

The Joy of Christmas Ads 2022

January 2023

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Introduction

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This report presents **summary results** of B&A's **Christmas ad** research covering recall, branding and ad performance based on 8 executions. **Full results** available, upon requests, including detailed results on **B&A Ad Effect** for all ads and **demographic breakdown**.



Survey results are based on a sample of 1,000 adults aged 16+, quota controlled in terms of age, gender, socio-economic class and region to reflect the profile of the adult population of the Republic of Ireland.



All interviewing was conducted via B&A's online **Acumen Panel**.



Fieldwork was conducted from 10th to 16th December. Each respondent viewed 3 ads.

Introduction

Now that it is January, Christmas is almost a distant memory for most of us. Each year we have Top 10 lists, countdowns and 'best of the year' findings across a range of industries. One area that generates headlines, comparison studies and debate is Christmas TV ads.

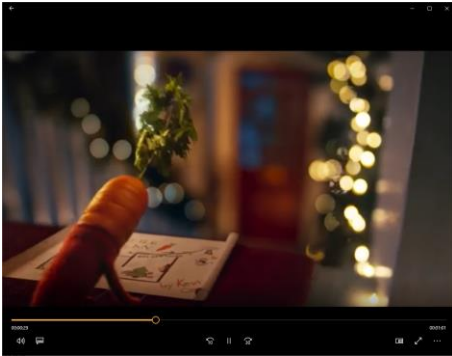
This year, B&A analysed 8 TV ads that were on air over Christmas 2022 to explore their emotional impact, their level of Christmas joy and Christmas spirit, and to highlight what resonated with viewers of each ad. We used bespoke questions and our **B&A AdEffect** model to explore the impact of Christmas ads on viewers.

We tested 8 ads that fell into three broad categories:

- **Returning Ads:** Unlike the ghost of Christmas past, a strong Christmas ad can still provide high enjoyment, likeability, fame and connection. Did our returning ads by **Woodies, Supervalu and Dunnes** perform well this year? Do viewers still engage with something they have seen before?
- **Returning Characters:** A strong character is a tremendous brand asset, but can new creative put the characters in a positive light and continue to connect with viewers? Are **Lidl & Aldi's** characters still likeable?
- **New creative:** New Christmas creative needs to deliver interest, cut-through and, if done well, likeable characters and storytelling. How did viewers enjoy the new **An Post, Tesco and Spar** campaigns?

A total of 8 ads tested with a mix of returning ads, returning characters and new creatives

Aldi Christmas Launch
Advert 2022



Returning character:
Kevin the carrot & family

An Post Tin Man
Christmas 2022



New creative:
Tin Man

Dunnes Stores
Christmas Ad



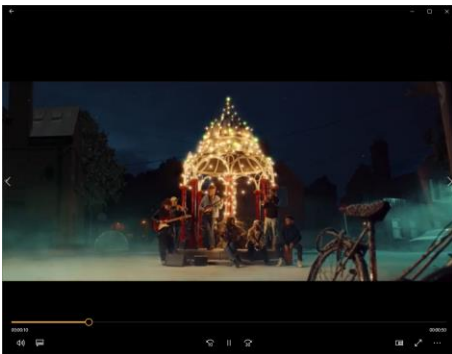
Returning Ad:
Light up for Santa

More For Everyone this
Christmas at Lidl



Returning character:
Lidl Elves

SPAR Christmas Advert
2022 Finding Christmas



New Creative:
Finding Christmas

SuperValu Christmas TV
Ad 2022



Returning Ad:
Deermuid

Tesco Ireland The
Christmas Party



New creative:
Christmas Party

Woodie's Christmas
Advert



Returning Ad:
Mrs. Higgins



Topline Results



Returning ads have strong emotional connections with viewers and deliver great recall with creative that is involving and joyful

Mrs. Higgins returned to our screens capturing viewers' hearts, as 85% said she is likeable: an outstanding result. Nearly 80% recalled seeing the ad which delivered a high level of happiness (70%) and 83% enjoyed watching it. Viewers felt it captured the emotion of Christmas strongly (65%) and over half of viewers said it celebrated the joy of Christmas. An impressive 32% rated it 10/10.

Woodies & Mrs. Higgins are strongly connected as 78% agreed it delivered strong branding for Woodies. In the Ad Effect model, the ad demonstrated exceptional staying power & fame with viewers extremely involved in the ad and an excellent level of persuasion.



SuperValu's Deermuid also returned to our screens and for 55% of viewers, he delivered happiness. The ad was also rated strongly by 51% for tapping into the joy of Christmas. An impressive 61% of 25-44s and 59% of Adults with children said the ad celebrated the joy of Christmas. 71% agreed they enjoyed the ad and one in three rated it a 9 or 10 (out of 10) with 1 in 5 giving it a 10/10. Over half of viewers felt the branding delivered and 74% agreed the characters are likeable.

Ad Effect showed the strong involvement with the ad..



Dunnes Christmas ad shone a light with great recall at 78%. The story in the ad made 55% of viewers happy and nearly half felt it really tapped into the emotion of Christmas (48%), with 52% saying it celebrates the joy of Christmas. 65% of viewers enjoyed watching it (half of those agreed strongly), and 48% rated it at least an 8/10. 25% of Adults with children gave the ad a 9 or 10. Impressive results for this returning ad.

B&A Ad Effect demonstrates the likeability of the ad which and the involvement viewers have in the story as the community comes together to make sure Santa can find them!



Returning characters showing likeability reinforcing their strength for the brand

Aldi's Kevin the Carrot this year was "Home Alone" and delivers the Aldi branding (75%) and amusement (47%) to viewers. 49% of adults with children believe this year's creative really celebrated the joy of Christmas. Almost 3 out of 4 viewers agree that Kevin, Katie and family are likeable – and a very impressive 81% of 25-44s agree – demonstrating the success of this character's creation. Recalled by 61% of viewers, Kevin continued to catch the eyes and memories of viewers. Nearly half of viewers (48%) gave this year's Aldi ad an 8 or higher out of 10 and 65% said they enjoyed watching.

Ad Effect findings show the ad has significant staying power & likeability and above the norm fame.



