

Win India's Festive Season with Omnichannel Ads

Understanding the moments, mindsets and media that move India



Executive Summary

Festive 2026 is a season, not a single sale moment.

Consumers discover, compare and buy across screens long before the peak sale. With India's digital ad spend expected to reach **\$5B in 2026**, brands have an opportunity to **build preference early, influence consideration and capture demand at the right moment.**

This playbook maps the festive season **moment by moment** showing the **formats, platforms and advertising roles** that can help brands move from discovery to purchase and beyond.

Xapads brings it together.

Right audience. Right format. Right moment.



The Big Shift

Festive India is spending earlier, shopping longer and moving fluidly between screens.

India is entering the 2026 festive season with stronger spending intent, earlier shopping journeys and a deeper role for digital in discovery and purchase.

95%

expect to spend more this festive season.

67%

plan to increase their festive spending by 25% or more.

61%

begin festive shopping at least a week before the festival.

63%

plan to include online shopping in their festive journey.

₹

₹1.15 LAKH CR⁺



20-25% YoY

Projected e-commerce GMV in the 30-35 days before Diwali

What this means for advertisers

The festive opportunity is expanding beyond the traditional Diwali peak. The brands that prepare early can influence the journey before competition reaches its loudest.

Source : Hansa Research, Redseer



Winning Every Festive Moment

Moment 1: Get into the consideration set

Early October



Consumer mindset

“What should I buy this festive season?” At this point, don't hammer them with offers.

The job is discovery + memory + interest.

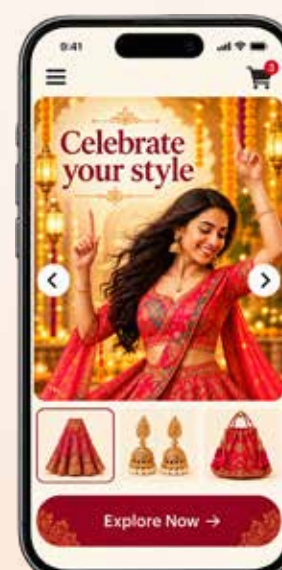
Best formats



CTV + Online Video

Build reach & memory

- Broad brand storytelling
- Product introduction
- Festive launches



Rich Media

Create active engagement

- Early Engagement
- Multiple SKUs
- Interactive experiences



Contextual Display

Build relevance

- Category-aligned environments
- Relevant product moments
- Early consideration

Winning Every Festive Moment

Moment 2 : Turn interest into intent

October / Navratri → Dussehra

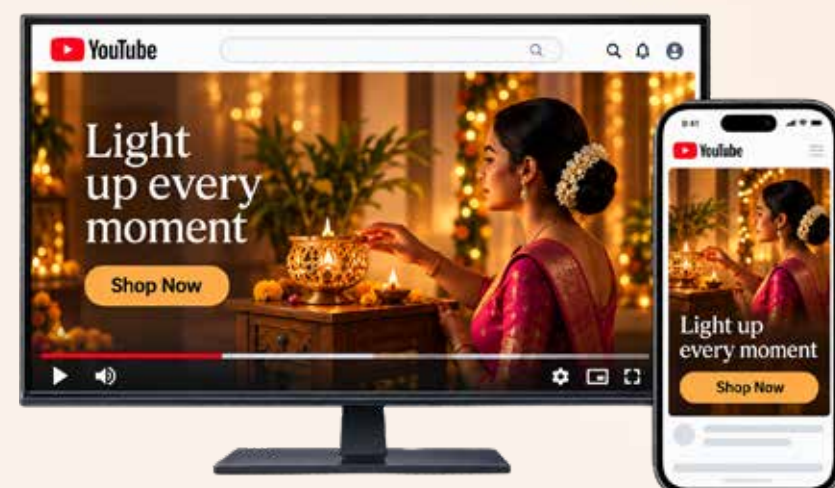


Consumer mindset

"I'm narrowing down my choices." Now the advertiser needs to provide:

