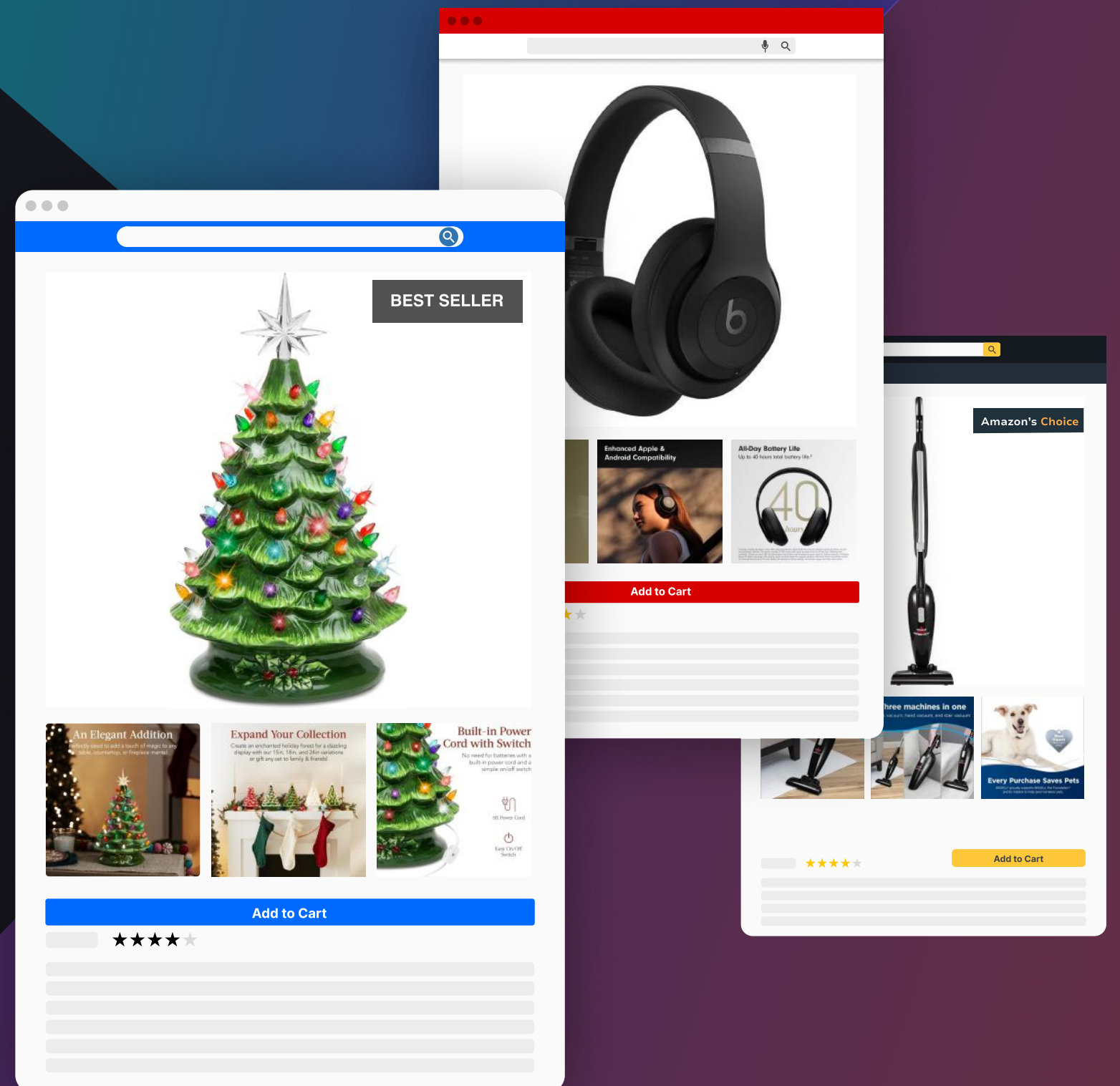


VIZIT

Holiday Lookbook: How to Sell More Every Season

The visual trends that shape ecommerce success



August 2024

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How We Did It

The content in this lookbook was collected from multiple AI-driven analyses of visual content across popular consumer categories from June 2023 to February 2024. The Vizia platform scores visual content for effectiveness with consumer audiences. Each image receives a score from 0-100 that predicts its level of effectiveness with the specified audience. Vizia content benchmarks are sets of competitive visual content on specified retailers. These content benchmarks provide valuable performance context and comparisons with specific examples of high and low scoring imagery.



Introduction

In this digital age, the key to standing out lies in the artful incorporation of seasonal content—far beyond superficial decoration. Brands and retailers must navigate unpredictable consumer sentiment influenced by current events, pop culture phenomena, and the rhythm of shopping holidays.

The strategic use of seasonal content is a powerful tool for telling compelling stories, tailoring promotions, and showcasing products in real-life contexts.

Seasonal content injects vitality into your brand image, fostering a sense of relevance and timeliness that keeps your audience eagerly anticipating what comes next.

Brands that neglect this dynamic strategy risk not only boring existing customers, but also conveying a sense of staleness and irrelevance, potentially missing out on a wave of new consumers drawn in by the allure of shopping holidays or seasonal products.

Leveraging seasonal images is not just a nicety but a necessity.

Personalized, one-to-many visual experiences enable creatives, advertisers, marketers, and ecommerce teams to deliver highly tailored content and recommendations in real time. This personalization at scale translates to increased customer satisfaction, higher conversion rates, and improved customer retention.

Take a deliberate and thoughtful approach to engaging your audience, enhancing user experience, and ultimately boosting sales.

The constant demand for planning ahead, especially for major sales or holidays, can be overwhelming for creative and ecommerce teams. AI can help your team swiftly identifying trends, images, and design tweaks that will make significant waves on the digital shelf.

This lookbook provides AI-driven audience insights for a full calendar year of promotions across food, home goods, consumer electronics and other categories.

