

# THE JOY OF CHRISTMAS ADS 2024

December 2024

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# The Joy of Christmas Ads 2024

## Welcome to our third annual review of a selection box of ads

Once again, we looked at a set of ads to understand a range of metrics and how well they perform in our Ipsos B&A AdEffect.

We've brought back Mrs. Higgins (Woodies), Tin Man (An Post) and Kevin the Carrot (Aldi) and (without giving much away), viewers seem to be happy the ads are on-air.

Lidl, Amazon, Supervalu, Tesco and Boots round out our list – each with new Christmas creative this year.

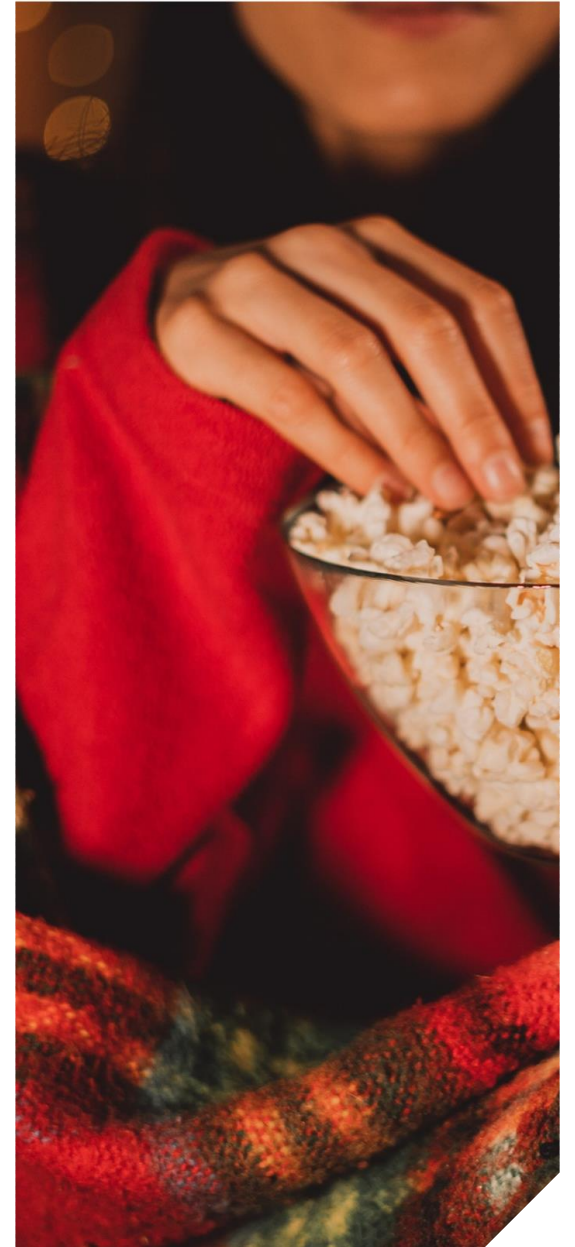
## A few of our favourite things...

This year we asked our respondents to tell us their Top 3 favourite Christmas ads and why. Now, viewers won't use "marketing" speak but we can see the power of the **distinctive asset** in our Top 10 list

## Storytelling, characters and festive spirit

Continue to shine through in top favourite ads AND in the ads that perform well in our AdEffect.

You can't beat a good Christmas ad!

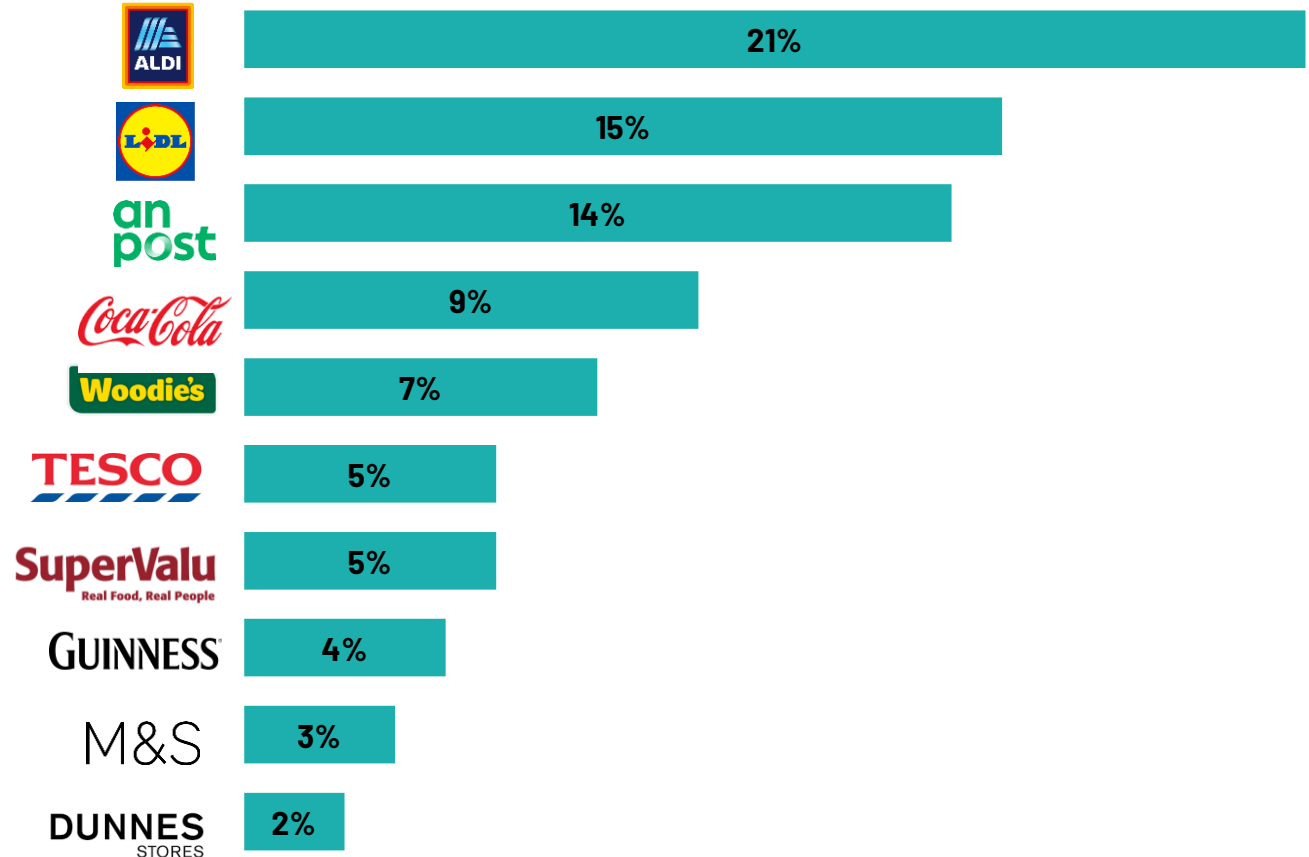




# OUR FAVOURITE CHRISTMAS ADS

# Our favourite Christmas ads in 2024 show strength of distinctive assets

Aldi's Kevin the Carrot, An Post's Tin Man the Coca Cola truck and the iconic Guinness pint all appear on the list of favourite Christmas ads from over 40 ads mentioned spontaneously



Q.1b-Q.f Base: All Adults aged 16+ N - 1017

# Reasons to believe...

The Top 5 favourite ads are full of loved characters, the festive spirit, nostalgia and have some great food to make us look forward to Christmas dinner!

**Aldi's** ad with Kevin the Carrot's latest Christmas adventure is a winner:

*"Love Kevin the Carrot, really funny and Christmassy"*



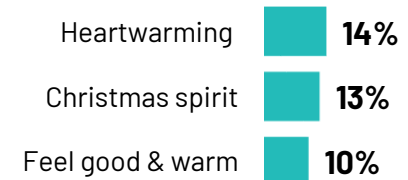
**Lidl's** Christmas Wish ad is connecting with viewers emotionally and visually:

*Full of Christmas cheer. Shows the meaning of Christmas, Really warms my heart"*



**An Post's** Tin Man shows how a card can **share love** at Christmas in an ad that continues to connect viewers:

*"It's heartwarming, the simple joy of sending a card, I love the Tin Man"*



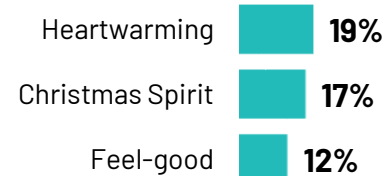
The **Coca Cola** Truck Ad is simply a tradition for viewers:

*"It's a classic Christmas ad. It gives a real sign that the Christmas season has started."*



**Woodies** Mrs. Higgins is heartwarming ad showing the power of community and a good deed to make us all feel Christmassy.

