

**BLACK FRIDAY
BEYOND THE
OBVIOUS**



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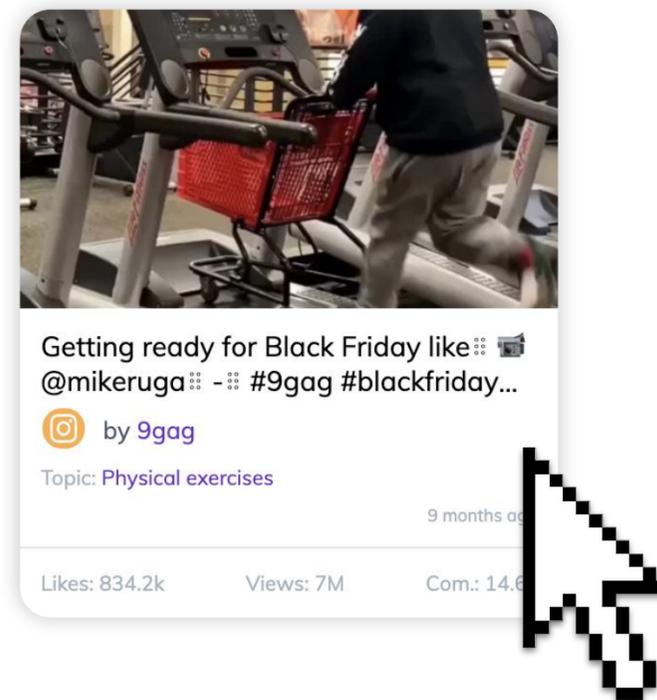
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The cultural insights in this report are based on data from Winnin Insights, our proprietary video intelligence software.

Great insights await you! Enjoy!

PS: All videos in this report are clickable. ;)



1_intro

what will be different in this black friday?

We all know that Black Friday is a great opportunity for retailers and commerce in general. The big question, however, is about **how to differentiate and stand out** in this scenario full of offers and players.

In this report, you will find data-driven insights to create an engaging, purposeful communication that is really relevant to your audience considering the current context.



2_purposeful communication

What can only your brand do?

During Black Friday, many brands end up falling for the obvious: promotions and rampant consumerism. But how to get out of this scenario?

Now, more than ever, society is going through a moment of rethinking excess, and Black Friday can be an occasion for brands to **rethink this stimulus to excess consumption and reinforce their purpose**, supporting causes that are aligned with the brand's truth.



On the 2011 Black Friday, the Patagonia brand embraced its sustainability purpose and ran a campaign telling consumers not to buy their product. After that, its sales increased by 30% and even today the campaign is taken as a success story.



who has positioned itself for good?

Here are some examples of brands that make it clear who and what causes they are supporting:



Subscribers **755k** Views **679.4k**

Stella Artois created a platform to help small restaurants during quarantine. An initiative **powered by Winnin**.



Subscribers **3.6M** Views **10.4M**

Magazine Luiza created a platform where small companies can advertise their products.



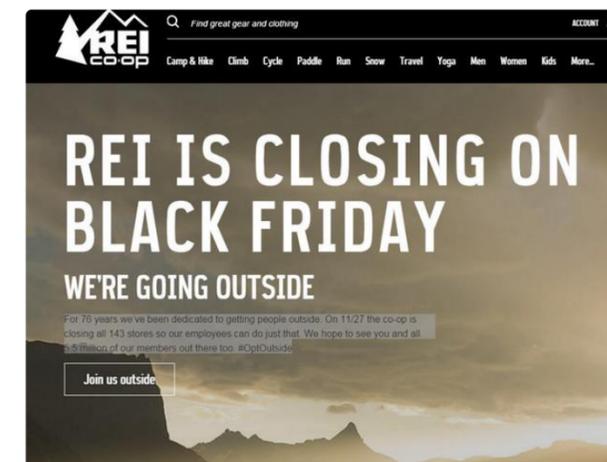
Subscribers **1.3M** Views **213.4K**

Last year, **Farm** allocated R\$ 230,000 of its Green Friday profits to NGOs that worked to clean beaches in the Northeast that suffered from the oil spill.



