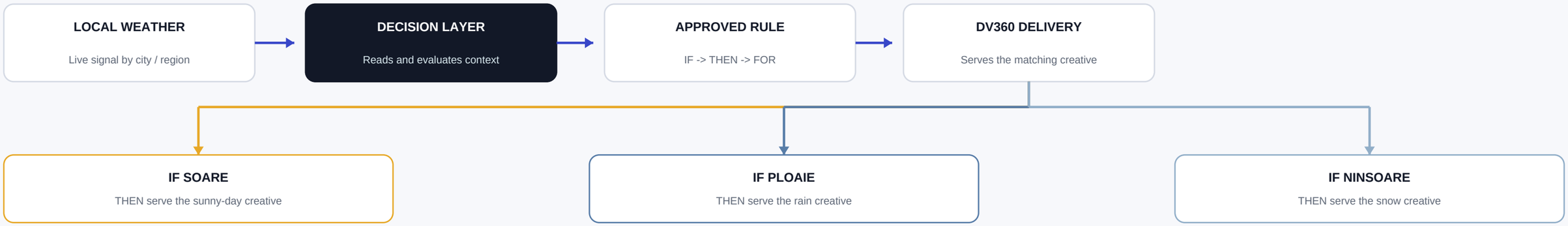
WORTH MORE, NOT SEEN MORE:
HOW THE CATEGORY LEADER GREW CHRISTMAS BY VALUE

DECISION TREE



DYNAMIC CREATIVE VARIATIONS (SAMPLE)

SOARE

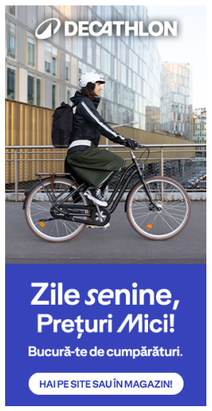
Store / outdoor-led message



970 x 250



300 x 250



300 x 600

PLOAIE

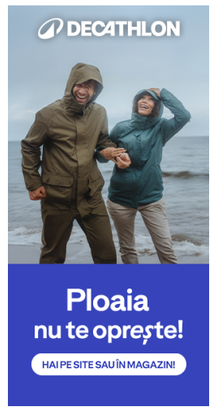
Weather-relevant rain message



970 x 250



300 x 250



300 x 600

NINSOARE

Winter / stay-warm message



970 x 250



300 x 250



300 x 600