

# Reimagining Retail: Holiday shopping expectations and the holiday ads you need to watch

Audio



On today's episode, in our "Retail Me This, Retail Me That" segment, we discuss what kind of a holiday season we are expecting, how shopping behaviors are changing, and how retailers and brands can win over consumers. Then for "Pop-Up Rankings," we rank the top four holiday ads you need to watch. Join our analyst Sara Lebow as she hosts analysts Andrew Lipsman and Carina Perkins.



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