This year, the Lidl elves helped a young boy find the best tree for his little sister. Happiness came through for 53% of viewers and 1 in 5 said it strongly tapped into the emotion of Christmas. Nearly half of adults (47%), 25-44s (47%) and adults with children (47%) felt the ad really celebrated the joy of Christmas. 73% felt the branding was strong and 73% also said the characters were likeable. Enjoyed by 65% of viewers, 1 in 5 gave it an 8 out 10 overall.

In our Ad Effect analysis, the Lidl ad is showing fame, likeability and involvement on par with our Christmas ad average.



An Post's new ad shone with likeable characters, Tesco left viewers amused and Spar reinforced it's branding.

An Post introduced us to their Tin Man character this Christmas and he delivered an impressive 61% recall. 50% of viewers felt the story really tapped into the emotion of Christmas through likeable characters: as 76% of viewers agreed. The characters were particularly liked by 25-44s (82%). Nearly 2 in 3 viewers enjoyed the ad (72%) and over 1 in 3 (37%) enjoyed watching it a lot. 1 in 5 rated it 10/10 and 52% gave it an 8 or higher, a strong endorsement of the creative storytelling.

Ad Effect analysis highlighted very strong persuasion, staying power and likeability in the ad where we saw how sending a Christmas card brings joy.



Tesco's fast paced and humourous "We are the Christmas Party" ad was recalled by 67%, with 75% of viewers saying it did a great job branding itself as a Tesco ad. Viewers felt happy (39%) and amused (30%) by the ad. 58% liked the characters in the ad and 55% enjoyed watching it. 1 in 10 viewers gave it a 10 out 10 and half rated it 7 or higher.

Amongst the Ad Effect findings, the ad was above the Christmas ad norm for persuasion.



Spar's new creative had an impressive 64% recall, with nearly 1 in 3 saying the ad was a good at telling viewers it was for Spar and 41% saying it gave them a feeling of being happy. 44% felt it tapped into the emotion of Christmas and 44% of 25-44s felt it celebrated the joy of Christmas. Nearly 1 in 3 viewers (64%) enjoyed watching it and 53% rated it a 7 or higher.

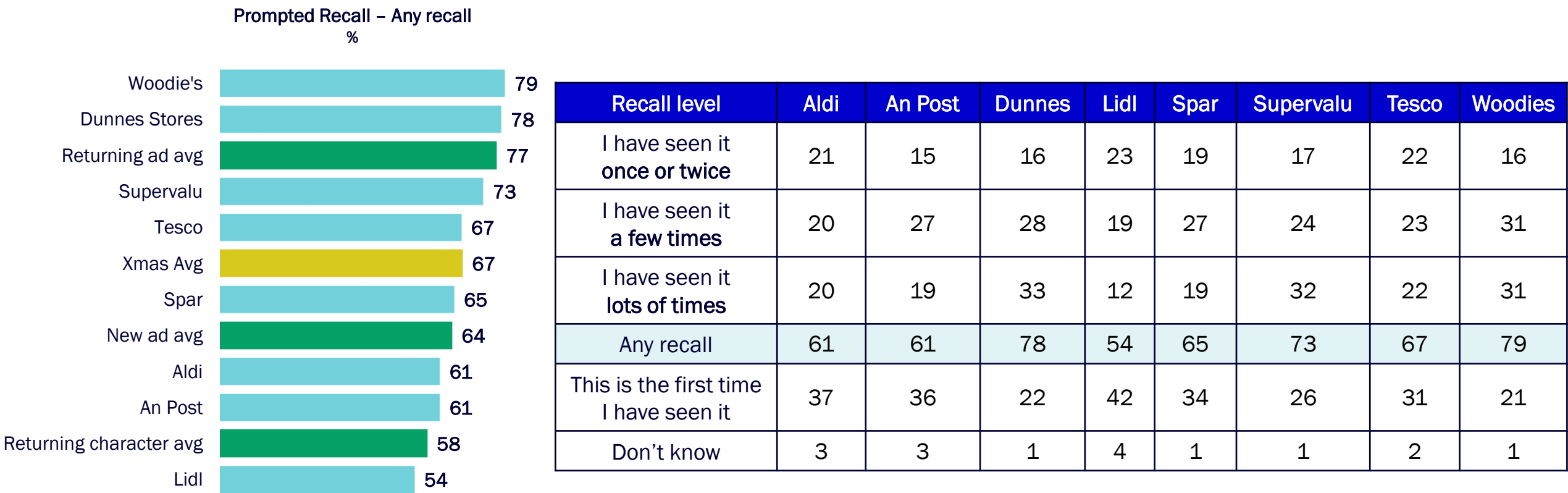
Ad Effect findings show the ad was more involving than TV norms but had less impact versus other Christmas ads.



Christmas ads had an average of over 2 in 3 adults recalling them. New ads averaging higher recall than returning characters.

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Base: All Adults 16+ 1027/3,945,000