Subscribers **2.3M** Views **501.4K**

Since 2015, the outdoor goods brand, **REI**, has been closing the doors of all its stores during Black Friday - giving its employees a paid day off and encouraging everyone to enjoy the outdoors.



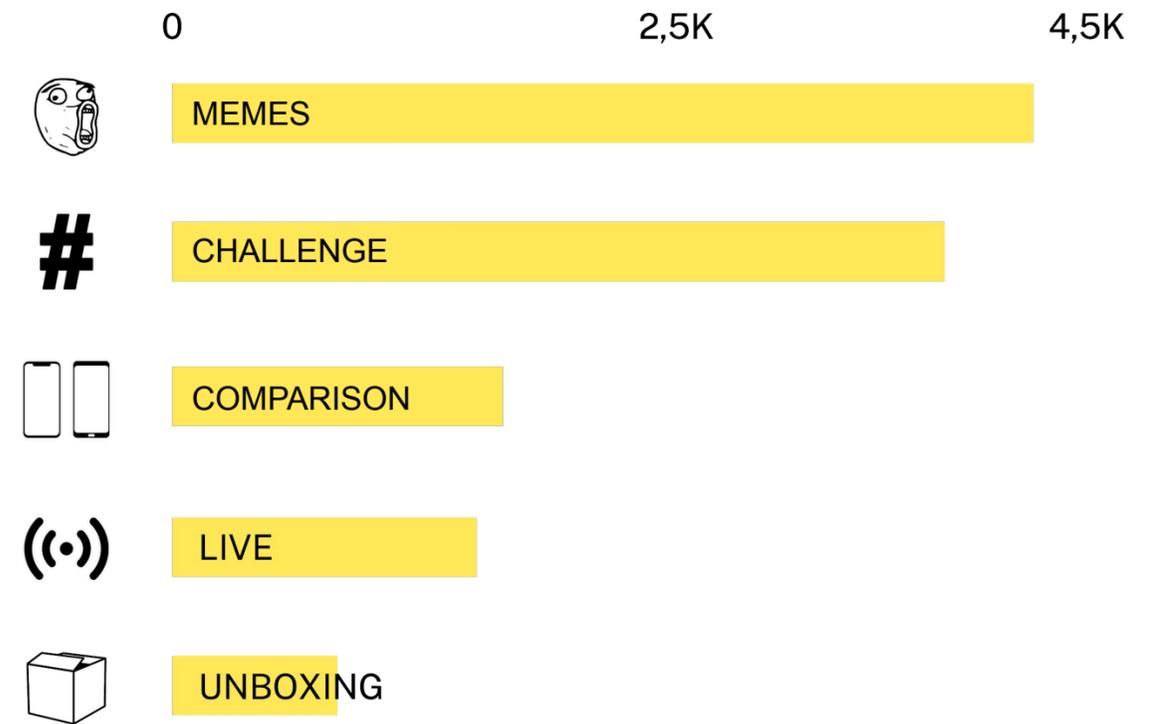
3_#blackfriday content

What is being posted about the date?

