

GROUPON[®]

HOLIDAY LOOKBOOK 2016

GROUPON

OUR GOAL:

To provide all of our campaigns with a holiday feel in messaging and creative.



GROUPON

KEY OBJECTIVES & FOCUS:

1/1-11/23
RAMP TO HOLIDAY

11/24-11/30
PEAK HOLIDAY

12/1-12/15
GIFT THE EXPERIENCE + PRE-SHIPPING CUTOFF

12/16-12/25
GIFT THE EXPERIENCE + URGENCY

12/26-12/31
RAMP TO NEW YEAR



UPCOMING LARGE OR OVER-ARCHING CAMPAIGNS

DoorBusters
Black Friday
Cyber Monday
Gift The Experience

UPCOMING CAMPAIGNS/GOODS

12 Days of Doorbusters
Free Shipping Launches
Holiday Entertaining (get ready for your guest)
Holiday Party Looks
Tech On The Go
Tailgate
Toys & Gaming
Holiday Decorating
Ugly Christmas Sweaters
Apple & Samsung
Doorbuster Favorites
"Friends & Family Sitewide Sale"
\$10 Deal Day
Home Holiday Favorites (Staff Picks for Home)
Cold Weather
Crash The Site Mega ILS
Semi-Annual Event - assortment TBD

Black Friday Sneak Peek
Black Friday NOW / BF Weekend
CM Preview
Cyber Monday

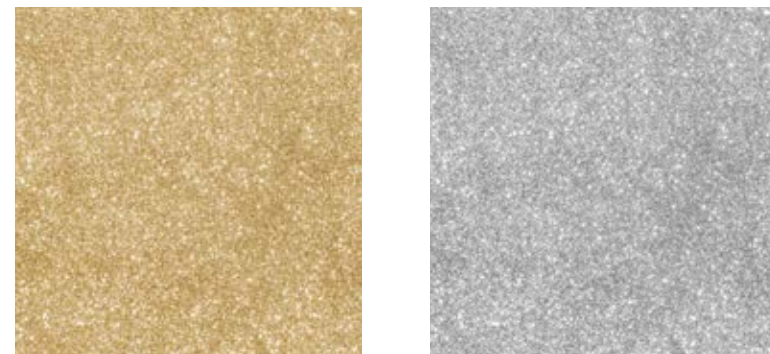
Stocking Stuffers (\$5 & \$10)
Tech Under \$50 / Tech Stocking Stuffers
Jewelry & Watches Under \$50
"Health & Beauty Stocking Stuffers"
Gifts Under \$20 & \$50
Collection A: % Off Collection
"Top Tech Deals For The Teen"
Exclusive Home Deals
Gifts For The Foodie (with Home)
Collection B: GR BROs
"Jewelry/Watch Gift Shop (by personality)"
"Gifts For The DIY-er"
Collection C: GR BROs
"Top Tech Deals for Holiday (need gifting spin)"
"Holly Jolly Home Sale"
\$10 Deal Day
Gifts For The Fitness Fanatic
Gifts In Time - Day 1: Revenue Driver GB BROs w/ Margin Floor"
Gifts In Time For Xmas (something new each day during duration)
Pamper Yourself & Someone Else
Gifts In Time - Day 2: CE
Tech Gifts For Dad
Gifts In Time - Day 3: \$5 Deal Day
Warm & Cozy (blankets, tea kettles, etc.)
Gifts For Your Pet
Gifts In Time - Day 4: Home
Gifts In Time - Day 5: Top Sellers
"SWS 20/10/10 Christmas Shopping Spree Collection"
End Of Year Home Sale
"TBD 12/17-12/18"
"Last Minute Gifting (print out in confirmation email / social video)"
TBD 12/19-12/20

2016 Goods Favorites
GOODS ILS
""Get What You Really Wanted""
CANADA: Boxing Day ILS"
"Accessorize Your New Tech"
TBD 12/27-12/28
New Year New You
New Year New You
Contingency Event 1
Contingency Event 2
Contingency Event 3

