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## The Christmas Period Around the World – An Excellent Moment for Dayketing Strategies

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### ABSTRACT

**Purpose:** This article aims to study in detail, to show examples and analyses about successful marketing strategies of different international companies throughout the years for Christmas time.

**Design/methodology/approach:** The notion of dayketing is new – it has been created 10 years ago by the Spanish professor Sarrías Martí. However, the idea about the creation of special marketing practices for the Christmas holidays in order to attract the client's attention dates from the beginning of the 20<sup>th</sup> century. A few of the best of them are made by: Coca-Cola, Lancôme, and other international companies, and this article show and analyses them. To study in detail, the activities of these companies, the author uses three methodological approaches: SWOT analysis, PESTEL analysis, and balanced scorecards.

**Findings:** The idea of the author is to show the importance of the Christmas holidays as an inspiration for the development of one of the most successful marketing practices and ideas related to a particular marketing strategy – dayketing: marketing of a company or product for a special occasion.

**Research limitations/implications:** The study has its limitations. The selected companies show examples from all over the world but the only marketing approach intended to be analyzed is the marketing approach for special occasions, the so-called dayketing. Another limitation is the period chosen to be studied, only marketing practices for the Christmas period have been chosen to be analyzed.

**Practical implications:** The study shows, practically, one of the best examples of Christmas marketing campaigns from all over the world. Created in different countries, different years, and different sectors, they show that people all over the world can choose the same products and that is what determines their success, what makes them leaders among the companies.

**Originality/value:** The theory about dayketing is new; it has been created in the last decade, which is why it has not been subject to many studies yet. The author intends to study this new approach by choosing a special period of the year-Christmas time.

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## Introduction

Christmas is a Christian celebration originally related to the Nativity of Jesus Christ. It is celebrated by Christians around the world on the 25<sup>th</sup> of December or the 6<sup>th</sup> of January in some Orthodox countries. It is the most important day in the religious calendar of the Catholics, Orthodox, and Protestants. As the exact date of birth of Jesus is unknown, the 25<sup>th</sup> of December has been chosen as it corresponds to the winter solstice of the Roman calendar. The Christmas celebration can be dated back to the Middle Ages. The traditions have changed through time from a public festival to a family-based holiday nowadays. The typical Christmas celebration with a family meal around the Christmas tree, as we know it nowadays, originated in Germany and the United Kingdom in the 18<sup>th</sup> century. It has spread around the world, little by little, varying from one place to another, due to different local traditions in every country. However, nowadays Christmas is largely associated with a more consumer-orientated aspect – Christmas gifts under the Christmas tree and the special Christmas meal. After the advent of marketing in the 50<sup>s</sup>, many companies started developing special marketing strategies related to the Christmas holidays to attract more clients willing to buy presents for family and friends. Nowadays, with globalization spreading all around the world, Christmas celebrations have overcome the borders of the Christian countries and have spread in many countries all over the world. Even more, the Christmas period has become the biggest creative effort for the marketing department of companies over the world. Now, the so-called “Christmas marketing” can be considered the best example of dayketing (marketing for a special occasion). Therefore, this article will investigate in detail the subject.

## Theoretical Review

In the first part of this article, the author considers it necessary to explain more about the marketing strategies and the so-called dayketing as part of them.

To develop a profitable marketing strategy, the company must first decide who are its key customers and divide the market into a segment of customers (market segmentation), finally, select the segments to which it aspires (target market). Then a decision is made on how to serve the customers from the target market.

The marketing strategies are the activity performed to analyse the capabilities of the organization, the choice of goals, development of plans and implementation of marketing actions, and the control over their implementation.

(Kotler & Keller, 2016).

The basis of formulation of the marketing strategy is the analysis of five characteristics:

- Customers - effective marketing requires a thorough understanding of customer purchase and use patterns.
- Company - analysis of corporate strengths and weaknesses, analysis of financial indicators, internal and research activities.
- Competitors - study the strengths and weaknesses of the competitors, predict their reactions.
- Counterparties - these are the partners in the marketing system and the company's relationship with them is very important for the successful functioning of marketing.
- Context - changes in the overall macroeconomic environment in society.

