

## BEST CHRISTMAS ADS 2023

Unwrapping effectiveness

## STAR PERFORMER



Coca-Cola

## 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 2%  
for  
EnjoymentTop 4%  
for Ad  
DistinctivenessTop 5%  
for Brand  
Difference

## TOP 10 MOST POWERFUL ADS

Most likely to build long-term brand equity

1 <b>Coca-Cola</b> Holidays are Coming 2023	1 <b>Cadbury</b> Secret Santa	1 <b>DURACELL</b> Bunny Saves Christmas	1 <b>McDonald's</b> Fancy a McDonald's this Christmas?	5 <b>amazon</b> Joy Ride
6 <b>KFC</b> Sticking with Chicken	7 <b>ALDI</b> Kevin and the Christmas Factory	8 <b>M&amp;S</b> — FOOD — The Mittens	9 <b>Coca-Cola</b> The World Needs More Santas	10 <b>BAILEYS</b> Tis the Season to Baileys

## FUNNIEST AD

1 <b>McDonald's</b> Fancy a McDonald's this Christmas?	2 <b>KFC</b> Sticking with Chicken	2 <b>TK MAXX</b> Festive Farm
	3 <b>ALDI</b> Kevin and the Christmas Factory	4 <b>Morrisons</b> More of the Winning Feeling

"Laughter is most definitely back in this year's Christmas ads, and it's really working. Ads that make people 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

## MOST PERSUASIVE AD

1 <b>KFC</b> Sticking with Chicken	2 <b>very</b> Let's Make it Sparkle	3 <b>BAILEYS</b> Tis the Season to Baileys
	4 <b>DURACELL</b> Bunny Saves Christmas	5 <b>M&amp;S</b> — FOOD — The Mittens

"Christmas ads in 2023 have smashed the entertainment factor, showing just how important creativity and originality is. This year, brand 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

67%  
of ads are in  
the top third for  
power this year,  
compared to only  
12% in 2022!

## MOST ENJOYABLE MUSIC

This year's  
ads on average  
land in the  
top 10%  
for enjoyment!

1 <b>amazon</b> Joy Ride	2 <b>Coca-Cola</b> Holidays are Coming 2023	3 <b>ASDA</b> Make this Christmas Incredible
	4 <b>Morrisons</b> More of the Winning Feeling	5 <b>McDonald's</b> Fancy a McDonald's this Christmas?

## CREATES MOST EMOTIONAL CONNECTION WITH THE BRAND

1 <b>Cadbury</b> Secret Santa	2 <b>amazon</b> Joy Ride	3 <b>Coca-Cola</b> Holidays are Coming 2023
	4 <b>DURACELL</b> Bunny Saves Christmas	5 <b>McDonald's</b> Fancy a McDonald's this Christmas?

## MOST DIFFERENTIATING

Builds brand difference

1 <b>DURACELL</b> Bunny Saves Christmas	2 <b>Cadbury</b> Secret Santa	3 <b>Coca-Cola</b> Holidays are Coming 2023
	4 <b>McDonald's</b> Fancy a McDonald's this Christmas?	5 <b>amazon</b> Joy Ride

1 in 2  
ads this year are  
above average  
for branding,  
compared to  
1 in 4 in 2022!

## 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 is particularly well received by the public, with the top ten ads on average falling in the top 8% of UK ads."

Lynne Deason,  
Head of Creative Excellence, Kantar

1 <b>amazon</b> Joy Ride	2 <b>McDonald's</b> Fancy a McDonald's this Christmas?	3 <b>Cadbury</b> Secret Santa
	4 <b>ASDA</b> Make this Christmas Incredible	5 <b>Lidl</b> A Magical Christmas with Lidl

## MOST MEMORABLE BRANDING

1 <b>Coca-Cola</b> Holidays are Coming 2023	2 <b>DURACELL</b> Bunny Saves Christmas	3 <b>Cadbury</b> Secret Santa
	4 <b>ALDI</b> Kevin and the Christmas Factory	5 <b>KFC</b> Sticking with Chicken

## Want more gifts of inspiration from Kantar?

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

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