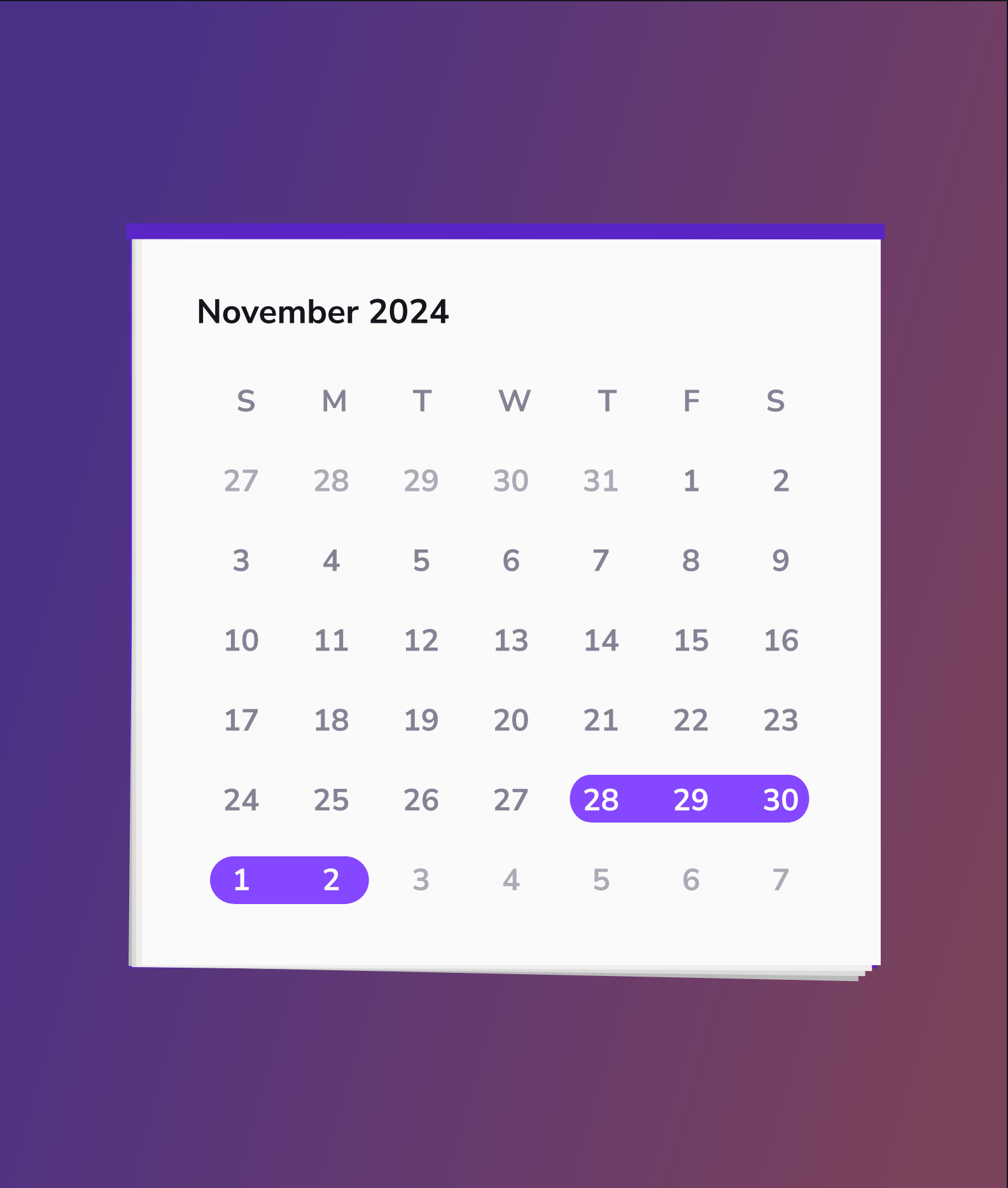
1

The Cyber 5: Big Sales on Big Ticket Items

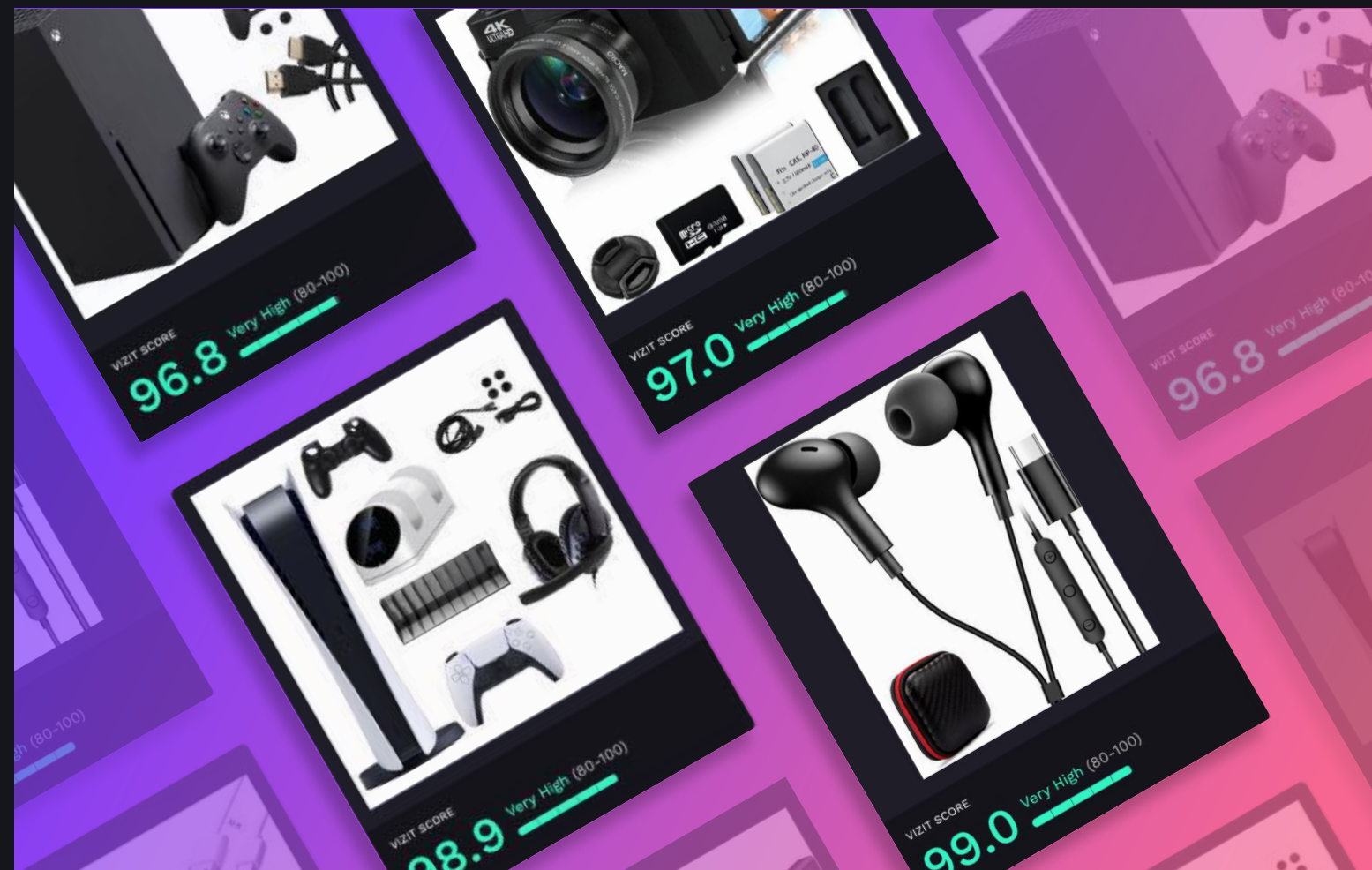
The five-day period covering Thanksgiving and Cyber Monday, commonly known as the Cyber 5, is make or break for ecommerce teams. While the unofficial launch of holiday season shopping has shifted into early November and even October, the Cyber 5 remain the most important shopping days for holiday promotions, major sales, and both in-store and online traffic.

Big ticket items, particularly in the consumer electronics category, are consistently popular targets during the shopping holiday. While specific best practices will vary based on the category, there were a few general trends we saw across electronics.

1	Be bold. Use accent colors to highlight important digital features amid black and white spec sheets.
2	Compatibility is key. Use visuals to demonstrate the type of ports and features that provide additional connectivity.
3	Show digital adventures. Screens are flat but the winning images were dynamic and appealing, featuring sports and movements as a way to draw the eye.



