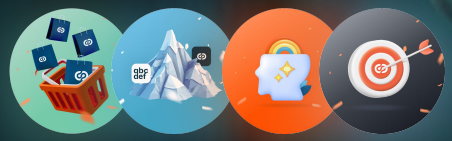
The *Holidaymaxxing* Guide



Your *survival kit* for peak-season success.

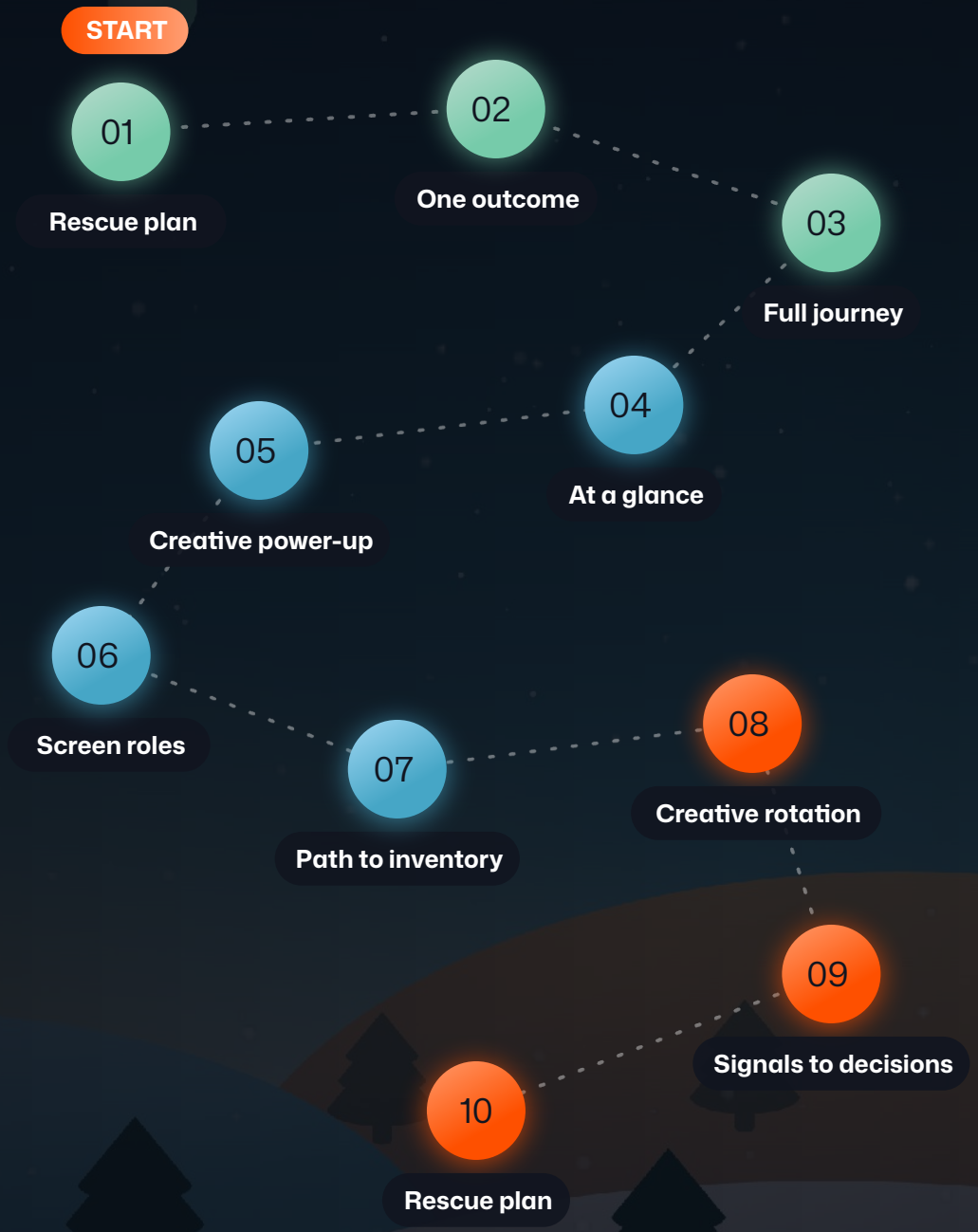
10 moves **3 levels** **Zero guesswork**

2026

Welcome to *peak season*

Peak season puts every part of a media plan under pressure.