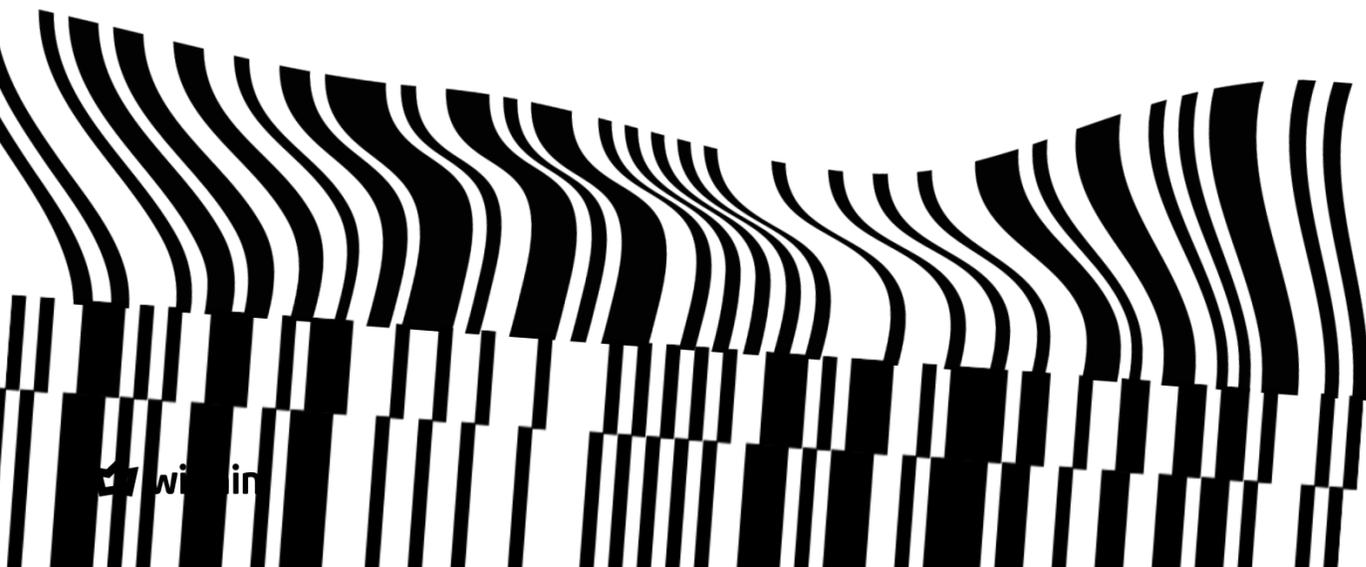
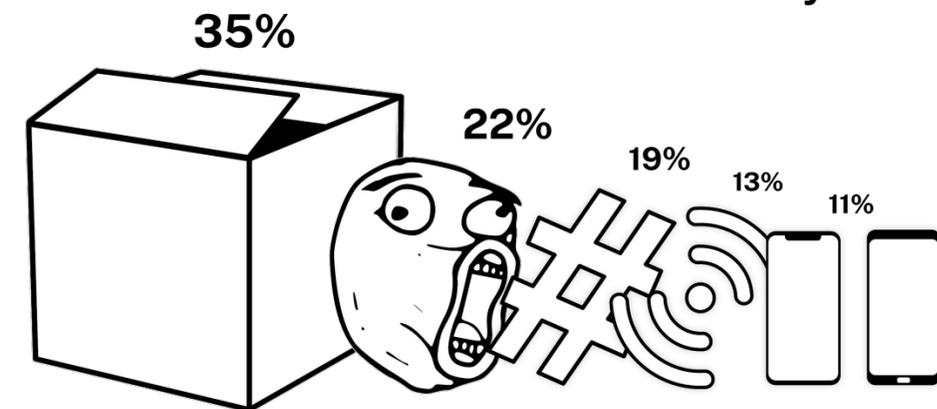
Black Friday is a very relevant event for the market and drives the creation of content by both brands and consumers. Although “ads” still have great prominence linked to the figure of influencers, today it is necessary to do more than just influencer publicity: it is necessary to bet on highly entertaining formats in order to capture your audience attention. The graphics shows some options: unboxing and memes are the most watched formats, and memes and challenges are the most engaged.

But how to build strategies that take advantage of these formats and that also go well beyond the exact day of Black Friday?