The Cyber 5: Consumer Electronics

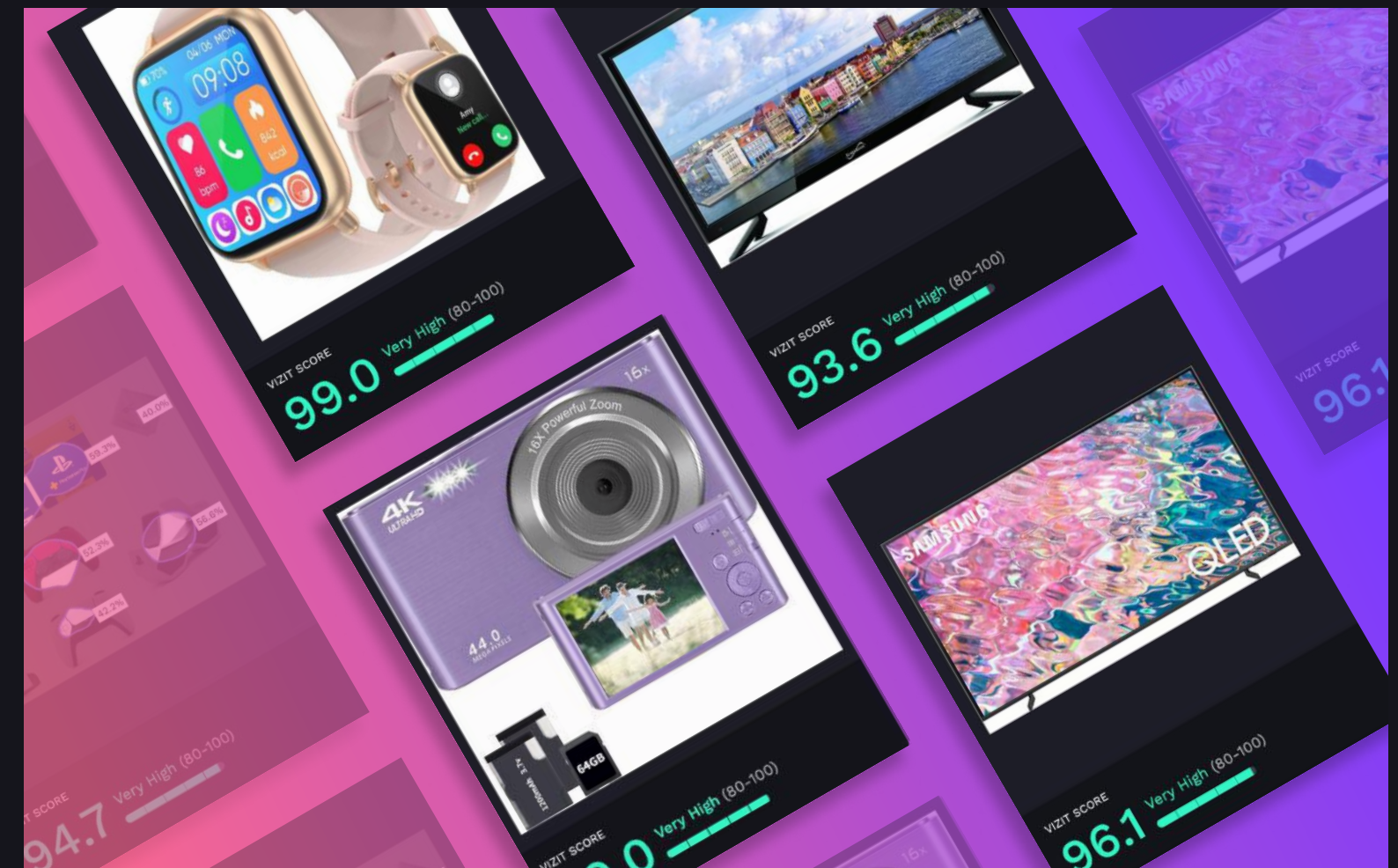


Hero Image Trend

Accessory Bundles

Among categories like digital cameras and gaming consoles, diverse audiences appreciated seeing primary visuals that showed all included accessories. This was true across retailers like Amazon and Walmart. However, the ideal placement of those accessories within the image varied by category.

Vizit analyzed imagery for popular household appliances like coffee makers and air fryers during Amazon Prime Day 2023 and Prime Big Deal Days 2023 using a U.S. Gen Pop Audience Lens™.

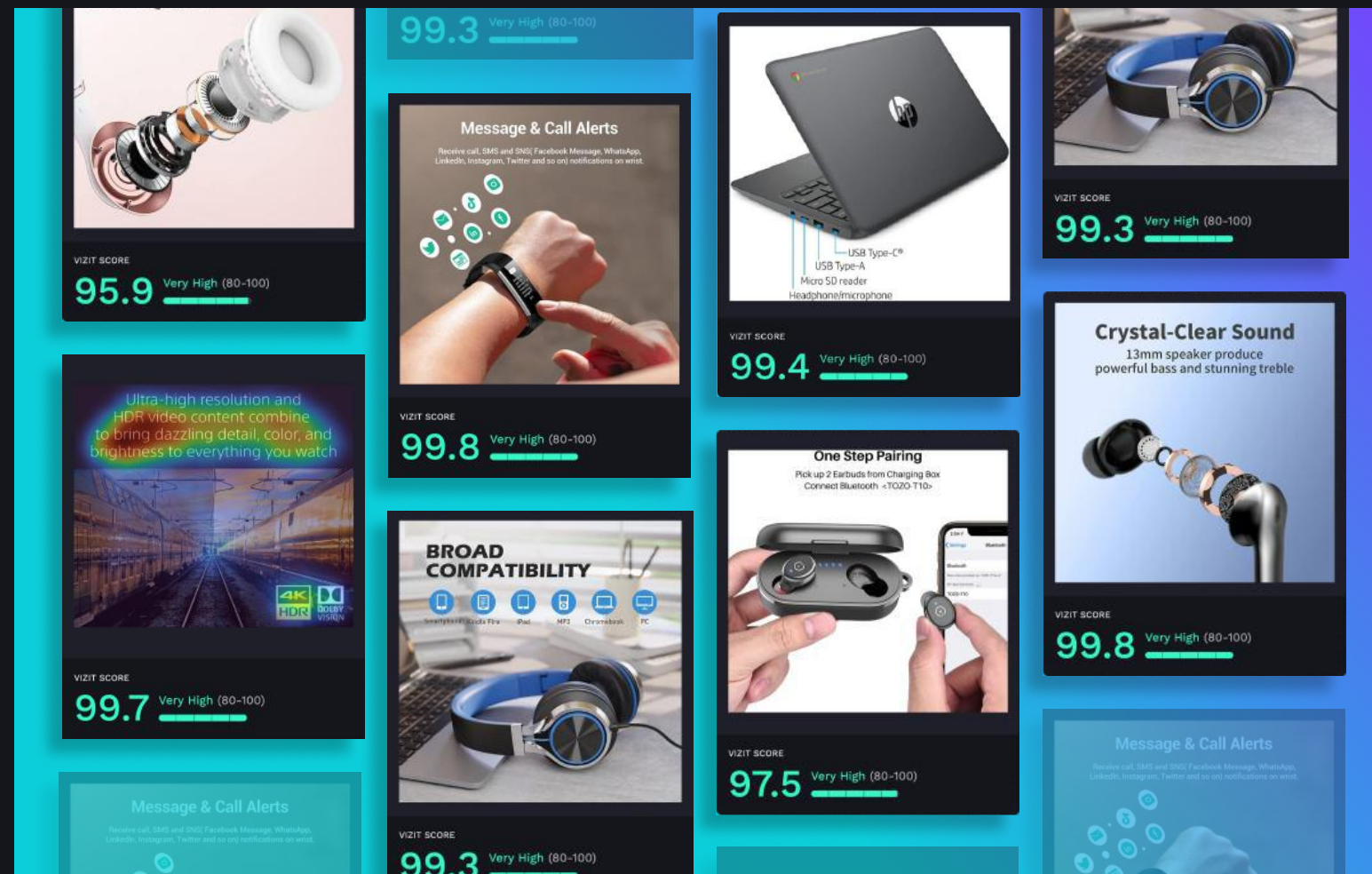


Hero Image Trend

Color Usage

One of the trickiest trends to pinpoint was the use of color in hero imagery. LED televisions, digital cameras, and wearables, for example, often used bright colors and attention-grabbing screen stills to capture the audience. Even gaming consoles, which were overwhelmingly black and white, occasionally incorporated colorful controllers and accessories to jump on this trend.

