

THE BEST CHRISTMAS ADS 2022:

CRACKING THE CREATIVE EFFECTIVENESS CODE

STAR PERFORMER

Cadbury - SECRET SANTA

"Secret Santa from Cadbury, this year's top performing ad, disrupts the norm, capturing the hearts of the nation with a gesture of generosity that arouses a huge feel-good factor; tangible action which resonates meaningfully in the current cost of living crisis. The idea encapsulates the real meaning of Christmas and epitomises the essence of the much-loved Cadbury brand.

The idea powerfully taps into Christmas culture of Britain and is a truly populist concept that anyone can engage with. The idea has instant meaning because of the implicit invitation to think about who you would send such a gesture of love to."

Lynne Deason, Head of Creative Excellence, Kantar

Ad Distinctiveness
Top 4%

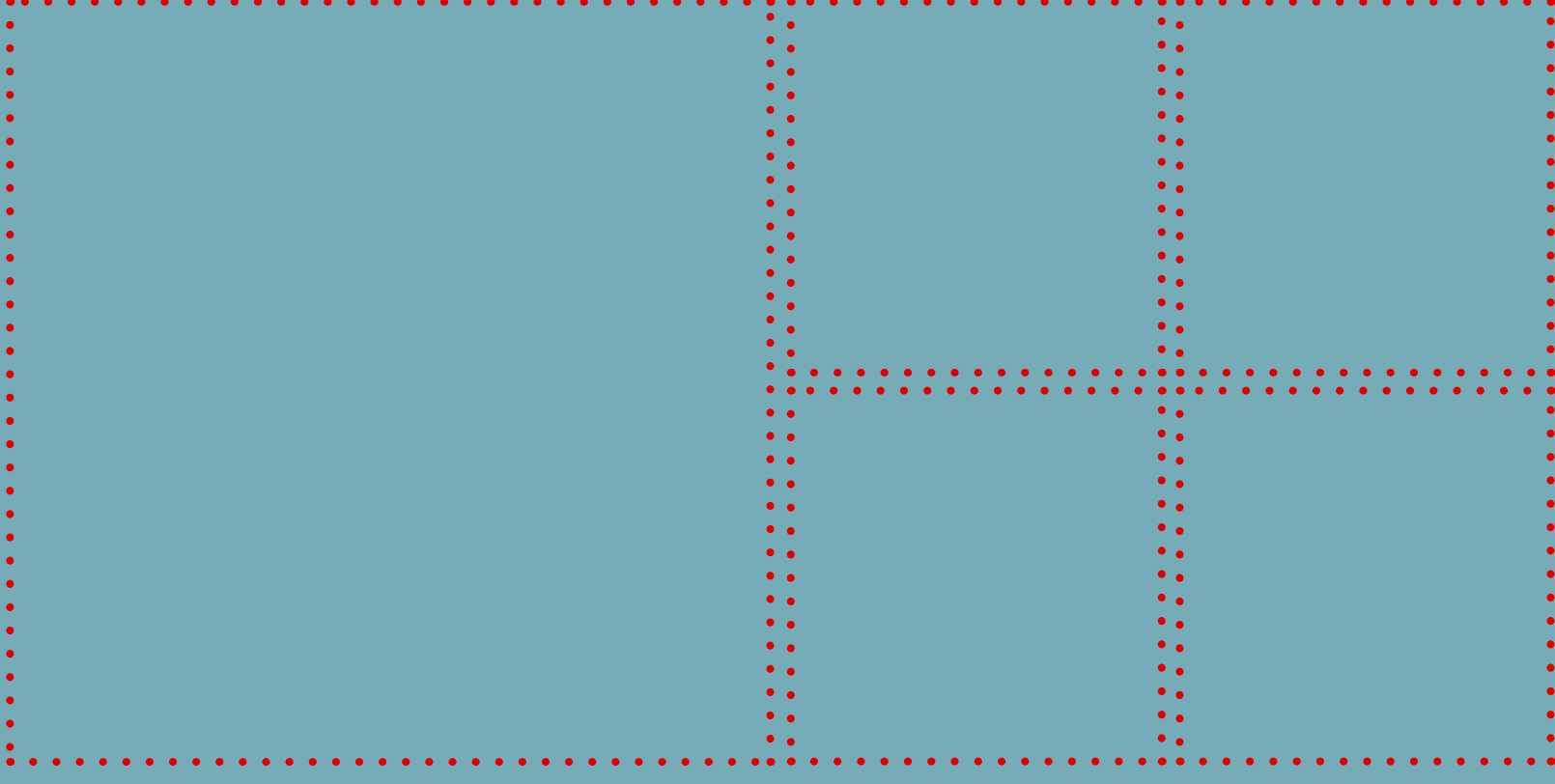
Ad Power
Top 4%

Brand Love
Top 2%

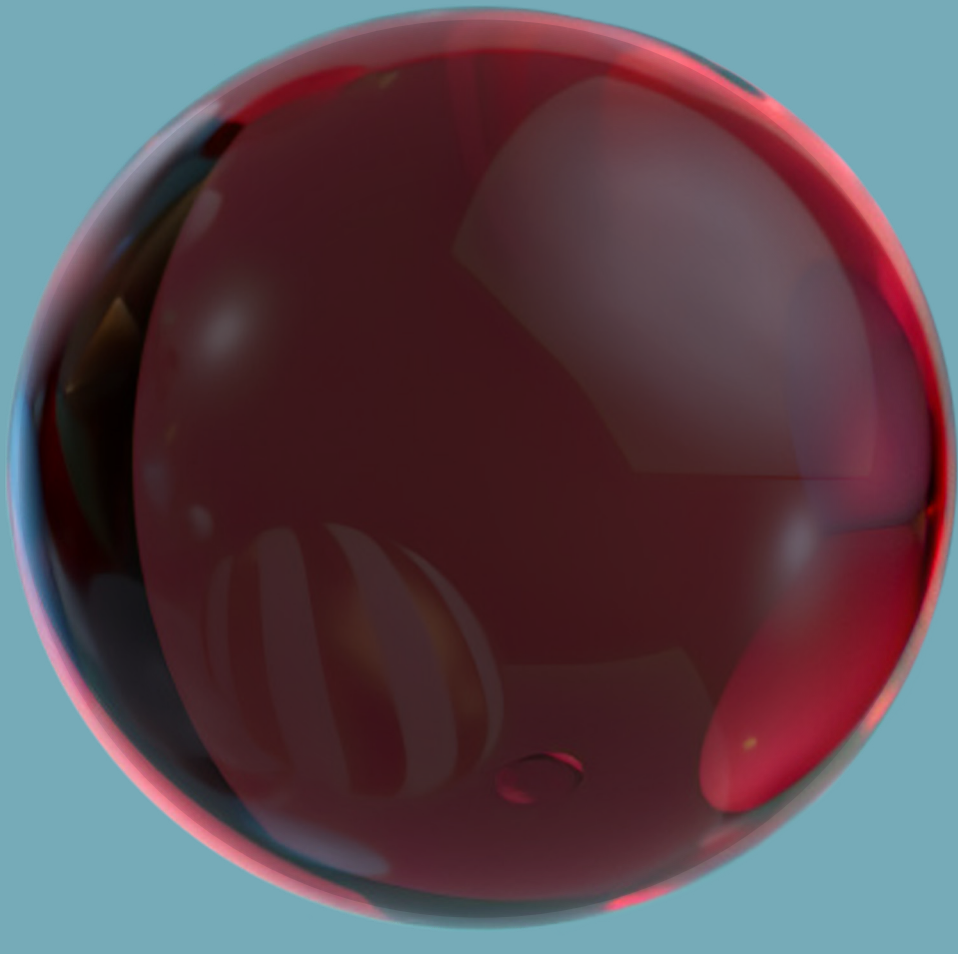
MOST POWERFUL AD

Potential to contribute to long term brand equity

(Hover over the numbers below)



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H
H



M&S

— FOOD —

"Establishing a strong feeling that your brand is different is key to justifying a premium over other alternatives. Every encounter needs to remind people of your brand's vibe. Brands can't afford to build empty salience. M&S' commitment to its longstanding campaign, imbued with all the Christmas feels, is a great example of ensuring that the true essence of the brand isn't lost."