Content Formats About Black Friday
Average Engagement

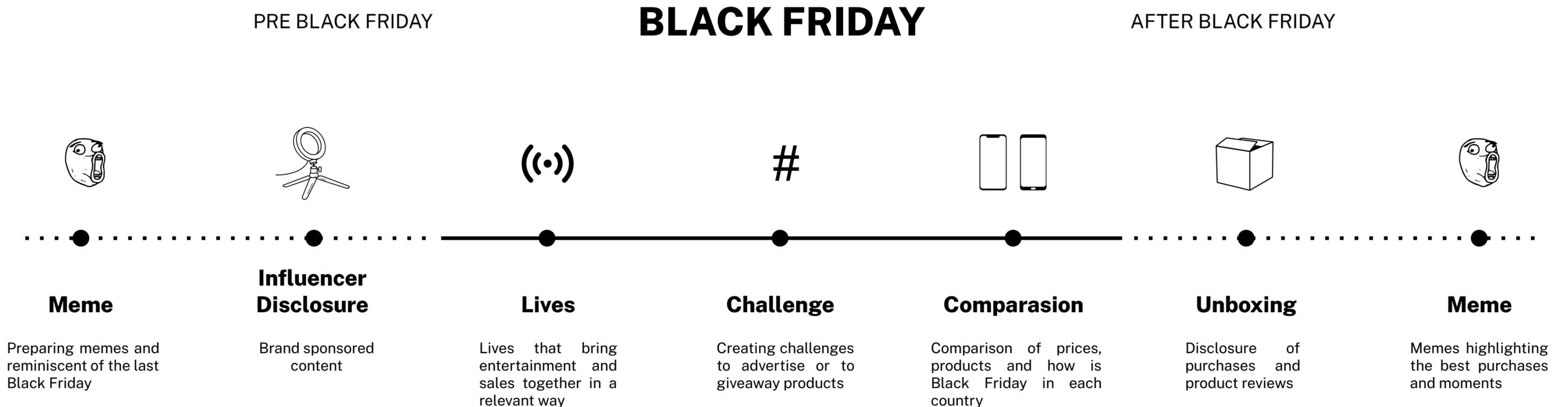


Distribution of Views by Format

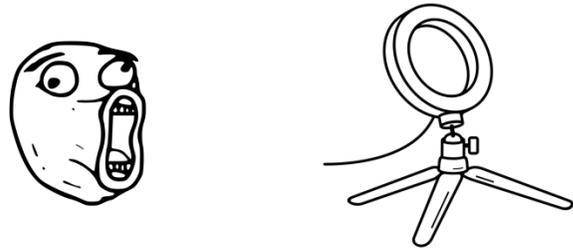


Far beyond Black Friday

Analyzing the videos about Black Friday, we realized that the most relevant ones are part of a content ecosystem focused on entertainment that goes beyond the date itself and remains active for a longer period.



Pre Black Friday



Mememes + Disclosure

The moment before the date is full of memes, from funny promotions to people training for the big day. In addition, promotional videos, such as influencers' ad posts promoting the brands on sale, are also highly engaging.

During Black Friday



Getting ready for Black Friday like:: @mikeruga:: -:: #9gag #blackfriday...

by 9gag

Topic: Physical exercises

9 months ago

Likes: 834.2k Views: 7M Com.: 14.6k



Quem lembra? Black friday fail

by soueunavida

Topic: Black friday

8 months ago

Likes: 304.7k Views: 2.1M Com.: 12.9k

After Black Friday



This is the only lip syncing I'll be doing 🤔 It's #BlackFriday and @hauslabs...

by ladygaga

Topic: Makeup

8 months ago

Likes: 775.7k Views: 3.9M Com.: 5.5k

Brand:



This Is Us Going In On These Black Friday Deals Right NOW 🤔🤔 Tag...

by fashionnova

Topic: Clothing

8 months ago

Likes: 81.7k Views: 883.7k Com.: 490

Fashion Nova posted this meme to talk about their Black Friday promotions.

During Black Friday

Pre Black Friday

After Black Friday



Lives + Challenges + Comparison

People compare the tradition and Black Friday price offers of their cities with other places, and also expose the so-called "Black Frauds", the false promotions created by some stores. In addition, lives and challenges focus more on entertainment, showing how content creators have fun and connect with the date.

Black Fraud

/Black Fraude/ 1 (sl.) Brazil's fake Black Friday deals such as products sold for half the double of the original price, increased shipping costs or even new price tags with the same old price.

© greengodictionary

"Black Fraude" is among the 10 most engaged tags on the Black Friday topic.