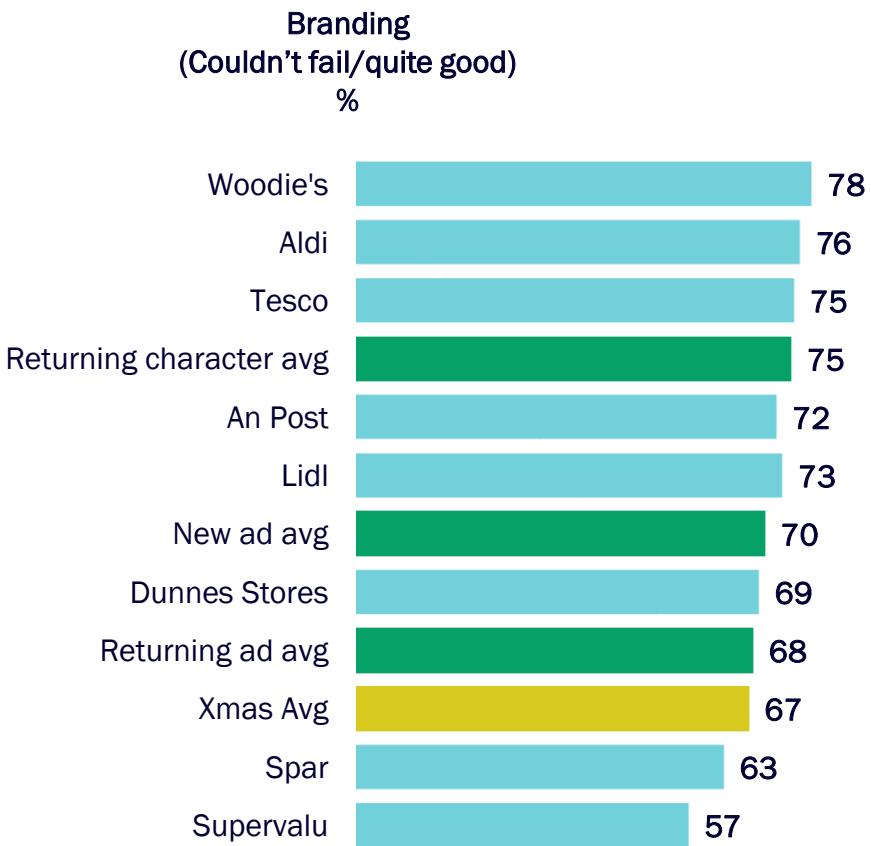


Not surprisingly, returning ads have a higher prompted recall on average.

Mrs Higgins and Kevin the Carrot linked to their brands. New ads for Tesco & An Post delivering strong branding.

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Base: All Adults 16+ 1027/3,945,000



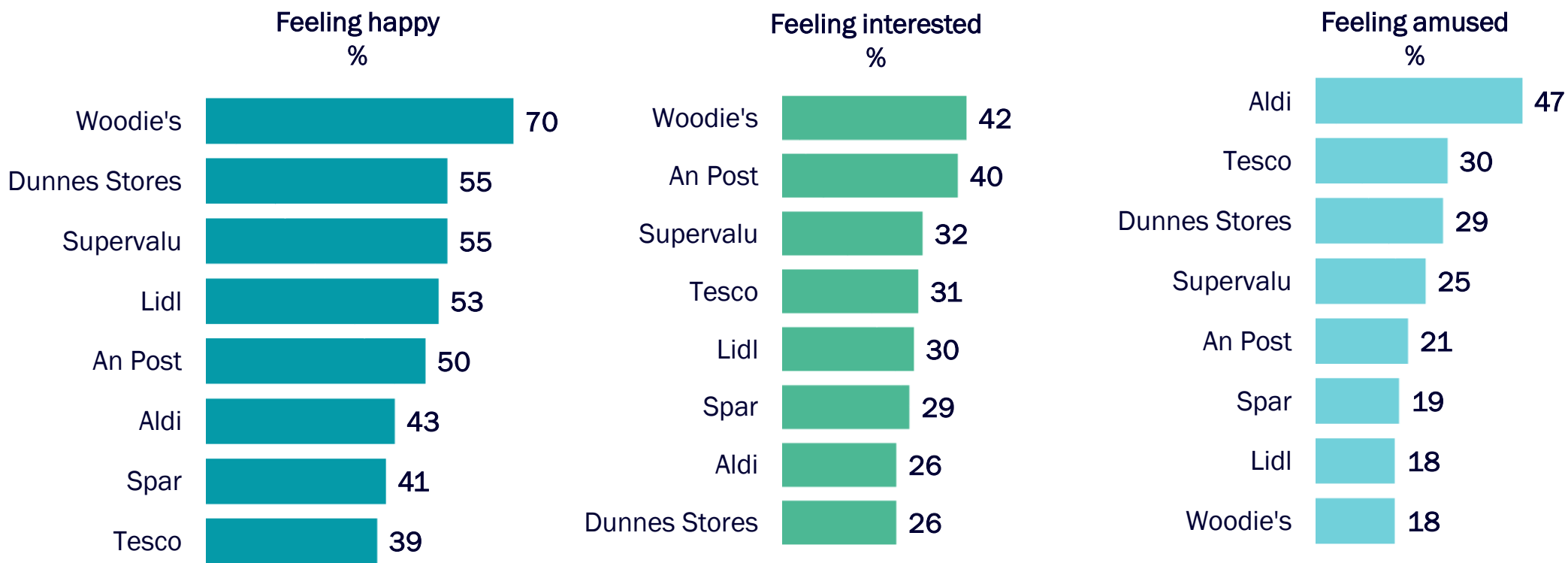
Branding	Aldi	An Post	Dunnes	Lidl	Spar	Supervalu	Tesco	Woodies
You couldn't fail to remember the ad was for (brand)	36	23	25	23	24	24	28	34
It is quite good at making you remember it is for (brand)	40	49	44	50	39	33	47	44
Branding	75	72	69	73	63	57	75	78
It is not at all good at making you remember it is for (brand)	13	12	12	10	18	16	10	11
It could have been any Christmas ad	9	11	18	13	13	20	11	7
It could have been for almost anything	2	5	1	3	6	6	4	4

1 in 3 viewers did not recognise the Spar “under the tree” creative theme.

It is interesting to note that while this group of Christmas ads generally rely on storytelling or humour (or both!) rather than strong branding, creative for all these ads are delivering brand identification to some degree. This suggest high (emotional) engagement with Christmas ads

Happiness, interest and amusement are key emotions across the ads. Ads with an emotional Christmas story – Woodies, An Post & Supervalu – are top of the class.