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HOLIDAY STYLE GUIDE

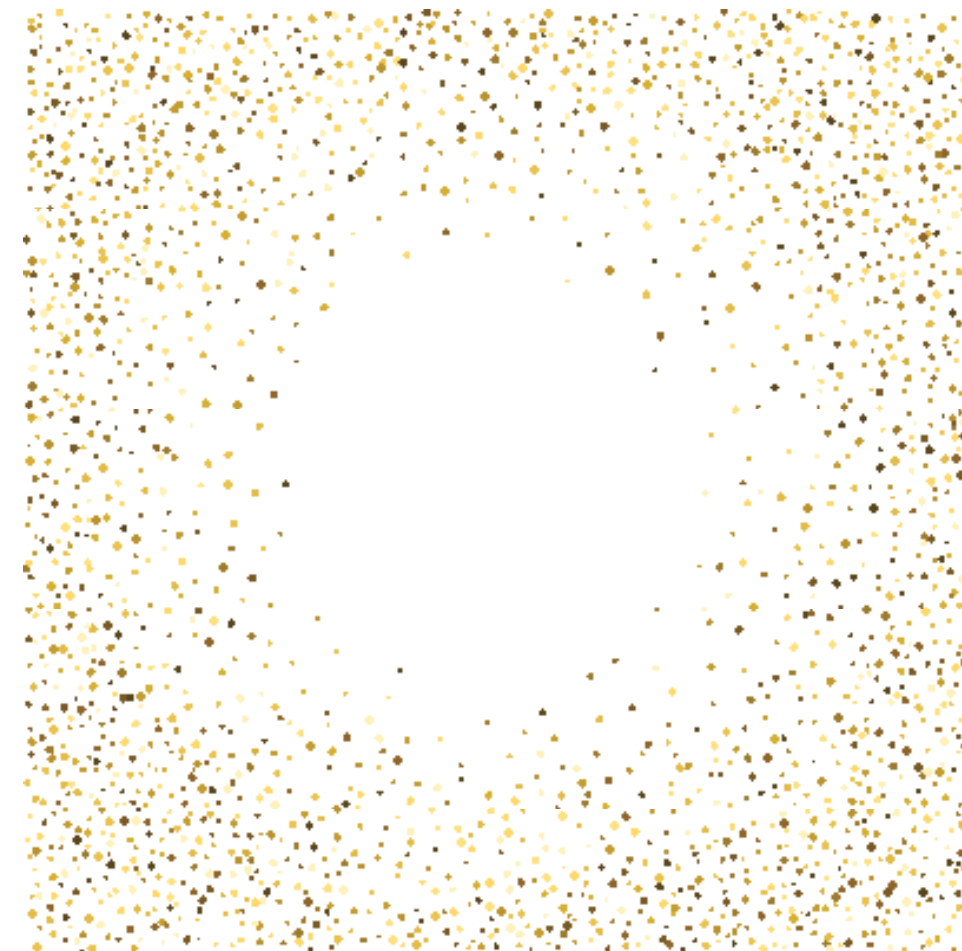
GROUPON® /GRAPHICS



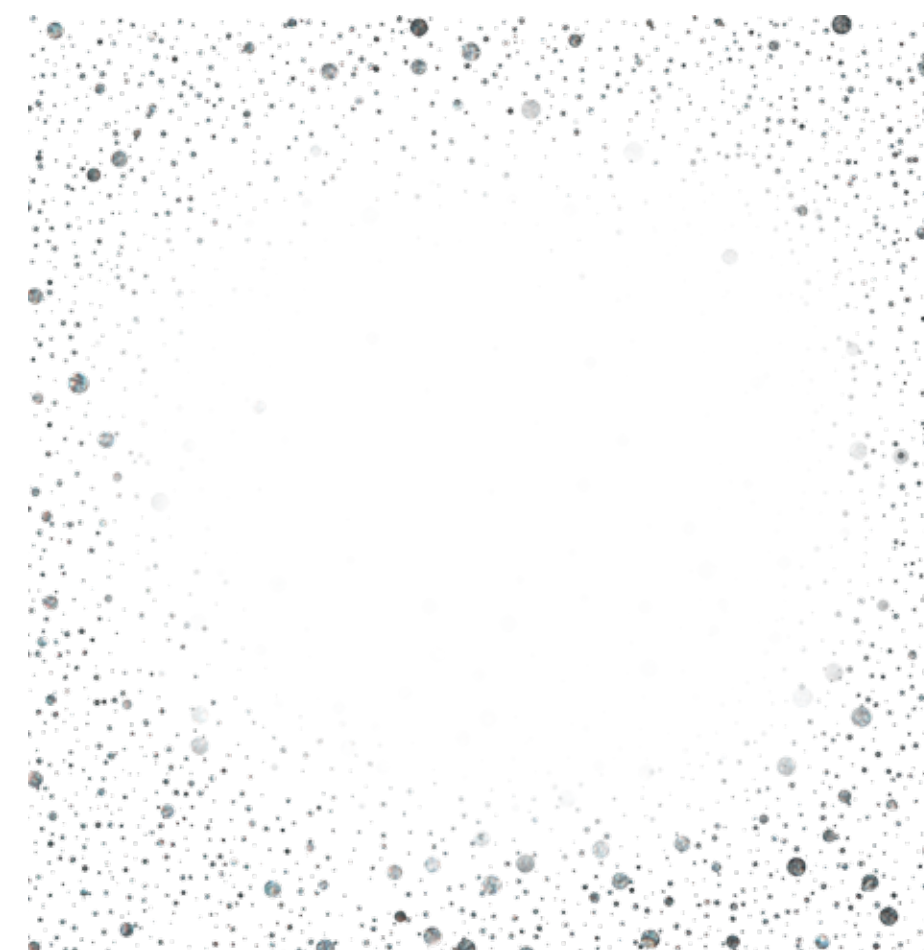
Glitter should be used sparingly in headlines or graphics to add value or emphasis.



