

# Santa Says: These Are the 6 Mandatory Tips for Engaging *Holiday* Creatives

We asked Santa aka Bidtellect's in-house creative agency their mandatory tips to earn your creatives a place on the high-engagement "nice list." Remember, no matter how great your platform's placement and optimization capabilities, bad creative will kill engagement faster than you can say, "Is this coal?!" So let's make this a group effort, shall we?

**1** **It's the Happiest Time of Year – Keep it Positive!** 😊  
Simple as that! **Use positive adjectives in headlines coupled with happy images to increase CTR.** Cold, monotone creatives do not bring joy. Bonus: add puns or rhymes to make it even more...puntastic.

**2** **Refresh Your Holiday Creatives For Engagement & Re-Engagement** ✨  
**Switch up your creatives!** Better yet: rotate based on the event, as you count down to Black Friday, that big holiday sale, or new holiday release. Bidtellect's advanced platform optimizes to best-performing creatives (read more on Dynamic Creative Optimization) and our team will manually rotate creatives to find your best performance. Plus, you'll want to **re-engage with users** thanks to our **sequential messaging tech** and other re-engagement tactics - so you'll need fresh content!

**3** **Keep the Holidays Front of Mind** 🔄  
'Tis the season: remember to **include at least one holiday reference in the image or copy**, or you'll risk seeming out of the loop (as well as suffering poor engagement).  
**Use the concept of "gift guides."** Offer helpful, valuable tips and create content that's great to drive to. Think: find the perfect gift for "X" which doubles as calling out the targeted demographic, but in a fun, holiday way. **Be a holiday thought leader - and help your shoppers out!**

**4** **High Impact Units Are Your Best Gift** 📺  
Take your static images up a notch with high impact creative units: cinemagraphs, scroller units, and carousel units are major engagement givers. These are highly effective at telling a short story and conveying a specific setting or emotion. They also drive maximum in-unit engagement. One advertising agency found that cinemagraph content tends to have more virality, with 71% higher organic reach than still photographs. Don't believe us? Check out **this case study** or **this one**.

**5** **Actually, Better Make It Video** ▶  
**9/10 people report wanting to see more videos from brands**, according to Hubspot, so go ahead, give consumers the gift of video ads this season - and your brand the gift of higher engagement. Keep them short, sweet, and positive - and be sure your message can be conveyed with and without sound.  
*Bidtellect's context-driven solutions ensure your video ads will be relevant to the content surrounding it - a good thing since 74% of consumers are likely to remember an ad if its message relates to the content around it.*

**6** **Make Sure You Offer Deals and Promotions in Your Headline** 🛒  
Everybody loves a sale - especially during the holidays! So include deals, discounts, incentives, and reward programs in your copy. Bidtellect's **[b]+studio consistently sees highest performance for headlines including a discount**. Examples: promo codes, flash sales, bundle deals, free shipping, etc. Combine promotions (discounts or a special offer) with the shipping deadlines to incentivize your customers to start shopping. Most predict consumers will start shopping even earlier this year.