Base: All Adults 16+ 1027/3,945,000



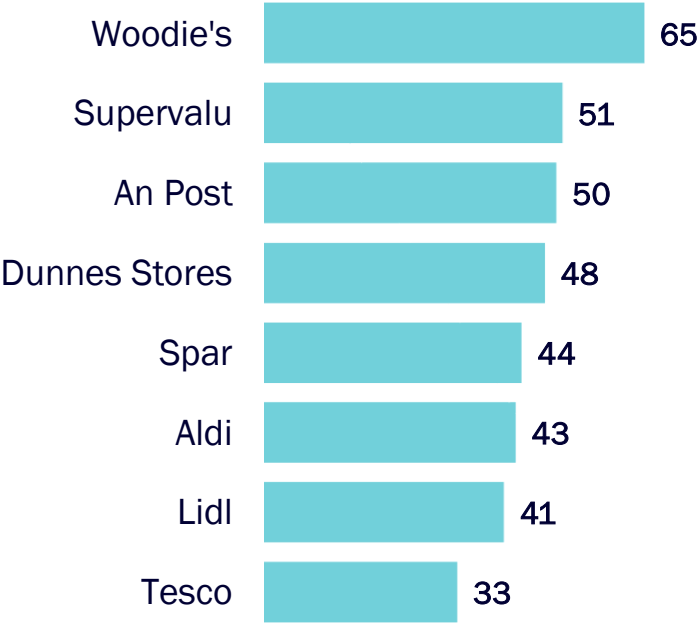
For happiness, the top 3 ads are returning ads – and all with a familiar happy ending!
Kevin and his carrotty creative and the new Tesco ad lead for amusement – both use a humorous approach that is connecting with viewers.



The emotion of Christmas strongly delivered by Woodies, Supervalu & An Post

Base: All Adults 16+ 1027/3,945,000

Really taps into the
emotion of Christmas
(Rated 6-7)
%

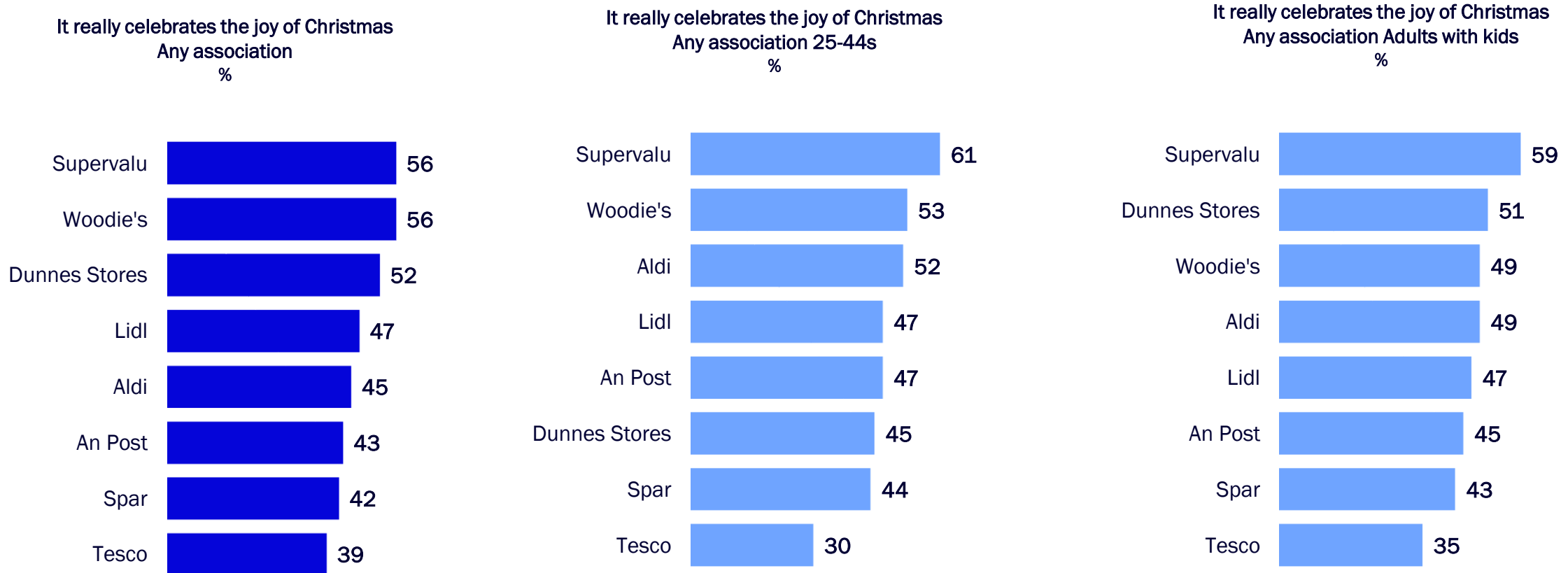


Rating	Aldi	An Post	Dunnes	Lidl	Spar	Supervalu	Tesco	Woodies
1-Poor	4	6	4	5	7	4	8	2
2	2	2	3	4	3	3	4	1
3	5	4	7	7	8	4	7	6
4	26	17	24	22	21	21	27	10
5	20	20	16	21	16	17	20	15
6	21	21	22	20	22	17	16	15
7-strong	23	30	25	21	22	33	17	50

Q.8 Finally, how would you rate each of the Christmas adverts you saw on the degree they really tapped into the emotion of Christmas

The joy of the Christmas season recognised in Supervalu & Woodies

Base: All Adults 16+ – 1,027/3,945,000

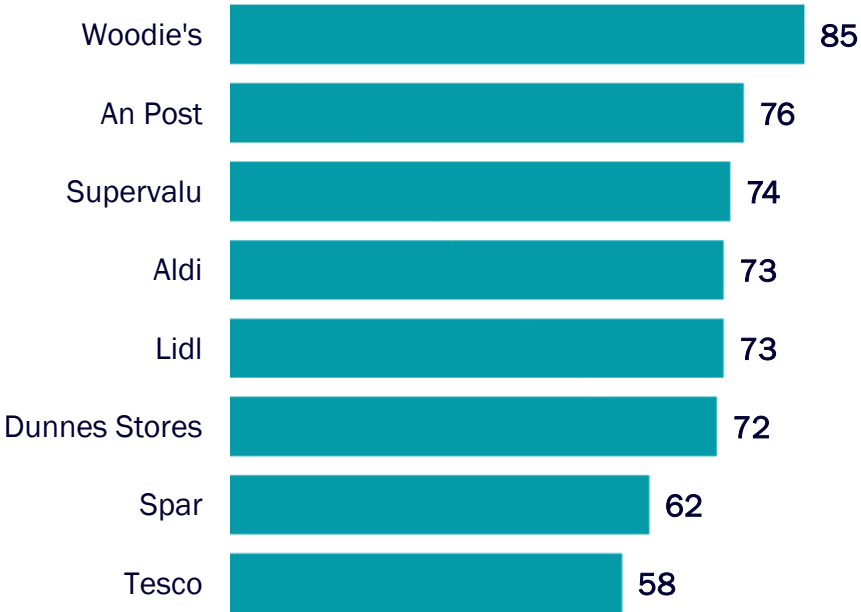


25-44s more effusive in their agreement of Supervalu's joy of Christmas.

