

Christmas Ad Testing

We asked our panel of 16-24s to share their thoughts on some of this year's festive TV adverts!



Most Festive Ad



Most Liked Ad

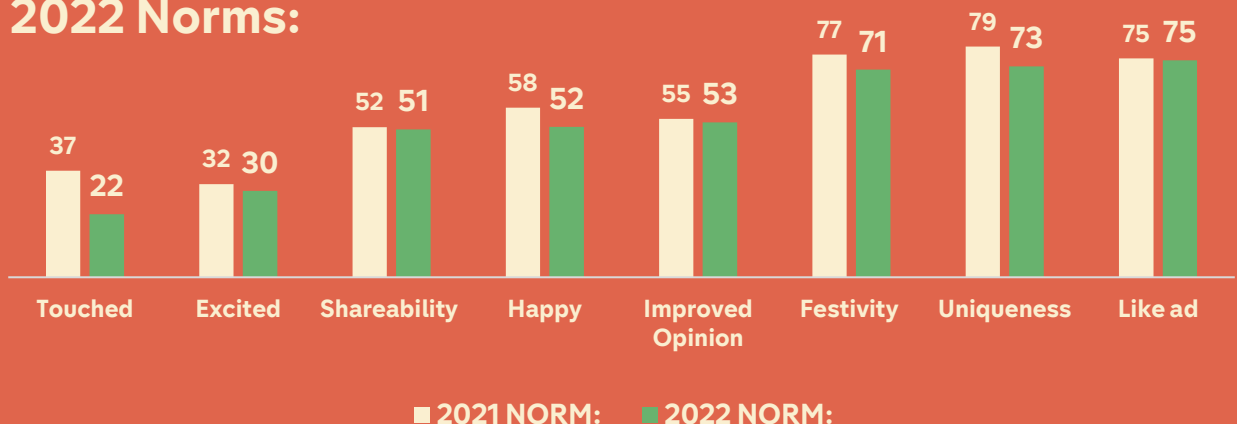


Most Unique Ad

In a study we did earlier this year, we found that **38%** of people agreed that Christmas adverts get them excited for Christmas. In the build up to this year's festivities we asked our community of 16-24s for their feedback on some of this year's biggest campaigns. We tested 8 different ads: John Lewis, Asda, Aldi, Disney, Boots, TK Maxx, M&S Food, and Sainsbury's.

Each brand had a unique offering, but across *all* the areas we tested this year Asda came out on top! Nostalgia drove the love of this campaign featuring the iconic Buddy the Elf, and it smashed the festivity norm with **93%** of 16-24s saying the creative made them feel festive. When asked to rate each ad overall between 1 and 10, Aldi received the highest rating for it's Kevin the Carrot rendition of Home Alone. Clearly, taking inspiration from the nations favourite Christmas films resonates well with viewers! In typical John Lewis style, their ad pulled at the heart strings of viewers and 4Youth felt it was the most unique creative.

2022 Norms:



Christmas Ad Testing: John Lewis

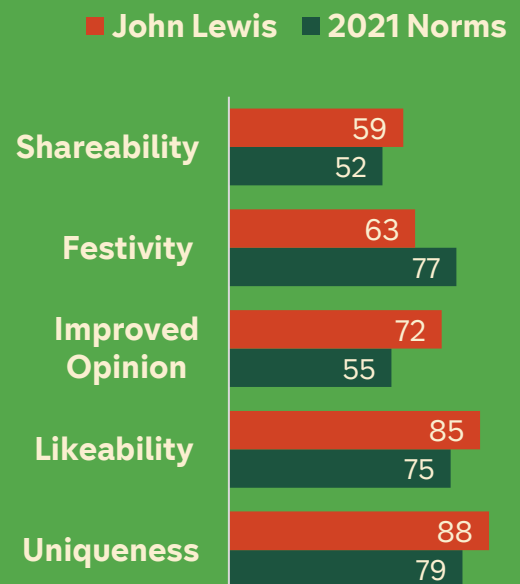


We asked our 4Youth community of 16-24s for their feedback on John Lewis's 'The Beginner' Christmas advert.



"I think its heart warming and festive and makes people smile and feel happy. It shows that Christmas is a time for family."

This year's much-anticipated John Lewis Christmas advert was a stripped-back affair following the story of a man learning how to skateboard, which, touchingly, was later revealed to be for his foster child joining him for Christmas dinner. This was certainly a change in tack for John Lewis, and one that went down very well with the 4Youth community. The shift in message and tone stood out hugely, with 88% of viewers saying the ad was unique and 85% rating it 7 or above out of 10. These results smashed last year's norms, showing John Lewis have had their finger on the pulse of the nation over the past twelve months. However, people felt the ad may have lost a little in Christmas feel compared to previous efforts, with only 63% saying it felt festive. Regardless, John Lewis achieved widespread improved opinion with the ad, with many praising its charitable intentions and overall message.