Proof → relevance → differentiation → confidence

Best formats



Interactive / In-stream Video

YouTube + Video

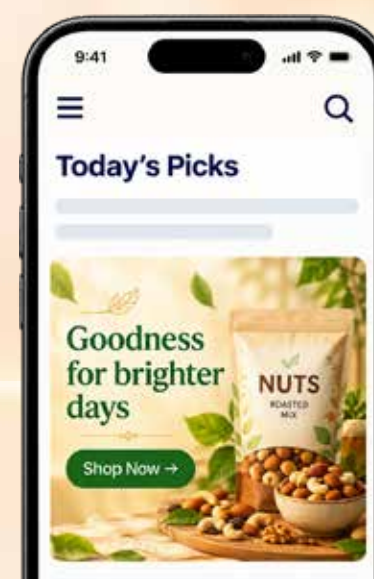
- Product demonstration
- Build Familiarity
- Search-adjacent discovery



Interactive Rich Media

Mobile + Web

- Interactive product experience
- Explore products features
- Presence during active browsing



Contextual Display

Contextual + In-App

- Reach target audiences
- Match category intent
- Stay timely and relevant



Winning Every Festive Moment

Moment 3 : Make the decision easy

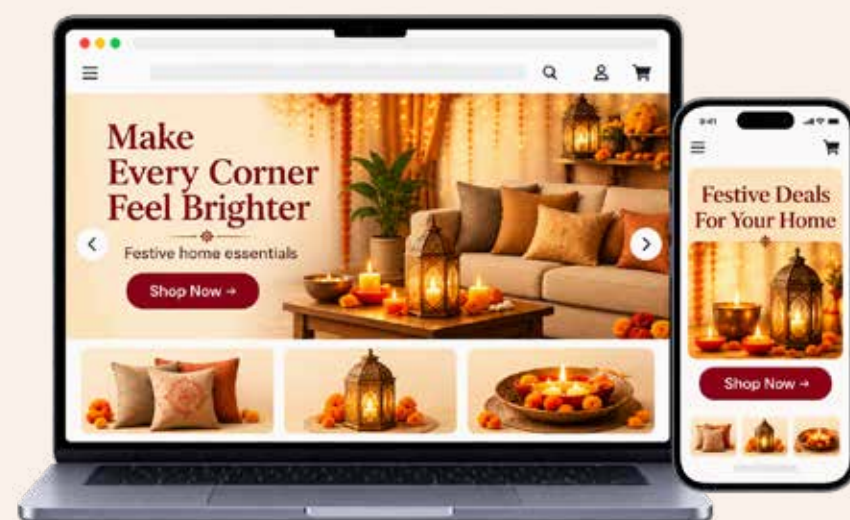
Late October → Diwali



“I'm ready to buy.”

Now advertising needs to become much more action-oriented.

