

What can retailers learn from Black Friday?

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Over the decades it has been normal practice for retailers to incorporate discounts and sales in their annual calendars.

In turn, as sales have become a more expected part of a retailer's calendar, there is now the added pressure that not having a sale would actually risk losing market share to competitors. With the UK adopting new retail events from the US and APAC and the retail calendar becoming crammed with discounting periods, it is no surprise that consumers have begun to adapt their shopping behaviours in anticipation of bagging great bargains and sales. In fact, this November sales declined by 1.9 per cent year-on-year, as consumers anticipated Black Friday's arrival on the 29th November.*

So how do retailers prepare for the eagerly awaited sale periods and how do they position

their media budget accordingly in order to stand out compared to competitors? MediaCom UK's Head of Commerce and Head of Performance, Jenny Carrick and Mark Wallace, discuss further with InternetRetailing.net

Read more [here](#).

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*(Source: The latest High Street Sales Tracker from BDO)

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