

STAR PERFORMER



Cadbury

SECRET SANTA

"No one else could tell IPA award-winner Cadbury's story of generosity in the way that it does, reinforcing relevant brand associations in people's minds. Since its debut in 2022, the ad has consistently captured hearts, gifting Cadbury its best Christmas sales ever, two years running!"

Lynne Deason
Head of Creative Excellence
Kantar

Top
3%
for Ad
Distinctiveness

Top
1%
for Power

Top
5%
for Brand
Love

TOP 10

MOST POWERFUL ADS

MOST LIKELY TO BUILD LONG-TERM BRAND EQUITY

"This year's ads are once again a testament to the UK's creative and marketing talent. Sticking with what works (and with chicken!) is a great recipe for success this year. Not only are these ads delivering that much-anticipated entertainment factor, they have also done so in a much more brand-centric way. This isn't just entertainment, it's advertising."

1

Cadbury

SECRET SANTA

1 in 2

ads ranked in the
top third for Brand
Differentiation—
key for justifying
a price premium

2

M&S

-FOOD-
PARTY LIKE
DAWN

3

KFC

KENTUCKY FRIED
TURKEY?

4

ALDI

CHRISTMAS
MISSION

5

Coca-Cola

HOLIDAYS ARE
COMING

6

Boots

MAKE
MAGIC

7

Morrisons

GIVE A
LITTLE LOVE

8

Sainsbury's

BIG
CHRISTMAS

9

Coca-Cola

THE WORLD NEEDS
MORE SANTAS

10

amazon

MIDNIGHT
OPUS

BEST NEW AD

BASED ON MOST POWERFUL

1

M&S

-FOOD-
PARTY LIKE
DAWN

2

ALDI

CHRISTMAS
MISSION

3

Boots

MAKE
MAGIC

4

Morrisons

GIVE A
LITTLE LOVE

5

Sainsbury's

BIG
CHRISTMAS

"M&S Food got the Christmas party started with its best festive ad to date. The ingredients that make it effective remain, but what makes this ad a cracker is the introduction of the relatable human perspective brought to life by Dawn French."

The ad reminds people of what makes M&S different—key to justifying its price premium and building predisposition as the go-to store for party hosts."

FUNNIEST AD

1

TKmaxx

FESTIVE
FARM

2

ALDI

CHRISTMAS
MISSION

3

Morrisons

GIVE A
LITTLE LOVE

4

M&S

-FOOD-
PARTY LIKE
DAWN

5

KFC

KENTUCKY FRIED
TURKEY?

1 in 4

people on average
laughed out loud
at Christmas ads
this year

MOST ENJOYABLE AD

1

M&S

-FOOD-
PARTY LIKE
DAWN

2

Boots

MAKE
MAGIC

3

Morrisons

GIVE A
LITTLE LOVE

4

TKmaxx

FESTIVE
FARM

5

ALDI

A MAGICAL
CHRISTMAS

MOST MEANINGFUL CONNECTION

WITH THE BRAND

1

Cadbury

SECRET
SANTA

2

ALDI

CHRISTMAS
MISSION

3

amazon

MIDNIGHT
OPUS

4

M&S

-FOOD-
PARTY LIKE
DAWN

5

Boots

MAKE
MAGIC

91%

increase in
Christmas ads'
potential to create
a meaningful
connection
versus 2020

MOST MEMORABLE BRANDING

1

Coca-Cola

HOLIDAYS ARE
COMING

2

KFC

KENTUCKY FRIED
TURKEY?

3

M&S

-FOOD-
PARTY LIKE
DAWN

4

Cadbury

SECRET
SANTA

5

MCDONALD'S

THE GIFT OF
MCDONALD'S

MOST ENJOYABLE MUSIC

1

Coca-Cola

HOLIDAYS ARE
COMING

2

Morrisons

GIVE A
LITTLE LOVE

3

very

LET'S MAKE IT
SPARKLE

4

amazon

MIDNIGHT
OPUS

5

Boots

MAKE
MAGIC

"Music has the unique ability to evoke emotion and create enduring memories. 'Holidays are Coming' once again reigns as this year's most enjoyable track."

Though the visuals may have been altered using AI, the ad retains all the ingredients that make it so powerful—it remains as effective as it was in previous years."

Want more gifts
of inspiration
from Kantar?

For more information on any of the results, our campaign effectiveness expertise, or to test your next ad, get in touch with your Kantar contact or email:

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