*"It's a touching ad. It gives the message its good to do things for other people"*

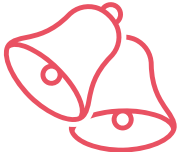




# DELIVERING CHRISTMAS SPIRIT



# We tested 8 ads with a mix of returning ads, loved characters and new creative on a range of metrics and our Ipsos B&A Ad Effect



**Aldi**  
Kevin the Carrot  
Christmas Mission (new)



**An Post**  
Tin Man (returning)



**Amazon**  
Jacket for Cleaner (new)



**Lidl**  
A Magical Christmas (new)



**SuperValu**  
Share the Magic (new)



**Boots**  
Make Magic (new)



**Tesco**  
Helping Feed Your Christmas  
Spirit (new)



**Woodies**  
Mrs. Higgins (new)





# Woodies, An Post and Aldi bring strong connections to viewers with creative that highlights well known characters.



**Mrs Higgins** has become a much-loved Christmas ad as she returned to our screens again this year. The ad from **Woodies** has gained top rating across most of our metrics in 2024. The ad demonstrates great staying power, likeability and is a true depiction of the joy of Christmas.



**An Post's Tin Man** also returned to show us how to send Christmas love from the heart. The Tin Man ad was awarded top marks for branding amongst all our ads.

The ad continues to perform above norms for fame and staying power not just against our Christmas ads but against all TV ads.



When **Aldi's Kevin** the Carrot goes on an adventure, he drives strong recall, branding and amusement. In the competitive grocery retail category, Kevin pushes ahead of other the competition for fame and likeability: further proof of the importance of Kevin as a distinctive asset for Aldi.



**Lidl's** new Christmas creative centres around Christmas wishes and viewers agreed it showed the joy of Christmas and made them happy when watching. The story of magic bells and Christmas wishes showed a level of involvement ahead of norms in Ad Effect.



# Woodies, An Post and Amazon bring strong emotional connections to viewers with creative that highlights the joy of giving



**Tesco's** grandson and grandfather duo proved to be likeable in this ad new for 2024. The ad performed above average for branding, tapping into the joy of Christmas and overall recall. It is more persuasive to viewers than our Christmas ad norms.



**Supervalu's** ad which give us all a recipe to disguise Brussel sprouts, showed a level of persuasion ahead of norms and other grocery retailers. Viewers also rated the ad strongly for amusing them. Branding and recall for the ad are within norms.



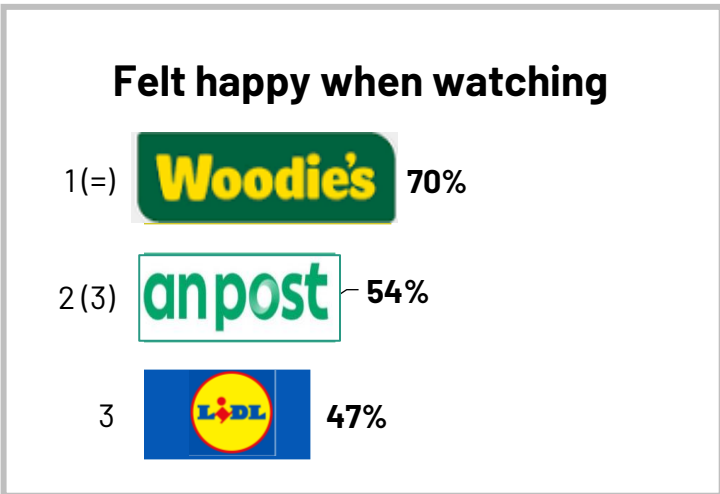
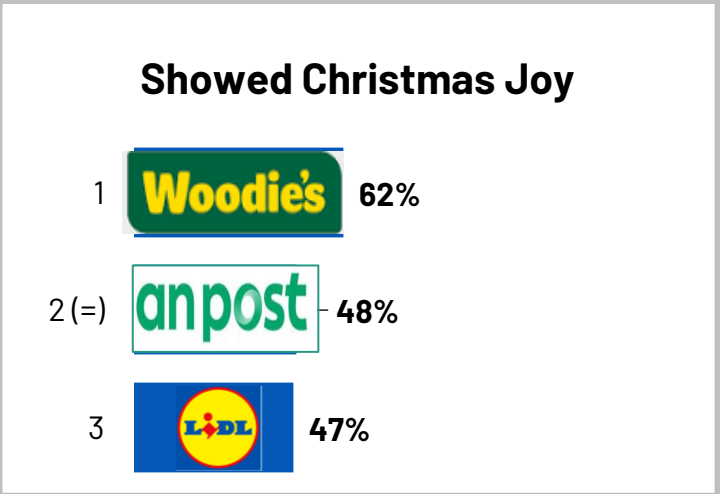
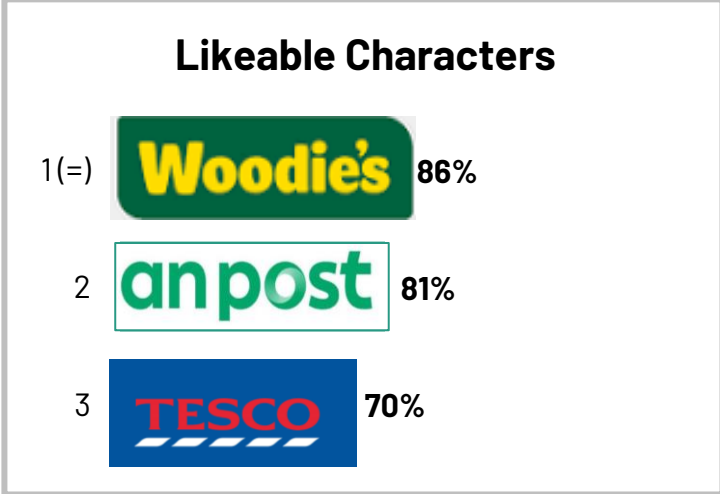
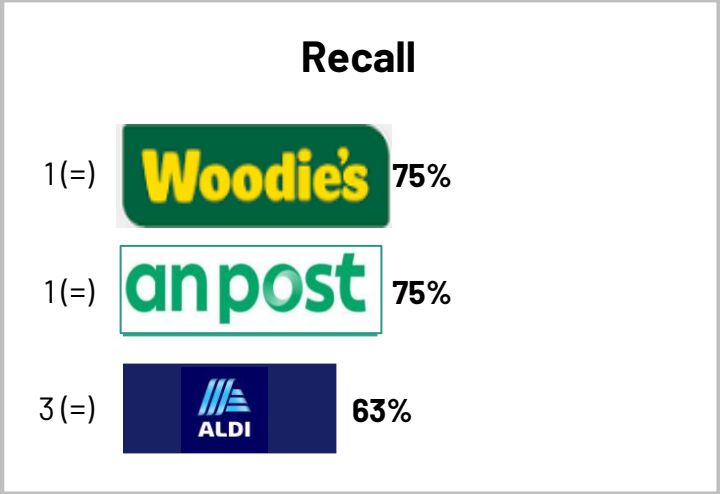
**Amazon's** singer is resonating with 25-44s as they are more likely to give it top marks out of 10. While it average recall and over half of viewers enjoyed watching it, it falls below norms in AdEffect testing.



**Boots** Mrs. Claus was more interesting and the characters more likeable to women. Despite a higher-than-average score to the statement in AdEffect testing: "stands out as different" score it failed to make an impression on viewers and scored below norms.

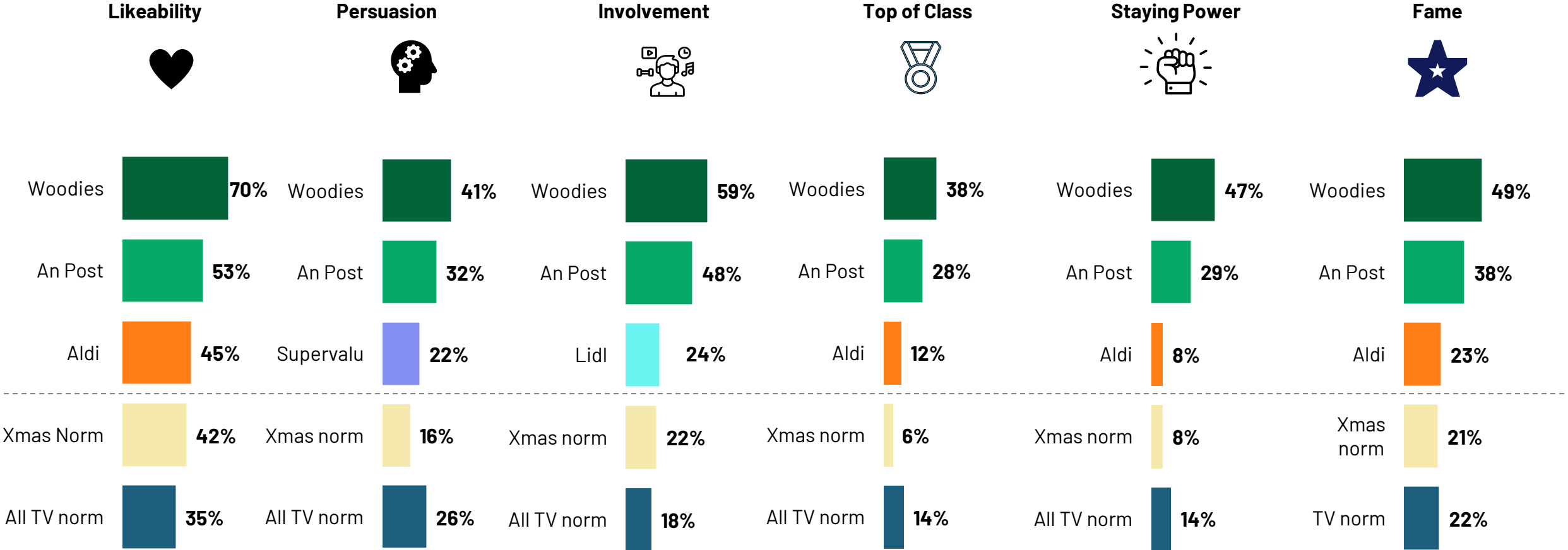
# Christmas Joy

Is alive and well in our 2024 Christmas ads. Woodies and An Post led the way for recall, characters, branding & emotional connection. Aldi, Lidl and Tesco rounding out the top of the tree this year.



