BEST CHRISTMAS ADS 2023

Unwrapping effectiveness

STAR PERFORMER



HOLIDAYS ARE COMING 2023

"Coca-Cola's Holidays are Coming is one of the best ads ever, an iconic part of Christmas culture, that signals it's that magical time of year. When life feels challenging, we lean into nostalgic things. As seen during COVID, the positive emotional response to this ad is heightened this year - it's enjoyed even more, and people's facial reactions revealed increased sentimentality, reigniting that magical glow people feel for the brand." Lynne Deason,

Head of Creative Excellence, Kantar









Top 5% for Brand Difference

TOP 10 MOST POWERFUL ADS Most likely to build long-term brand equity

=1



=1

Holidays are

Coming 2023



Kevin and the



















T-k-MOX

Festive

Farm

laugh can be hugely effective in both the short and the long term. Humour activates the brain's dopamine reward system and cognitive studies have shown that dopamine is important in long-term memory and motivation." Lynne Deason, Head of Creative Excellence, Kantar

Laughter is most definitely back in

really working. Ads that make people

this year's Christmas ads, and it's







MOST PERSUASIVE AD



centric storytelling, and an increased focus on sticking with existing ideas has ensured these ads will do more than lift the hearts of the nation, they will deliver commercial results." Lynne Deason, Head of Creative Excellence, Kantar

entertainment factor, showing just how important

"Christmas ads in 2023 have smashed the

creativity and originality is. This year, brand

of ads are in the top third for power this year, compared to only 12% in 2022! MOST ENJOYABLE



Coca Cola amazon Holidays are Make this Christmas Coming 2023 Incredibublé

MUSIC



amazon

Bunny Saves

Christmas



Coca Cola

Fancy a McDonald's this Christmas?



Holidays are Ride Coming 2023 Secret **DURACELL** Santa

ads this year are Cadowry above average Secret Holidays are **DURACELL**® Santa Coming 2023 **Bunny Saves** amazon Christmas Fancy a McDonald's Joy this Christmas? Ride

for branding, compared to 1 in 4 in 2022!

1 in 2

SHOWS THE MOST PROGRESSIVE VIEW OF SOCIETY "Advertising, like all media, shapes society. Ads that portray people positively not only benefit society, they are also more effective. The way males are portrayed this year

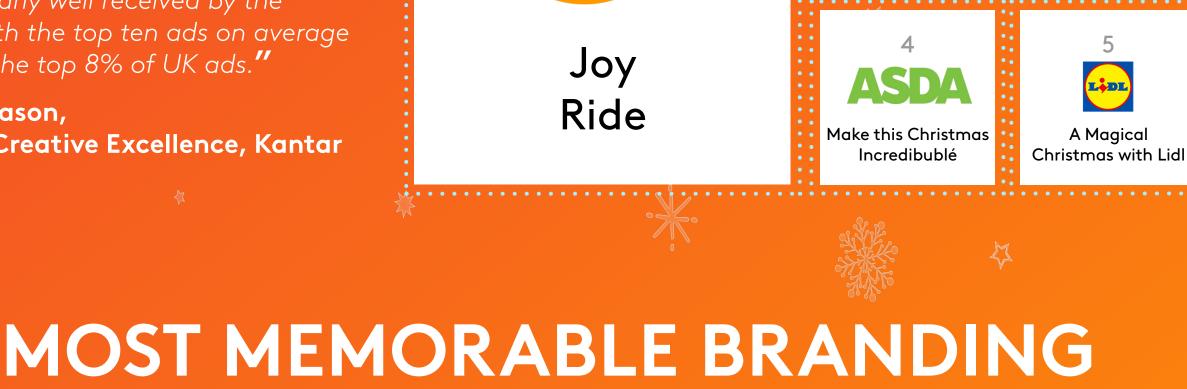
MOST

DIFFERENTIATING

Builds brand difference

falling in the top 8% of UK ads." Lynne Deason, Head of Creative Excellence, Kantar





adowry

Secret Santa

Sticking with

Chicken

Fancy a McDonald's

this Christmas?



Cadowry

Secret

Santa

A Magical

Holidays are KFC Coming 2023

Want more gifts of inspiration from Kantar? For more information on any of the results, our creative effectiveness expertise,

DURACELL

Bunny Saves

Christmas

Kevin and the

Christmas Factory

or to test your next ad, get in touch with your Kantar Christmas Elf or email

creativeinsightsuk@kantar.com



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