The Cyber 5: Consumer Electronics

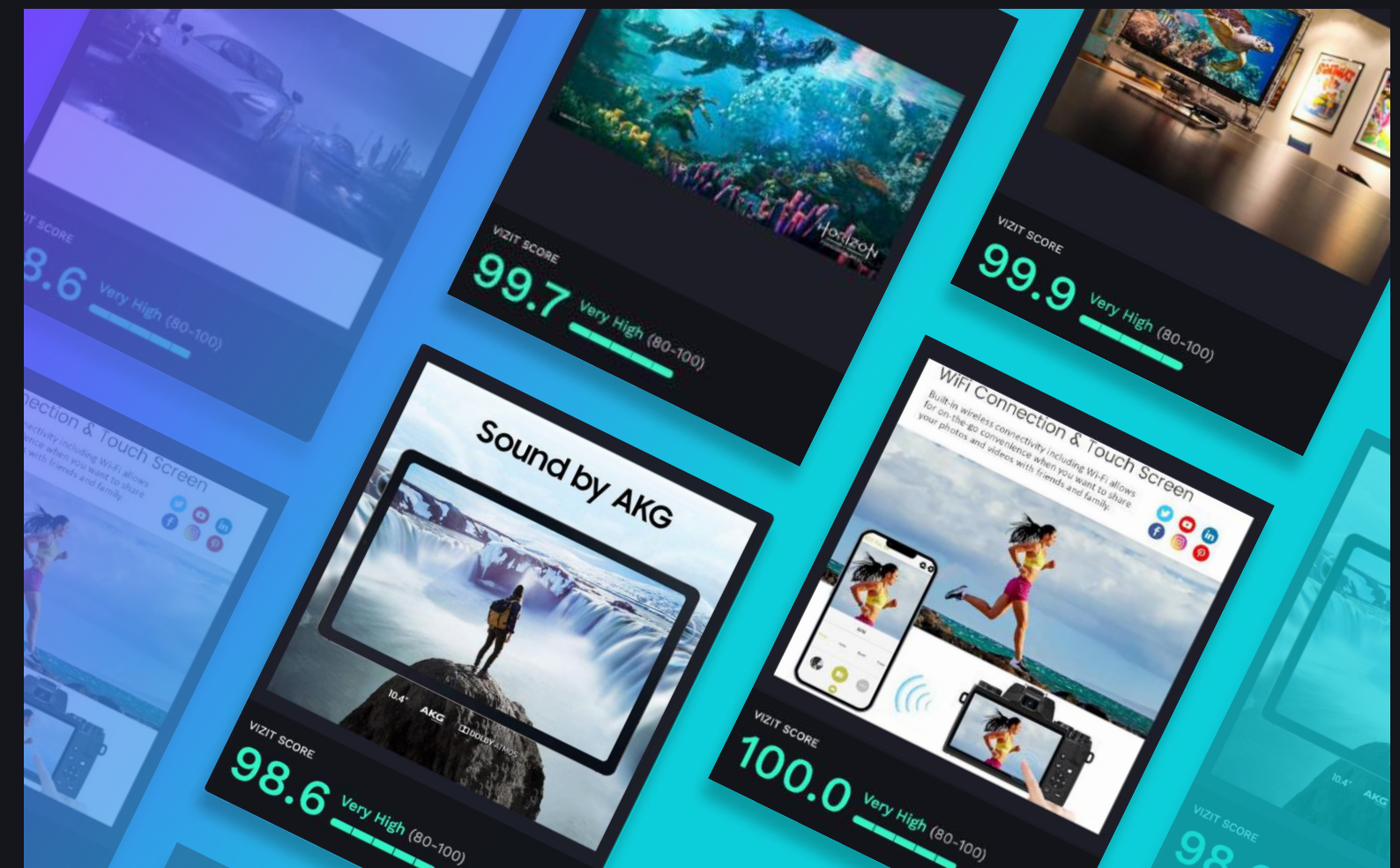


Carousel Image Trend

Informative Imagery Reigns Supreme

Across categories, audiences found content that conveyed the compatibility and capabilities of electronics to be highly appealing. These visuals often used copy to detail the features of the electronics, while the corresponding images showed.

Vizit analyzed the 100 top results for multiple search queries and best seller lists on Amazon and Walmart using an Online Consumer Electronics Shopper and U.S. Gen Pop Audience Lens™.



Carousel Image Trend

Get in on the Action

Consumers shopping for televisions, gaming consoles, and cameras were likely to be sold by action. For example, TVs that displayed sports or adventurous imagery on the screen, consoles that shared interesting stills from specific games, and cameras that showed off the ability to snap high-quality action shots performed well with shoppers.

The Cyber 5: LED TVs

Understanding and tailoring imagery choices can play a crucial role in maximizing conversions and engaging with the target audience, ensuring a successful and competitive holiday sales season for brands in the ever-evolving ecommerce landscape. Let's compare the hero and carousel imagery of LED TVs across three popular ecommerce platforms—Amazon, Walmart, and Target—to identify any major differences in retailer shopper preferences.

Among the three retailers, the top hero images showcase the LED TV from a front angle, centered against a clean white background. Many of these high-performing images strategically position the name of the LED TV product and the brand on the upper left of the screen, enhancing brand visibility and recognition.



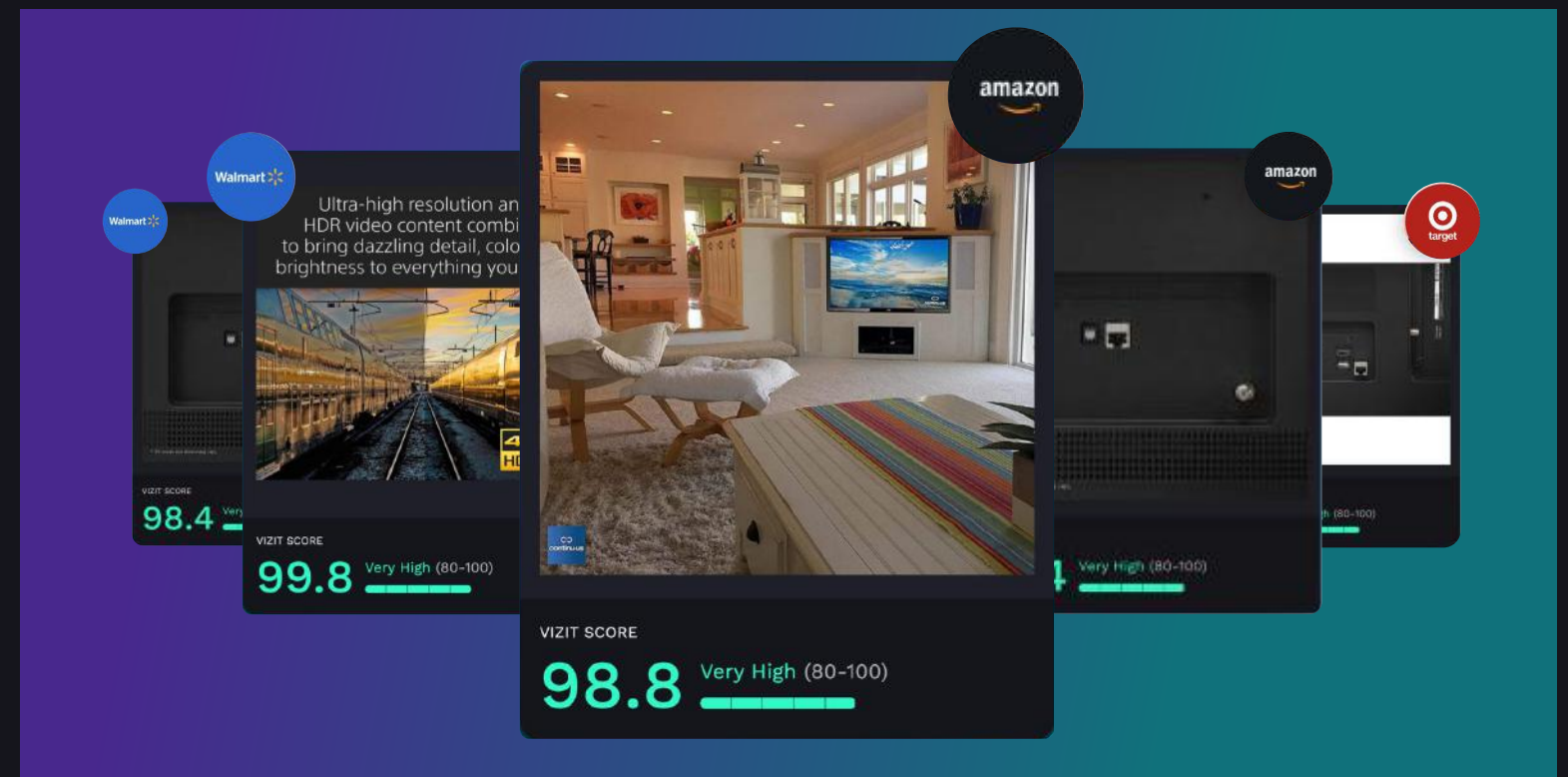
Retailer Hero Image Trends

The backgrounds of the top hero images varied across the different platforms:

- On **Amazon**, LED TVs with bold, vibrant backgrounds outperformed those with muted ones. Top performers showcased abstract stills in darker palettes.
- **Target's** top LED TV hero images displayed TVs with nature landscapes in vibrant, rich colors.
- In contrast, **Walmart's** top hero images featured the home screen of the TV in muted colors.

The Cyber 5: LED TVs

Across Walmart, Target, and Amazon, carousel images of the LED TV from various angles scored high among U.S. Gen Pop audience.



Retailer Carousel Image Trends

- On **Walmart**, images of the TVs from the back were amongst the best scorers. Walmart's highest scoring carousel images also included infographics in a square format, featuring text placed above the image to highlight key product features such as resolution and colors.
- Shots of the TV ports scored highest on **Target** and **Amazon**'s digital shelves.
- Some of **Amazon**'s top scorers comprised images prominently showcasing the TVs in everyday scenes, presenting them in aesthetic homes and museums.