# Ad Effect Summary: Topping the pillars...

Woodies and An Post are consistently on top of our pillars showing the power of timeless creative. These ads along with Aldi's Kevin the Carrot show the power of distinctive characters. Supervalu shows a level of persuasion ahead of 2024 Xmas norms.





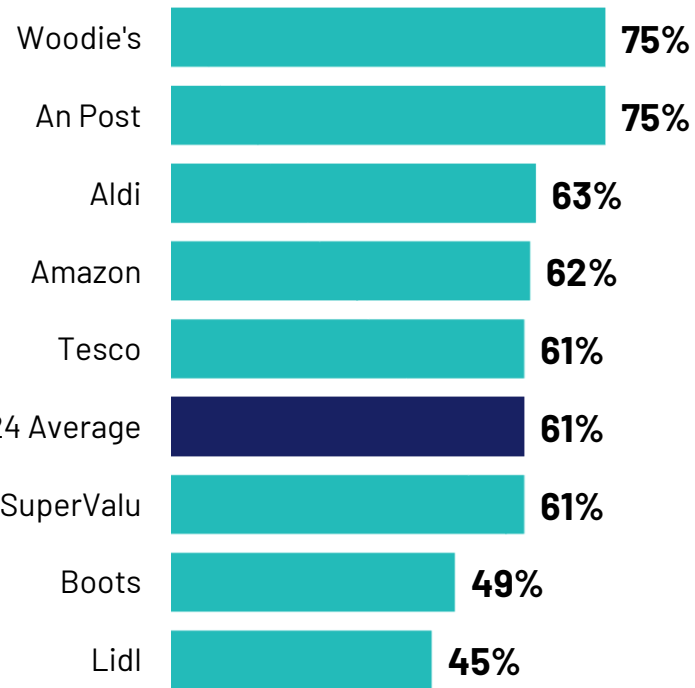
# DETAILED FINDINGS



# Strong recall for creative that returned to our screens this year

With Mrs. Higgins and The Tin Man topping our recall list. Good recall for our other ads too although Boots & Lidl somewhat below the norm with Boots stronger recall for Women (56%)

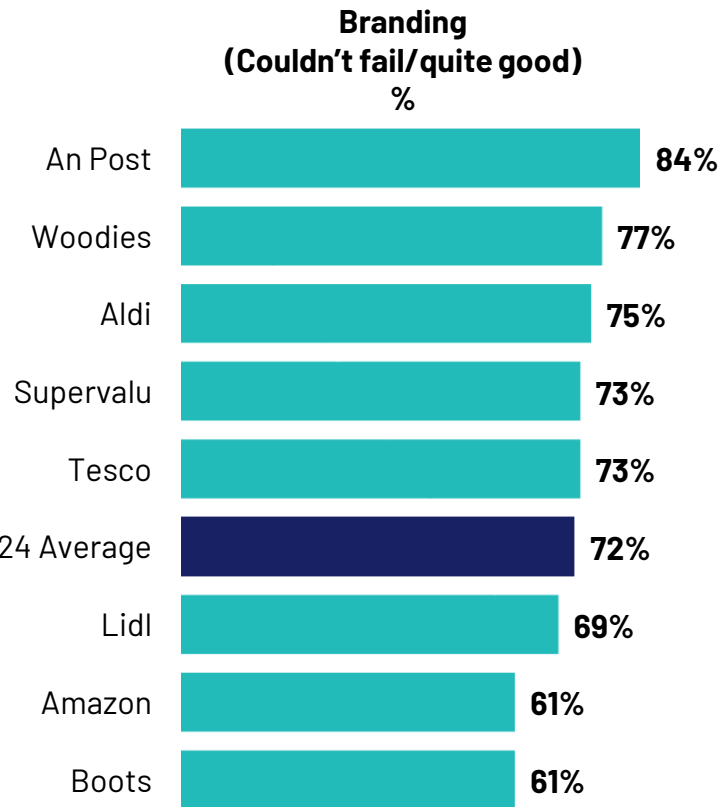
Prompted Recall – Any recall



Recall level	Aldi	An Post	Amazon	Boots	Lidl	Supervalu	Tesco	Woodie's
I have seen it <b>once or twice</b>	25	23	20	21	20	17	21	19
I have seen it <b>a few times</b>	21	25	21	18	17	26	24	28
I have seen it <b>lots of times</b>	17	28	21	11	9	18	15	29
<b>Any recall</b>	<b>63</b>	<b>75</b>	<b>62</b>	<b>49</b>	<b>45</b>	<b>61</b>	<b>61</b>	<b>75</b>
This is the first time I have seen it	36	24	37	49	53	38	38	24
Don't know	1	1	1	2	2	1	1	0

# Tin Man leads Mrs. Higgins and Kevin the Carrot for branding

New Supervalu and Tesco creative performing strongly while Boots and Amazon less so



Branding	Aldi	Amazon	An Post	Boots	Lidl	Supervalu	Tesco	Woodies
You couldn't fail to remember the ad was for (brand)	35	16	28	22	22	30	26	29
It is quite good at making you remember it is for (brand)	40	45	56	39	47	43	48	48
<b>Branding</b>	<b>75</b>	<b>61</b>	<b>84</b>	<b>61</b>	<b>69</b>	<b>73</b>	<b>73</b>	<b>77</b>
It is not at all good at making you remember it is for (brand)	12	18	7	17	12	7	10	13
It could have been any Christmas ad	11	13	8	16	15	15	14	8
It could have been for almost anything	2	7	1	6	4	5	3	2

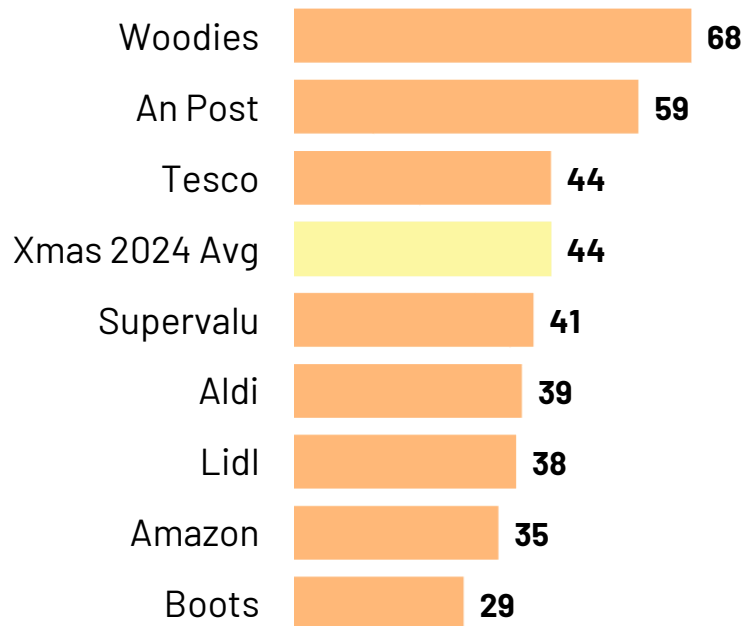
Q.3 Base: All Adults aged 16+ N - 1017



# A good deed, sending cards and spending time together evoke the emotion of Christmas

Woodies and An Post clearly bring the emotional connection to viewers along with Tesco's gingerbread house story.