Calma, calma sem empurra empurra, sem confusão, tem pra todo mundo v...

by tirullipa

Topic: Black friday

8 months ago

Likes: 106.8k Views: 1.1M Com.: 3.8k

DESCONTOS DE: -R\$2.350,00

OLHA O PREÇO RIDÍCULO DAS COISAS NA BLACK FRIDAY AQUI NO...

by Invento na Hora

Topic: Black friday

8 months ago

Likes: 301.1k Views: 2.1M Com.: 5.2k

1 GOL = 1 PRODUTO

A CADA GOL GANHA UM PRODUTO DA NIKE! *DESAFIO DA BLACK...

by Banheiristas

Topics: Black friday, +1

8 months ago

Likes: 85.5k Views: 1.8M Com.: 1.2k

- Black Friday Tags
- 06 black friday brasil
 - 07 tecnologia
 - 08 smartphone
 - 09 black fraude
 - 10 black friday

Marca:

Show da Black Friday

by Felipe Neto

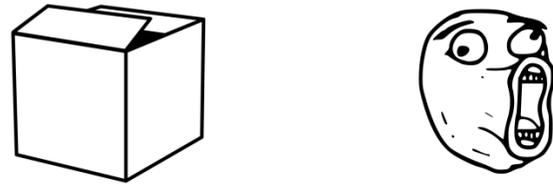
Topic: Black friday

8 months ago

Likes: 572.4k Views: 9.8M Com.: 11.4k

Felipe Neto presented The Black Friday Show, a live that involved several brands, such as **Adidas, Americanas, Philco, Carrefour and Chevrolet.**

Pre Black Friday



Unboxing + Memes

Even after Black Friday, people still produce content about the date. Memes, once again, gain prominence by making fun of shopping and spending money. Unboxing and Haul appear as relevant formats in which people review their newly purchased products.

During Black Friday



Black Friday Haul 2019! Niki and Gabi
by Niki and Gabi
Topic: Skin care
8 months ago
Likes: 81k Views: 2.4M Com.: 6.7k



TUDO O QUE COMPREI NA BLACK FRIDAY DA CHINA (WISH)
by D4rkFrame
Topic: Black friday
8 months ago
Likes: 38.4k Views: 682.8k Com.: 2.4k

After Black Friday



When you spot a fire Black Friday sale
TAG a...
by joshkillacky
Topic: Clothing
8 months ago
Likes: 61.8k Views: 403.5k Com.: 330

Brand:



Unboxing da Alice | Porta dos Fundos e Amazon.com.br
by Amazon.com.br
Topic: Black friday
9 months ago
Likes: 30.6k Views: 37.9M Com.: 1.1k

