

HOLIDAY

Advertising checklist

Canada's holiday season is bigger than a single weekend. Start early, be there when shopping choices are made, reflect Canada's diversity with care, and prove the incremental lift.



Timeline: lock the cultural calendar, start brand activity early in Q4, and earmark Q5 for efficient follow-through.

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Channel mix: blend CTV, retail media, and in-store audio so discovery connects to point-of-sale moments.

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Creative: keep it clear, regionally aware, and culturally authentic.

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Proof: plan for lift studies, pixels, and post-campaign reporting from kickoff.

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