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

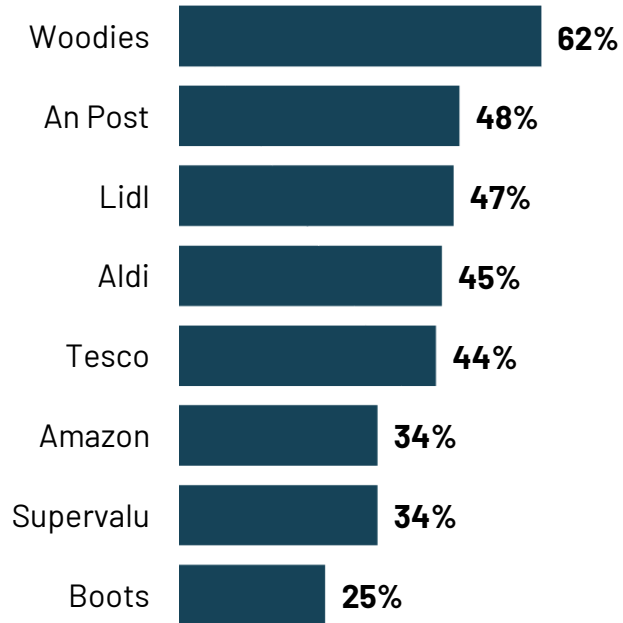


Rating	Aldi	Amazon	An Post	Boots	Lidl	Supervalu	Tesco	Woodies
1-Poor	6	13	3	8	3	6	4	2
2	6	6	2	5	3	4	2	1
3	5	9	3	13	5	5	8	2
4	20	18	15	25	26	21	18	13
5	25	18	19	20	24	22	24	15
6	23	22	27	18	20	22	20	23
7-strong	16	13	32	11	19	19	24	44

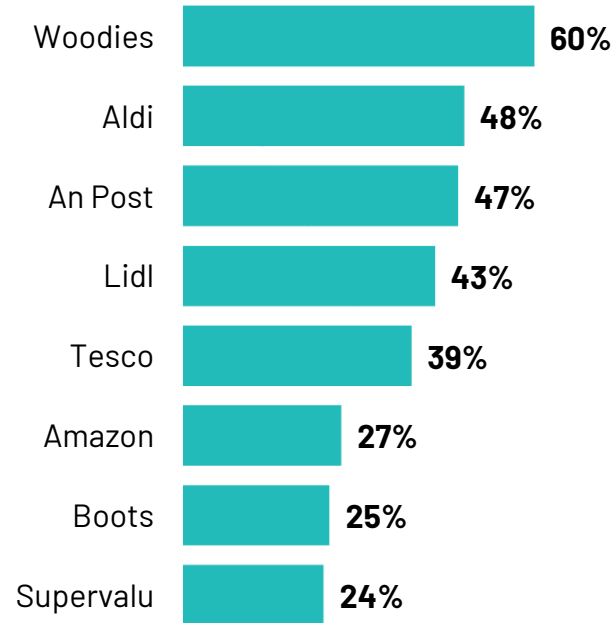
# The joy of the Christmas season recognised in Woodie's, An Post & Lidl

Viewers less emphatic on how well Amazon, Boots and Supervalu are celebrating

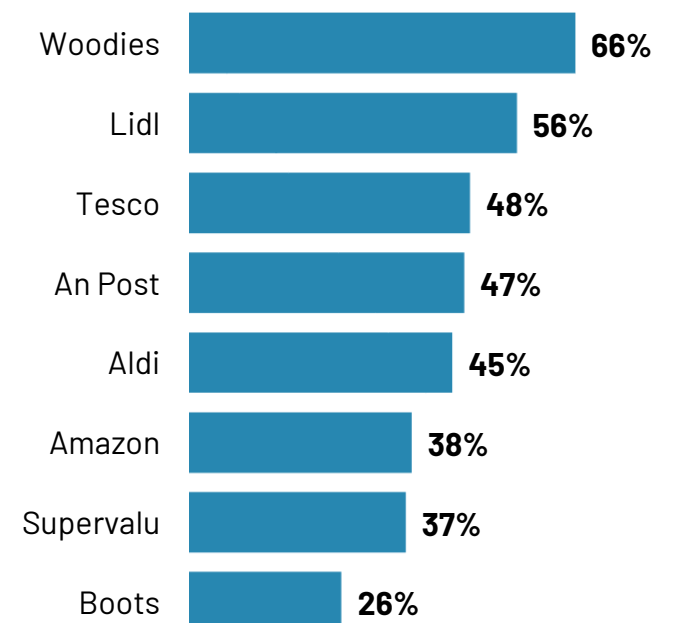
It really celebrates the joy of Christmas  
Any association



It really celebrates the joy of Christmas  
Any association 25-44s

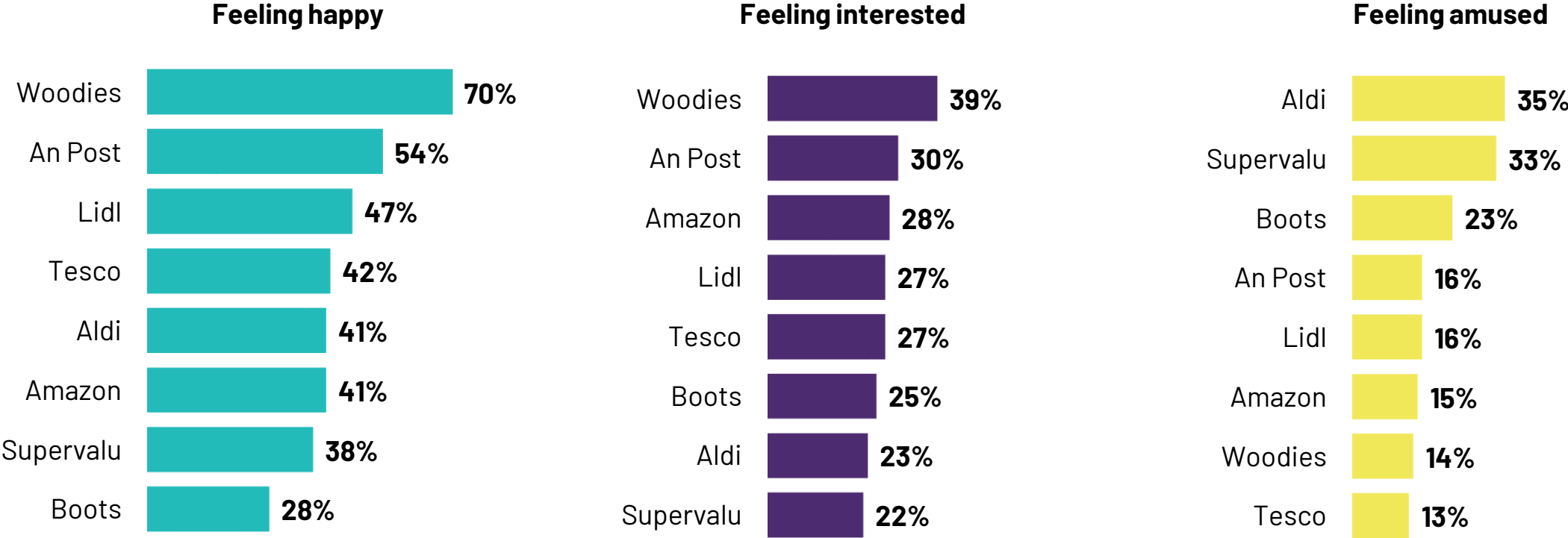


It really celebrates the joy of Christmas  
Any association - Women



# Mrs. Higgins' fixed gate & the Tin Man receiving a Christmas card left us feeling happy while Kevin's Christmas mission amused viewers

Supervalu's brussels sprouts recipe brought amusement to over a third of viewers. Boots was interesting to 37% of women.



Q.6 Base: All Adults aged 16+ N - 1017

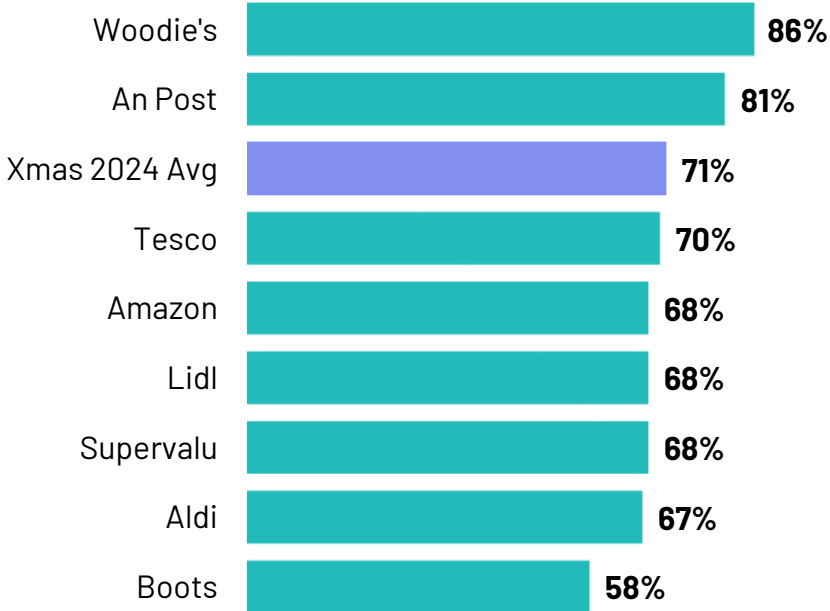




# Woodies' Mrs. Higgins and the Tin Man from An Post are almost universally liked (we might even say loved) in 2024

We also are fond of Tesco's grandson and granddad.

