

# The 2021 Stars of UK Christmas Advertising



Star performer

78

**ALDI**

**Most Powerful Ad**  
A Christmas Carrot

“I liked the whole idea of turning bad to good, the kind caring Christmas spirit, the sharing and being with families. The spirit of a true Christmas – caring, warmth and generosity.”  
Respondent verbatim



Most Festive

- ② Holidays are coming
- ③ Farmer Christmas
- ④ Percy Pig comes to life
- ⑤ Big on a Christmas you can always believe in

*Coca-Cola*  
“The Coca-Cola trucks in the snow which make me feel festive, and the music which makes me feel really nostalgic. Coca-Cola is for everyone this year.”  
Respondent verbatim



Most Enjoyable

- ② Unexpected Guest
- ③ Percy Pig comes to life
- ④ The Lonely Bounty
- ⑤ Farmer Christmas

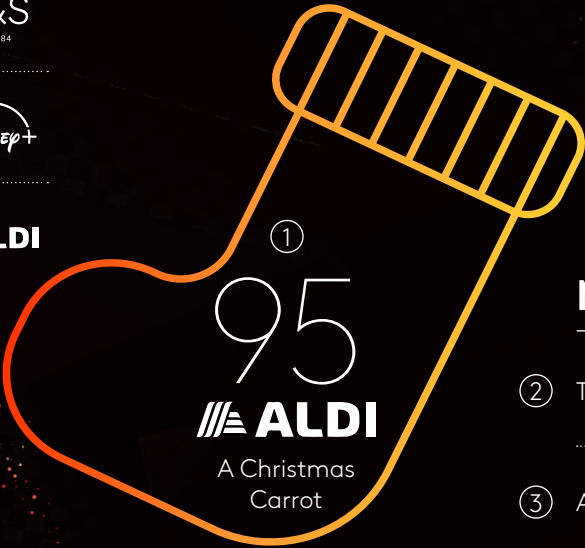
“Love the fairy and Percy as well as the food showcased. M&S food is high quality and different for special occasions.”  
Respondent verbatim



Strongest Branding

- ② Big on a Christmas you can always believe in
- ③ Percy Pig comes to life
- ④ Christmas never felt so good
- ⑤ A Christmas Carrot

“Bounty was looking for love, finds it in another neglected food item (sprout) in a homage to Love Actually, then it mentions that you can return unwanted bounty, but I eat them lol!”  
Respondent verbatim



Most Distinctive

- ② The Lonely Bounty
- ③ An Unlikely Friendship
- ④ Unexpected Guest
- ⑤ Holidays are coming

For more information on any of the results or to test your next ad get in touch with [ikram.mirza@kantar.com](mailto:ikram.mirza@kantar.com) or your Kantar contact.

## Inspiration from 2021’s UK Christmas ads

“Christmas ads, with their powerful storytelling and prominent use of chart topping emotionally evocative music, are infamous for their power to evoke emotion! Whilst they still make us smile more than the average ad, this year’s body of ads is less enjoyable and has less of a feel good factor on average than Christmas ads usually achieve. There is still much to celebrate, and Aldi’s ‘A Christmas Carrot’ takes the crown as the best Christmas ad of 2021, and is their best one yet! Aldi’s new take on Dickens’ Christmas classic is

an inspiring example of how a brand can convey serious messages about purpose and social impact while still being authentic to the brand, in this case, delivered with fun and light-hearted humour, which is true to Aldi’s ‘jester’ personality. Aldi uses humour effectively, but at the same time also conveys a deeper sentiment reflecting the true meaning of Christmas, and tapping into kindness, a quality we increasingly value. The clever inclusion of ‘Marcus Radishford’ intuitively conveys how Aldi is making a difference, by providing meals

to those in need. Reimagining one of the most well-known and loved Christmas stories of all time, in a brand-centric and original way, also ensures the ad works for our lazy brains, conveying a relatively complex narrative without us having to think hard about it whilst also making sure that Aldi shines through. Kevin’s latest adventure exemplifies many of the themes which have made this year’s other entries successful, factors that are indeed true of creative and effective advertising all year round.”

**Lynne Deason** Head of Creative Excellence

Using LinkExpress we asked 3,600 UK consumers what they thought about 24 of this year’s Christmas ads. 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, Kantar 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. Scores shown are percentiles reflecting where the ad sits relative to others versus the UK Link database norm on that measure. Ads listed in descending order in each category.