



CHALLENGES

- Fewer children believing in Santa each year
- Increasing numbers of kids on the Naughty List



SOLUTION

- Messaging workshop
- Content marketing strategy designed to encourage older children to believe in Santa
- Implementation of a nurture campaign to convert naughty children to nice ones



RESULTS

- **30%** increase in letters from older children
- **50%** increase in conversion from the Naughty to the Nice List
- Clear roadmap for future marketing activities

Santa saved with Christmas content

Just another winter's tale?

Despite having at least 1,862,956,402¹ potential customers, Santa and the elves had growing concerns about the way the marketplace was evolving. Records at the North Pole indicated that the magic of Christmas was under threat: fewer and fewer children over the age of 10 believed in Santa, and the number of children on the Naughty List was increasing year on year.

"Kids are becoming increasingly tech-savvy, inquisitive and cynical," says Santa. "Re-connecting with the over-10s and with naughty children was essential. After more than two millennia in the game, we needed help."

Deck the halls

Santa chose HN Marketing to help address the challenge of his dwindling brand affinity. The first step was to consider Santa's messaging for the over-10s and naughty children; the second to convey the key messages to them.

"We'd not really sat down and thought about our marketing before," says Chief Elf. "HN really helped us get our messaging straight and decide how best to communicate with our target audience."

Step into Christmas

To reach kids over 10 (both naughty and nice), HN suggested a multi-channel, multi-format content marketing strategy targeted at their preferred places for consuming content, and designed to pique their interest.

¹ Source: CIA World Factbook, 2016



Santa has been the market leader in cheer, goodwill and presents for more than 2,000 years. With an operation spanning all seven continents, Santa employs 35,000 elves in his workshop, where they produce presents that represent the cutting edge of Christmas joy.

From humble beginnings serving just the Christian youth market, Santa has expanded to encompass all ages and faiths. This has been enabled in no small part by his unique payment model, which allows customers to pay in carrots, sherry and mince pies.



“Older kids want different things from Christmas,” says Jon Oxtoby, content specialist for HN Marketing, “so we made sure to align the message with those needs.”

The content included case studies of older kids getting presents such as Xbox Ones, smartphones and concert tickets from Santa, and video content showing what life is like at the North Pole. HN also used Twitter, Snapchat and [Reddit AMAs](#) to reinvent Santa’s grottoes, allowing Santa to make meaningful connections with older children.

“HN expertly communicated our proposition,” says Santa. “They reminded kids that Christmas is something magical — and that Santa still knows exactly what 13-year olds want for Christmas.”

Making a list and checking it twice

To convert kids on the Naughty List to the Nice List, HN suggested a targeted nurture campaign. A particular highlight was ‘grotto-in-a-box’; materials that the Elves could adapt to different regions to encourage prospects to attend a demo of Santa’s services.

“Grotto-in-a-box was fantastic,” says Chief Elf. “Some of our reseller partners were a little nervous about all the naughty kids attending, but getting those meetings with the kids actually led to some really productive conversations and conversions.”

The winter of our best content

As a direct result of these activities, inbound enquiries from the 10–16 demographic increased by 30%, while the conversion rate from naughty to nice increased by a staggering 50%.

“I’m thrilled to have got the Naughty List under control,” says Santa. “It felt great to visit kids we hadn’t seen for years.”

Looking ahead to next Christmas, Santa and the Elves plan to continue their partnership with HN. One unexpected result from the campaign was an increase in engagement with the 21–30 demographic. Chief Elf says, “We’re already looking at expanding the workshop to include production lines for self-driving cars, virtual reality headsets and smart fridges. That’s going to be the target for next year — after all, they used to believe in the magic of Santa. Why shouldn’t they believe again?”

*Thank you for reading our Christmas case study.
Merry Christmas from everyone here at HN Marketing.*

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“
After over 1,500 years
in the game, we realised
we needed help.”

Santa,
Head Of Holiday Operations
(HO HO)