Audiences move fast, inventory gets competitive, creative burns out, and small planning gaps turn into expensive problems. These ten moves will help you stay ahead of the holiday chaos.



01



LEVEL 1 | UNLOCKED

Build & *Plan*

01	Replace the crowd with a real audience	100 XP
02	Define one primary campaign outcome	100 XP
03	Plan for the full holiday journey	100 XP

01

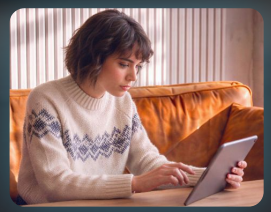
+100 XP

Replace the crowd with a *real audience*

Holiday shoppers aren't an audience; they're a category.

The brands that win explore:

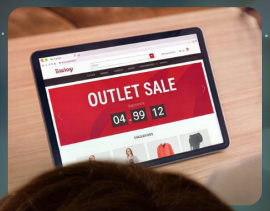
01 When they begin shopping



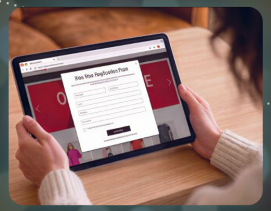
02 What motivates the purchase



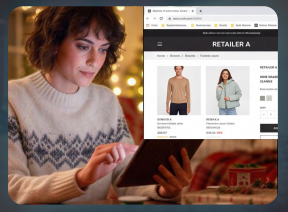
03 What creates urgency



04 What delays or prevents conversion



05 Where they research, compare, and buy



Holidaymaxxing Move

Connect every meaningful audience segment to a message, creative approach, media environment, and measurable action.

02

+100 XP

Define one *primary campaign outcome*

Building buzz or driving results doesn't give a campaign enough direction.

Be sure to document:

- **The primary business outcome**
- **The primary KPI**
- **Supporting indicators**
- **Success threshold**
- **Measurement methods**
- **Optimization priority**



Holidaymaxxing Move

Ask whether every channel, creative decision, and optimization response supports the same primary outcome.

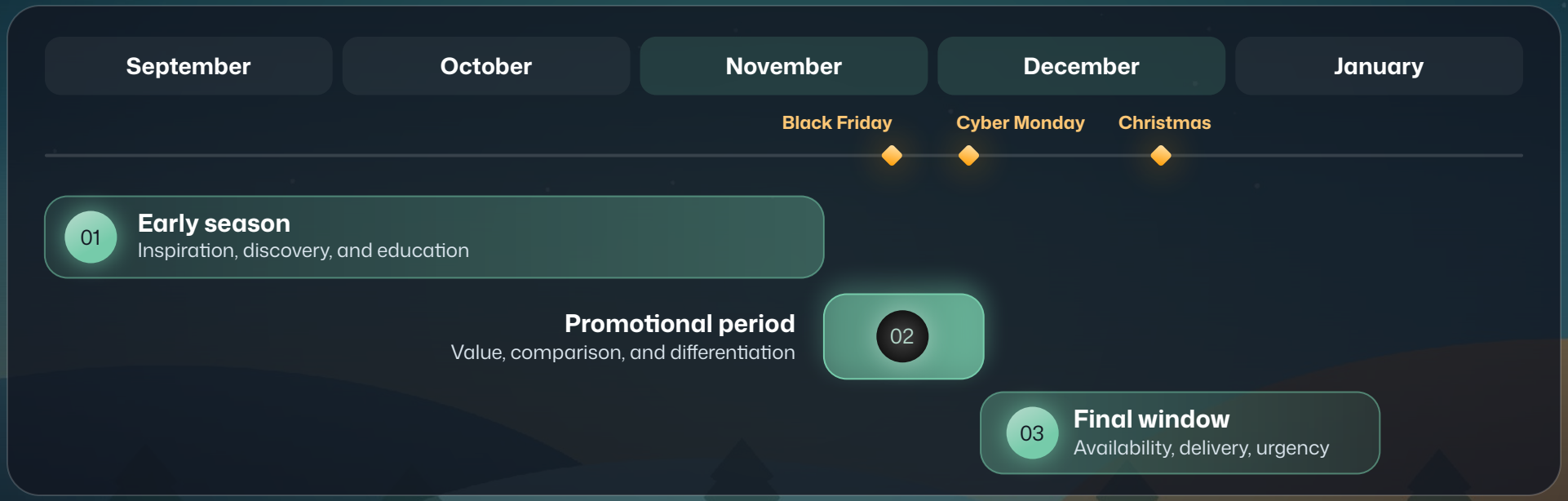
03

+100 XP

Plan for the *full holiday journey*

The holiday journey starts before Black Friday and doesn't end until the last package ships.