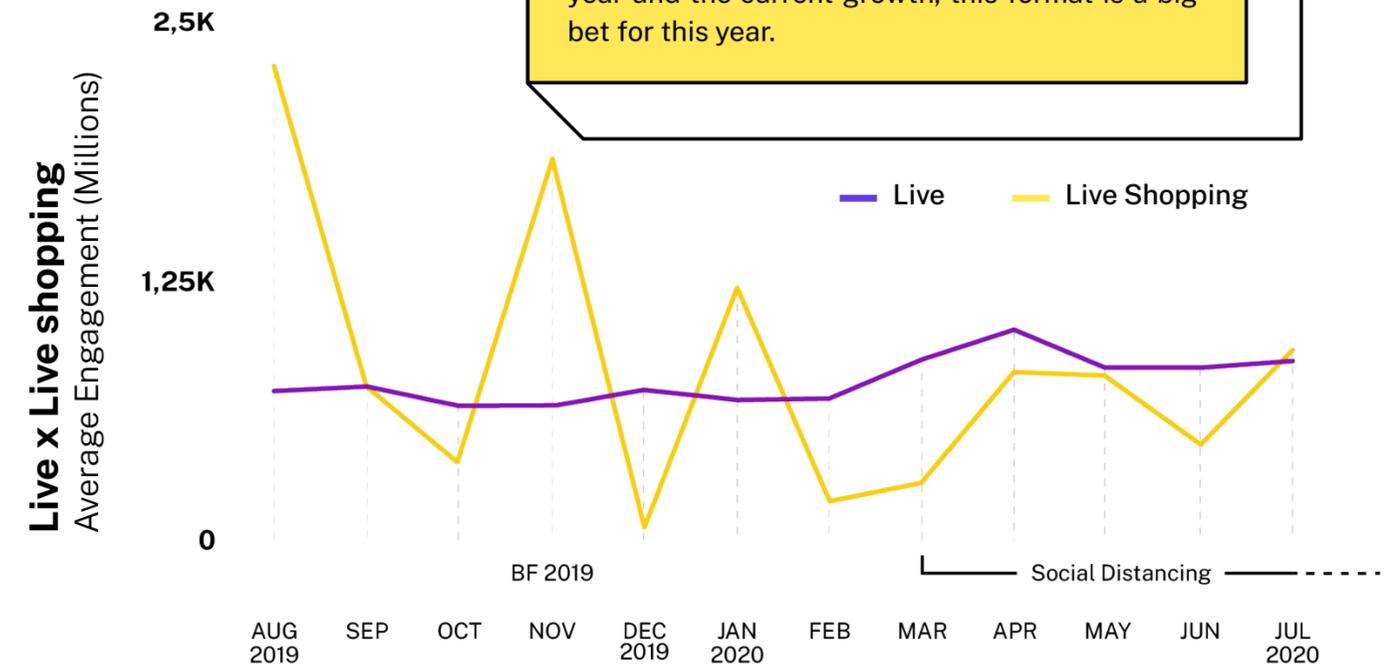
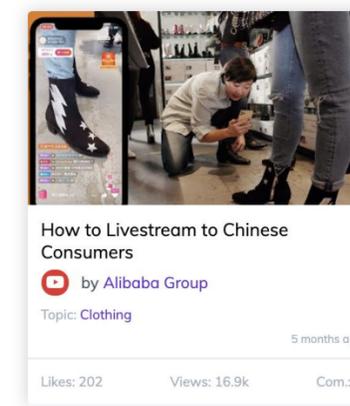
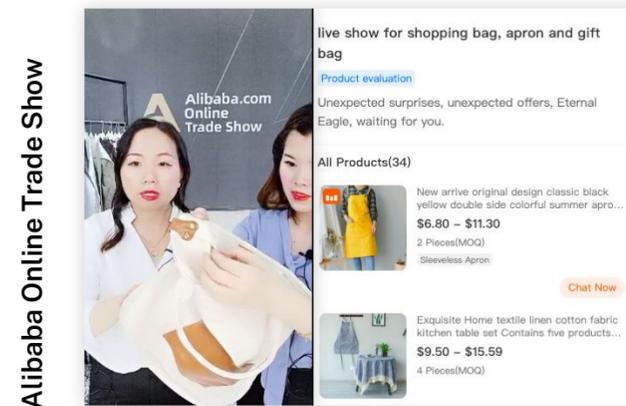
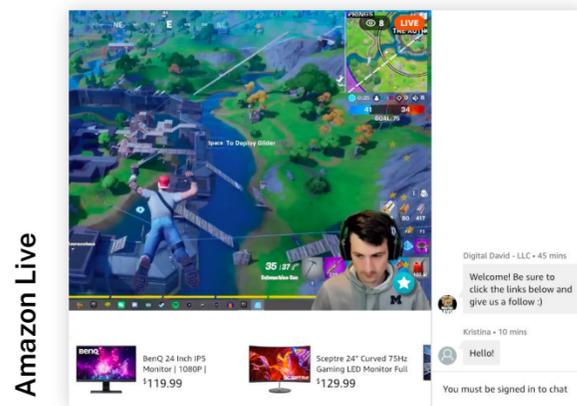
Amazon partnered with Porta dos Fundos to remember the date. In the video, the influencer says she will do an unboxing.

4_opportunity: live shopping

Because of the social distancing, lives have become the main entertainment format. And now, they need to reinvent themselves to maintain their relevance. In this scenario, the **Live Shopping format is gaining prominence**, combining e-commerce and live streaming. It is a much more interactive way of making online purchases with the participation of consumers by chat and purchases on the live platform itself.

Most Relevant Platforms

Lives usually take place on **specific platforms or platforms that are proprietary to the brands**. Then, all the content is shared on social networks.