A year of change and celebration

Drawing insights from Vizit's AI-powered analyses, we unveil the most effective visual strategies for major shopping holidays throughout the year.

From Valentine's Day to Easter; from Halloween to Christmas, brands update their product packaging and image shots. We took a look at the leading trends in these four important holiday seasons.

Explore the means by which brands can elevate their visual narratives, captivate audiences, and reign supreme in the fast-paced world of ecommerce.



2

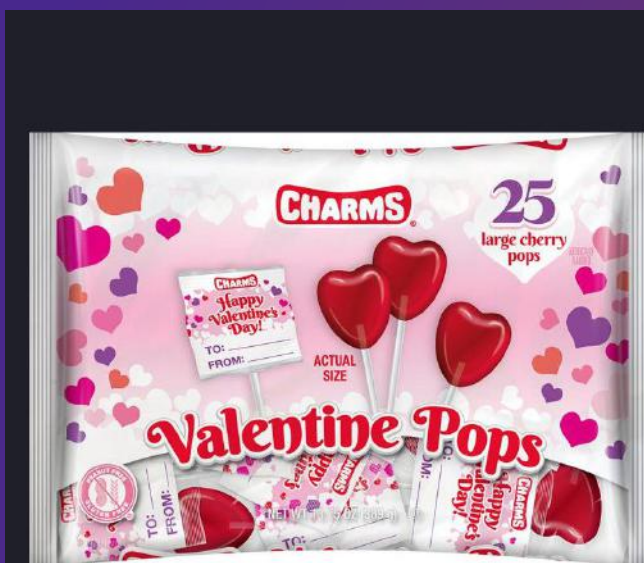
Valentine's Day: Focus on the Sweets

Vizit analyzed the 100 top results for the “Valentine’s Day candy” search query on Amazon in the lead up to the 2024 holiday using an Online Chocolate & Candy Shopper Audience Lens™.

Hero Image Trend

Straight-on Product Photography

Many of the most effective hero images for Online Chocolate & Candy Shoppers featured bags of candy shot head on. The bags typically filled the entire length of the image frame with thin white borders on the right and left. Notably, while many of the top search results featured products with large assortments of candy, the most successful hero imagery kept it simple with minimal usage of individual candies and a focus on the packaging.



VIZIT SCORE

98.2 Very High (80-100)



VIZIT SCORE

100.0 Very High (80-100)

Valentine's Day: Capture Cozy Close-Ups

Vizit analyzed the 100 top results for the “Valentine’s Day candy” search query on Amazon in the lead up to the 2024 holiday using an Online Chocolate & Candy Shopper Audience Lens™.



VIZIT SCORE
95.6 Very High (80-100)

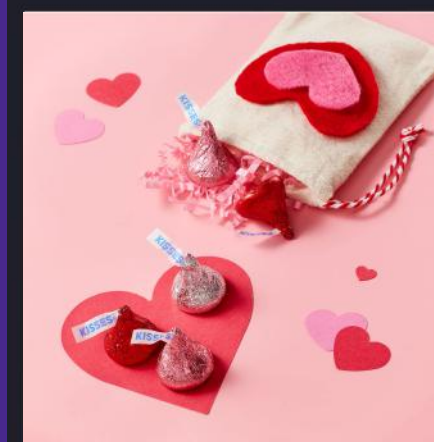


VIZIT SCORE
99.3 Very High (80-100)

Carousel Image Trend

Celebrating Valentine's Day with Children

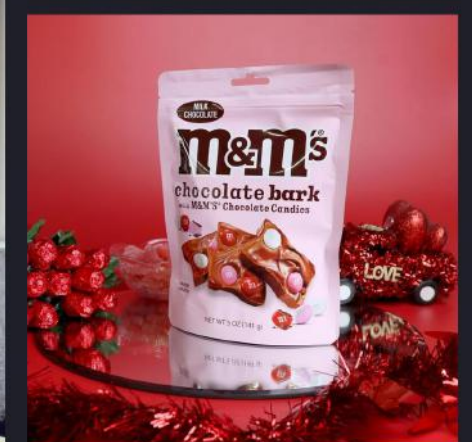
Shoppers responded positively to visuals that used children. These images often show kids playing or happy children with parents—not specifically consuming candy.



VIZIT SCORE
87.6 Very High (80-100)



VIZIT SCORE
98.3 Very High (80-100)



VIZIT SCORE
93.7 Very High (80-100)

Carousel Image Trend

Festive Imagery

Lots of high-scoring carousel visuals were devoted to romantic partners, and featured heart imagery and pink color schemes. Images of people gifting their partners candy scored very well among the audience.

3

Easter: Cascading Candy For Spring

Vizit analyzed the 100 top results for the “Easter candy” search query on Amazon in the lead up to the 2024 holiday using an Online Chocolate & Candy Shopper Audience Lens™.

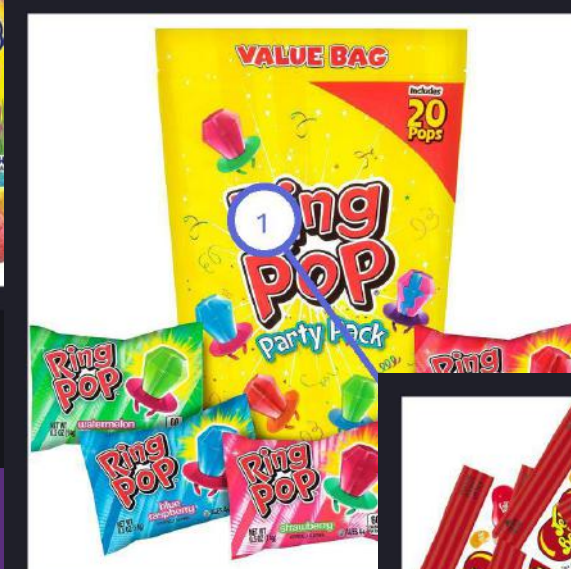
Hero Image Trend

Individual Candies in the Bottom Foreground

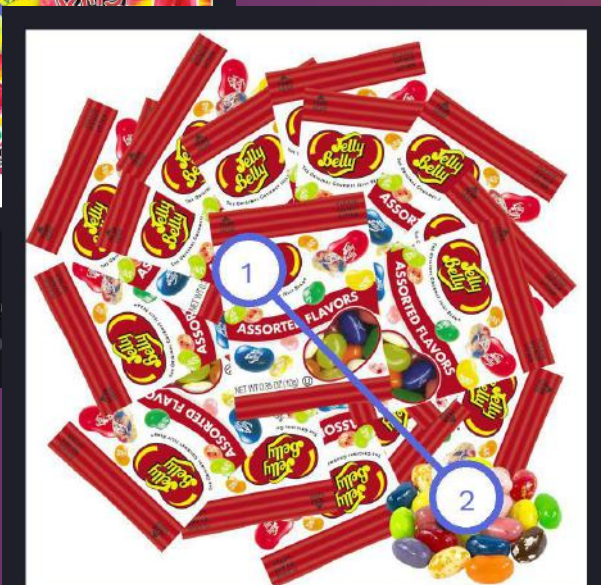
Hero imagery that displays the packaging in the center with a sampling of individual candies in the bottom foreground performs well with the audience. The candies can be wrapped or unwrapped, and the placement along the bottom of the image varies among effective visuals.



VIZIT SCORE
71.7 High (60-79.9)



VIZIT SCORE
83.8 Very High (80-100)



VIZIT SCORE
94.9 Very High (80-100)

Easter: Candy

Vizit analyzed the 100 top results for the “Easter candy” search query on Amazon in the lead up to the 2024 holiday using an Online Chocolate & Candy Shopper Audience Lens™.



VIZIT SCORE
97.1 Very High (80-100)



VIZIT SCORE
98.1 Very High (80-100)

Carousel Image Trend

Easter Basket Imagery

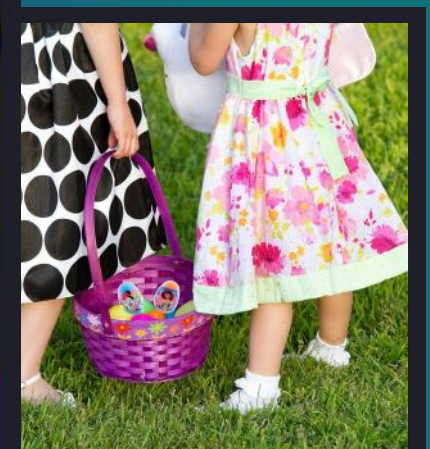
Ecommerce images that show a gift basket display tend to score well among chocolate and candy consumers. The seasonal versions of these hero images typically include some festive pieces, such as chocolate bunnies and foil-covered eggs.