Snowflakes background can change to compliment your campaign.



Gold Confetti can be used first for all standard and burst type campaigns.

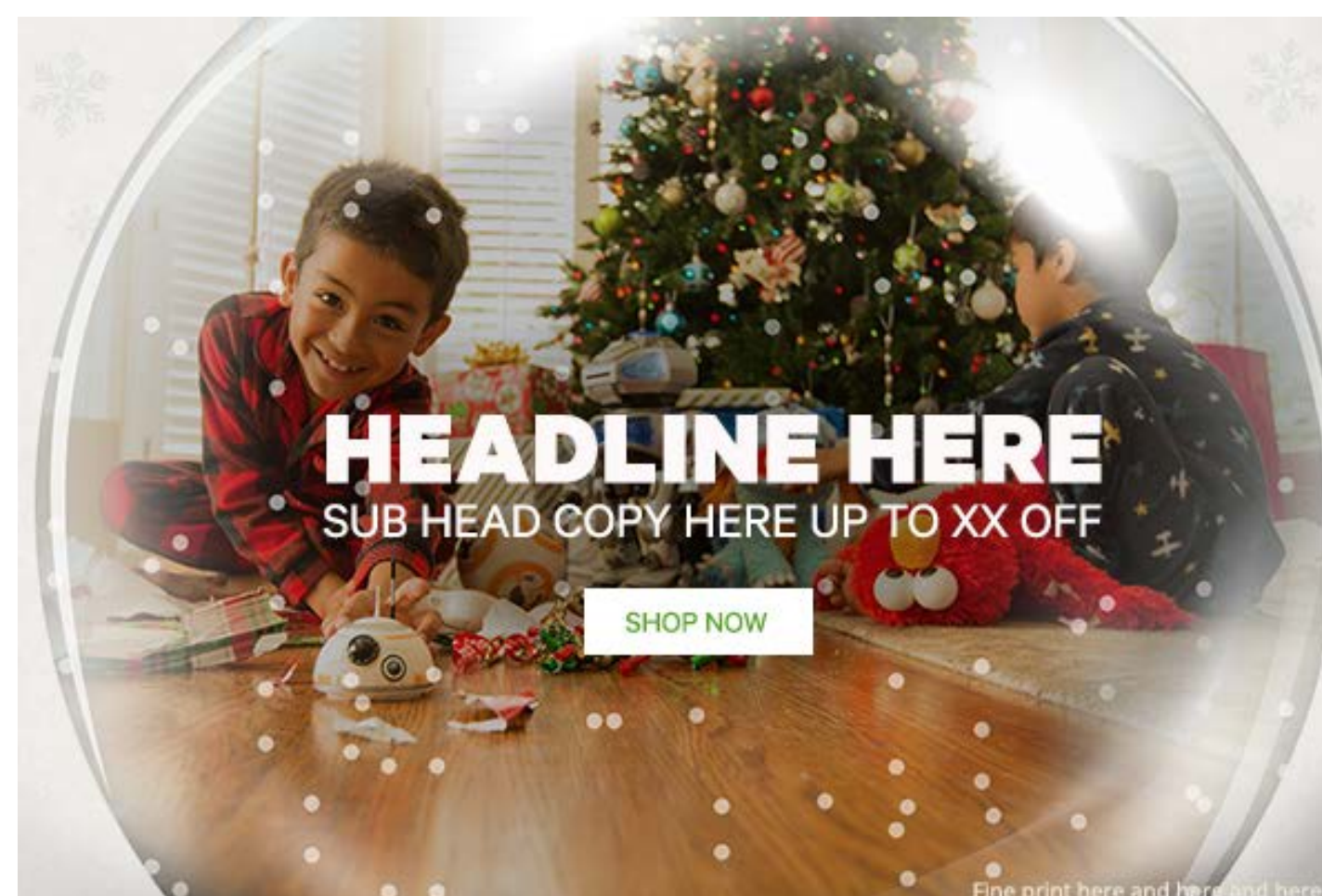


Silver Confetti can be used as an alternative to the gold confetti in campaigns.



