KraftHeinz

EVANS
HARDY
YOUNG

KODIAK CAKES

blue chip

3M

Generator
MEDIA + ANALYTICS

Hallmark

tpn+

MoëtHennessy

DIAGEO

Mondelēz
International

CHOMPS

THEMARSAGENCY

General
Mills

horizon media

WPP

Nestlé

MERKLE

Heineken

Tracy-Jockey

Barilla

Unilever

And many more!



Interested in learning more?

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