The characters in the ad are likeable  
Any agree All Adults



	Aldi	Amazon	An Post	Boots	Lidl	Supervalu	Tesco	Woodies
Agree strongly	38	30	44	21	28	30	30	55
Agree slightly	29	38	38	37	40	38	40	31
Neither	19	19	12	21	24	18	19	12
Disagree slightly	7	7	4	11	6	7	7	1
Disagree strongly	7	6	4	10	2	7	4	1
<b>Any Agree</b>	<b>67</b>	<b>68</b>	<b>81</b>	<b>58</b>	<b>68</b>	<b>68</b>	<b>70</b>	<b>86</b>

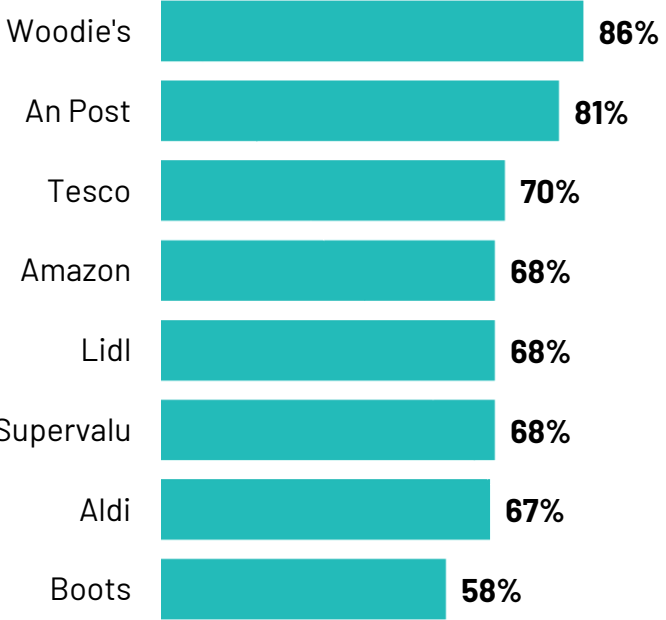
Q.5 Base: All Adults aged 16+ N - 1017



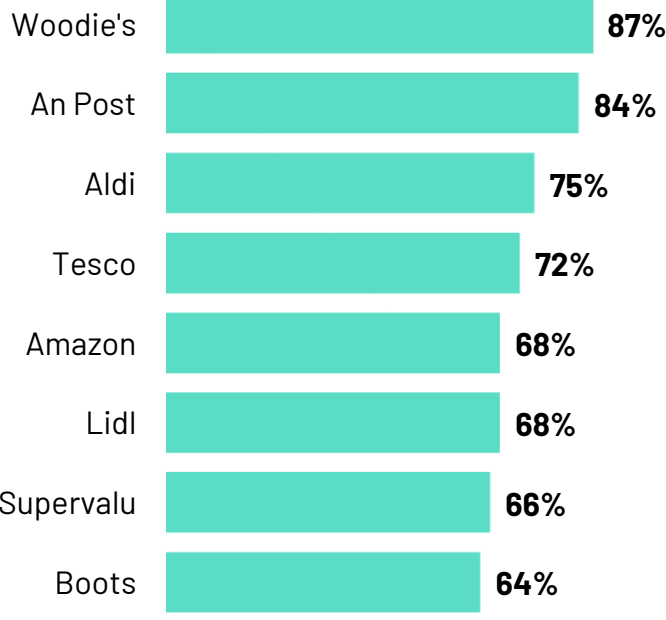
# Woodies and An Post creative's timeless characters top for all audiences

Boots a bit more polarizing with 70% of Women saying the characters are likeable – showing this is resonating with the target audience!

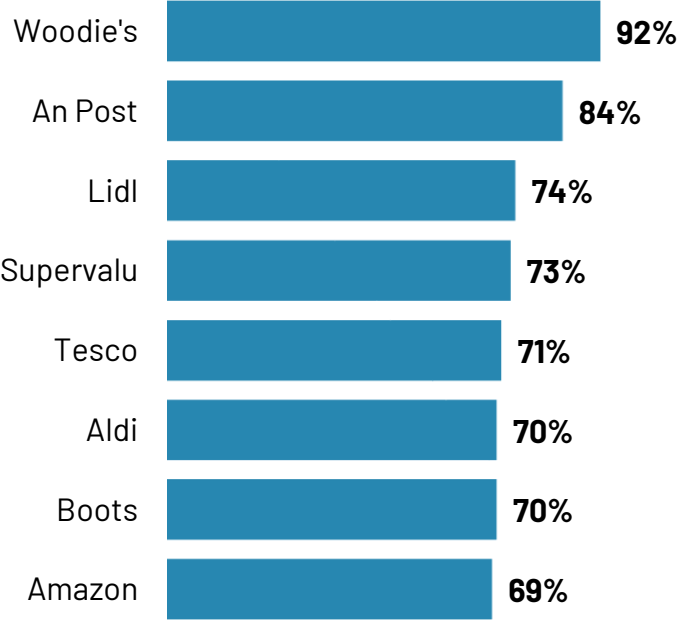
The characters in the ad are likeable  
Any agree All Adults



The characters in the ad are likeable  
Any agree 25-44



The characters in the ad are likeable  
Any agree - Women

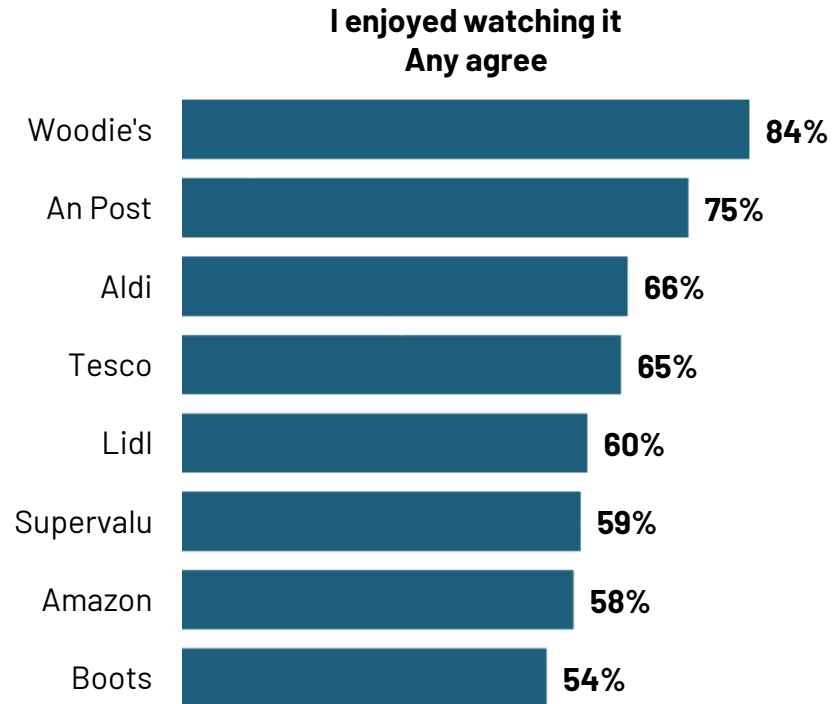


Q.5 Base: All Adults aged 16+ N - 1017



# All ads enjoyed by at least 50% of viewers

While Woodie's was the favourite, An Post, Aldi and Tesco are also bringing the gift of enjoying an ad this year

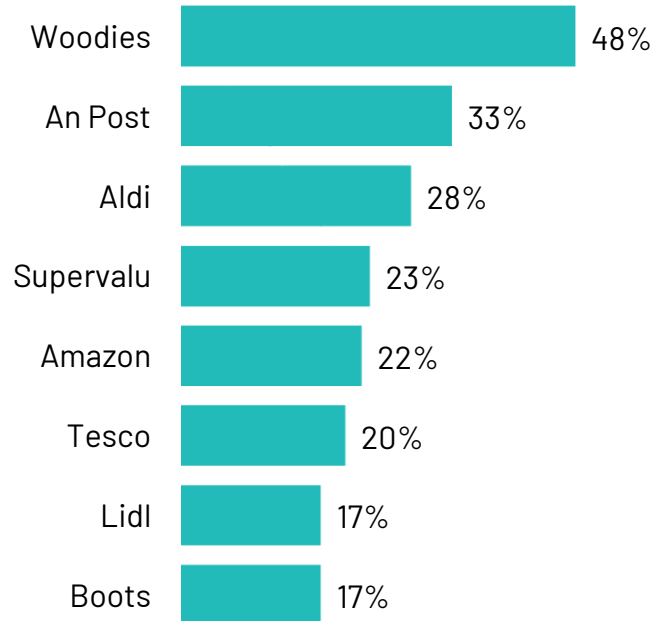


	Aldi	Amazon	An Post	Boots	Lidl	Supervalu	Tesco	Woodies
Agree strongly	29	26	36	20	22	28	26	55
Agree slightly	37	32	39	34	39	30	39	28
Neither	14	19	12	23	26	25	19	10
Disagree slightly	11	8	7	11	9	8	10	4
Disagree strongly	9	15	6	11	5	8	7	2
<b>Any Agree</b>	<b>66</b>	<b>58</b>	<b>75</b>	<b>54</b>	<b>60</b>	<b>59</b>	<b>65</b>	<b>84</b>

# Respondents were asked to give an overall rating of the ads and most ads in our study had at least 1 in 3 viewers rating it a 8, 9 or 10 out of 10.

