

# The Festive Report 2024

— PART 1 —

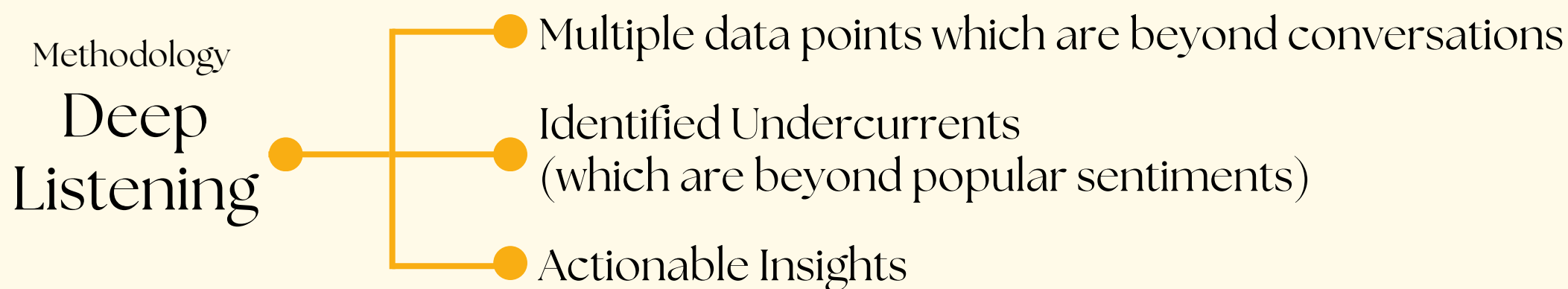
POWERED BY





Hi, I'm 

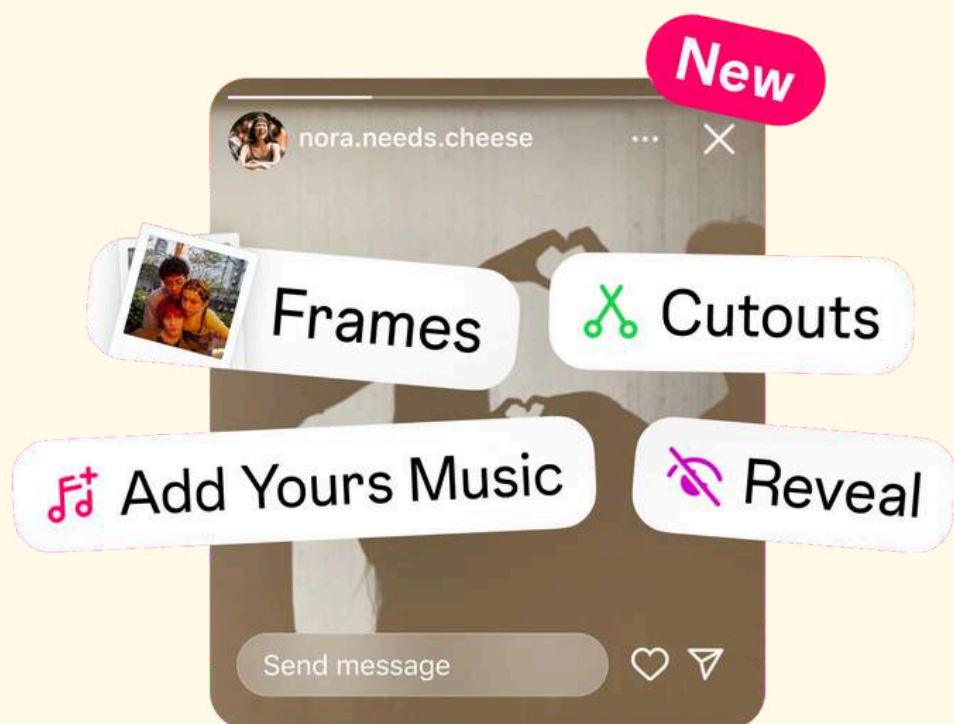
This festive season GIPSI shares  
5 insight capsules to get you  
ready for Festive'24.



