



Sleigh the competition this season on YouTube with Cooking & Cultural Holiday targeting

Beyond the shopping cart – cooking, cultural learning, and entertainment on YouTube

As winter holidays approach, YouTube is a hub for viewers seeking entertainment, connection and cooking inspiration. Harnessing the power of YouTube’s holiday traffic this season to drive campaign outcomes and connect with engaged viewers at a time when they are most active online.

10B

Views earned on Holiday content across YouTube last December, a **147%** increase over the rest of the year.

Thanksgiving

Thanksgiving content on YouTube represents:

9.4B Views

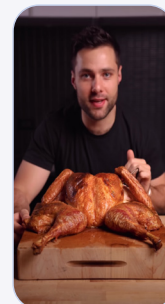
1.6M Videos

518K Channels

The cooks of the family go to YouTube to level up their traditional Thanksgiving recipes.



The Perfect Thanksgiving Turkey – 2.3M views leading up to Thanksgiving 2023



I Made Every Thanksgiving Side Better – 1.5M views leading up to Thanksgiving 2023

Want to learn more about how Pixability can deliver exclusive insights to help you execute an attention grabbing, impactful campaign?

Let's chat!

Diwali

Diwali recipe videos earned **748M** views leading up to the 2023 holiday.

45%

of these views were earned on Shorts, a perfect option for showcasing quick tips and ideas.



Diwali 🪔 Special
 Cake Design #viral
 #diwalispecialcake
 #ytshorts #trending
 14.7M views leading up to Diwali 2023



Diwali Special easy sweet – 8.4M views leading up to Diwali 2023

YouTube Shorts are the fastest growing short-form mobile-optimized video format that appeals to all demographics across the globe. Check out our shorts [1 pager](#) and [eBook](#) for the full scoop.

Hanukkah

There were 6.9M views on Hanukkah related cooking content leading up to 2023's 8 day celebration, with recipe videos for kugel and latkes topping the list.

Hanukkah related content sees huge viewership on kid's channels.

Top channels for Hanukkah related content leading up to Hanukkah 2023:



Caillou - WildBrain

19.5M

Hanukkah related views



WildBrain Kids

6.3M

Hanukkah related views



Disney Junior

5.6M

Hanukkah related views

83.2M

views on Kwanzaa content in 2023

Kwanzaa

Views on all Kwanzaa content **increased by 84%** in 2023.

People go to YouTube to learn the history and meaning of Kwanzaa.

Trending Kwanzaa Searches 2023:

History of kwanzaa

How to celebrate kwanzaa

All about kwanzaa

People like to see the way others celebrate, especially with series like "vlogmas". Vlogmas videos earned 789M views last December.

Christmas

Gift reaction videos are a popular way to get in the Christmas spirit. Around Christmas time in 2023, these videos earned 244M views.



Emotional First Reactions to Petsies Custom Stuffed Animals | MyPetsies©



Best Christmas surprise reaction ever! 5yr old Kid gets first dirtbike for Christmas present!

Music

7.5B

views on all Christmas music in the 2 months leading up to Christmas



Song of the Season: All I Want for Christmas is You – 92.6M views in December 2023

Leverage Pixability's customizable Holiday YouTube Packages to connect with viewers this season

We help brands and agencies like yours harness the power of YouTube to connect with your ideal audience on holiday related content. Our proprietary technology and expert guidance deliver:

- **Targeted Reach:** Connect with fans by running within the holiday content they love and across the wider range of brand-safe videos they view and engage with across YouTube.
- **Custom Packages:** Choose from pre-built YouTube channel lineup packages or work with us to create a tailored package and strategy that aligns with your specific goals.
- **Brand Safety & Suitability Guaranteed:** Ensure your ads appear only in contextually relevant and brand-appropriate YouTube content.

Sample Targeting: Cultural Holidays