Marketing strategies require three activities: choose the target markets, set goals relevant to the marketing mix and develop the four components of that mix to create a mutually satisfactory exchange with the target markets. The marketing goal is to clarify what needs to be achieved through marketing activities. The marketing strategy is an activity for the selection of one or more target markets, as well as the development and maintenance of the marketing mix (price, product, promotion, distribution). A target market is a group of people or organizations for whom the company creates implements and maintains a marketing mix to suit their needs leading to mutually satisfying exchanges. At the next stage, the desired positioning of the product in the minds of the target customers is determined and the plan for marketing activities about achieving the desired positioning is specified.

The marketing strategy must be clear and precise so that when it is being developed, it does not lose the message it communicates. The more complex a strategy is the more difficult it is to adapt to new dynamic, changing, and volatile markets. The strategy determines the direction and location of the brand. The strategic marketing process, using the opportunities and constraints identified by the strategic management process, covers the steps taken at the market level and the allocation of the company's marketing resources to determine market positions. The strategic marketing process has three phases: planning, implementation, and control (Lambin, 2009).

As part of the marketing strategies, dayketing

is a marketing strategy that takes advantage of the different commemorative days that occur throughout the year to promote the products and services of a company. In addition to increasing sales, its main objective is to promote engagement with the company's public through the communication of its values and its brand image. These types of actions are not new, since the celebration of Mother's Day or Christmas dates back to the middle of the 20th century. However, new technologies and globalization have created a wide range of promotional opportunities through dayketing. The term was invented by the publicist and marketing professor Luiggi Sarrias Martí in his book "*Dayketing. Today is a great day to sell more!*" (2011). He defines it as "a marketing tool with which the maximum performance of the different daily events (whether present, past or future) is obtained, with different commercial purposes" (Martí, 2011).

The main goal of the concept is to connect with the public through their emotions, their habits, and even their beliefs through advertising campaigns, events, and even temporary image changes. There are especially sensitive days in which a complete strategy will have to be designed by the marketing department in coordination with other areas of the company. This is the case of Women's Day, the celebration of a national holiday, Halloween, and also Christmas. But it is also common to make other commemorations with less importance worldwide and with an ephemeral nature, especially on social networks (company birthday, International Cat Day, etc.) In these cases, which occur almost daily, the responsibility lies on the community manager, who will have to have an updated calendar to organize the publications on social networks. Dayketing refers not only to existing events but also to highlighted dates created directly by marketing to increase sales.

Digital marketing and all its strategies such as the company's official page, social networks, or promotional channels are excellent strategies to support the work of dayketing. The immediacy of social networks and other digital marketing channels has made dayketing go beyond the traditional dates (Christmas or Valentine's Day) and is used practically any day of the year. Therefore, a good marketer must follow the following guidelines so as not to lose the opportunity to connect with the clients, potential and real:

1. Prepare a calendar of contents and projects focused on these dates. There is

a specific time of the year, in which it is necessary to start working at least a couple of weeks in advance to encourage the desire to buy.

2. Do a study on the values that best identify a brand. The emotional component and storytelling are essential to achieve engagement.
3. Know the potential audience and focus the company's campaigns on the channels used by the customers. This does not mean focusing on a single channel, but that it should be promoted. Make creative campaigns. Stand out from the competition, either by a good message or by an original use of visual resources (Martí, 2011).

The most common mistakes when doing dayketing are:

1. Not treating designated days with the necessary sensitivity.
2. Excess use of dates that do not connect with the target audience of the company or that go unnoticed due to their low visibility.
3. Choose days that are not related to the activity of the company.
4. Dates that do not choose the company's potential customers should be carefully avoided.
5. Disseminate information that has little or nothing to do with the commemoration of whose meaning is not easily understood.
6. Failure to comply with the laws that govern advertising in general concerning image rights, intellectual property rights (registered trademarks).