Map out how things shift at each stage, September to January:





Holidaymaxxing Move

Define how the audience, message, creative, channel mix, and success signal should change at each stage.

02



LEVEL 2 | UNLOCKED

Launch & *Scale*

04	Make the message work at a glance	100 XP
05	Match the creative power-up to the job	100 XP
06	Give every screen a role	100 XP
07	Know the path to inventory	100 XP

04

+100 XP

Make the message work *at a glance*

Peak-season audiences scroll fast, multitask, and watch video on mute. If your message needs sound or a second look, it's already lost.

37%

Avg. lift in message comprehension

Source: Pollfish & Equativ Brand Lift Studies



Design for immediate comprehension:

- Introduce the product or offer quickly
- Use captions and on-screen text
- Establish the brand early
- Make the intended action clear
- Ensure the message works without audio

Holidaymaxxing Move

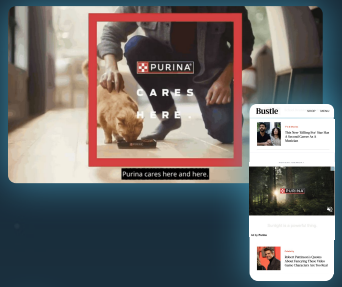
Test every asset with the sound off and only a few seconds of attention.

05

+100 XP

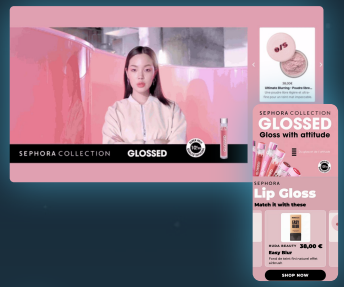
Match the *creative power-up* to the job

Don't reach for a shiny format. Reach for the one that solves your problem.



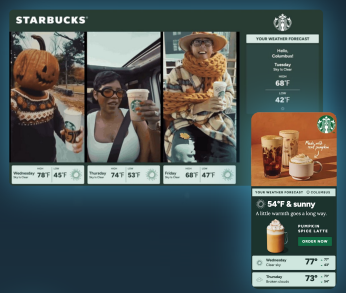
1 Dynamic video captions

for mute-first comprehension



2 Shoppable formats

for product discovery



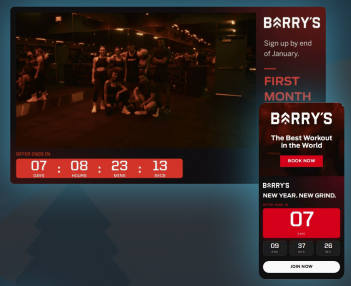
3 Weather overlays

for timely local relevance



4 Sports tickers

for live-game attention



5 Countdowns

for promotions and shipping deadlines

Holidaymaxxing Move

Start with the audience or campaign friction, then select the format or enhancement.

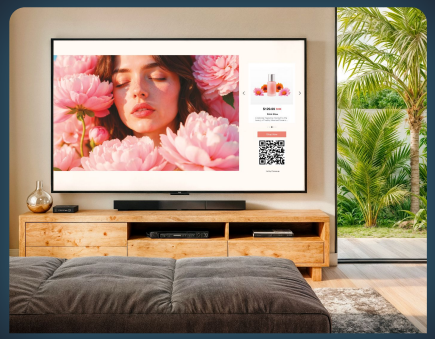
06

+100 XP

Give every screen *a role*

A shopper may discover your product on CTV, compare it on mobile, revisit it through online video, and purchase in a commerce environment.

Give each screen a job:



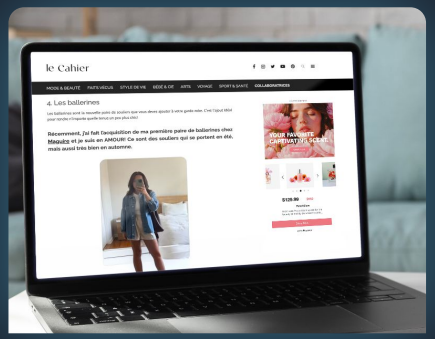
CTV

Storytelling and household reach



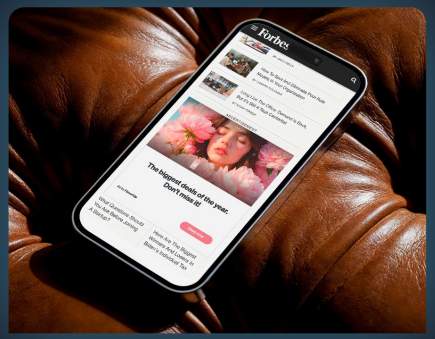
Online video

Demonstration and consideration



Display

Reminder, urgency, and re-engagement



Commerce environments

Exploration and conversion

Holidaymaxxing Move

Give every channel a specific job, message, and success signal.