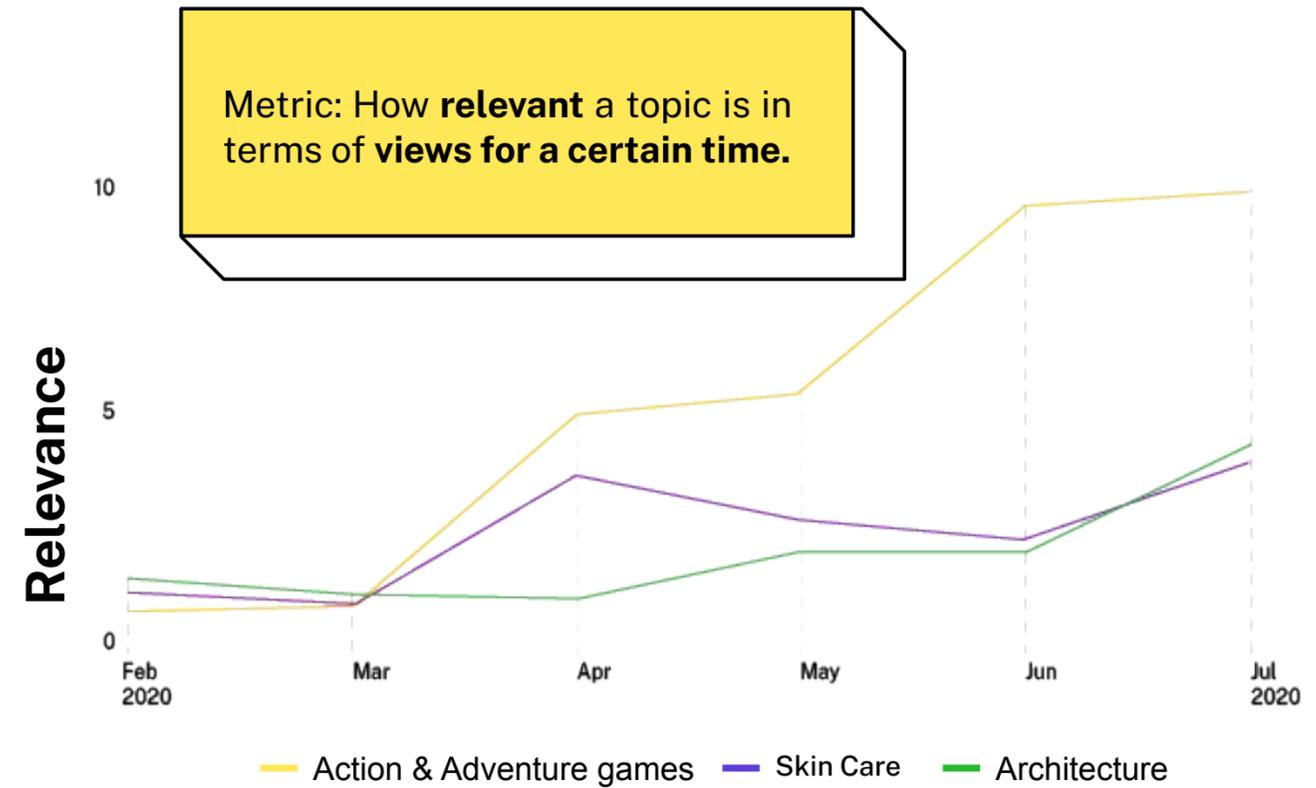


Despite the success of conventional lives, such as music and interviews, the average engagement of **Live Shopping is already superior**. Analyzing its peak on Black Friday last year and the current growth, this format is a big bet for this year.

5_winnin bets

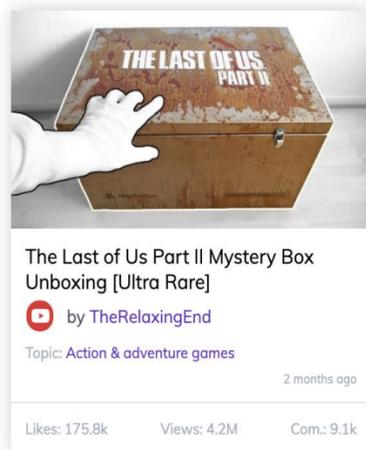
According to data, what are the potential items of desire for the next Black Friday?

Through **Winnin Insights**, we were able to find out which topics are relevant to people based on what they watch. Thus, we mapped out which themes can be explored during Black Friday according to our data.