Lynne Deason, Head of Creative Excellence, Kantar

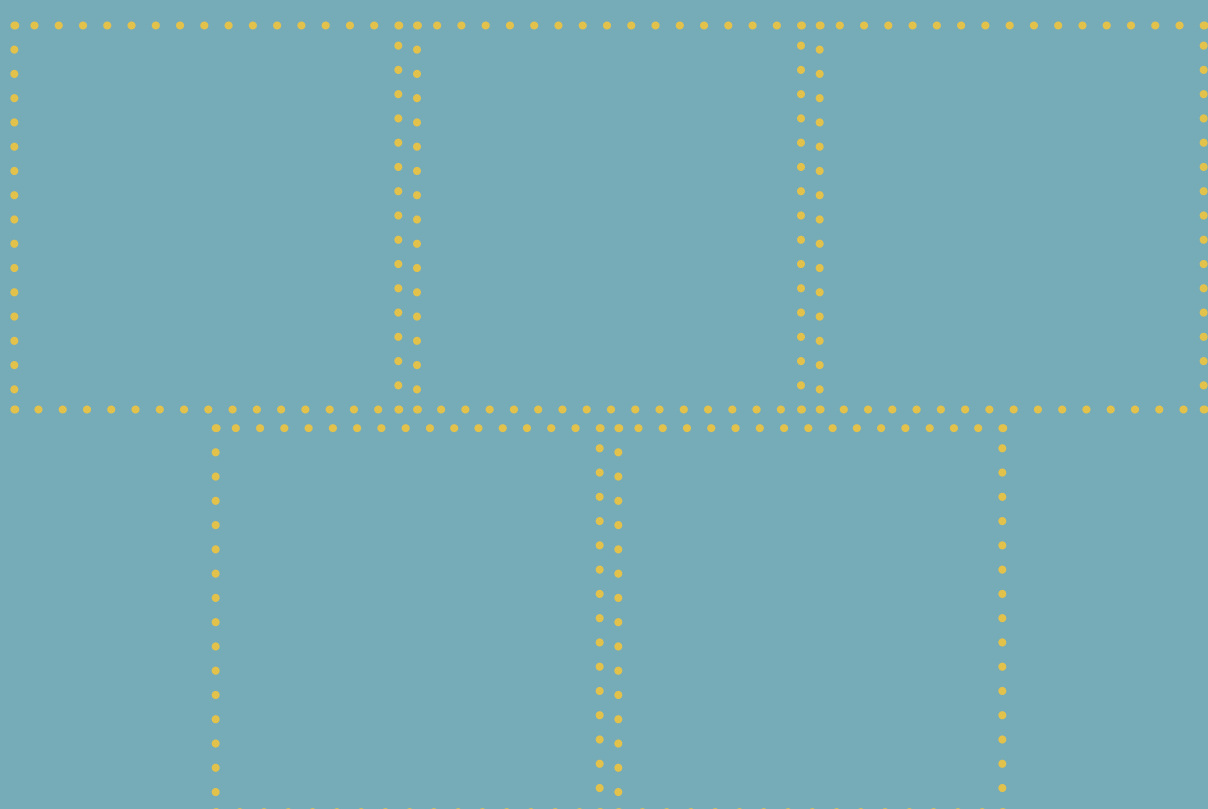


"Asda's 'Have Your Elf a Merry Christmas' showcases how to borrow from iconic Christmas culture to earn attention and get all those Christmas feels, while doing so in a way that ensures the advertised brands also shines. You can't retell the story without mentioning Asda, and the brand's distinctive brand assets, most notably the colour green, are front and centre."