It is necessary to make a previous study of the most relevant days for the company's environment and adapt to them. Dayketing can be performed both offline and online. It is important to remember that, for this type of campaign to be successful, the actions that the company undertakes must connect with the public by appealing and their habits and beliefs about the particular dates that are going to be exploited. In addition to selecting the special date that best suits the values of the company's brand, it is equally important that to define the following points:

- Whether the advertisement will be addressed to a fraction of the public or to all potential clients

- The total number of sales or conversions willing to be obtained
- What promotion, discount, or campaign will be carried out
- How the results will be measured

The advantage of the world being connected today is that dayketing can be local (April Fair), national (Constitution Day, National Liberation Day), and even international (Saint Patrick, Christmas). Google is an example of a good company that takes advantage of the dates and events of worldwide repercussion to launch its well-known doodles, a transformation of the logo of its home page that sometimes includes videos, interactive games, and other elements.

## Methodology

In order to explain the practical study made afterward and based on the theoretical aspects explained in the previous paragraph, a methodology based on three methods has been implemented. The methods used in the study are SWOT analysis, PESTEL analyses, and balanced scorecards.

- *SWOT analysis* - in this article SWOT analysis is used to identify and characterize good marketing practices in the showed industries and companies for the Christmas period. It also helps to create and analyse the marketing mix of the selected companies in the sector, to outline both the positive marketing actions and the necessary marketing plans that the company needs to take to be more profitable and successful in the industry.

- *PESTEL analysis*—in this article PEST analysis is used to assess the external environment in which the studied companies function and develop their activities. It shows the political, economic, social, technological, and environmental aspects and helps to draw conclusions based on the information gathered. Applying the PESTEL analysis, the author studies the impact on consumer habits related to the Christmas marketing practices, which determines the need to apply and change the marketing activity of the studied companies.

- *Balanced scorecards* - The main tool on which the use of the Business Excellence methodology is built are the balanced scorecards. In this article, the method is used to search and assess the good marketing practices in the studied companies and to create appropriate methodological guidelines for improving marketing and evaluate the Christmas advertising campaigns. The established scheme considers the missions, strategies, external and internal environment of the companies, as well

as the marketing mix of the considered companies, created based on good marketing practices. Means are also created for evaluation of the considered marketing practices, as well as of their results.

## Practical Application of The Dayketing Concept

After better knowing the theory about marketing strategies and particularly about the dayketing activities, the author considers it important to study in detail the most successful dayketing strategies throughout the years over the world.

### 1. The example of **Coca-Cola** – one of the first companies to present Christmas advertisements on the market

Coca-Cola is one of the biggest companies in the world and is known to have very good and successful marketing campaigns. The fact that not many people know is, that Coca-Cola did a lot to shape the way we look at Christmas today. It is within the company where was created the picture most people imagine about Santa Claus today. The first advertising campaign of Coca-Cola which presented the image of Santa Claus was also one of the first ones worldwide. It was created in 1931 where an artist was asked by Archie Lee, an advertising executive in Coca-Cola, to draw a new way to look at Santa. He wanted to show an impressive Santa looking both realistic and symbolic. That is how Lee decided to use the poem of Clement Clark Moore from 1822 "A Visit from St. Nicholas". So, it was Haddon Sundblom who came up with the idea about Santa Claus we know today.



Fig 1: The first advertisement of Coca-Cola for Christmas, 1931

Source: [The Coca-Cola company](#)

Sundblom created his final version of Santa Claus in 1964, having changed it throughout the years. In this way, for several decades, Coca-Cola advertising was showing images of Santa based on Sundblom's original creations. These paintings are some of the most treasured pieces in the company's archives department's art

collection and have been exhibited around the world.

The Coca-Cola Christmas advertisements are considered to be one of the best ones in the world, reflecting the Christmas spirit and waited for many people. Coca-Cola had the best daykiting strategies even before this notion was created. It is due to this big success and innovative ideas that the company had spread its activity and Christmas advertisement throughout the world, even in the countries where Christmas is not celebrated.