Character centred creative can be challenging - likeability scores show ads met this challenge well.

Base: All Adults 16+ 1027/3,945,000

The characters in the ad are likeable
Any agree All Adults
%



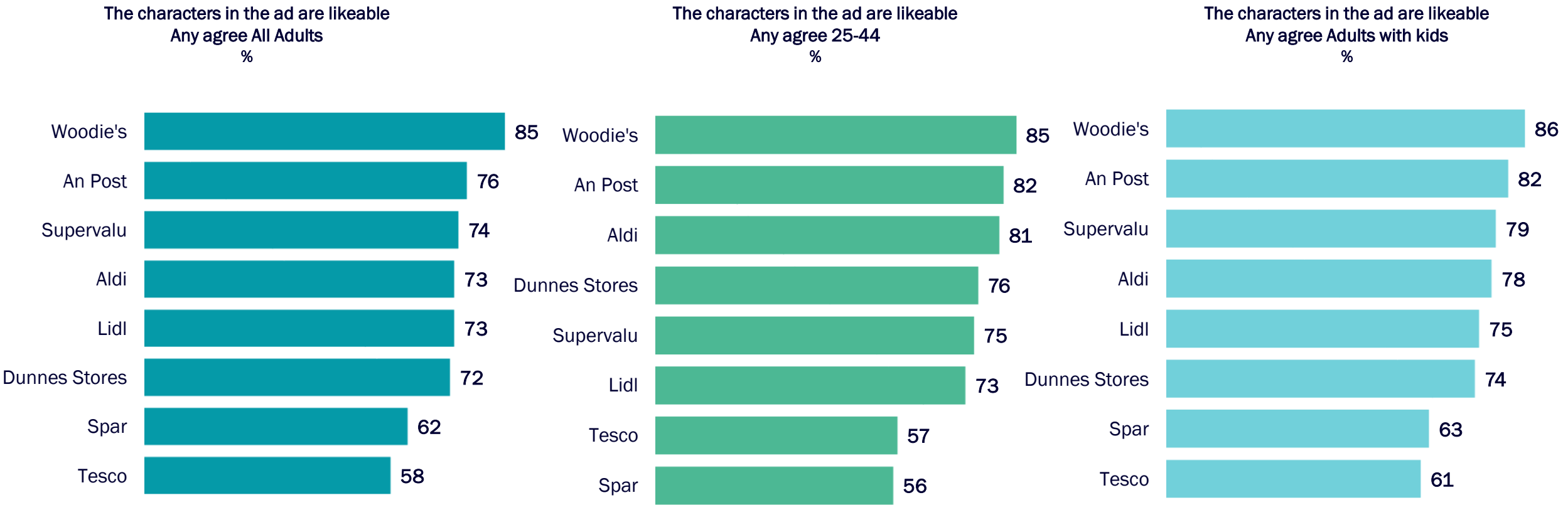
	Aldi	An Post	Dunnes	Lidl	Spar	Supervalu	Tesco	Woodies
Agree strongly	37	36	40	36	28	42	25	57
Agree slightly	36	40	32	37	34	32	33	28
Any Agree	73	76	72	73	62	74	58	85
Neither	13	11	19	16	26	17	25	10
Disagree slightly	10	6	4	7	6	4	10	2
Disagree strongly	5	7	4	4	5	5	7	3

Mrs. Higgins won the hearts of viewers for Christmas 2022 with An Post new characters liked by 3 out of 4 viewers.

“Tin Man” & Kevin the Carrot liked by over 80% of 25-44s

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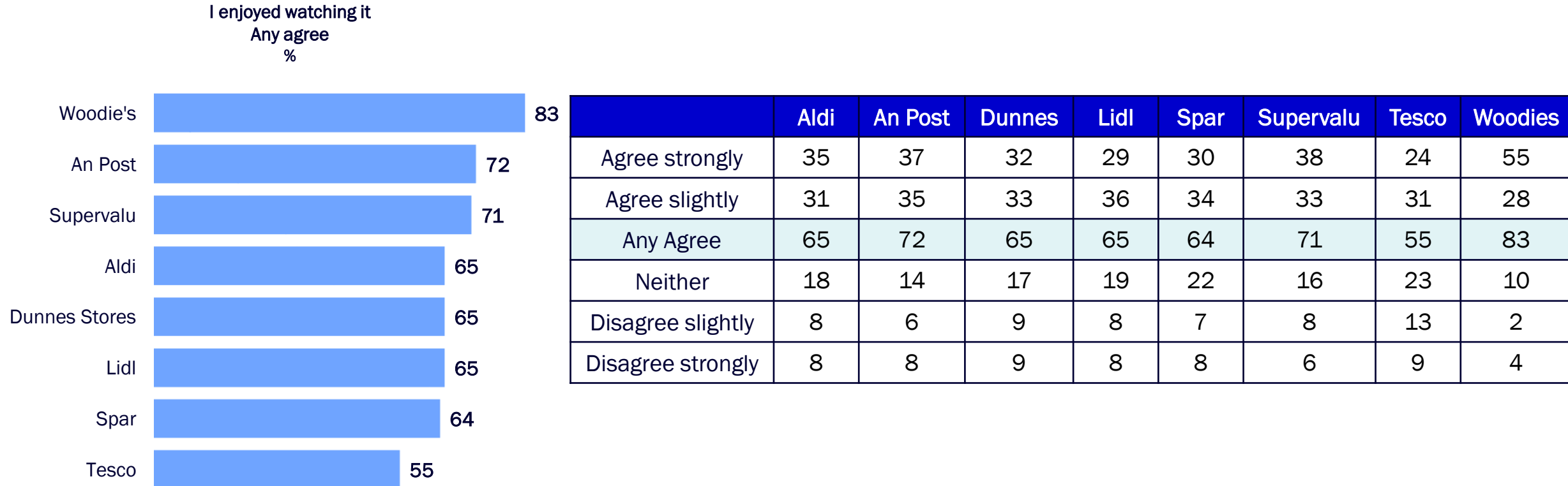
Base: All Adults 16+ 1027/3,945,000



Supervalu’s Deermuid liked by 80% of Adults with children.