"I like that they've ditched the usual model of the typical Christmas ad and gone for something that feels real and relevant. I like the simplicity of the plot and narrative."

Christmas Ad Testing: Asda



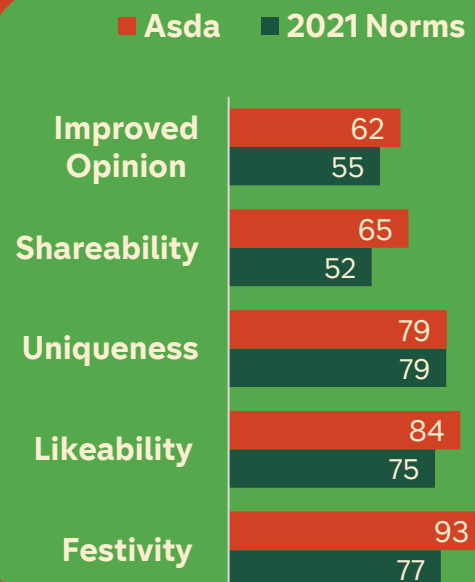
We asked our 4Youth community of 16-24s for their feedback on Asda's 'Have your Elf a Merry Christmas' advert.



ASDA

"I love the Christmas cheer, the twist of comedy, the soundtrack, and the order of events building a storyline keeps the viewer engaged."

The 4Youth Community feedback on the Asda Christmas ad was extremely positive, with 43% rating it a 10/10 and 85% scoring the ad between 7-10 stars. The use of Buddy from Elf was hugely popular across the board. Many felt it tapped into a childhood nostalgia and described the ad as unique and cleverly done. The association between Buddy and Asda was well received, with 62% of the community agreeing that the ad made them feel more positive towards the brand. There were many that commented on Asda being inclusive and relatable to everyone. Words like "family", "community" and "equality" were used when describing Asda and there were comments about the diversity of people and the different regional accents represented within the ad. Remarks were also made about how the ad maintained a lighthearted feel to it without the need to create a deeper, more somber meaning. 93% of the community agreed that the ad was festive, with several comments made about the ad being happy, friendly and fun.



"I think its really fun and love how they have linked it to one of everyone's favourite Christmas films. I think they've put a lot of thought in and its really clever. My favourite of the year"

Christmas Ad Testing: Aldi

4 YOUTH

We asked our 4Youth community of 16-24s for their feedback on Aldi's 'Kevin The Carrot Is Home Alone' Christmas advert.



ALDI

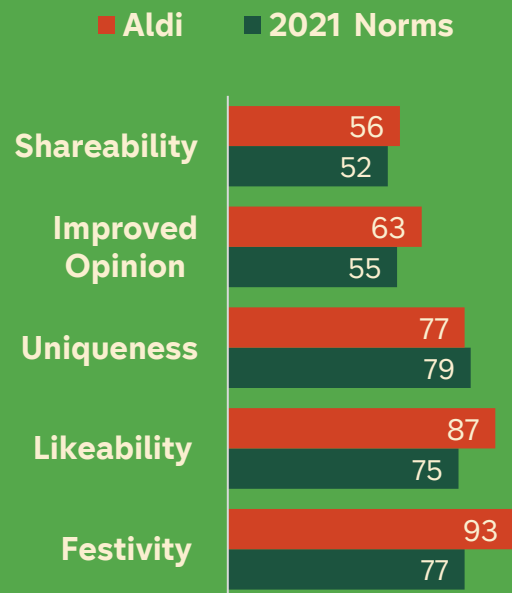
"I think the characters are memorable and cute, and it draws you in. You instantly know its for Aldi. It feels very festive."

The Aldi Christmas ad was highly rated amongst the 4Youth Community, with 42% rating it 10/10 and 87% scoring it between 7-10.

The link to the classic (and popular) Christmas film 'Home Alone' was felt to increase the festivity of the ad, along with generating feelings of nostalgia amongst respondents who grew up watching the film. The choice of using 'Home Alone' also cleverly tied in with Aldi's branding of 'Kevin' the carrot.

The incorporation of characters that are already established with Aldi, led to greater recognition of the brand and increased overall positivity. Respondents particularly liked the evolution of Kevin the carrot's storyline over the years.

The ad was praised for its emphasis on key values such as charity, sharing and family; further positioning Aldi as an inclusive and family orientated brand.



"I liked how it took a classic Christmas film, Home Alone, and reimagined it with Aldi's now signature Christmas mascot, the carrot. It felt like an original spin on something we all know and love, and a clever way to market their food."

Christmas Ad Testing: Disney



We asked our 4Youth community of 16-24s for their feedback on Disney's 'The Gift' Christmas advert.