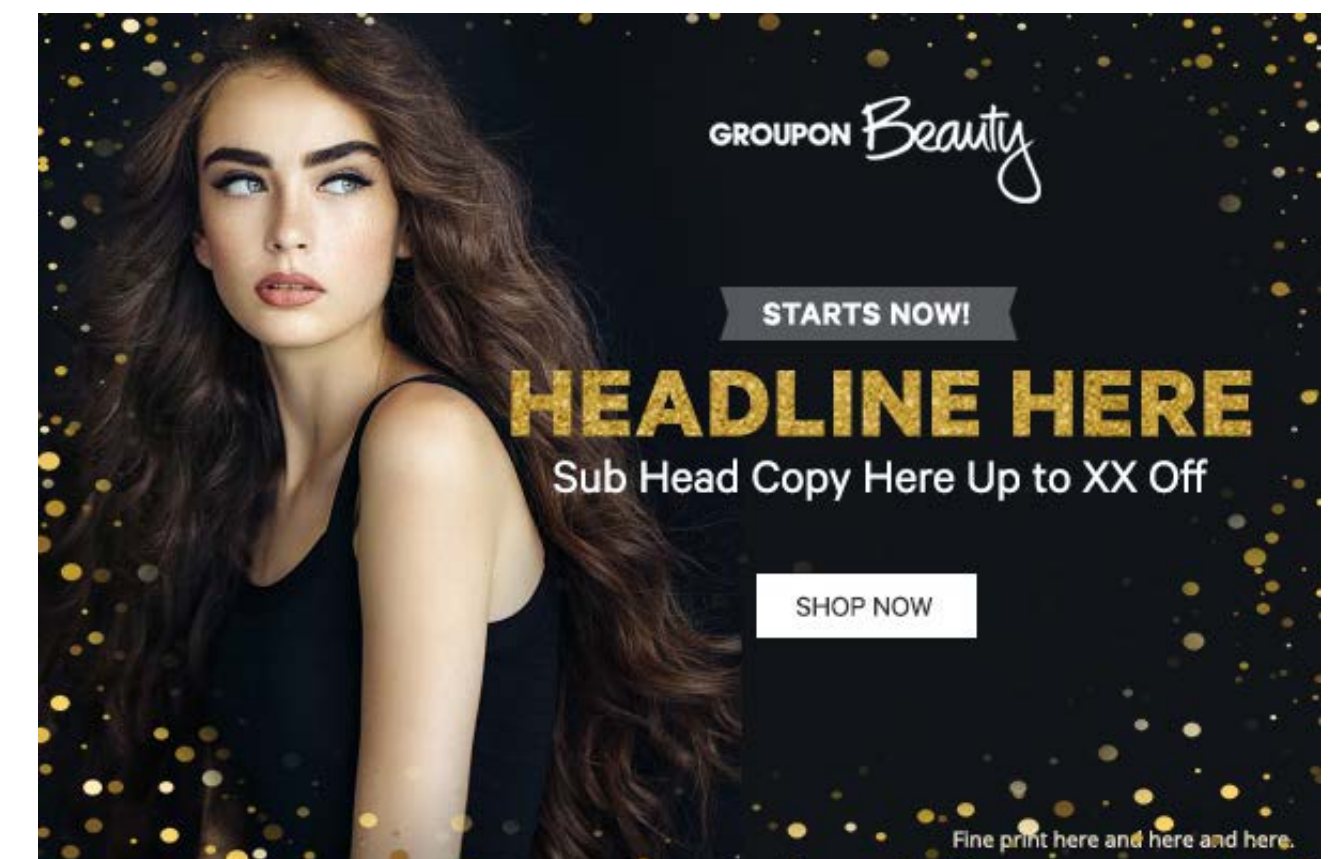
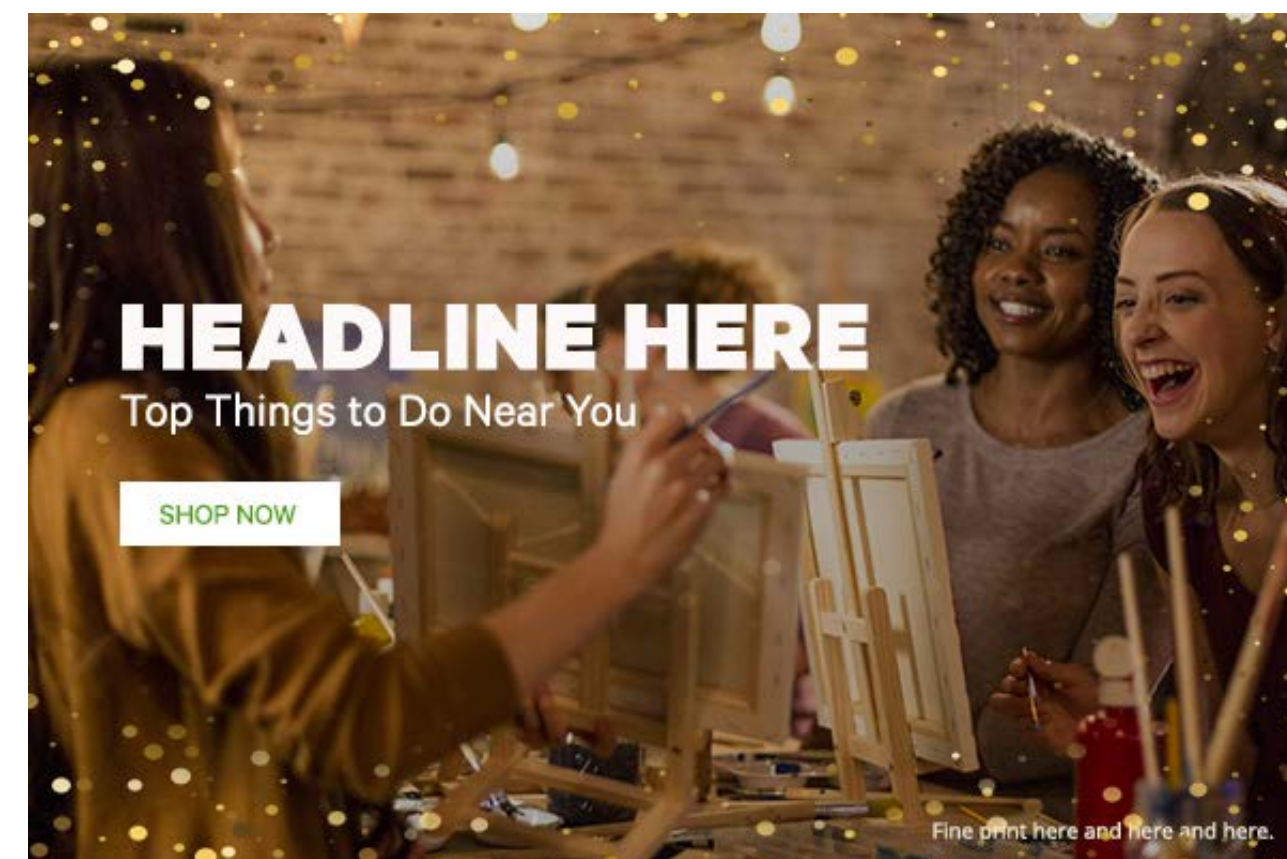