Data Timeline: Pre-Festive 2023 - Pre-Festive 2024.  
(May 2023 - July 2024)

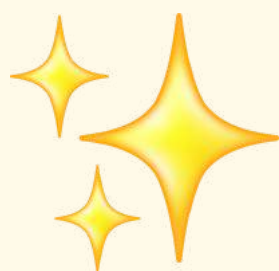


# Festive Season hacks on Digital



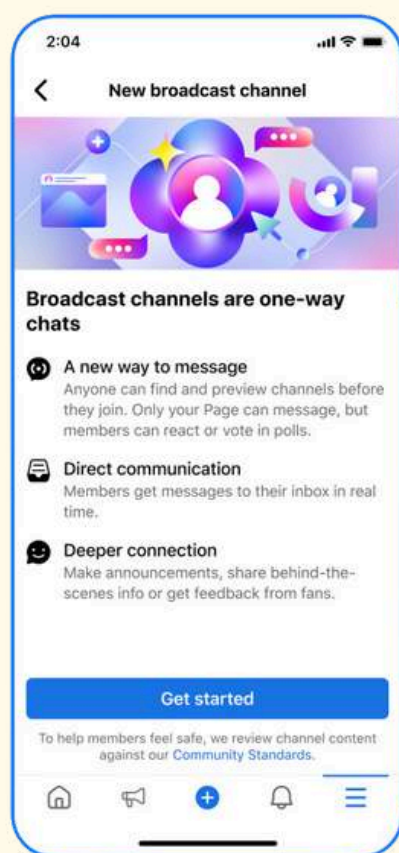
## BTS FOR YOUR FAV PEOPLE

Instagram & Facebook add a Broadcast Channel feature for creators with an option to LIVE stream only for channel members.



## INSTAGRAM STORY - YOUR CREATIVE CANVAS

Instagram adds new interactive stickers: 'Add Yours-Music', 'Frames', 'DM to Reveal' sticker and 'Add yours + Template' feature.



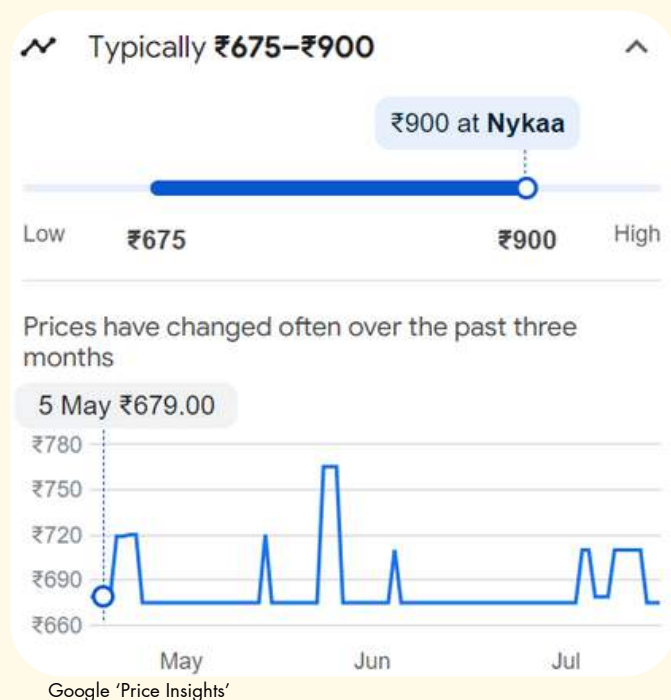
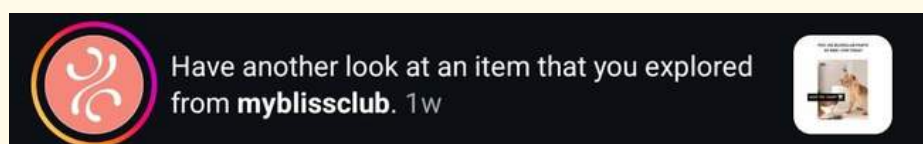
## TRENDS SIMPLIFIED

Instagram introduces 'Inspiration' tab on the professional dashboard for creators.



# Festive Season hacks on Digital

## Notifications are Desirable!



**8x↑**

rise in conversations about innovative notifications by apps since Jan'24.

## NEW CTA BUTTON IN TOWN!

Instagram adds a 'Notify' sticker to foster follower connections.

## REMEMBER THIS?

Instagram adds a new feature for the Reminder Ad format to increase visibility.

## GET THAT DEAL!

Google brings a 'price insights' feature to track the lowest price on items + set price drop alerts.



# Festive Season hacks on Digital

## Insight

Digital is playing the role of an influencer, broadcaster and seller this festive season.

## Implication

This festive season if you are not leading with digital then you are losing out. Digital will spoil you with new & unique formats to engage your consumers.



# Match my Lingo

Festive mood lingo

Inspiration here

6 Million+

posts using hashtag GRWM keyword on Instagram.

46% ↑

rise in use of the word 'gatekeeping' in conversations related to shopping during Festive'23 vis-a-vis Pre Festive'23.

120K ↑

mentions across SM since the lingo 'just dropped' went viral.

29,000+

'core aesthetic' style ideas on Pinterest.



41% ↑

rise in use of the phrase 'she ate and left no crumbs' used in digital conversations since Jan'24.

27% ↑

rise in conversations about 'core aesthetic' during Festive'23 vis-a-vis Pre Festive'23.