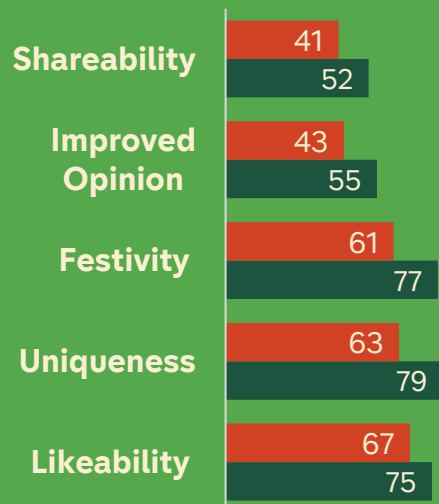


Disney

"It was really sweet and touching. It had a diverse family representation which I think is so important to show in adverts, especially to do with children. It was very Christmassy"

The 4Youth Community feedback on the Disney Christmas ad was extremely positive, with 33% rating it a 10/10 and 67% scoring the ad between 7-10 stars. The ad was described as "heartwarming", "magical" and "wholesome". Many resonated with the family dynamic and welcomed the depiction of a "blended family" rather than using a more *traditional* nuclear family. They also noted that the ad was inclusive of race. The heartwarming story that celebrated the magic and joy of family at Christmas was well received, with 43% of the community agreeing that the ad made them feel more positive towards the brand. Respondents described Disney as being a family brand that is "happy" and "charming". Words like "creative", "kindness" and "magical" were used when describing the creative. They felt the ad was typical of Disney and the style of their iconic animations, making many nostalgic about their own childhoods. 61% of the community agreed that the ad was festive, with 41% saying they were likely to share the advert with a friend or family member.

■ Disney ■ 2021 Norms



"I liked the racial representation, the positive father-daughter relationship, and the fact it is quite sentimental in terms of sibling affection and a special meaning of Christmas being the birth of a family member. Also like how the iconic symbol of Mickey Mouse was used as a comforting figure for the child."

Christmas Ad Testing: TK Maxx

4 YOUTH

We asked our 4Youth community of 16-24s for their feedback on TK Maxx's "Christmas Nailed" Cs advert.



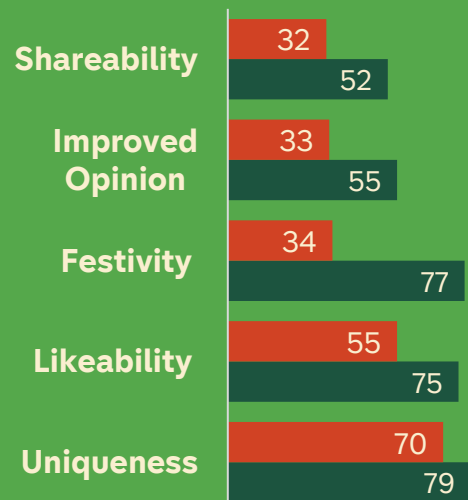
TK Maxx

"It was really original. I liked the use of colour. It felt a lot more upbeat and didn't rely on sentimentality as other Christmas adverts do."

The 4Youth community loved the colourful and upbeat vibe of TK Maxx's "quirky" Christmas advert, which was described as being "unmistakably" TK Maxx.

Set to the Cerrone disco classic 'Supernature' the advert follows Sam celebrating her present-buying success, with the whole town coming out to high-five her. After her father thanks her for the "marvellous gifts" and tells her not to spend so much, she simply responds: "Just went to TK Maxx". This was well received by our panel of 16-24s, who felt that the advert highlighted that you don't need to spend a lot of money to find good gifts for your loved ones. In the midst of the current Cost of Living crisis, with many facing financial pressures this Christmas, they felt this was an uplifting message. The community said that the ad reflected 3 key areas of the TK Maxx brand personality: fun, value, and quality.

■ TK Maxx ■ 2021 Norms



"Overall I really like the message of spending less to get more quirky and unique quality gifts, I think the message that you don't need to spend loads on a Christmas present for it to be good is a very fitting message given the financial situation this country is in and the cost of living crisis."

Christmas Ad Testing: Boots



We asked our 4Youth community of 16-24s for their feedback on Boots' #JoyForAll Christmas advert.

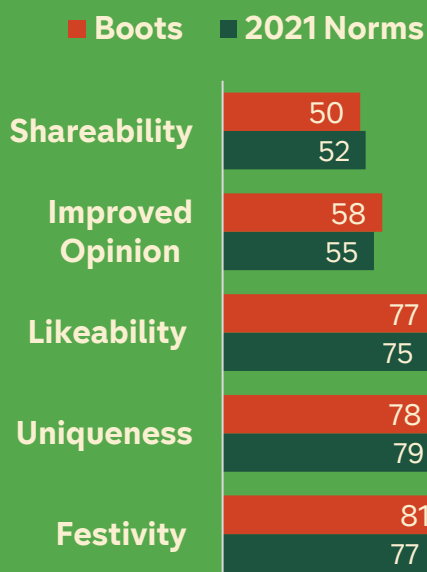


Boots

"It was upbeat and felt distinctive from other Christmas adverts! I think it showcased the best of boots products in a really nice way without feeling like it was forced."