Just over 1 in 10 viewers (scrooges) would say any of the ads were very poor (scoring a 1 or 2). An Post had nearly 1 in 5 viewers award it 10/10 while 1 in 3 gave a perfect score to Woodies.

How would you Rate the ad?  
Any 9/10



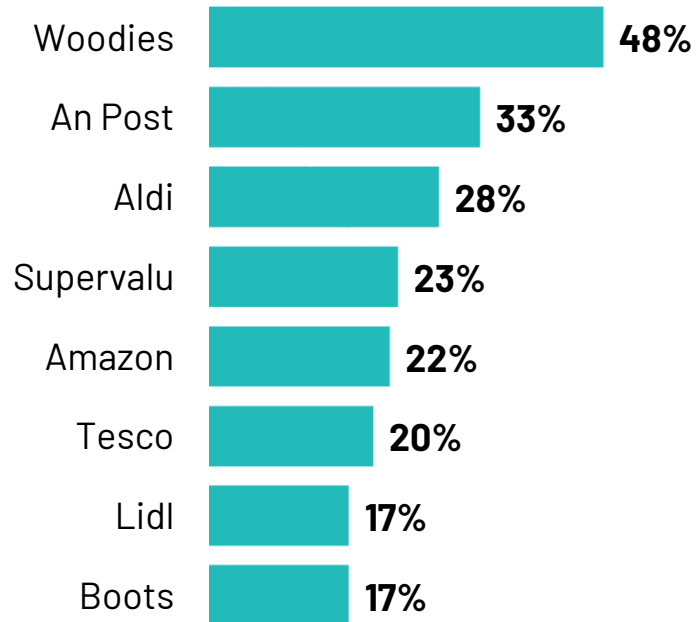
Rating	Aldi	Amazon	An Post	Boots	Lidl	Supervalu	Tesco	Woodies
1-Poor	5	9	1	6	3	3	4	1
2	4	3	2	5	1	5	2	1
3	3	10	5	6	5	3	5	2
4	7	5	2	9	8	6	7	1
5	9	8	8	17	13	13	10	7
6	11	14	8	15	11	16	13	5
7	19	17	14	13	20	16	20	13
8	14	12	27	12	21	15	18	20
9	16	15	14	8	9	12	9	17
10-Excellent	12	7	19	8	8	11	11	32



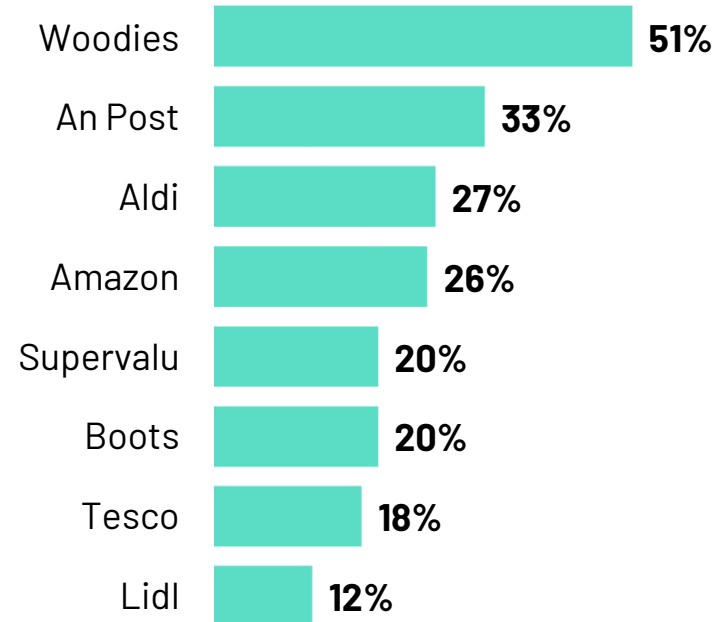
# Women more likely to rate Amazon and Boots higher

As did 25-44s.

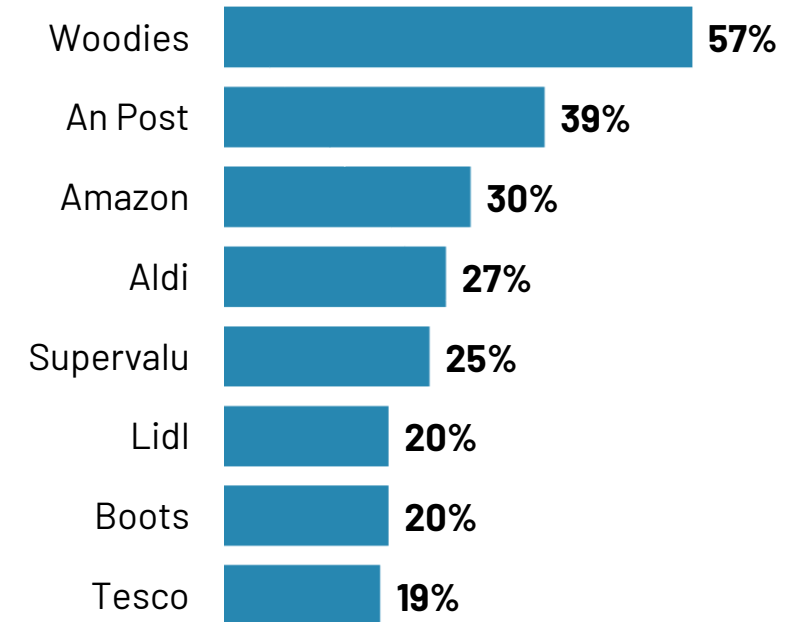
How would you Rate the ad?  
Any 9/10 – All Adults



How would you Rate the ad?  
Any 9/10 – 25-44s



How would you Rate the ad?  
Any 9/10 – Women

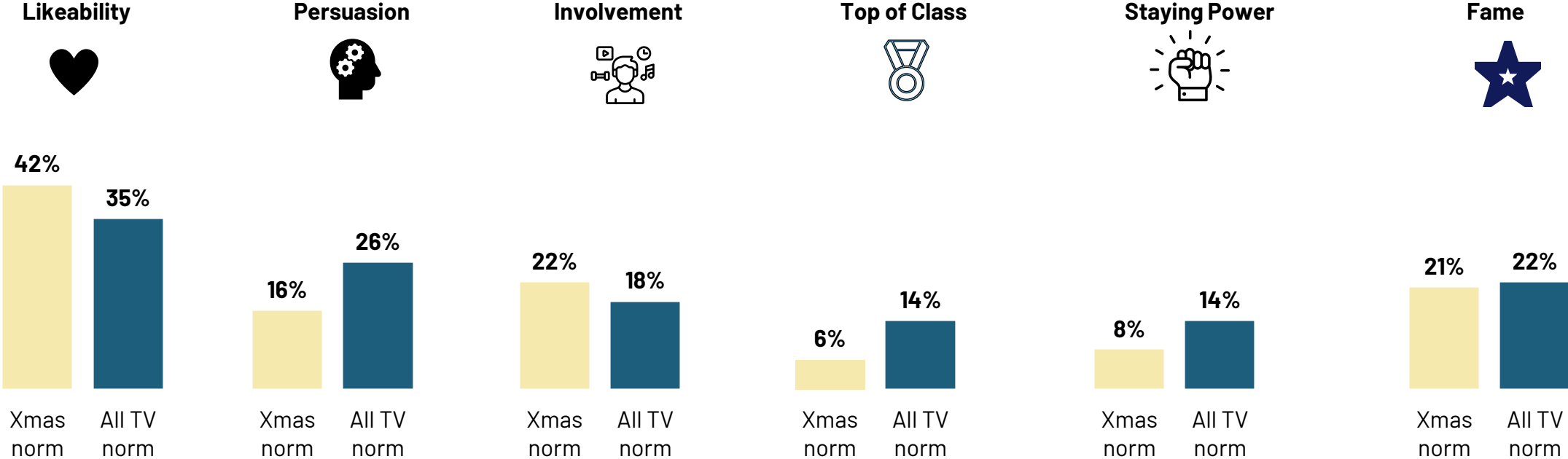


# ADEFFECT



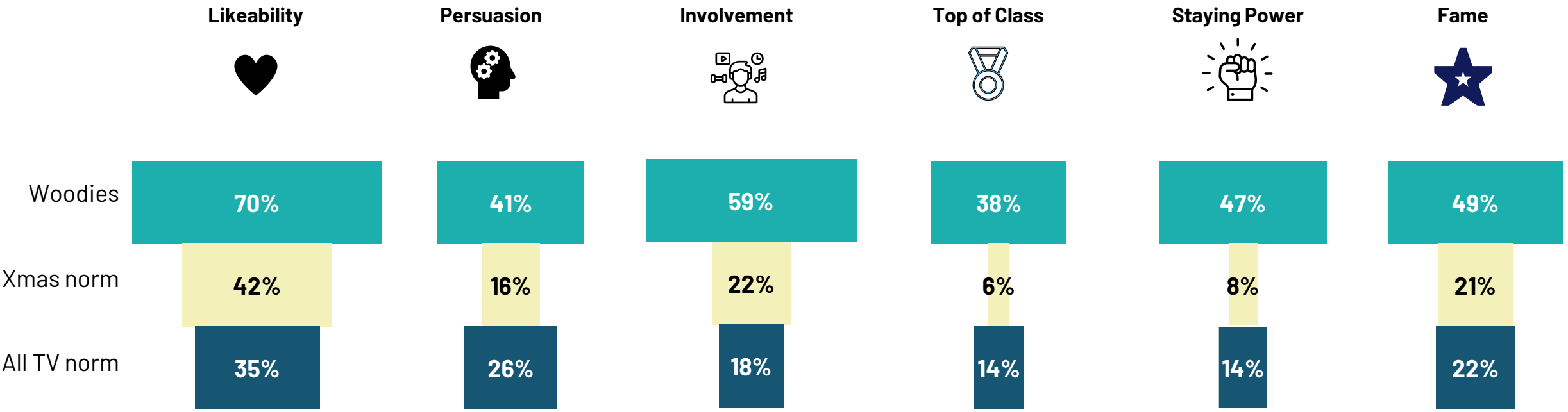
# Christmas ads more likeable and involving