# Match my Lingo

## Insight

If you are matching the new lingo then you are vibing this festive season.

## Implication

Brands are urged to upgrade their vocab to vibrate with the consumers.



# OG vs AG

original vs artificial



## Positive for AI

**30%↑**

rise in conversations around using AI as a festive co-planner during Festive'23 vis-a-vis Pre Festive'23.

**24%↑**

rise in discussions around recipe suggestions using AI since Jan'24.

**150K**

discussions around content creation using AI assistants.

## Negative for AI

**PASS THE AI CHECK  ON SOCIAL!**

Meta, LinkedIn, TikTok now detect AI processed images & have added a feature to label AI content.

## SHOP SAFER ON WHATSAPP

WhatsApp brings Meta Verification for verified businesses.

**629%↑**

rise in conversations about learning to identify AI generated images and text since Jan'24.

**9000+**

discussions on Reddit calling out Instagram Small Business Scams.

**189%↑**

increase in negative memes around AI.





# OG vs AG

original vs artificial

## Insight

AI can be a boon for marketers but should not become bane for our consumers. Play the tug of war between Original Vs Artificial carefully.

## Implication

Learn to walk the tight rope between OG and AG.



# Unusual festive activities

## FESTIVE DATING

**171%↑**

rise in discussions around dating during Festive'23 vis-a-vis Pre Festive'23 on Social Media.

**19X↑**

rise in conversations around "Garba Partner" during Festive'23 vis-a-vis Pre Festive'23.

## FESTIVE + WEDDING SEASON



**Diwali**

**The Wedding season**

**136K+**

festive haul videos on YouTube in '23-'24.  
(Videos about using festive to shop for wedding)

**12X↑**

rise in discussions around **rewearing** outfits in Festive'23 vis-a-vis Pre Festive'23

## DIGITAL GOLD

**132%↑**

rise in conversations around digital gold amongst youth during Festive'23 vis-a-vis Pre Festive'23.

**76%↑**

rise in searches for Digital Gold in '23-'24 compared to '22-'23.

## TRAVEL

**23%↑**

rise in discussions around planning cruise holidays with family in Festive'24, since Jan'24.

**314%↑**

rise in conversations around international destinations during Festive'23 vis-a-vis Pre Festive'23.

**4.5 Million+**

shares of videos listing long weekends during festive season on Instagram.

# Unusual festive activities

## Insight

Festive season is busy with not just traditional festivities but more.

## Implication

Watch out for the unusual activities and reasons for spends this festive season.



# Discover New in Content & Commerce

## Commerce Cheat Sheet

### A NEW MARKETPLACE!

YouTube introduces 'Shopping Collections' a feature for creators to curate products from their favorite brands.

### CTA FOR SOCIAL COMMERCE

Instagram now allows you to automate comment replies & send resources through DMs.

### IG SHOPS & RETARGETING

Instagram adds an option to be notified about shopping ads that one has previously interacted with.

### TRY-ON ADS!

Google Launches AR ads for beauty products, promoting virtual try-on experiences.

## Festive Fever: Livestream, Promo Codes & Finds!

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**16x↑**

rise in discussions around **livestream shopping** since Jan'24.

**278%↑**

rise in conversations around 'festive finds' on various online + offline super stores in '23-'24.

**21%↑**

rise in discussions around **promo codes** in Festive'23 vis-a-vis Pre Festive'23.

**2.4 Million+**

views on videos tagged with **festive finds** in '23-'24.



# Discover New in Content & Commerce

## Content Cheat Sheet

### For the conscious

**485%↑**

rise in discussions  
around **eco chic fashion**  
since Jan'24.



#pinteresty

#festivehack



### For festive recipes + health

**4 Million+**

views on YouTube  
content offering **healthy  
twist to classic festive  
recipes.**



#healthyswap

#festivefinds

### For the Fam Jams!

**19% ↑**

rise in conversations around  
**having movie marathons &  
movie suggestions** during  
Festive'23 vis-a-vis Pre  
Festive'23.

### For that 'Instaworthy Corner'

**21 Million+**

posts on Instagram  
flaunting **festive  
home decor.**

**50%↑**

rise in searches  
around  
**'Pinterest rangoli'**  
since Jan'24.



**tonic**  
WORLDWIDE

# Content & Commerce Cheat Sheet

## Insight

Consumers are hungry for content & commerce online.

## Implication

Increased focus on online content & commerce during festivals needs higher attention from brands on every touchpoint & every platform.



COMING SOON

The  
**Festive  
Report**  
2024

PART 2

STAY TUNED

To Know More About GIPSI, please visit  
[www.tonicworldwide.com/gipsi](http://www.tonicworldwide.com/gipsi)