Fig 2: The version of Santa Claus in the Coca-Cola Christmas advertisement, 1964  
Source: [The Coca-Cola Company](#)



Fig 3: Evolution of the Coca-Cola Christmas advertisement throughout the years  
Source: [The Coca-Cola company](#)

In 1995, Coca-Cola asked the advertising agency W.B. Donerto to create a new and different Christmas advertising, and soon they came up with the idea about the Coca-Cola Christmas trucks. They were known as the “Christmas Caravans”, decorated with the

image of Santa Claus and featured in more than 30,000 advertisements. The trucks were made more charming with special effects thanks to the company “Industrial Light and Magic”, which created the Star Wars and Indiana Jones movies. The trucks helped to introduce Coca-Cola’s new Christmas packaging and the images of Santa Claus became famous in the UK, US, Australia, Hong Kong, South Africa, Singapore, and the Philippines. The third year of showing this campaign-1998 was very successful and the advertising was broadcast in more than 100 countries to millions of viewers. It is one of the most used ads in the entire history of marketing.



Fig 4: The Coca-Cola Christmas trucks, 1995  
Source: [The Coca-Cola company](#)

## 2. [Johnnie Walker](#)

Johnnie Walker is a brand of Scotch whisky that originated from East Ayrshire, Scotland. The brand was first created by John Walker. It is the most common brand of blended Scotch whiskey in the world, sold in almost every country, with annual sales equivalent to over 224 million bottles in 2016. The company was created in 1825 and has a rich marketing history starting from 1908. Its most famous logo is: “Keep walking”.



Image 5: Christmas advertisement of Johnnie Walker, 1950

Source: [The Johnnie Walker company](#)

The company created its first marketing strategy in 1908 with advertisements showing Browne's Striding Man, with the slogan, "Johnnie Walker: Born 1820, still going strong". Later, photographs replaced the drawings in the 1930s, and the Shooting Man was miniaturized to a color logo in 1939. Its first appearance was on Johnnie Walker's labels in 1960. In 1990, the direction of walking of the Striding Man was reversed as part of the Keep Going marketing campaign. This iconic campaign was most recently redrawn in 2015. One of the most famous Christmas campaigns of the company is from 1950 made to show the two different products that the company was offering and the quality of the brand.

### 3. M&M's

M & M's are multi-coloured chocolate candies, each with the letter "m" printed in small letters in white on one side, having a candy wrapper surrounding a feeling that changes depending on the variety of M&M. The original candies have a semi-sweet chocolate filling, and have gained popularity all over the world. The candy originates from the United States, and M&M's are sold in over 100 countries nowadays. Throughout the years the company has had very successful marketing campaigns, starting mostly after 1982. M&M's most popular Christmas campaign was in 1996. It was so successful due to the idea in the story it tells the wise candies who can speak, offer a bowl (special holiday edition) of M & M's to Santa Claus, and are surprised to discover that "he exists". Thanks to the effective use of humor in the advertising, it has stood the test of time and even inspired a sequel 21 years later.



Fig 6: Christmas advertisement of M&M's, 1996

Source: [The M&M's company](#)

### 4. Baileys

Baileys is an Irish cream liqueur flavored with cream, cocoa, and Irish whiskey. It is made by Diageo at Nangor Road, in Dublin, Ireland, and Mallusk, Northern Ireland. The trademark is currently owned by Diageo. The original Irish

cream was invented in 1971. Most people associate the Irish cream with holidays and Christmas moments.

One of the most popular Christmas advertisements and marketing campaigns of the company is the one from 2017. It tells the story of a woman who needs to find clean glasses were to serve Baileys at a holiday gathering. She improvises by cutting the ears off a chocolate reindeer and filling them with Baileys, putting a topping of cream above it. The cups, made by premium chocolatiers Lir, first made their debut at the Baileys advertisement in 2017. However, they proved so popular that they're now available across through supermarket chain Asda in Great Britain.



