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## Where do you get ideas for Christmas or winter holiday decorating? (Check all that apply)

(n=507 decorators)



### Marketers' Take Away>>

If not already doing so, marketers need to use social media as a way to connect with and influence Christmas decorators. That social media rises above traditional media as a source for decorating ideas is surprising and just shows how important this tool is for marketers.

But it also is no surprise that the older decorators, especially those aged >60+ but also those 45-60 years, are less likely to use social media than the younger decorators, under 45 years.

Women, rather than men, are more influenced by social media, but women also lead when it comes to traditional media as well as in-store displays. Since women tend to be more interested in the holiday decorating traditions in general, that they turn more often to sources for inspiration than men is no surprise.

### Take Action>>

Unity Marketing can help marketers more effectively target their prime decorations customers with new designs, new displays and new marketing messages.

- **Get an overview** of the Christmas decorating market with the *Christmas Decorations Purchases & Traditions Snap Shot Report*
- **Dig Deeper** in Unity Marketing's *Christmas Decorations Report* to track historic trends and for market sizing and growth to develop marketing strategies for 2015 and beyond
- **Reach New Customers** by partnering with Unity Marketing in a social media marketing strategy to reach your best customers and prospects.