Lynne Deason, Head of Creative Excellence, Kantar

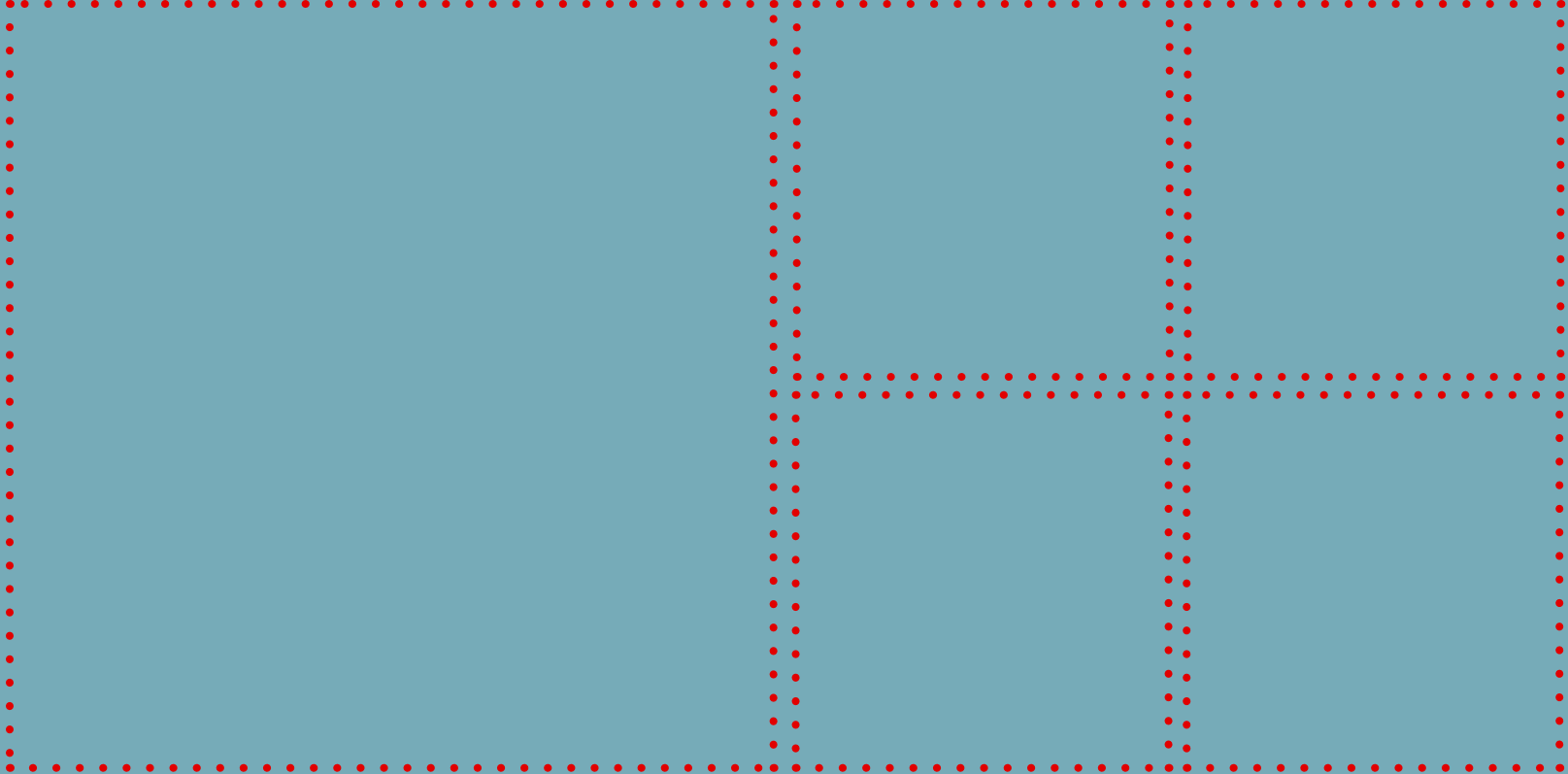
MOST ENJOYABLE AD

(Hover over the numbers below)



AD THAT MOST MADE PEOPLE SMILE

(Hover over the numbers below)



