

# THE BEST CHRISTMAS ADS 2022:

CRACKING THE CREATIVE EFFECTIVENESS CODE

## STAR PERFORMER

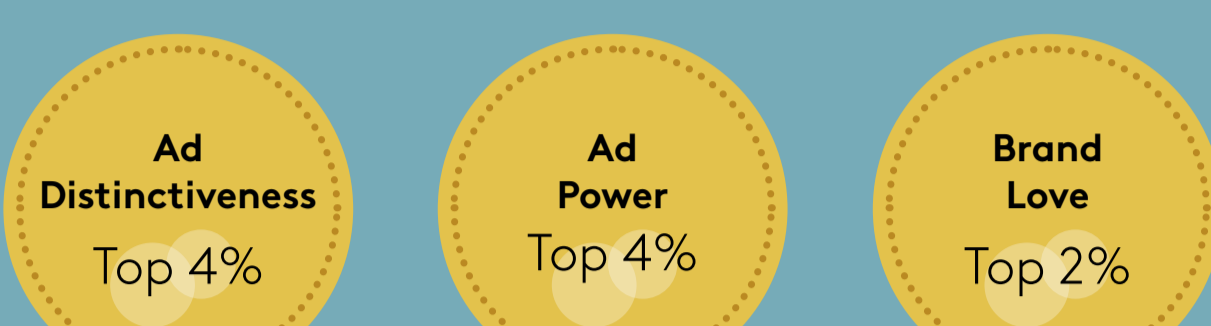


### Cadbury - SECRET SANTA

"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



## MOST POWERFUL AD

Potential to contribute to long term brand equity

(Hover over the numbers below)



2022's Christmas ads have brought more joy this year! 9 ads are in the top third for enjoyment versus only 3 last year.

### 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

"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

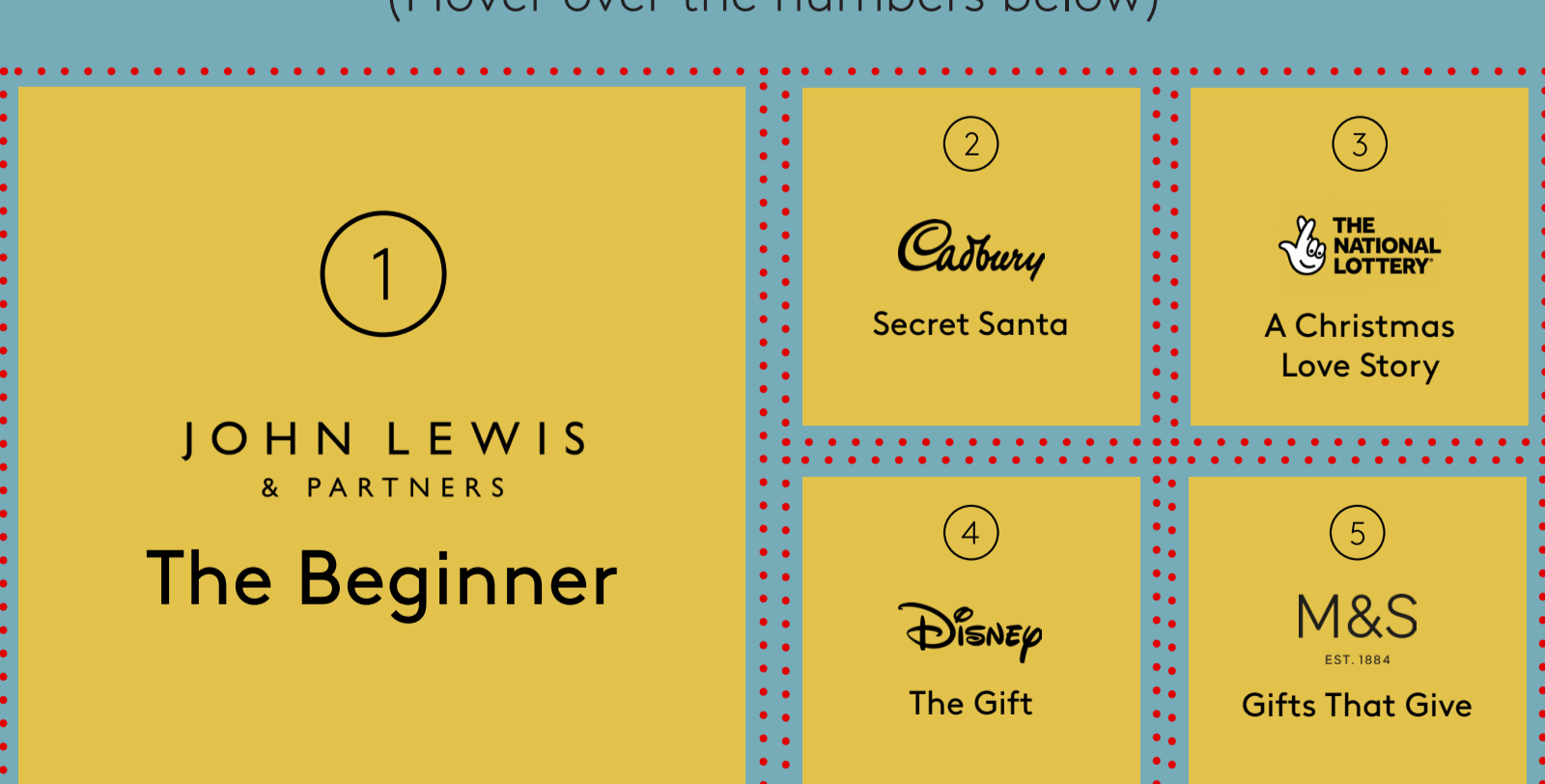
(Hover over the numbers below)



Aldi's 'Kevin the Carrot: Home Alone' ad is the funniest ad this year, falling into the top 6% of all UK ads for humour.

## AD WITH MOST POSITIVE MALE CHARACTER PORTRAYAL

(Hover over the numbers below)



## 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 [creativeinsightsuk@kantar.com](mailto:creativeinsightsuk@kantar.com)

Using LinkExpress on Kantar Marketplace, we asked 3,750 UK consumers what they thought about 25 of this year's Christmas ads and compared the results to the world's largest advertising database. The research reviewed the critical factors that have been proven to determine whether an ad will be effective; exploring factors such as whether it earns attention, if it will motivate people to buy in the short term and whether it evokes responses that will contribute to the brand's success in the longer term. Partnering with Affectiva, we also used facial coding to determine the power of the ad to provoke an emotional reaction, and the nature of that emotion moment by moment as people experience the ad.