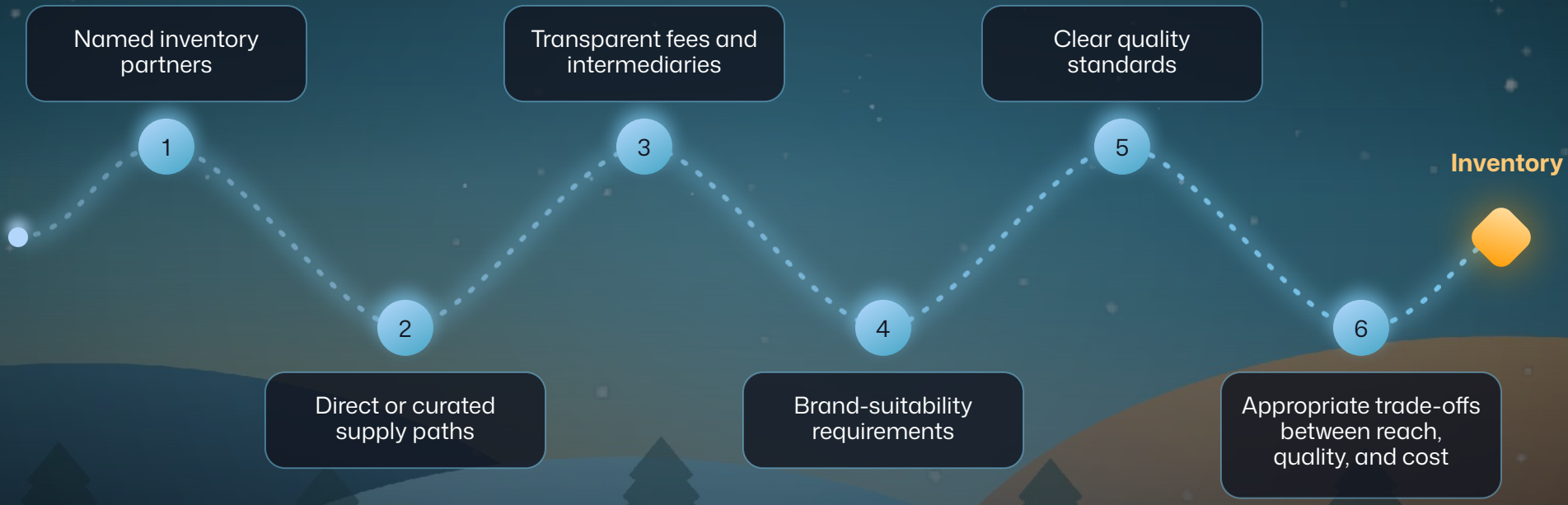
07

+100 XP

Know the *path to inventory*

Peak-season performance depends on more than the media placement. Supply quality, transparency, and the number of intermediaries also matter.

Prioritize, step by step:



Holidaymaxxing Move

Make sure the team can explain where the media runs, how it gets there, and what quality controls are applied.

03



LEVEL 3 | UNLOCKED

Adapt & *Survive*

08	Rotate before creative fatigue sets in	100 XP
09	Turn campaign signals into decisions	100 XP
10	Write the rescue plan before you need it	100 XP

08

+100 XP

Rotate *before creative fatigue* sets in

One asset can't carry an entire season. Shoppers' needs change, and repetition kills impact.

Live example: one brand, one season

NIKE HOLIDAY CAMPAIGN

[x] creative variations available

1 Early season



Frequency cap: [x] per week

Refresh trigger

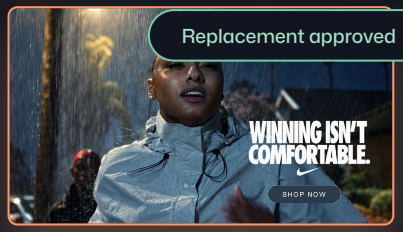
2 Promotional period



Frequency cap: [x] per week

Refresh trigger

3 Final window



Replacement approved

Frequency cap: [x] per week

Review cadence: weekly

Holidaymaxxing Move

Treat the initial setup as the beginning of the campaign, not the finished plan.