Reflecting creative focus on storytelling, humour and spreading of Christmas spirit, most of the ads are less likely to persuade us. Several brands supported the ads we tested with tactical ads. Our ads are showing less staying power & top of the class: viewers a bit harder to impress this year.



# Woodies strong on all pillars with exceptional likeability and involvement

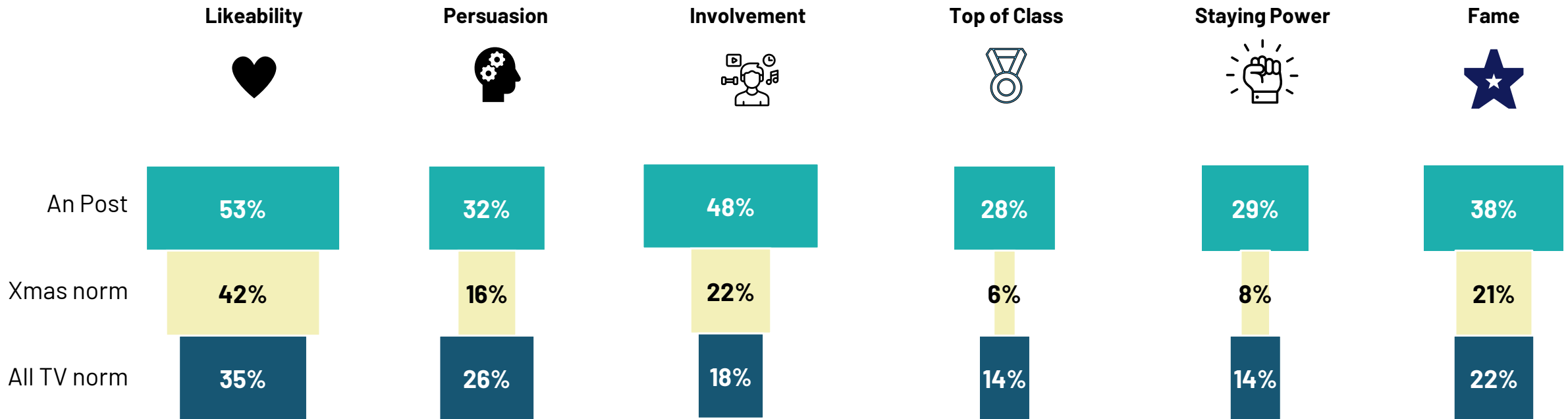
Viewers continue to score Mrs. Higgins' top across all our metrics.





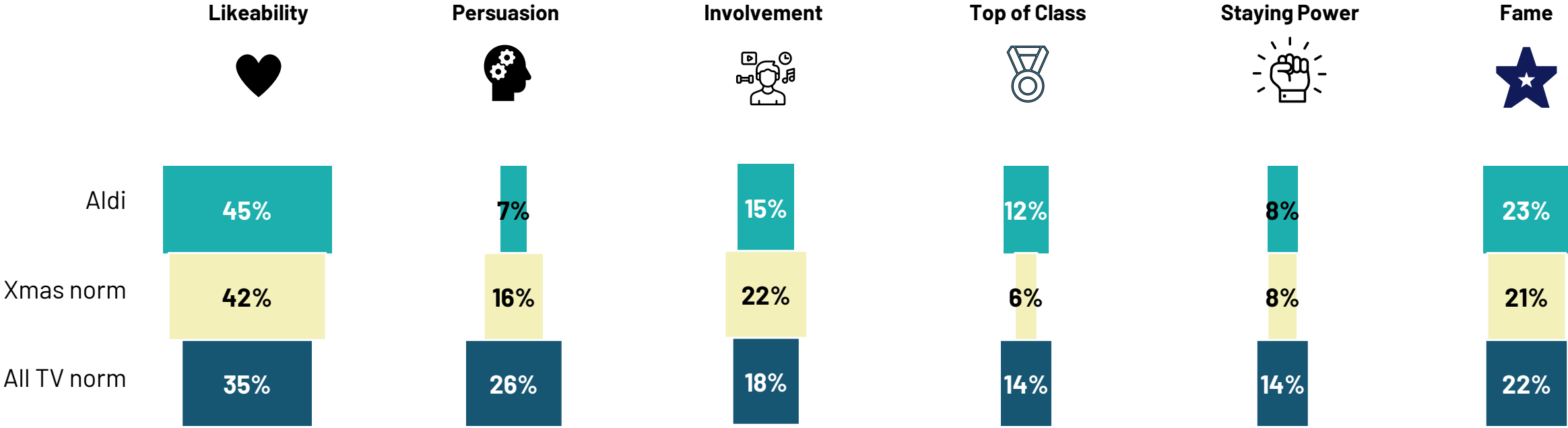
# An Post's Tin Man outperforms all norms and remains an involving, likeable ad

First aired in 2022, the ad delivers very strong fame and staying power and was one of highest rated ads this year for likeability.



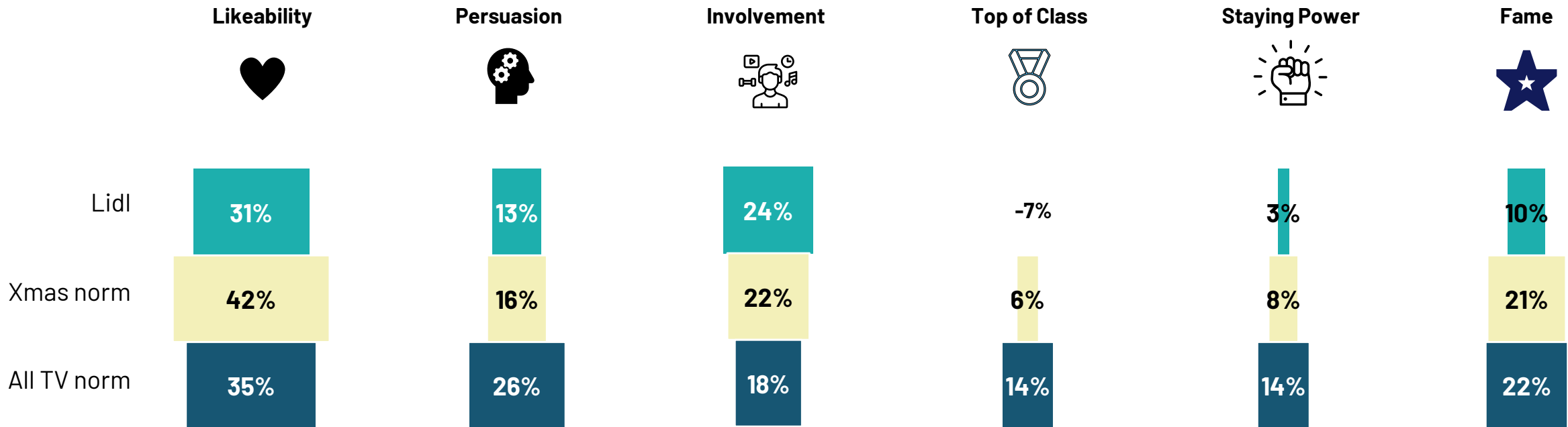
# Aldi's Kevin the Carrot strong on likeability and fame

With a great story and visuals, we see a higher Top of the Class score versus this year's group of Christmas ads.