All ads enjoyed by at least 50% of viewers

Base: All Adults 16+ 1027/3,945,000



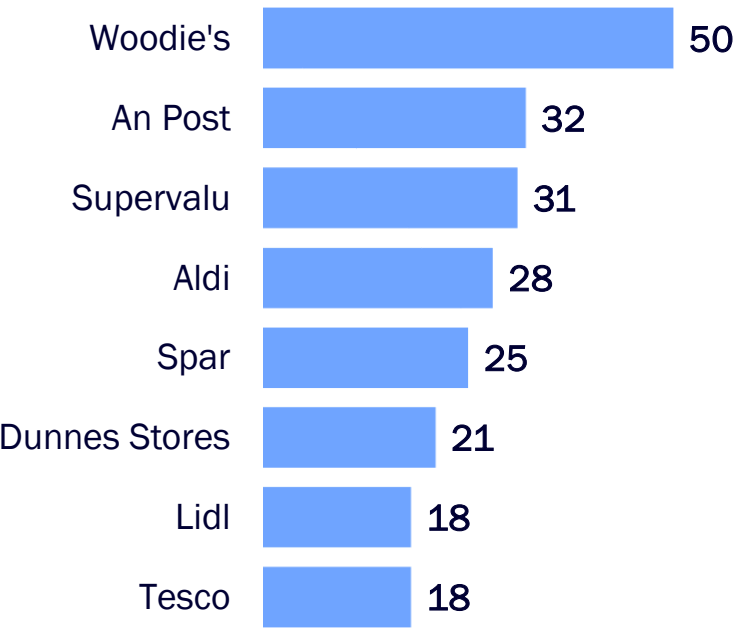
For “I enjoyed watching it a lot”, An Post is second to Woodies and ahead of SuperValu both of which are recurring from last year.

Respondents were asked to give an overall rating of the ads and every ad in our study had at least 40% of viewers rating it a 8 out of 10.

Base: All Adults 16+



How would you Rate the ad?
Any 9/10
%

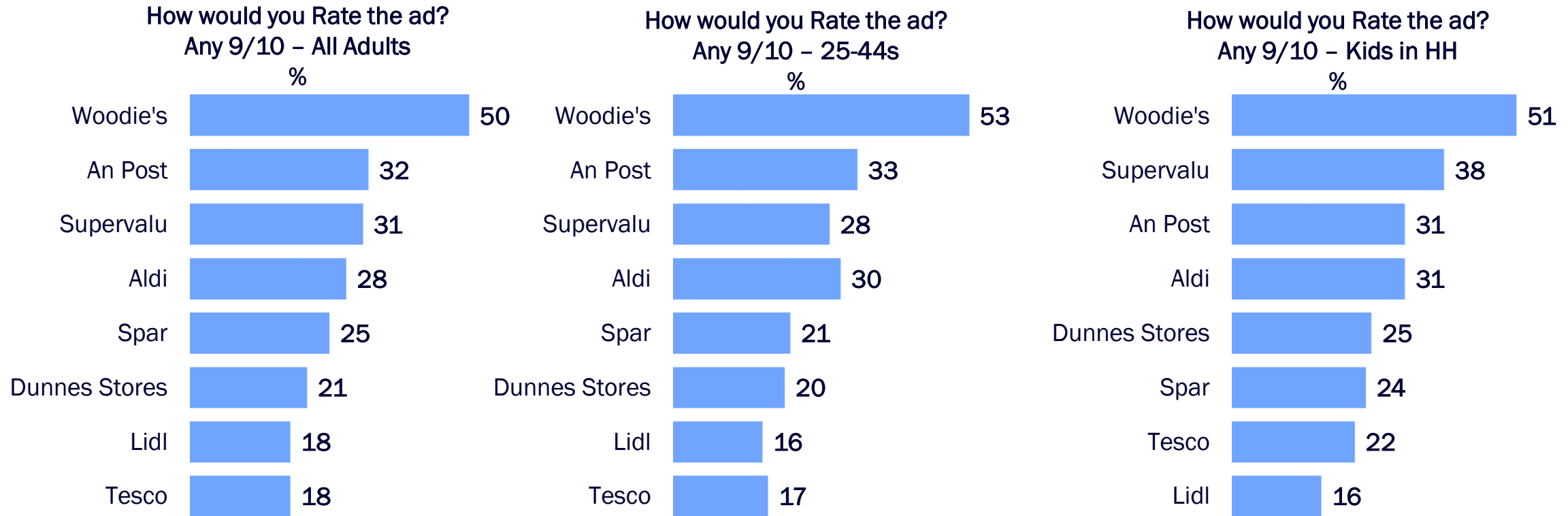


Rating	Aldi	An Post	Dunnes	Lidl	Spar	Supervalu	Tesco	Woodies
1-Poor	5	6	3	5	5	4	5	3
2	2	1	1	2	2	0	3	1
3	3	4	5	6	8	6	8	4
4	8	4	9	8	6	6	9	4
5	9	8	11	9	14	11	14	5
6	15	9	14	11	12	9	11	6
7	12	15	16	18	14	16	19	13
8	19	20	19	24	15	16	13	15
9	13	11	10	6	12	10	8	18
10-Excellent	16	21	11	12	12	21	10	32

Less than 10% of viewers (scrooges) would say any of the ads were very poor (scoring a 1 or 2).
An Post’s new ad had 1 in 5 viewers award it 10/10 and the Lidl elves doing well for those awarding 8-10.

Supervalu rated highly by Adults who have children

Base: All Adults 16+



And Dunnes Stores too – both ads feature creative that centres on children doing their best to help Santa.

B&A Ad Effect Summary: Christmas ads more likeable, involving and have more potential for fame & staying power



Top of class for Christmas campaigns are ahead of general TV norms. Persuasion is the only metric where Christmas performs lower – probably due to these ads being less tactical in nature and instead having more emphasis on emotion, storytelling and humour.

