

The UK Stars of 2020's Christmas Advertising

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Star performers



Most Emotional Ad
'No naughty list'
100

"I really like that Tesco have used the fact we've all had a rubbish and very strange year, and that we're all in the same boat and used humour to lighten the mood. I love the hashtag and the kids are cute and it's just very clever. I love the loo roll bit best!!!"



Most Powerful Ad
'Holidays are coming'
96

"I love this ad I remember seeing it every Christmas and it always brings a smile. Everyone always knows it is officially Christmas when it comes on TV. I think this year more than ever it is needed... thank you for making a classic, memorable advert that never goes out of style."



Most Immediately Motivating
'Make Christmas wonderful'
74

"It was very nostalgic yet hopeful at the same time. I loved it. It actually made me quite emotional."

Makes the brand more meaningful



'Holidays are coming'
88



'The show must go on'
84



'Long way from home'
77



'The letter'
69



'No naughty list'
63

Differentiates the brand



'Holidays are coming'
93



'The letter'
92



'Make Christmas wonderful'
85



'Olivia Coleman'
79



'Long way from home'
78

Portrays positive role models



'The show must go on'
(F)99 (M)96*



'Incredible magic'
(F)85 (M)78



'Give a little love'
(F)80 (M)84



'The letter'
(F)44 (M)98



'Gravy song'
(F)33 (M)77

Three key takeaways

Creativity is key to effectiveness:
Be distinctive in a way that is authentic to your brand

There is more than one way to successfully crack the (Christmas) creative effectiveness nut, this year's top performing ads leverage different approaches including nostalgia, escapism, humour and fantasy. Ads that earn attention and create memories leverage a brave, distinctive idea that's authentic to the brand and is inspired by human insight. Many brands have successfully tapped into different perspectives on the Zeitgeist of 2020. Relying on your gut feel is risky and can lead to potentially negative impact when ideas aren't interpreted as intended. Consumer feedback enables confident decision making and more effective advertising.

Positive action on racism, inclusion and diversity is more than a tick box exercise

Many of this year's ads positively embrace racial representation. These people play active lead roles that go far beyond ticking the diversity box. A minority of people actively oppose this, most actively embrace it. Amazon's ballet dancer falls in the top 2% of all ads in the UK for portraying its male and female characters as positive role models for others. Sainsbury's Gravy Song performs in the top 30%. Advertising influences society, culture and the expectations we have of ourselves. Brands can have a positive impact on society and the effectiveness of their advertising.

Too much of a good thing can be detrimental; longer ads don't always deliver greater impact

A complaint across many of this year's Christmas ads, such as Walkers, Amazon and Argos, is that they are far too long. A long ad can give you more time to tell an emotionally engaging story, but it can also make it very easy to lose your audience before they even get to the brand, or simply turn them off and make them tune out. Use the minimum length required to land the idea effectively. A story needs to be highly enjoyable and gripping for a long ad to be effective.