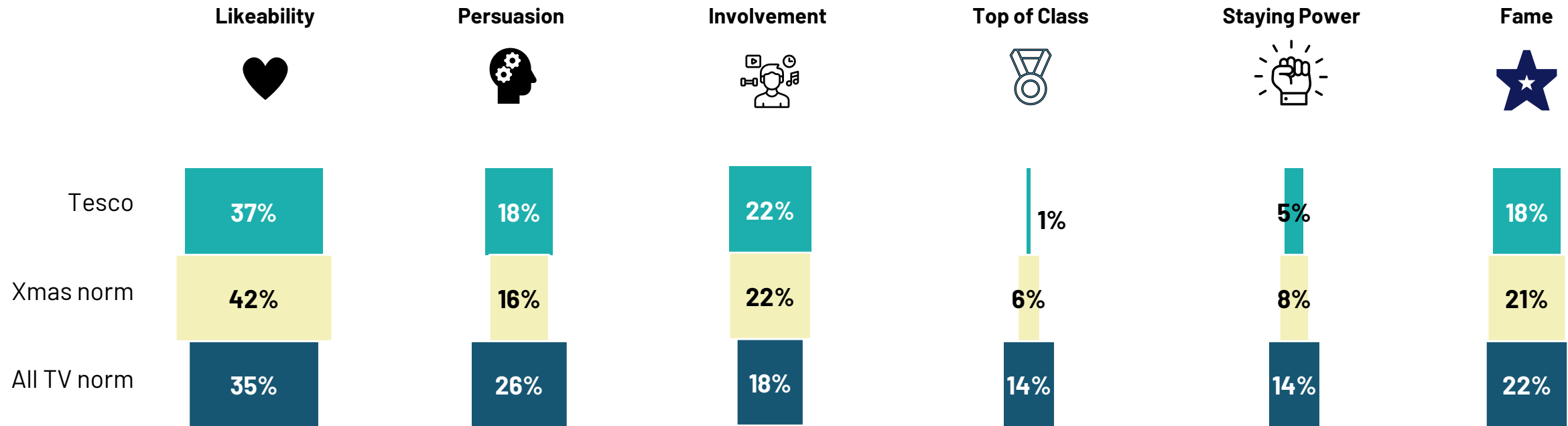
# Lidl's new 'A Magical Christmas' is involving viewers

As it scores above our norms with the story of magical bells and making wishes.



# Tesco edges above our Christmas persuasion norms

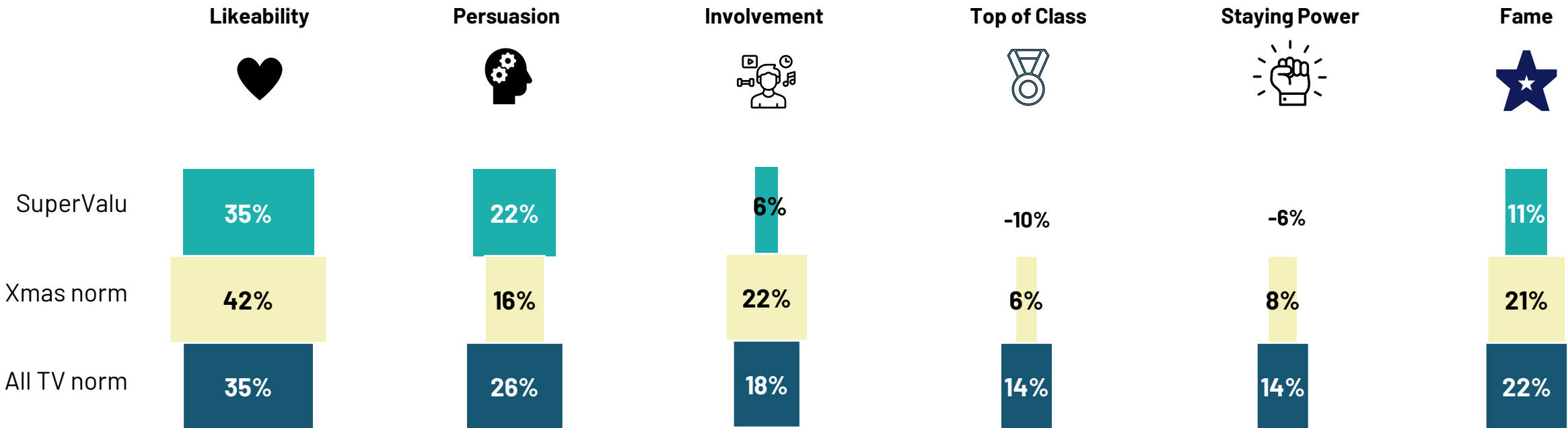
And performs on par for involving viewers





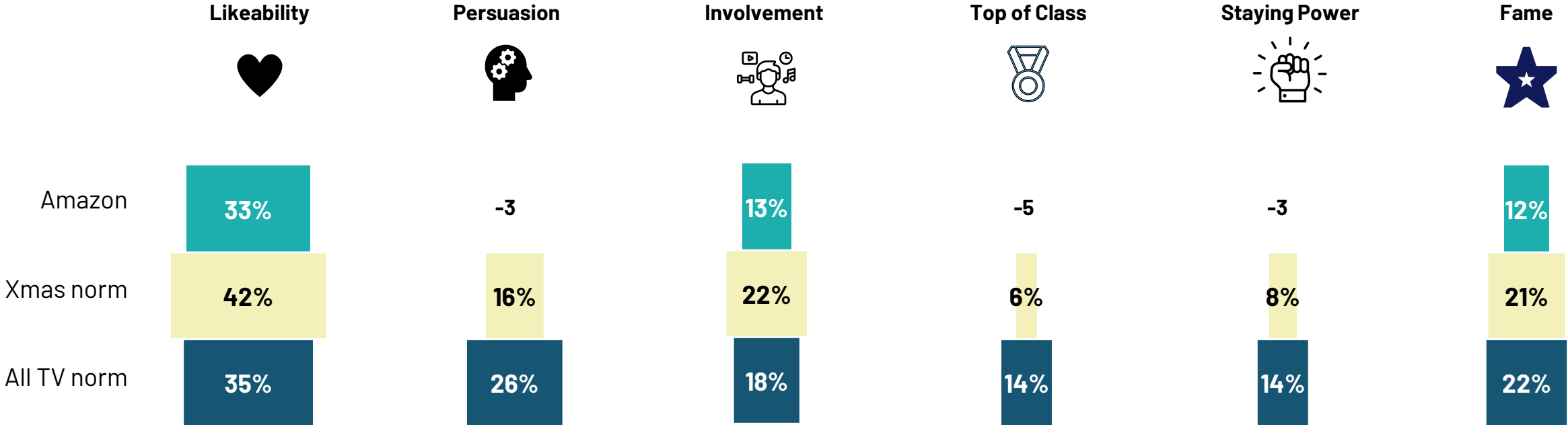
# Supervalu is outperforming Christmas norms for persuasion

And while involvement is lower than norms, there is a likeability factor to the ad



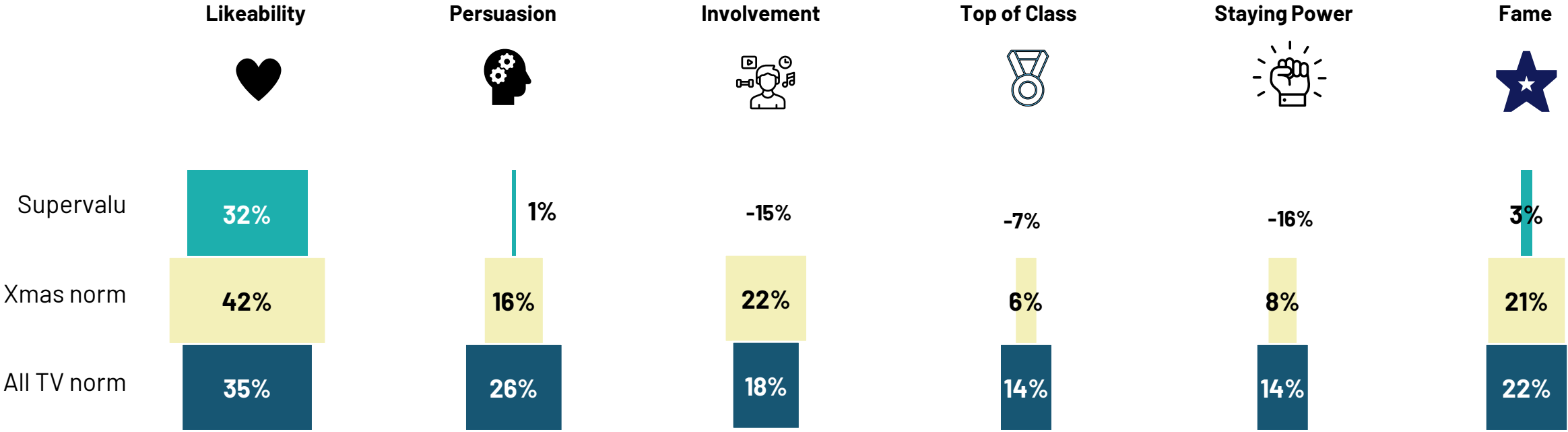
# Amazon's singer falls somewhat below norms

While it performs best for likeability and involvement, it may not prove persuasive to shop with Amazon.



# Boots Make Magic below norms despite a new take on Mrs. Claus

Despite a higher than average “stands out as different” score it failed to make an impression on viewers.



# THANK YOU



Ipsos B&A



@IpsosBandA

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