

4 holiday partnerships and why they matter beyond the season

Article



Turtle doves aren't the only ones pairing up for the season. Brands like Roku, Saks Fifth Avenue, Uber, and more are leveraging partnerships this year to better target, engage, and convert consumers.

Here are four holiday campaigns that will have ripple effects past Q4.

1. Roku and The Coca-Cola Co.

Coca-Cola and Roku have teamed up on a shoppable holiday campaign, which will feature Coca-Cola imagery on the billboards across Roku City (the screensaver that pops up after a set period of inactivity) and one-click ads that enable consumers to buy products via DoorDash.

Why we care: This partnership enables Coca-Cola to reach millions of consumers in their homes, potentially during holiday get-togethers or parties. It also helps Roku push further into retail media, which we forecast will be a nearly \$60 billion business in 2024.

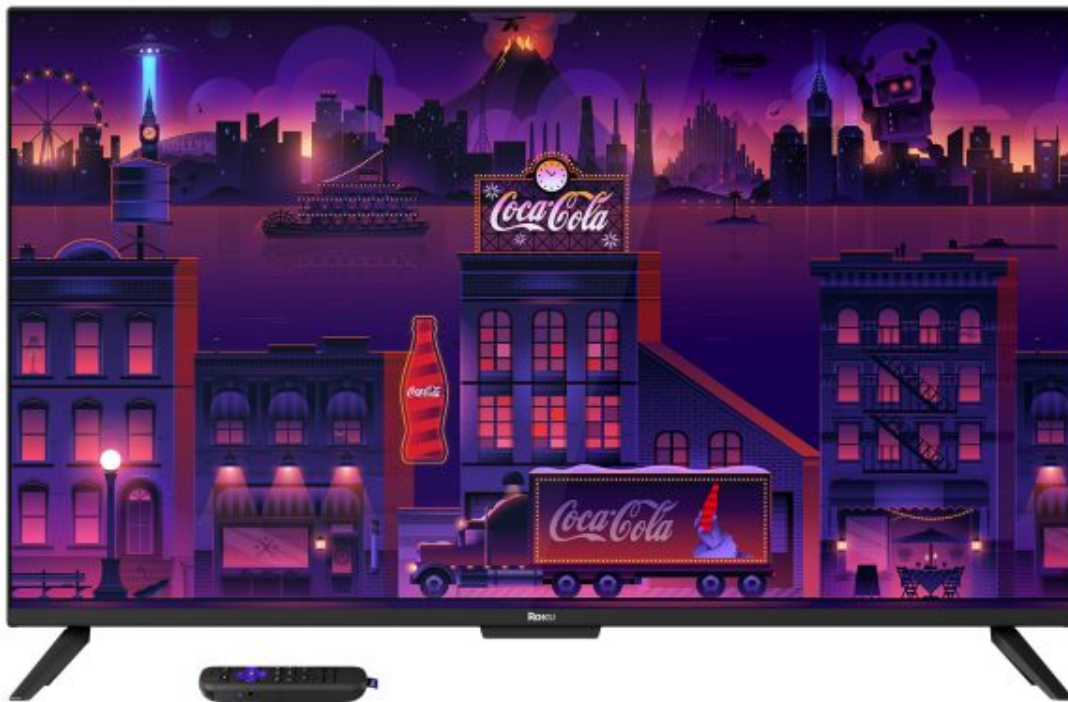


Photo: Roku

2. Anthropologie and Pinterest

In October, **Anthropologie and Pinterest hosted a pop-up** that brought holiday decor trends to life. Each room in the Holiday Showhouse featured a QR code that brought consumers to

shoppable boards on Anthropologie's own Pinterest profile.

Why we care: While Pinterest will grow its US ad revenues 13.9% next year, its \$2.52 billion still pales in comparison to other social media platforms, like Facebook (\$32.55 billion), Instagram (\$30.14 billion), or TikTok (\$8.66 billion), per our forecasts. But teaming up with brands like Anthropologie could help it gain some ground.

3. Saks Fifth Avenue and Dior

In celebration of their 70-year partnership, **Saks Fifth Avenue and Dior** have created the "Carousel of Dreams," a giant clock-like display covering the facade of Saks' New York City location that celebrates designer Christian Dior's legacy. In addition, Saks has launched a Dior pop-up on its website—the first time Dior merch will be sold via ecommerce anywhere other than its website.

Why we care: Consumers are increasingly turning to **online channels to purchase luxury goods**, and if brands want to stay relevant, they'll need to forge ecommerce partnerships like this. We forecast personal luxury retail ecommerce sales in the US will grow 10.3% next year to reach \$24.48 billion.



Photo: Saks/Dior, courtesy of Paul Vu

4. “Real Housewives” and Uber Eats

Uber Eats has recruited “Real Housewives” stars Luann de Lesseps and Sonja Morgan for its latest ad, which also features a spin on de Lesseps’ 2010 song, “Money Can’t Buy You Class,” to remind consumers not to arrive empty-handed to their holiday parties. The Uber Eats platform also highlights “countess-approved” ideas and gift lists on its app.

Why we care: Uber is aiming for a \$1 billion ad business by next year, per a Q2 earnings call. The platform can use its proximity to purchase to help advertisers increase conversion rates, expand their access to first-party data, and enhance targeting.

This was originally featured in the Retail Daily newsletter. For more retail insights, statistics, and trends, [subscribe here](#).