This years Boots Christmas campaign, stars It's a Sin's Lydia West and a pair of glasses. However these are not just any glasses, the belong to Santa! Whilst wearing them she can see her loved ones Christmas wishes come to life, from a colleague simply wanting a relaxing bath to a family member who dreams of being a drag queen. With this knowledge, she buys them gifts that'll make their dreams come true from Boots. The heartwarming ad was well liked amongst the 4Youth community, with 77% scoring it between 7 and 10 and 29% rating in the full 10/10. They described the ad as being "fun", "festive" and "creative".

The upbeat soundtrack, and uplifting message story was well received by our panel of 16-24s, with 67% saying that the ad made them feel happy, and 81% feeling festive. In fact, 58% said that they felt more positively towards Boots as a result of watching the creative.



"It's fun and really festive. I love the actress playing the main character, who starred in It's A Sin. The scene when she's at home and then her friend/ sibling dresses in drag under the festive lens is great, and hopefully it's a nod to the TV show. The concept is simple and playful."

Christmas Ad Testing: Sainsbury's



We asked our 4Youth community of 16-24s for their feedback on Sainsbury's 'Once Upon a Pud' Christmas advert.



Sainsbury's

"The music, the atmosphere, the food and everything as a whole makes this advert different and unique."

The 4Youth Community praised the uniqueness and likeability of the Sainsbury's Christmas ad with 78% of the community scoring it between 7-10 stars and almost 60% agreeing that the ad gave them an improved opinion of Sainsbury's. Numerous positive comments were made around Alison Hammond as the main talent, with many saying how likeable and funny she is. Several commented on how the ad showcased the food well and how it looked high quality, appetizing and true to Sainsbury's brand. The fairytale/medieval setting as well as the orchestral cover of contemporary music, stood out to the community with many stating how it made the ad feel original, light-hearted, magical and fun. Sainsbury's was also praised for making the ad feel relatable, with much of the community saying it reminded them of their own Christmas family dinners and celebrations.

■ Sainsbury's ■ 2021 Norms

Shareability

51

52

Improved
Opinion

59

55

Festivity

69

77

Likeability

78

75

Uniqueness

79

79

"The use of a fairy-tale was a great aspect to the advert as it made it unique. I loved the idea that people brought a range of different dishes which many families do when they spend Christmas together."

Christmas Ad Testing: M&S FOOD



We asked our 4Youth community of 16-24s for their feedback on this years M&S Food advert starring Dawn French and Jennifer Saunders.

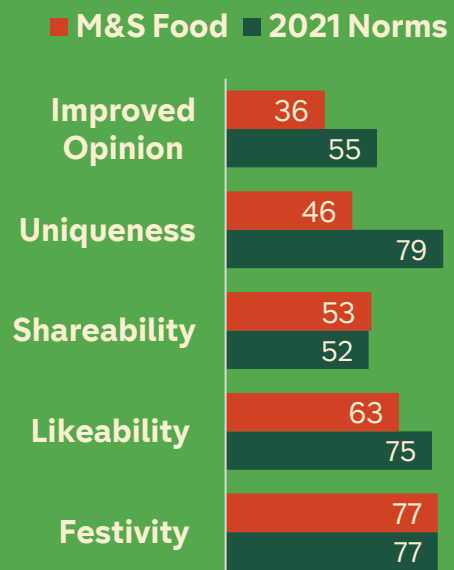


M&S

"I liked the involvement of French and Saunders which added a familiar, light-hearted charm."

The M&S Food Christmas advert was well liked amongst the 4Youth community. They felt it was festive and humorous, but also managed to showcase the product range well. Dawn French reprised her role as the Christmas Fairy, with her comedy partner Jennifer Saunders also joining the cast of this years ad. French has become part of the M&S brand having voiced several of their campaigns in the past year, and the 4Youth community instantly associated her voice with M&S. Although improved opinion was below the 2021 norm, it appears that 16-24s already perceive M&S well and as an established, quality retailer so this may be why we don't see a major shift.

When asked about what they like most about the creative, the top 5 words that came up were: Food, Christmas, characters, festive, and (Dawn) French. The ad clearly helped our 16-24s get into with Christmas spirit, with 77% saying that it made them feel festive!



"I like the characters and the warm cosy wintery Christmas feel that the advert has. I liked the inclusion and the mix of the characters and real-life food to see the things that M & S have to offer."