09

+100 XP

Turn campaign signals *into decisions*

Reporting is only useful when the team is watching and knows what action each signal should trigger.

Signals to monitor

- Performance against the primary KPI
- Delivery and pacing
- Frequency
- Creative performance
- Supply quality
- Channel contribution
- Changes in promotional or inventory conditions

Decisions to make

Owner
Who acts on the signal

Review window
When the signal gets checked

Potential response
What changes if it moves

Holidaymaxxing Move

Pair every important signal with an owner, review window, and potential response.

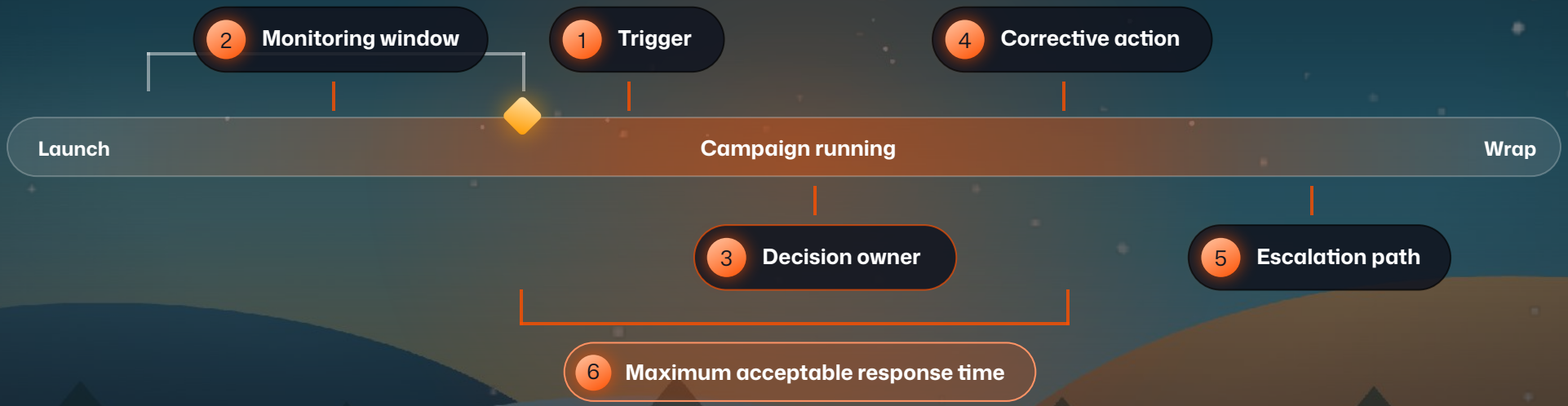
10

+100 XP

Write the *rescue plan* before you need it

Peak-season conditions change quickly. Inventory tightens, delivery falls behind, creative performance shifts, and promotions change.

For every meaningful risk, place the plan on the campaign timeline:



Holidaymaxxing Move

Agree on the response before a peak-season challenge forces a rushed decision.

Cleared for *Launch*



One last systems check before launch. If you can check every box, you're not just ready for peak season, but you're built for it:

Systems check

- [x] The audience is defined beyond “holiday shoppers.”
- [x] The campaign has one measurable primary objective.
- [x] Creative matches the audience and campaign stage.
- [x] The message works without sound.
- [x] Every channel has a defined role.
- [x] Frequency and creative rotation are documented.
- [x] Inventory and supply paths are transparent.
- [x] Performance and pacing will be monitored.
- [x] Contingency triggers and owners are established.
- [x] Automation operates within human-defined boundaries.



Congratulations, your campaign is ready to *Holidaymaxx.*

Ready to put these moves into action? Our team is here to help you plan, launch, and optimize your next peak-season campaign.

Talk to our team

Equativ is a global, end-to-end media platform empowering advertisers and publishers to achieve real outcomes by uniting premium inventory, dynamic creative formats, and engaged audiences with advanced curation and AI-powered ad tech across all channels. Purpose-built for the attention economy, Equativ delivers quality, engagement, and performance while prioritizing respectful, user-centric ad experiences.