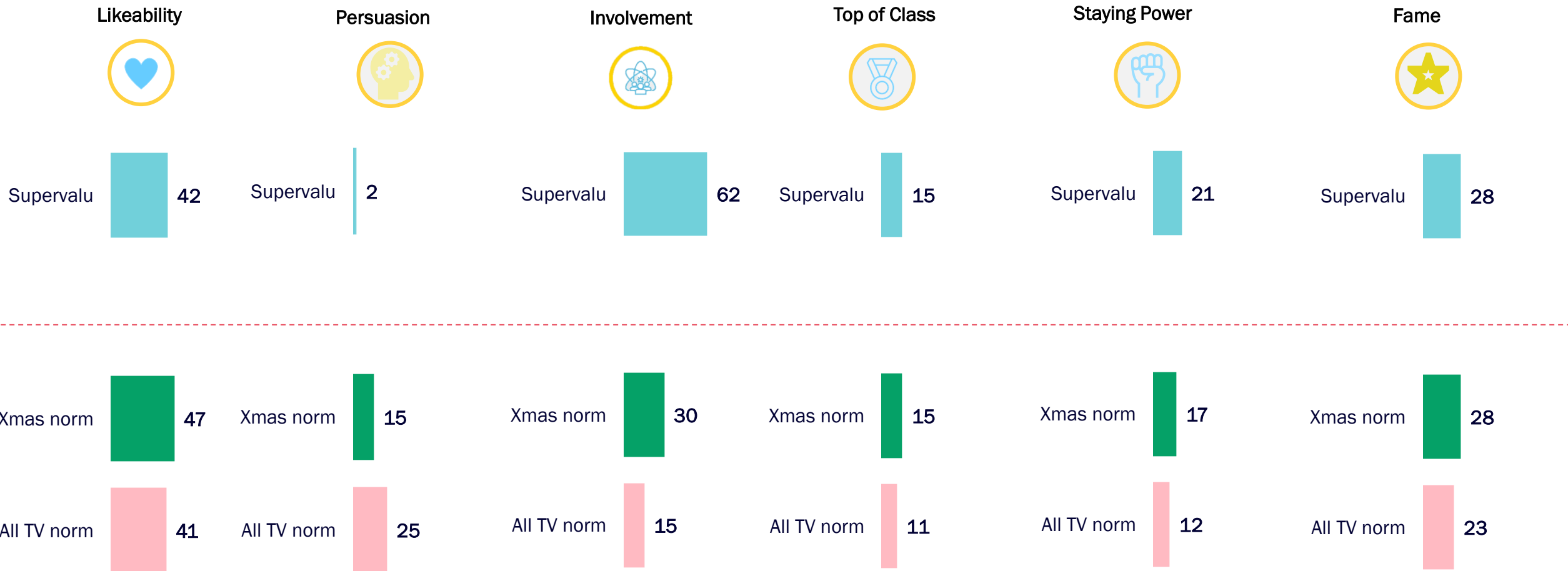
Full Ad Effect results available upon request

B&A Ad Effect: Woodies strong on all pillars with exceptional staying power and fame



Viewers are extremely involved in the ad and it excels at persuasion
Full Ad Effect results available upon request

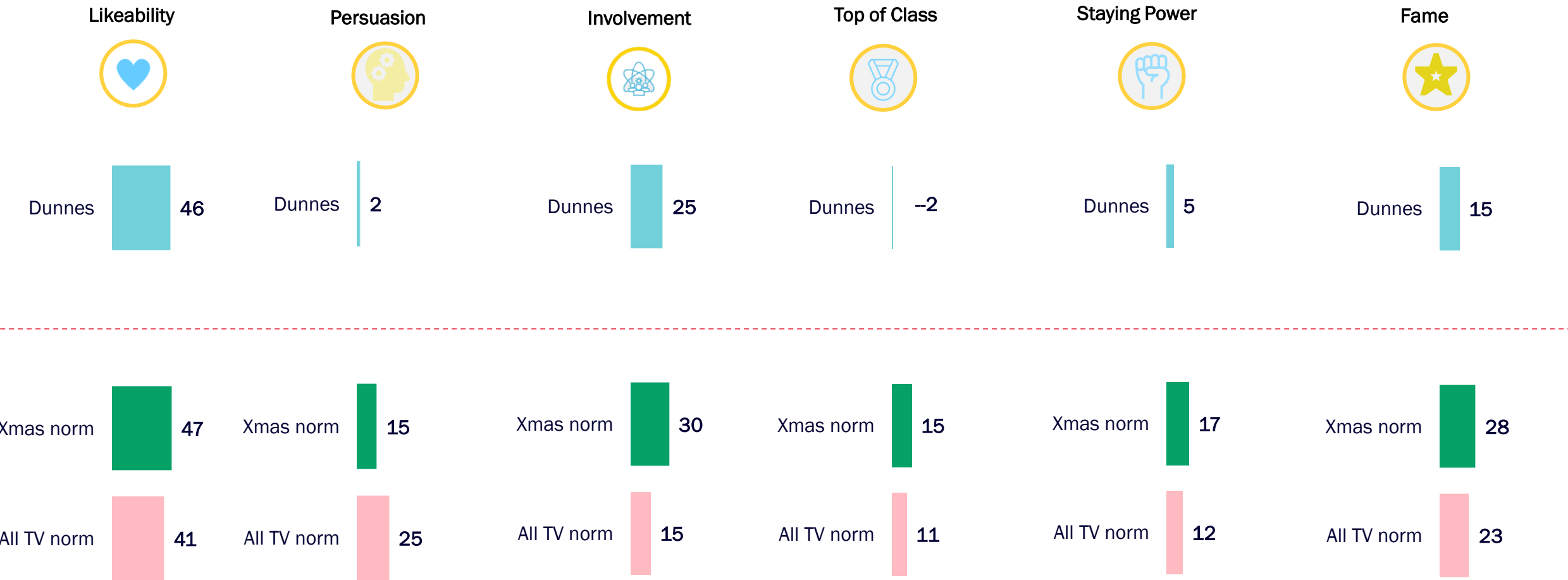
B&A Ad Effect: Viewers continue to be very involved with Supervalu & Deermuid