VIZIT SCORE
82.5 Very High (80-100)



VIZIT SCORE
91.2 Very High (80-100)



VIZIT SCORE
0.5 Very High (80-100)

Carousel Image Trend

Purple Reign

Shades of purple were appealing accent colors for Easter candy shoppers. They were often used as backgrounds of carousel visuals, for text banners, or as the color of a key accessory.

4

Halloween: Model Kids Costumes

Hero Image Trend

Full Length Imagery with Models

Many of the highest-rated hero images were full length shots of the costumes on child models with narrow cropping. Notably, many of the most engaging images were costumes with masks, so the kids' faces were hidden. The few that only showed the costumes laid out on a plain background earned very low Visit scores.

Vizit analyzed the 100 top results for the “Halloween candy” search query on Amazon during Fall 2023 using a U.S. Candy Buyers Audience Lens™ and the 100 top results for the “kids costumes” search query on Amazon during Fall 2023 using a Parents of Children 12 and Under Audience Lens™.



VIZIT SCORE
92.5 Very High (80-100)



VIZIT SCORE
94.0 Very High (80-100)



VIZIT SCORE
97.0 Very High (80-100)

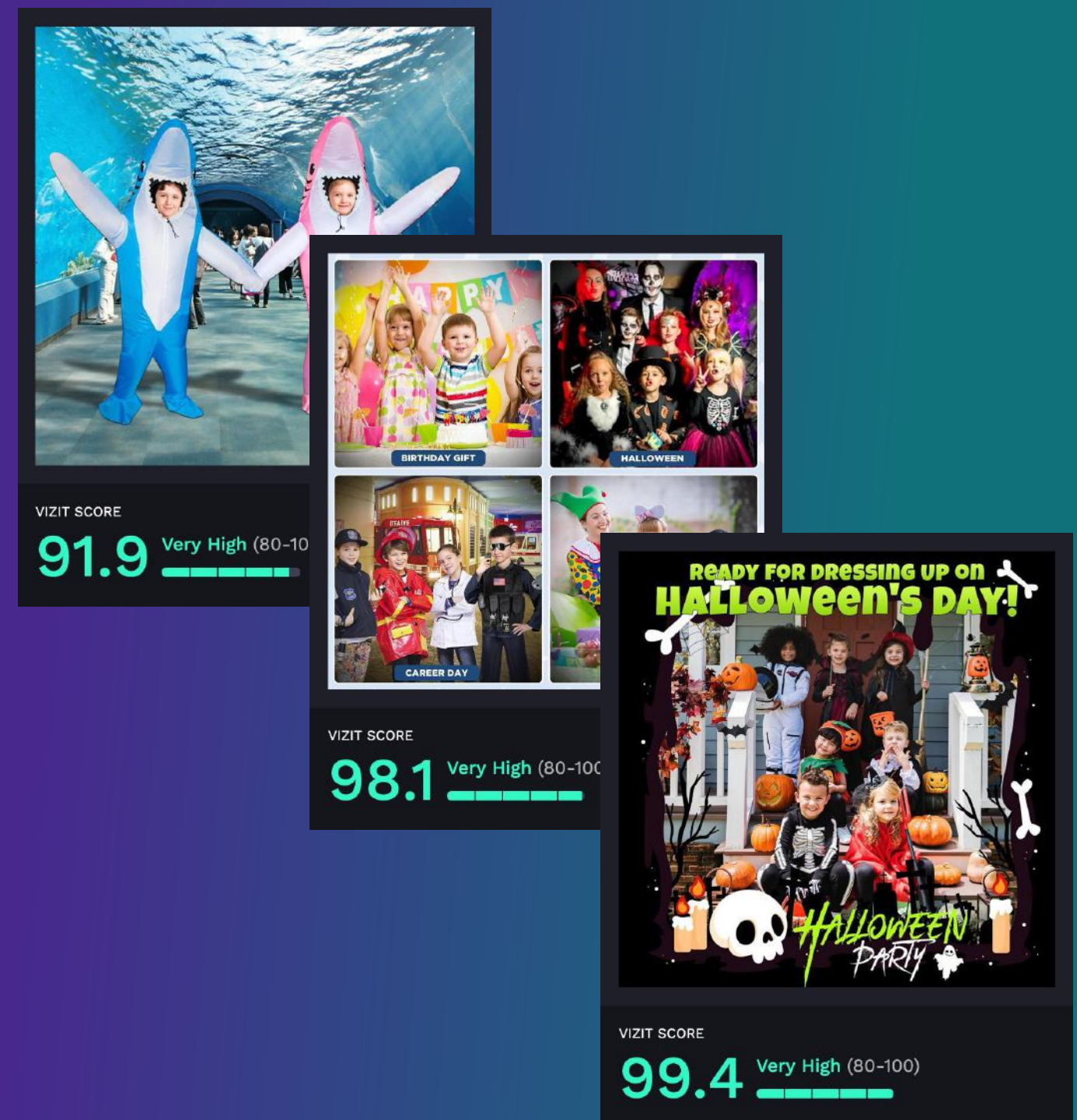
Halloween: Costume Party

Carousel Image Trend

Parties, Celebrations, and Large Groups

Many of the most appealing carousel images for the parents audience featured groups of children wearing costumes together or showing off coordinating costumes. While Halloween was the dominant reason for celebrating, birthdays and other parties were also called out.

Vizit analyzed the 100 top results for the “Halloween candy” search query on Amazon during Fall 2023 using a U.S. Candy Buyers Audience Lens™ and the 100 top results for the “kids costumes” search query on Amazon during Fall 2023 using a Parents of Children 12 and Under Audience Lens™.



5

Christmas: Let it Snow

Vizit analyzed the 100 products on Amazon's Best Seller Lists for Gift Wrap and Artificial Christmas Trees in December 2023 using a U.S. Gen Pop Audience Lens™.

Hero Image Trend

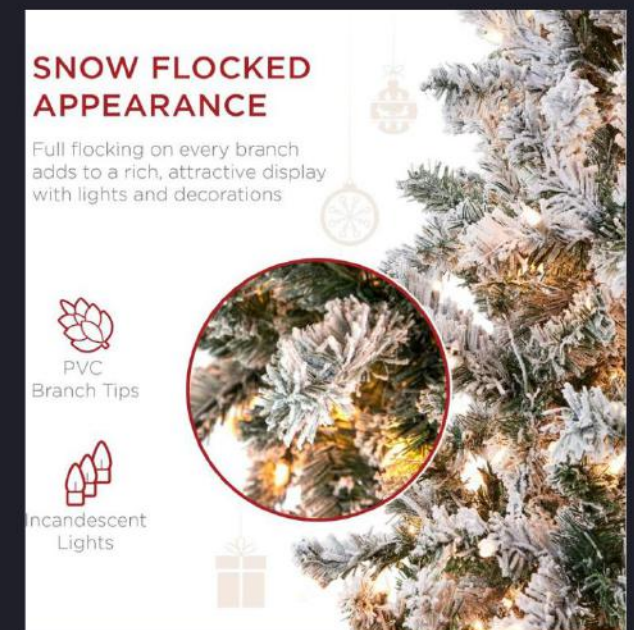
Dreaming of a White Christmas

Hero and carousel imagery that showed off products with fake snow, whether flocked on the tree or as part of the background, performed well with the U.S. Gen Pop audience.