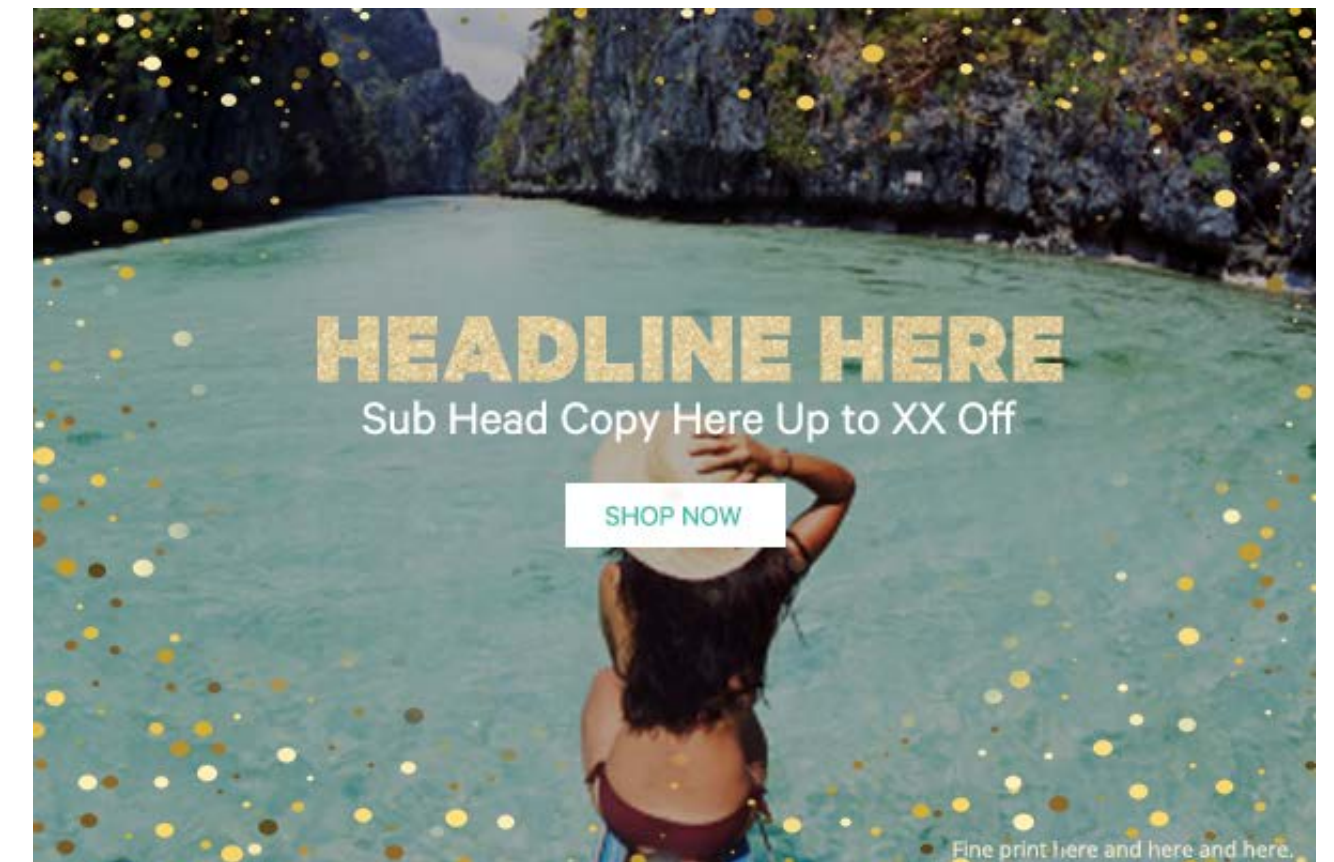
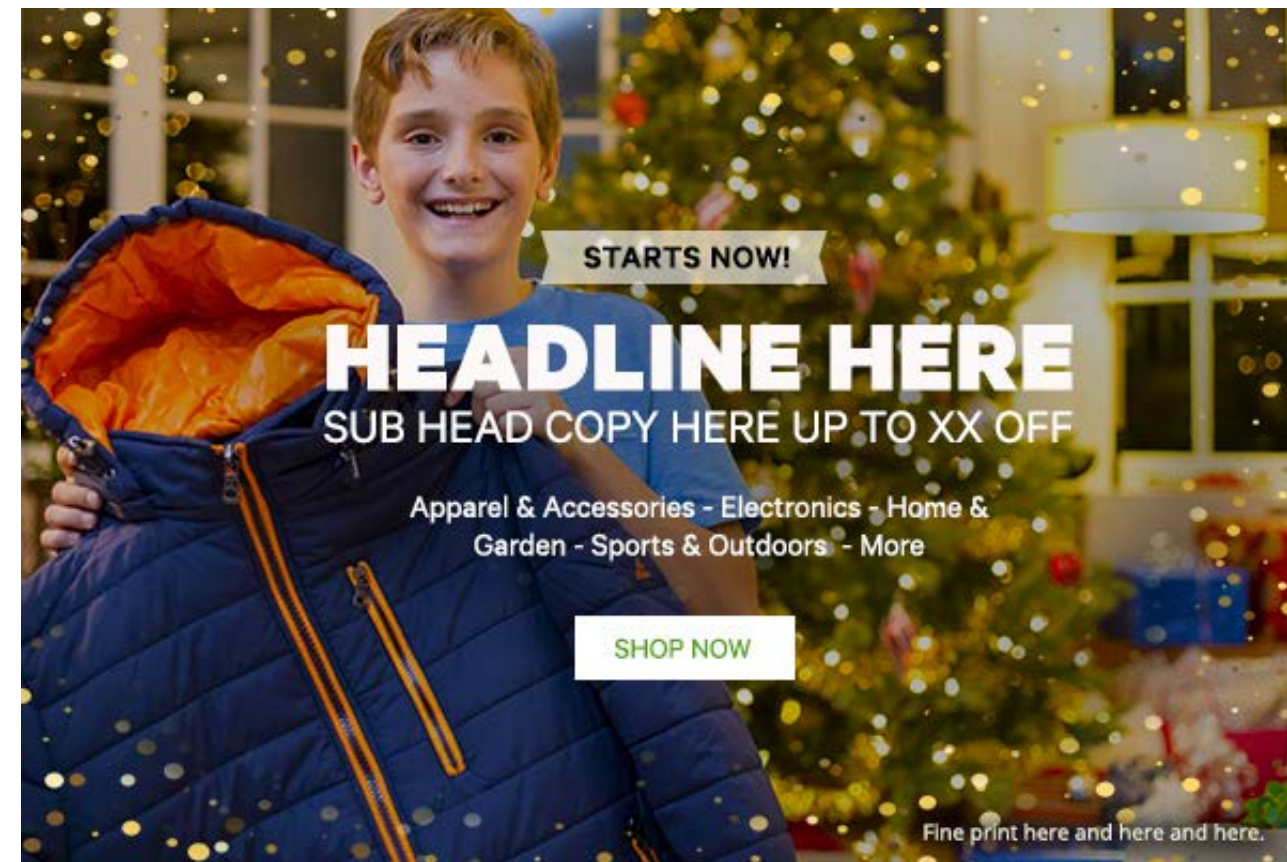
Use the snowglobe for Large campaigns, holiday landing pages, holiday content campaigns and social