Winnin Insights: global data from Facebook, YouTube and Instagram over the past six months.

VIDEO GAMES



The search increase for entertainment has created an opportunity for several products that are part of the gaming universe.

ARCHITECTURE



Interest in renovations and decorating items increased, representing a desire by people to improve their homes.

SKINCARE



Videos involving skincare products are highly requested and engaging a lot.

6_#ad kings and queens

Their ads don't even look like ads. These are some influencers and brands that are escaping the obvious and raising their ad posts to a level of entertainment.



+ Saffron Barker
[/SaffronBarker](#)

Subscribers
2.5M

Jun-Jul
+0.82%

ACTIVATING FANDOMS & TRENDS

In partnership with the clothing store GymShark, the creator held a challenge testing workout routines of other influencers.



i tried the most POPULAR influencers workout routines ONLINE for a week!!...

 by Saffron Barker

Topic: Physical exercises

2 months ago

Likes: 17.4k
Views: 354.6k
Com.: 1.1k



+ camilladelucas
[@camilladelucas](#)

Subscribers
2M

Jun-Jul
+80%

MORE THAN MEMES, ADS

Creator's publicity takes the form of the most engaged memes. It's all so spontaneous that it often doesn't even look like ads.



Qual o seu estilo musical favorito? Escolhi um tipo de pessoa para 6...

 by camilladelucas

Topic: Bebidas

12 days ago

Likes: 204.8k
Views: 791.1k
Com.: 3.2k



+ baw_official
[@baw_official](#)

Subscribers
990.7K

Jun-Jul
+2.11%

INFLUENCERSWEETHEART

Pablo Vittar, Lázaro Ramos, Alvxaro and Maisa: with the right partners wearing their clothes, Baw has been trending on the internet.



quem rir ja sabe ta kkkkkkk. passando pra falar que ta rolando a winter sale...

 by alvxaro

Topic: Roupas

21 days ago

Likes: 334.9k
Views: 1.3M
Com.: 6.3k

7_time for change

If we are talking about renewal and going beyond the obvious, we could not fail to raise a question: **what is the origin of the term Black Friday?**

There is more than one story about its emergence, but the common denominator among them is pejorative. Traditions are there to be rethought. Perhaps, it no longer makes sense to persist in nomenclatures that do not represent the society in which we live.

So, the reflection remains: **why not innovate in the name, in the format, and, on top of that, generate a change for good?**



8_how to succeed on black friday



COMMUNICATE WITH PURPOSE

Support causes aligned with the brand.



PRODUCE “BEYOND THE FRIDAY” CONTENT

Create content for the pre, during and post Black Friday moments.



BE AWARE OF NEW OPPORTUNITIES

Live Shopping format it's a good example of how to innovate.



KEEP AN EYE ON BESTSELLERS

Opportunities in the worlds of games, skincare and physical exercises.



PARTNER WITH AD'S KINGS AND QUEENS

Go beyond the obvious with ad posts that can become an entertainment content.

9_a Winnin Conclusion

The pandemic scenario has brought new habits and desires, but there is one factor that does not change: **people watch content with which they identify**. It is essential to be aware of what is most relevant to attract your target.

Promoting a relevant Black Friday goes beyond selling cheaper or faster. The secret is to be aware of how to generate organic content that really communicates with consumers to the point of being remembered beyond the date. And the road to success involves bringing purpose, entertainment, the right people and relevant products together.

So, what will your Black Friday 2020 look like?



ITEMS

Purpose

+ Entertainment

+ Right People

+ Relevant Products

TOTAL

**Successful
Black Friday**

+ ABOUT WINNIN

Winnin empower creativity with data-science.

Global leaders as AB Inbev, Danone, Nestlé, among others trust in Winnin to make better decisions.



Our technology can help you understand:

What is relevant.

Find out what subjects your audience is truly interested in engage with.

How to be relevant.

Understand which formats and language work for each audience on each subject.

Who to be relevant with.

Find the rising star creators, influencers and brands that are winning.

Get In Touch

contato@winnin.com

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Rio de Janeiro/RJ - Brazil

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