Fig 7: Christmas advertisement of Baileys, 2017

Source: [The Baileys company](#)

### 5. Lancôme

Lancôme is a French company for luxury perfumes and cosmetics, which distributes products internationally. Lancôme is part of the L'Oréal Luxury Products division and offers luxury skincare products, fragrances, and make-up. The company was founded in 1935 by Guillaume d'Ornano and Armand Petitjean in France as a fragrant house. The name "Lancôme" is inspired by the Lancosme forest in the Indra Valley in France. The roses in the area inspired the company's symbol for the single golden rose. Despite the claim of founder Armand Petieyan that Lancôme never advertises, today Lancôme is one of the best advertisers in the luxury beauty business. The company has had different successful marketing strategies and always shows the quality of its products at a first plan. Their most successful campaign is with the slogan: "La vie est belle" (life is beautiful, translated from French) and has become a part of the company's name. Last year the company chose a Christmas campaign showing a famous person- Julia Roberts. To better reflect the ideas of the pandemic situation, the slogan: "Every moment together is

a gift” has been chosen very successfully.



Fig 8: Christmas advertisement of Lancôme, 2020

Source: [Lancôme company](#)

### 6. Cielito Querido

Cielito Querido is a Mexican company that produces and sells its brands of coffee and products related to teas, juices, and other beverages. The company was founded in 2010 and is one of the most recognized brands in Mexico in the sector. Its history began as an idea to break with the coffee shop stereotypes and quickly became a brand and a concept with which Mexican society immediately identified. Inspired by Latin history and warmth, the company reinvents the "coffee drinking" experience. The company has many marketing and innovation activities thanks to which it has won the interest of consumers and their loyalty. Since its creation, the brand has stood out with its colors, symbolism, and illustrated graphics from the end of the 19th and the beginning of the 20th centuries. The idea about the name of the company came from Mexican popular music, inspired by the song "Cielito Lindo". A unique service, well-designed campaign to make the consumer feel at home, feel the smells of coffee and other products are some of the strategies of the company to attract more clients. The company's logos are easily remembered, associating the taste of good coffee with the company. Cielito always has very innovative dayketing campaigns and this is the case of its Christmas advertising of this year 2020 where Mexican traditions are reflected showing the typical Rosca de Reyes and the Mexican drink Ponche, thus inviting consumers to feel the warmth of the home wherever they are.

### 7. Mc. Donald's

Mc. Donald's is an American fast-food company, founded in 1940 by Richard and Maurice McDonald, in San Bernardino, California, United States. They started their business as a hamburger stand, and after their success, they decided to turn the company into a franchise.

The first marketing success of McDonald's was the creation of the Golden Arches logo, being introduced in 1953 in Arizona. The company is now famous all over the world and has very good marketing campaigns taking into account the cultures and traditions of the different countries.

As mentioned before, the Christmas holidays nowadays are traveling beyond the borders of the Christian world. An example of this is the McDonald's Christmas campaign from 2008 where they used its famous French fries to recreate a Hanukkah menorah in Israel. To show creativity and respect to the Christmas spirit and holidays of the different nations, McDonald's designed in-store posters using actual McDonald's products to create images that are related to the festive season in different countries and religions.



Fig 10: Christmas advertisement of McDonald's, 2008

Source: [Mc Donald's company](#)

## Conclusion

The studied companies are a small example of all the marketing strategies in the Christmas period. They show one of the biggest and most successful dayketing ideas made in the last decades in different countries all over the world in Christmas time. Exploring and analysing them, the author would like to show how the period of Christmas in the Christian countries has inspired companies all over the world to change their activity and to create new and innovative ways to offer their products. The

used methodology- the SWOT and PESTEL analyses and the balanced scorecards combined with the theoretical background show the importance of marketing and the good marketing practices for the development and the success of a company. Christmas has been the inspiration for creating a whole new way to see and develop the marketing of the companies. The newly created notion of dayketing is a good example of how economic and marketing science evolves in order to offer bigger innovations every year in the quest for the client's attention. Big companies as Coca-Cola, McDonald's, and Lancôme are clear examples of very well-structured marketing plans and their successful execution. However, there are also smaller and newly created companies like they showed one – Cielito querido which have created very good strategies, and based on them, they have had the opportunity to become known and to obtain bigger benefits. All these conclusions show that marketing mix and the special notion of dayketing can bring success to companies if properly used.

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