GROUPON /OVERARCHING HOLIDAY THEME/LOOK



GROUPON® /STANDARD CAMPAIGN LOOKS

The standard campaigns all use the gold confetti over the full bleed photography. The photography is a mix of ours from our Holiday shoot and stock photography.



GROUPON®/STANDARD CAMPAIGN LOOKS

The standard campaigns may use the silver confetti as an alternative to the gold confetti if it works better with the campaign and your AD approves.



Fine print here and here and here.

GROUPON® /BURST CAMPAIGN SAMPLES

Here are 2 examples of the Flash Sale campaign. The first option is replacing the green from the flash template with the gold glitter. The gold confetti is also added as another festive element to tie in with Groupon Holiday style. The second version uses a red background which would work well if this campaign runs in November close to Black Friday.

24-HOUR
FLASH SALE!
12 AM - 11:59 PM ET

EXTRA 20% OFF
Activities · Massages · Restaurants · More
Use Code **FLASH20**

SHOP NOW

Valid on 1 unit per transaction; max 3 Local deals per customer. Max discount \$50. Ends 11/4 at 11:59 p.m. ET. Exclusions apply. Full details: gr.pn/promofaq.

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GROUPON® /BURST CAMPAIGN SAMPLES

Here are 2 samples of the Buy More Save More Campaign. Both versions use the snowflake background with our #333333 Black or our Groupon Green. The silver sparkle is added for emphasis on the largest discount.



\$5 OFF \$20 | \$10 OFF \$40

\$15 OFF \$60

\$30 OFF \$100

Massages - Things to Do - Restaurants - More

USE CODE: OFF

Valid on 1 Local unit per transaction; max 3 uses total per customer.
Ends 10/9. Exclusions apply, details gr.pn/promofaq



\$5 OFF \$20

\$10 OFF \$40

\$15 OFF \$60

\$30 OFF \$100

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BLACK FRIDAY/CYBER MONDAY

GROUPON® /BLACK FRIDAY

GROUPON Chicago [CART](#) [HELP](#) [SIGN IN](#) [SIGN UP](#)

[Home](#) [Local](#) [Goods](#) [Getaways](#) [Clearance](#) [Coupons](#) [Spring Break](#)

BLACK FRIDAY BIG BANG

50% Off Indoor Family Amusement Park
\$15.99 **\$8**

Up to 77% Off at 105F - Chicago's Original Hot Yoga
\$235 **\$55**

BLACK FRIDAY BIG BANG

STARTS TODAY!

UP TO 80% OFF
1,000s OF DOORBUSTERS
Top Products & Brands • New Deals Added Daily

[SHOP NOW](#)

Day 1 - Larger call out to Black Friday

UP TO 80% OFF
1,000s OF DOORBUSTERS
Top Products & Brands • New Deals Added Daily

**THE BLACK FRIDAY
BIG BANG**
ENDS SOON!

[SHOP NOW](#)

Day 2 on - Larger call out to Discounts and what is on sale.


GROUPON® /CYBER MONDAY

GROUPON Chicago [CART](#) [HELP](#) [SIGN IN](#) [SIGN UP](#)

[Home](#) [Local](#) [Goods](#) [Getaways](#) [Clearance](#) [Coupons](#) [Spring Break](#)

CYBER MONDAY

OUTTA SITE DEALS



River North Wine Fest – Up to 48% Off

River North Wine Fest on Saturday, February 27, at 12 p.m. from CHI Life Events (Up to 48% Off)

[Moe's Cantina](#)

~~\$55.50~~ **\$29**

JUST LAUNCHED!

CYBER MONDAY

OUTTA SITE DEALS

UP TO 80% OFF

1,000S OF DOORBUSTERS

Top Brands & Products - New Deals Added Daily

[SHOP NOW](#)

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PHOTOGRAPHY



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SAMPLE PHOTOS FOR CAMPAIGNS

These photos are owned by Groupon and were taken at the Holiday commercial shoot. Please use these first then stock.

GOODS



Campaign: Ugly Christmas sweaters/Holiday Fashion for men & Women



Campaign: Holiday Prep, Kitchen Cookware, HOME SALE



Campaign: Toys or Spring Campaign 2017.

GOODS



Campaign: Gifts for the Fitness Fanatic, Gifts in Time??