VIZIT SCORE

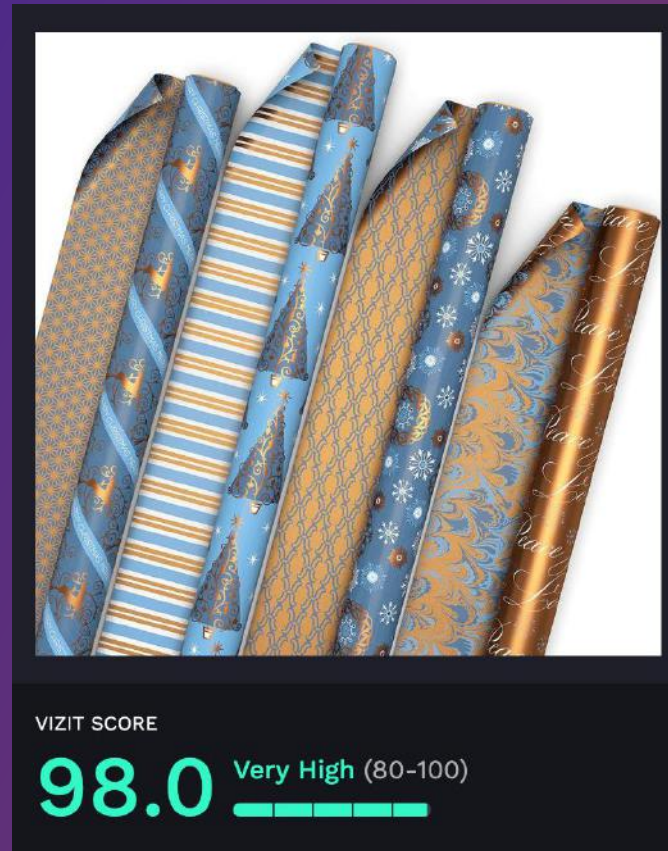
99.0 Very High (80-100)



VIZIT SCORE

99.8 Very High (80-100)

Christmas: Angle for Gift-Giving Attention

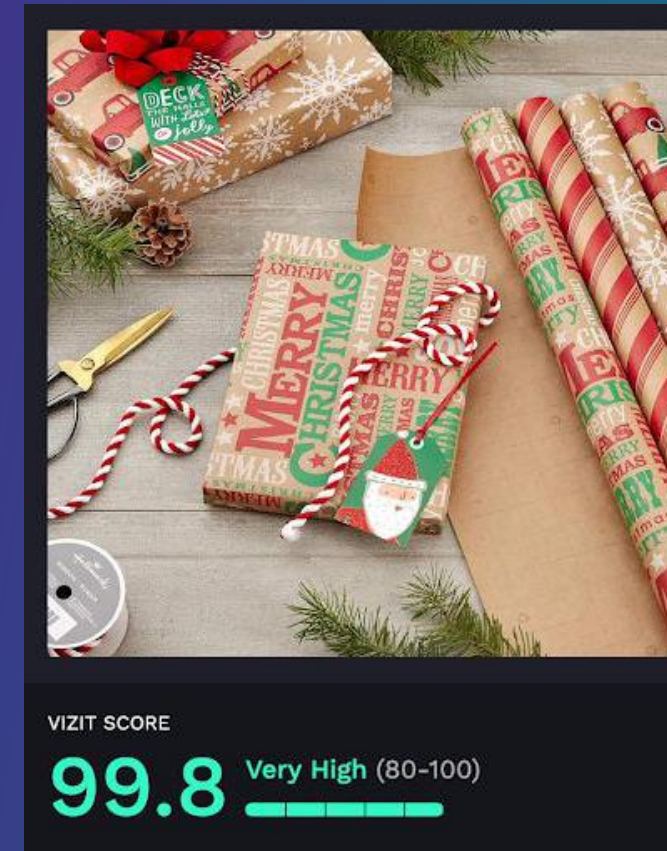


Hero Image Trend

Reversible Wrapping Paper

The Hallmark Reversible Christmas Wrapping Paper listing boasted the highest-scoring hero image. This visual resonates effectively with the U.S. Gen Pop audience by adhering to the category's best practice of displaying the various paper patterns included in the set, strategically positioned at a diagonal angle. The rolls are slightly opened to highlight the reversible feature of the gift wrap paper.

Vizit analyzed the 100 products on Amazon's Best Seller Lists for Gift Wrap and Artificial Christmas Trees in December 2023 using a U.S. Gen Pop Audience Lens™.



Retailer Carousel Image Trends

Gift Wrapping Station

The Hallmark Holiday Reversible Wrapping Paper Bundle listing claims the title for having the highest-scoring carousel image. The image follows the category trend of modeling the gift wrap paper on a gift box against the background of a table and essential gift wrapping tools, like ribbon, scissors, and tape.

6 AI-Powered Image Intelligence in Action

The Ghirardelli Chocolate Company, one of the world's most revered chocolate brands, aims to increase efficiency and content effectiveness in the content creation and selection process with the help of AI-powered tools like Vizit. Ghirardelli specifically uses Vizit and other forms of generative AI to help produce more seasonal content.

Generative AI copywriting tools help the team rotate seasonal titles and descriptions quickly, while Vizit's Content Studio supports timely creation and testing of themed images. This allows Ghirardelli to deploy new visuals with confidence.



VIZIT SCORE
52.6 Moderate (40-59.9)



VIZIT SCORE
92.5 Very High (80-100)

“We’re able to create images within our carousels that are very seasonally oriented—maybe flipping out one or two and testing those in Vizit first, then putting something in that's related to that particular season and carrying that through, and then being able to quickly go back to using an evergreen image,”



Pam Perino

Digital Content Operations and
Development Manager

Primed for Big Sales Results

Our final set of analysis took a look at Prime Day sales. By analyzing what worked in the home goods category, we are able to draw conclusions about what catches shopper attention at one of the most dynamic selling seasons in ecommerce.

During this limited-time summer sale, it is not only prices that influence when shoppers click “add to cart”. Brands can use these AI-generated insights to their advantage to improve sales conversions on Amazon year round.



7

Prime Day: Blenders in Use

Vizit analyzed the visual content for household goods like blenders during Amazon Prime Day 2023 and Prime Big Deal Days 2023 using an Online Appliance Shopper Audience Lens™.

Hero Image Trend

Fresh Fruit

Hero images showing the blenders filled with fresh, whole fruit ready to be blended scored very well with the online appliance shopper audience. Similarly, visuals where travel cups were filled with finished smoothies and placed next to a blender filled with fresh fruit earned high Vizit Scores.



VIZIT SCORE
92.9 Very High (80-100)

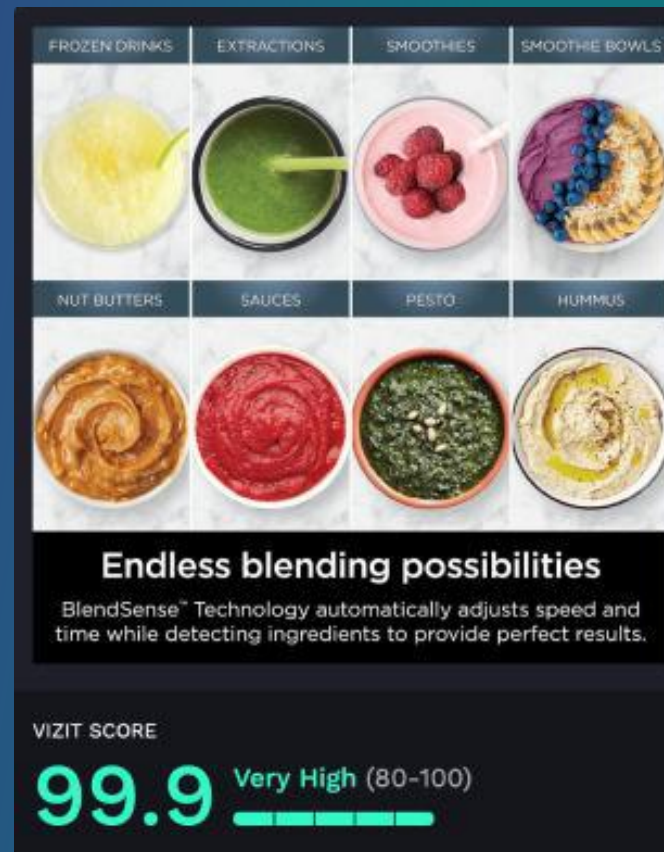
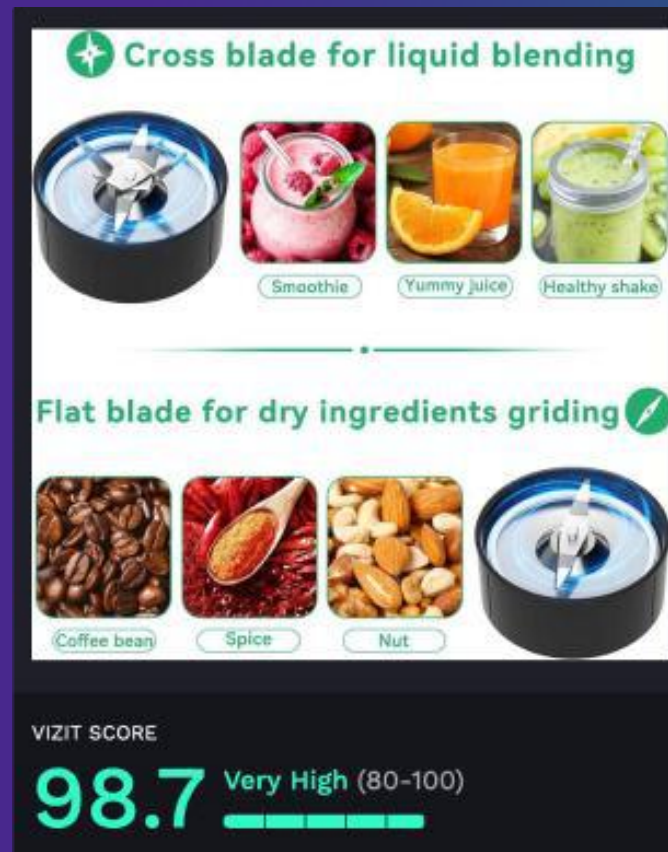