MOST DIFFERENTIATING AD

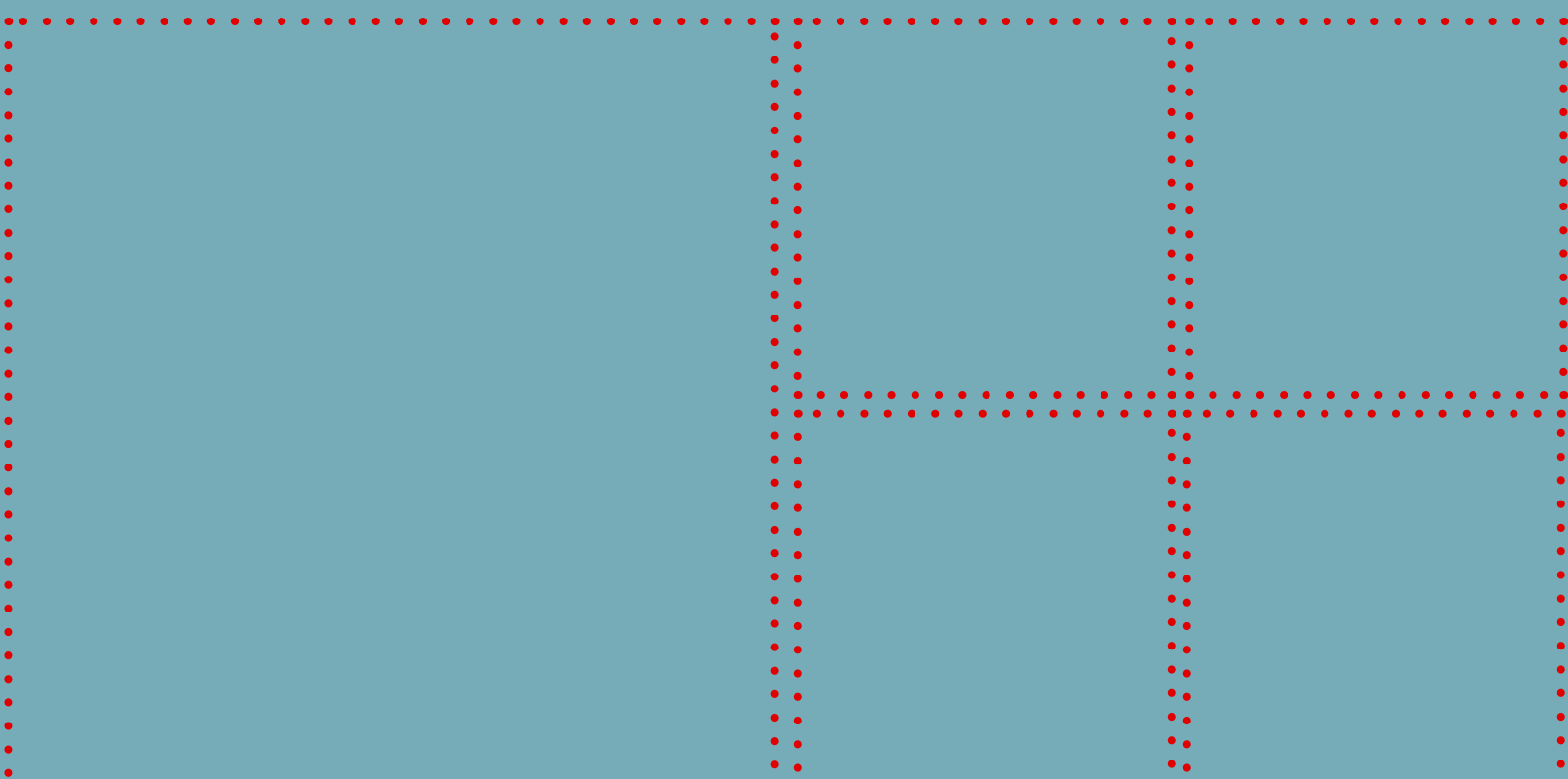
Made the brand feel really different to others

(Hover over the numbers below)



AD WITH MOST POSITIVE MALE CHARACTER PORTRAYAL

(Hover over the numbers below)



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