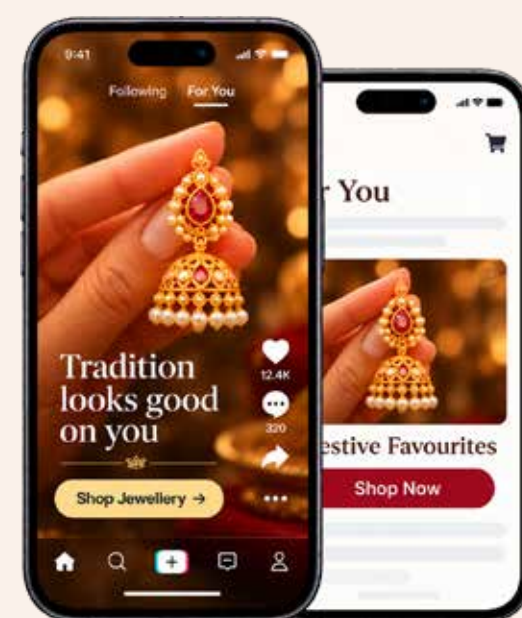
Best formats



Dynamic Display

Display + Mobile

- Notify offers & price drops
- Create urgency
- Drive repeat action



Shoppable / Short-form Video

Video + In-App

- Quick demonstrations
- Drive action



Sequential Retargeting

Display + In-App

- Reconnect with potential buyers
- Abandoned cart reminders

Winning Every Festive Moment

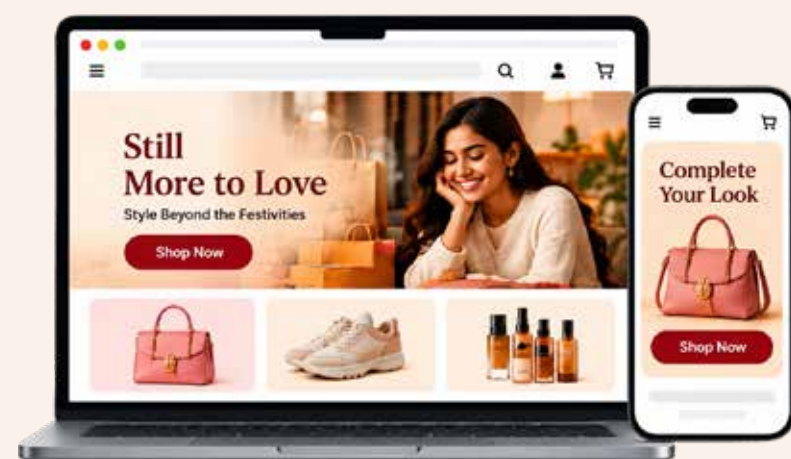
The sale is not the end of the opportunity.

Diwali → Post-Diwali



“I bought. I gifted. I still have needs.”

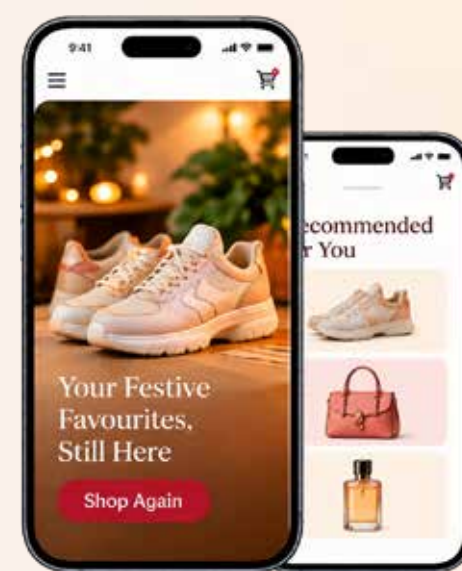
Best formats



Dynamic Display

Web + Mobile

- Complementary products
- New-use occasions
- Relevant recommendations



Sequential Retargeting

In-App + Display

- Recent buyers
- Repeat purchases
- New offers



Brand Continuity

CTV + Video

- Longer purchase cycles
- New category needs
- Maintaining recall



One Partner. Every Screen.

Every stage of the festive season.

From building early visibility to capturing festive demand, Xapads brings the audience, formats and tech together to help brands make every media impression count.



Build Reach

Unwire — CTV

High-impact storytelling
on the big screen



Build Interest

Pulse — YouTube

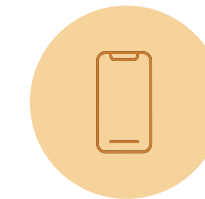
High-impact storytelling
on the big screen



Build Engagement

Xaprio — Omnichannel Branding

Rich media, video, display,
OEM and CTV experiences



Drive Action

Xerxes — Mobile Performance

In-app and mobile campaigns
built around measurable
outcomes

One connected approach



Audience
Intelligence



Right
Format



Right
Screen



Real-time
Optimisation



Measurable
Outcomes

Thank You

www.xapads.com | support@xapads.com