VIZIT SCORE
96.0 Very High (80-100)



VIZIT SCORE
97.0 Very High (80-100)

Prime Day: Recipes in Action

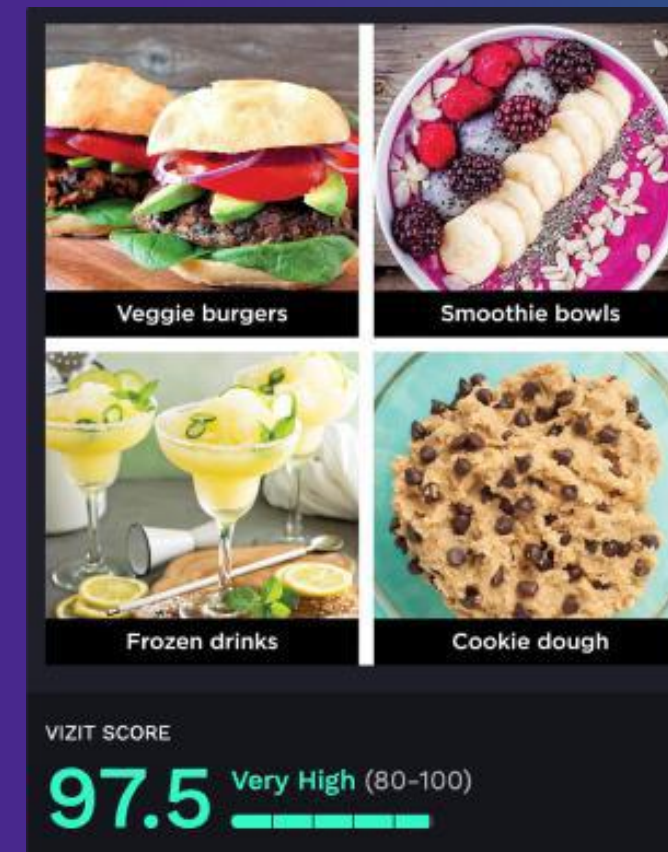


Carousel Image Trend

Collages of Recipes and End Products

Online appliance shoppers want to see options with their blenders, so imagery that conveys the possibilities and capabilities of the products scores well. Many of the highest-scoring visuals were four-part collages spotlighting the different recipes, dips, and drinks made with blenders. Similar appealing imagery included pictures of popular blending ingredients.

Vizit analyzed the visual content for household goods like blenders during Amazon Prime Day 2023 and Prime Big Deal Days 2023 using an Online Appliance Shopper Audience Lens™.



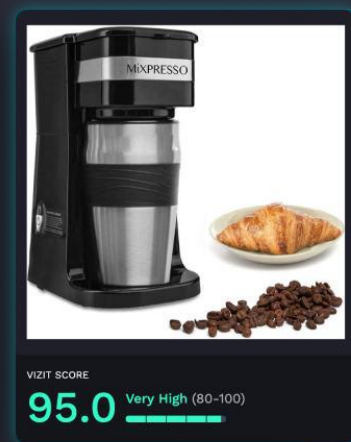
Carousel Image Trend

White Copy on Black Banners

Many carousel images included copy touting the features of the blenders. This appeared to be most effective when written in a simple black or white font at the top or bottom of the image.

Prime Day: Lifestyle Sells Appliances

Mixpresso Product Detail Page



The Mixpresso coffee maker hero image earned a Vizit score of 95.0, placing it as the category's third highest scoring hero image when using a U.S. Gen Pop Audience Lens. The image follows several best practices for this target audience, such as featuring black products, clearly displaying the brand label and using a white background. Additionally, the image showcases the product

in a stylized manner without any packaging, angles it to the right, and uses coffee-related props to fill the empty space.

Mixpresso's carousel images garnered impressive scores, effectively highlighting the coffee maker's key attributes through lifestyle imagery using minimal text. These visuals notably spotlight the coffee maker's height and included accessories—specifically its ability to fit the accompanying travel mug.



VIZIT SCORE

73.2 High (60-79.9)

99.8 Very High (80-100)


VIZIT SCORE

88.8 Very High (80-100)



VIZIT SCORE

98.7 Very High (80-100)




VIZIT SCORE

98.7 Very High (80-100)



VIZIT SCORE

99.8 Very High (80-100)



VIZIT SCORE

97.8 Very High (80-100)



VIZIT SCORE
99.1 Very High (80-100)

AUDIENCE LENS
US Gen Pop 2023

Prime Day: Fried Food Needs a Close-Up

Vizit also analyzed imagery for popular household appliances like coffee makers and air fryers during Amazon Prime Day 2023 and Prime Big Deal Days 2023 using a U.S. Gen Pop Audience Lens™.

Hero Image Trend

Appliance Trend Spotlight

A common theme among household goods and kitchen appliances is that audiences, from the general population down to online appliance buyers, find lifestyle imagery of the products in action appealing. Among Amazon's Air Fryer best sellers, for example, the top scoring carousel images overwhelmingly featured examples of food being fried in real kitchen settings.



8 Apply Visual Trends to Your Calendar Year

Updating your product content is no longer optional in today's fast-paced ecommerce environment. Here are key trends to consider as you plan your next seasonal creative.

1 Use the colors of the season. Update your product and packaging shot to match the spirit of the holiday. This is a quick way to refresh your look and draw a buyer's eye to what's new about your product line.

2 Demonstrate motion in your lifestyle and in-use products. From a summer time BBQ to school lunches, consumers want to see images that move them. Use outdoor, vibrant images to show your product in use and your models on the go,

3 Gather your customers with family and friends. For many of the most sentimental holidays, the images that did best were group gatherings or couple lifestyle images. Consider the ways your product will be used with loved ones when planning your next holiday photo shoot.

4 Don't forget to highlight the basics. When it came to effective consumer electronics and home appliance images, product specifications that are clear to read and compare played a key role.

5 Seek out shapes. Many of the most engaging food displays used shapes and fanning of products to their advantage. Find ways to layer and pile your products, like you would in a brick and mortar store. Consumers online are still drawn into a artistic pack shot of artfully displayed treats.



9

About Vizio



Vizio is the content effectiveness platform, enabling digital leaders, designers, and marketers around the world to view and optimize their digital content through their audience's eyes in real time. Powered by patented intuitive AI technology, Vizio provides a revolutionary, easy to use software platform that helps teams deliver breakthrough digital content that stands out, delights customers, and sells more products, delivering the essential infrastructure to achieve content excellence at

scale. Vizio is relied upon by the world's most iconic brands, retailers, and agencies in over 15 countries, including Mars, L'Oreal, Unilever, Colgate Palmolive, and Harley-Davidson. Vizio has been recognized as a Business Insider Top 15 Technology Startup, a Leading 100 Startup, a CB Insights Retail Technology 100 winner, and a Greenbook Insight Innovation Finalist. For more information, visit www.vizio.com.