Campaign: Tech on the Go, Go Pro Gift, Gifts for Kids



Campaign: Gifts in time for Christmas, Cold Weather

GOODS



Campaign: Gift Groupon, landing page, Gifts in Time

PAINT NITE/TTD



GOODS



Campaign: Toys & Gaming

GOODS



Campaign: Friends & Family option 1, Holiday ILS SALE

GOODS



Campaign: Friends & Family option 2, Holiday ILS SALE

GOODS/SKATEBOARD, HELMET, GO PRO



Campaign: Kids sports, teen electronics, TECH SALE, On the GO

GOODS/SKATEBOARD, HELMET, GO PRO



Campaign: Kids sports, teen electronics, TECH SALE, On the GO

GOODS/SHOPPING ON PHONE



Campaign: Top Tech for the Teen, ILS SALE, CYber electronic sale

GOODS/BLENDER, HEALTH, NEW YEAR NEW YOU



Campaign: Kitchen, Home, Health, New Year New You

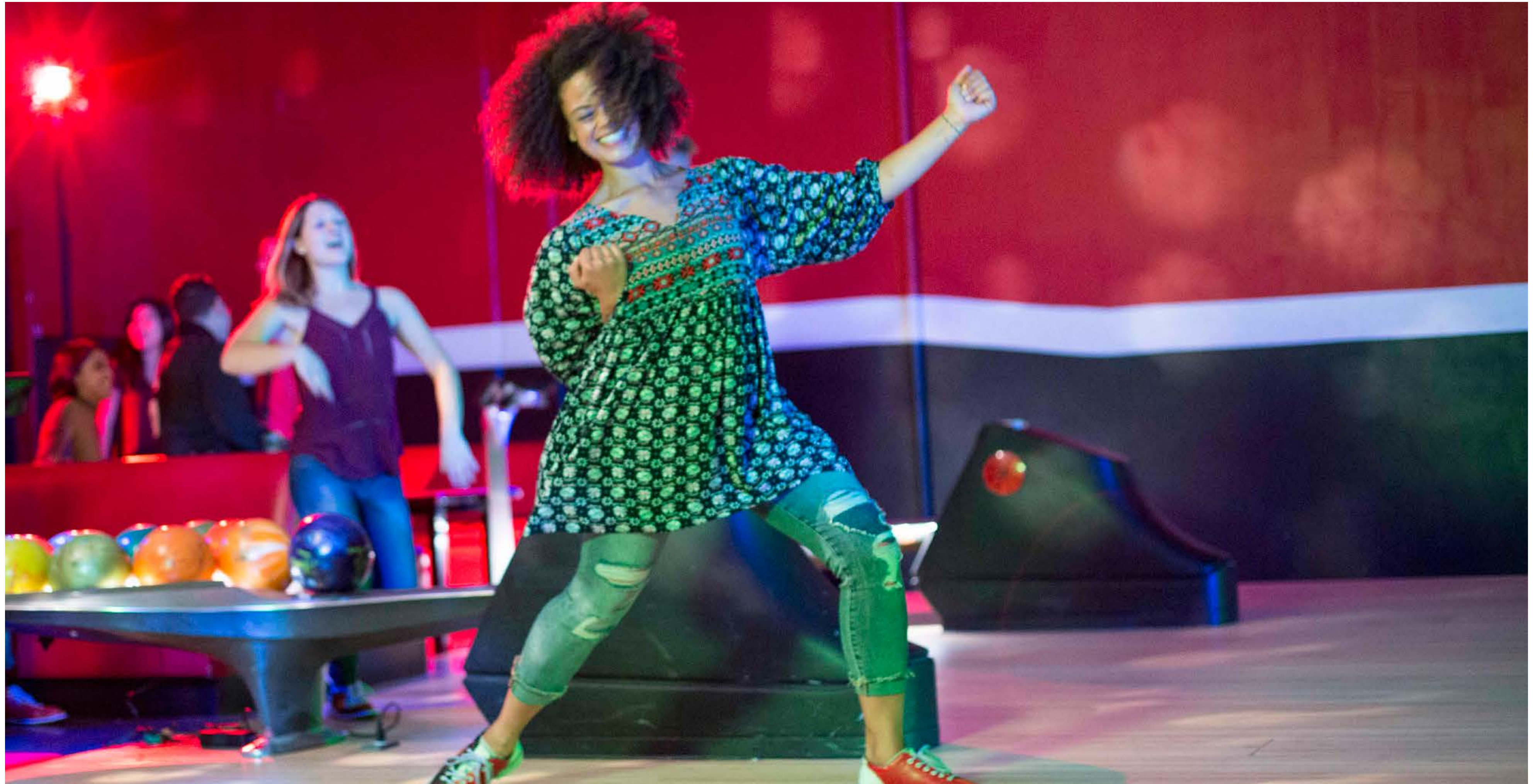
GOLF/TTD



STEAK NIGHT/LOCAL RESTAURANT



BOWLING/TTD



BOWLING/TTD



GLASS BLOWING/TTD



YOGA/TTD



THANK YOU!

BRAND MARKETING CREATIVE

If you have any questions please reach out to:

Holly Williamson, Art Director

Julian Mandler, Creative Director