Staying power remains higher than average.
Full Ad Effect results available upon request



B&A Ad Effect: Dunnes Christmas ad high for likeability



Ad is also more involving than TV norms
Full Ad Effect results available upon request

B&A Ad Effect: Aldi's Kevin the Carrot significantly strong on staying power & top of class B&A of class



Likeability also very strong demonstrating the new creative of 'Home Alone' Kevin in 2022 hit the mark with viewers.
Full Ad Effect results available upon request

B&A Ad Effect: Viewers were involved in the story of An Post's Tin Man in a likeable ad



The new creative from An Post rated very highly for Top of Class, Fame and Staying Power as well – excellent results for the new ad.
Full Ad Effect results available upon request

B&A Ad Effect: Lidl Elves achieving Christmas ad fame in a cluttered landscape

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Likeability & involvement close to benchmark
Full Ad Effect results available upon request

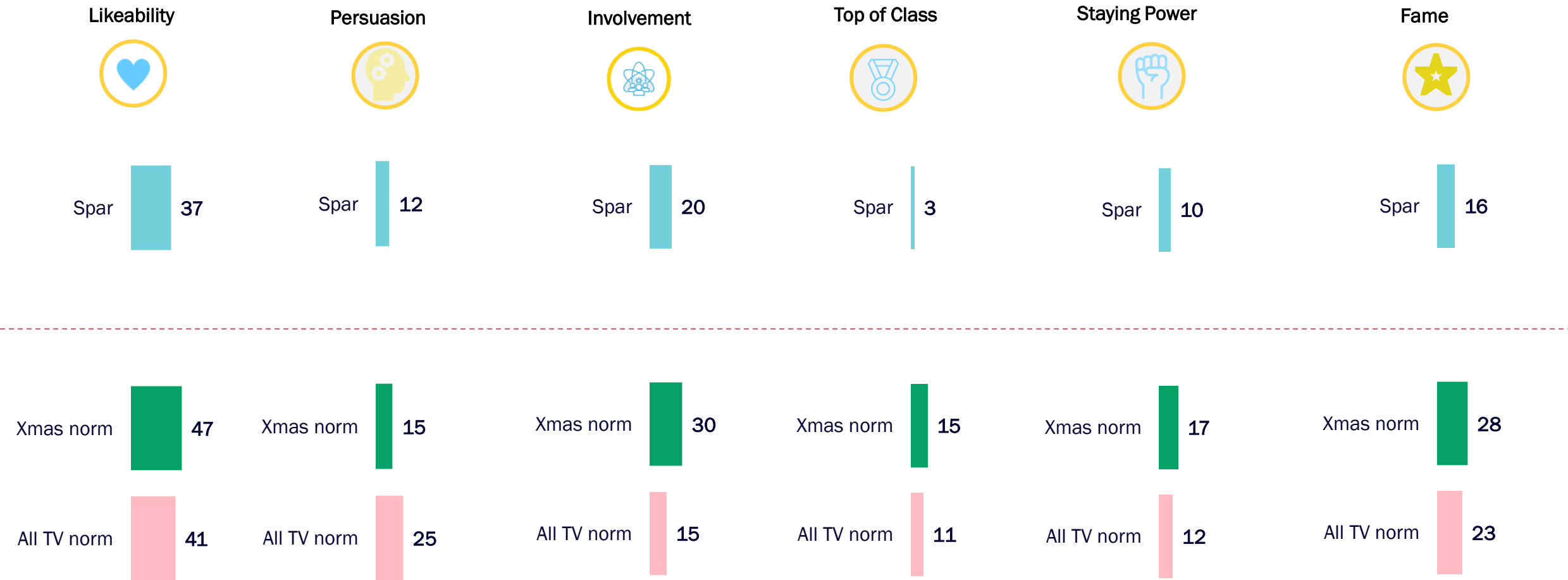
B&A Ad Effect: Tesco's The Christmas Party ad hit the mark for persuasion



While other metrics were low, the new creative gave viewers good reason to try Tesco.
Full Ad Effect results available upon request



B&A Ad Effect: Spar new ad more involving than TV norms but may have had less impact versus other Christmas ads



While other metrics were low, the new creative gave some viewers reason to try Spar.
Full Ad Effect results available upon request

Wrapping Up

Our Christmas ad creators and brands demonstrated the **power of great storytelling and creative** through emotional connections and interesting characters. It was clear that Christmas joy & emotion was alive and well on our screens through these Christmas ads 2022. What will Christmas 2023 bring?

- **Recall** was strong amongst the ads measured, with **Woodies** (79%) and **Dunnes** (78%) doing well showing the impact of the **returning ad**. *If it's not broken, don't fix it.*
- Strong characters may help connect the brand to viewers and serve as effective fluency devices. Several ads had highly likeable characters: returning characters (85% for **Woodies**, 73% for **Aldi**) and new characters (76% for **An Post**) were likeable to viewers. These characters are in ads strong for branding showing viewers connected the characters with their brands.
- Viewers were positive in their assessment of **branding**. **Kevin the Carrot & Aldi** achieved a strong 76% good branding. **Tesco** (75%) and **An Post** (72%), two new ads this year, were also ahead of the Christmas ad average of 67% for branding.
- Celebrating the emotion & joy of Christmas can be challenging but the 2022 Christmas ads did very well on these measures and top ads were centred on a **story**:
 - Viewers felt **Woodies** (65%), **Supervalu** (51%) and **An Post** (50%) really tapped into the emotion of Christmas and,
 - **Supervalu** (56%), **Woodies** (56%) and **Dunnes** (52%) really celebrated the joy of Christmas according to viewers
- Of our ads tested, every ad was **enjoyed** by at least 50% of viewers and 40% of viewers rated each of them **8+ out 10** – showing the potential of Christmas ads to emotionally engage audiences through strong storytelling and use of likeable characters.
- Ad Effect findings show the emphasis on emotion and storytelling came through in character likeability, involvement and with several ads having **stronger potential for fame & staying power**. Of note, **An Post's** new creative scored very highly for both of these metrics.

Thank You



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Delve Deeper