

WEBINARS

## Webinar Oct. 8: What are shoppers planning to buy this holiday season?

October 6, 2015



*Not pulling punches*

By STAFF REPORTS

Please [click here](#) to register for the free, hour-long webinar on Oct. 8 at 2 p.m. EDT, "What are shoppers planning to buy this holiday season?"

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With only around 100 shopping days in this year's holiday shopping season, brands and retailers must be wondering what luxury shoppers plan to buy and how their competition is planning to reach them. Get the answers to these questions during this free, hour-long webinar on Oct. 8 at 2 p.m. EDT.

The **webinar** will feature insights from industry thought leaders Bob Shullman, founder/CEO of The Shullman Research Center, and Jon Swallen, chief research officer of Kantar Media. Together they will:

Discuss who is planning to buy luxury and mainstream goods and services this holiday season and what is on their shopping lists

Share how much affluent and mainstream shoppers told us they plan to spend on gifts this holiday season and where they plan to shop

Tell how much well-known luxury brands spent on advertising during November-December 2014 along with their media mix and timing, plus the speakers' thinking on what to expect this year

Disclose how involved well-known luxury brands were with social media during November-December 2014



*Saddle up*

Luxury Daily editor in chief Mickey Alam Khan will moderate.

The **webinar**, one in a series produced by *Luxury Daily*, is scheduled for Thursday, Oct. 8 from 2 p.m. to 3 p.m. EDT and will include opportunities for Q&A.

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