

The Joy of Christmas Ads 2023

December 2023



Introduction



This report presents **summary results** of B&A's **Christmas ad** research covering recall, branding and ad performance based on 8 executions. **Full results** available, upon requests, including detailed results on **Ipsos B&A Ad Effect** for all ads and **demographic breakdown**.



Survey results are based on a sample of 1,000 adults aged 16+, quota controlled in terms of age, gender, socio-economic class and region to reflect the profile of the adult population of the Republic of Ireland.



All interviewing was conducted via Ipsos B&A's online **Acumen Panel**.



Fieldwork was conducted from 6th to 14th December. Each respondent viewed 3 ads. Respondents who viewed Rockshore were aged 18+.

Introduction

As we near the time to exchange gifts, share time with family and friends and embrace the festive season, we once again turn our eyes (and analysis) to some of this year's Christmas TV ads.

This year, Ipsos B&A analysed 8 TV ads that were on air in the lead up to Christmas 2023 to explore their emotional impact, their level of Christmas joy and Christmas spirit, and to highlight what resonated with viewers of each ad. We used bespoke questions and our **Ipsos B&A AdEffect** model to explore the impact of Christmas ads on viewers.

We tested 8 ads that fell into two broad categories:

- **Returning Ads & Characters:** Unlike the ghost of Christmas past, a strong Christmas ad can still provide high enjoyment, likeability, fame and connection. Did our returning ads by **Woodie's & An Post** remain as enjoyable and involving this year? A strong character is a tremendous brand asset, but can new creative put the characters in a positive light and continue to connect with viewers? How did **Kevin the Carrot** entering the world of Wonka resonate?
- **New creative:** New Christmas creative needs to deliver interest, cut-through and, if done well, likeable characters and storytelling. How did viewers enjoy the new **Lidl, Tesco and Amazon** campaigns? Did **Tayto and Rockshore's** foray into the realm of Christmas advertising deliver Christmas cheer?

A total of 8 ads tested with a mix of returning ads, returning characters and new creatives

Aldi

Share the Love Christmas 2023



Returning character:
Kevin the carrot

Amazon

Joy Ride Christmas 2023



New creative:
Joy Ride

An Post

Tin Man Christmas Ad



Returning creative:
Tin Man

Lidl

A Magical Christmas



New creative:
A Magical Christmas

Rockshore

St. Stephen's day



New Creative:
St. Stephen's Day Countdown

Tayto

Everyone Gets A Gift



New Creative:
Everyone gets a Christmas Gift

Tesco Ireland

Become More Christmas



New creative:
Become More Christmas

Woodie's Christmas

Mrs. Higgins



Returning creative:
Mrs. Higgins

Topline Results



Delve Deeper

Woodies, An Post and Amazon bring strong emotional connections to viewers with creative that highlights the joy of giving

Mrs. Higgins returned to our screens capturing viewers' hearts, as 89% said she is likeable: an outstanding result. Nearly 80% recalled seeing the ad which delivered a high level of happiness (70%) and 83% enjoyed watching it. Viewers felt it captured the emotion of Christmas strongly (65%) and nearly 60% said it celebrated the joy of Christmas. An impressive 33% rated it 10/10.

Woodies & Mrs. Higgins are strongly connected as 78% agreed it delivered strong branding for Woodies. In our AdEffect model, the ad demonstrated exceptional staying power & involvement with an excellent level of persuasion.



An Post's Tin Man character returned to us this Christmas and he delivered an impressive 76% recall. The ad topped the list for branding at 84%. 61% of viewers felt the story really tapped into the emotion of Christmas through likeable characters: 79% of viewers agreed. The characters were particularly liked by 25-44s (82%). 80% enjoyed watching the ad (72%) and nearly 1 in 2 (49%) enjoyed watching it a lot. Nearly 1 in 4 rated it 10/10 and 59% gave it an 8 or higher, a strong endorsement of the creative storytelling.

AdEffect analysis showed the ad was top for likeability and scored strongly for staying power and fame.



Amazon's Joy Ride ad highlights the gift of memories with a strong recall of 68%. 63% of viewers felt it made them feel happy and 86% liked the characters in the ad showing the power of creative without any dialogue. Over 8 in 10 said they enjoyed watching it and over half scored it an 8 or 10 or higher and 43% of Adults 25-44 rated it a 9 or a 10.

AdEffect findings show the ad has very strong involvement and above the Christmas ad norms for persuasion.



Tayto's new ad strong for branding and persuasion, while Aldi's Kevin and Lidl's racoon involving viewers in the story telling that captured the joy of Christmas .

Tayto has produced their first Christmas ad in memory and who is it Santa is waiting for? Mr. Tayto of course! 81% of viewers liked the characters and 80% told us the branding said "Tayto". 55% found the ad putting a spin on Christmas night made them happy.

AdEffect analysis highlighted strong persuasion, staying power and likeability.



Aldi's Kevin the Carrot went to Willie Wonka's chocolate factory and delivered branding (82%) and amusement (42%) to viewers. 56% of 25-44s believe this year's creative really celebrated the joy of Christmas. Over 3 out of 4 viewers agree that Kevin and his pals are likeable showing the continuing success of the character and the stories he is placed in. Recalled by 70% of viewers, Kevin continued to catch the eye and memories of viewers. Over half of viewers (57%) gave this year's Aldi ad an 8 or higher out of 10 and 74% said they enjoyed watching.

AdEffect findings show the ad has significant staying power & fame scores and had the highest persuasion score amongst the supermarket ads tested.



Lidl's new Christmas creative had an above Christmas norm average recall of 63%, with over 2 in 3 saying the ad was a good at telling viewers it was for Lidl and for 41% it gave them a feeling of being interested (highest of all ads testing). 59% felt it tapped into the emotion of Christmas and 52% of 25-44s felt it celebrated the joy of Christmas. Over 3 in 4 viewers enjoyed watching it and 54% rated it a 8 or higher.

Ad Effect findings show the ad was more involving than TV norms with fame and staying power above norms too.



Tesco and Rockshore struggle to hit norms

Tesco's "Become more Christmas" ad was recalled by 63% just ahead of our Christmas average, with 74% of viewers saying it did a great job branding itself as a Tesco ad. Viewers felt amused (34%) by the ad. 67% liked the characters in the ad and 64% enjoyed watching it. 1 in 10 viewers gave it a 10 out of 10 and 42% rated it 8 out of 10 or higher.

Amongst the AdEffect findings, the ad was challenged to reach this year's norms but did show likeability amongst some viewers



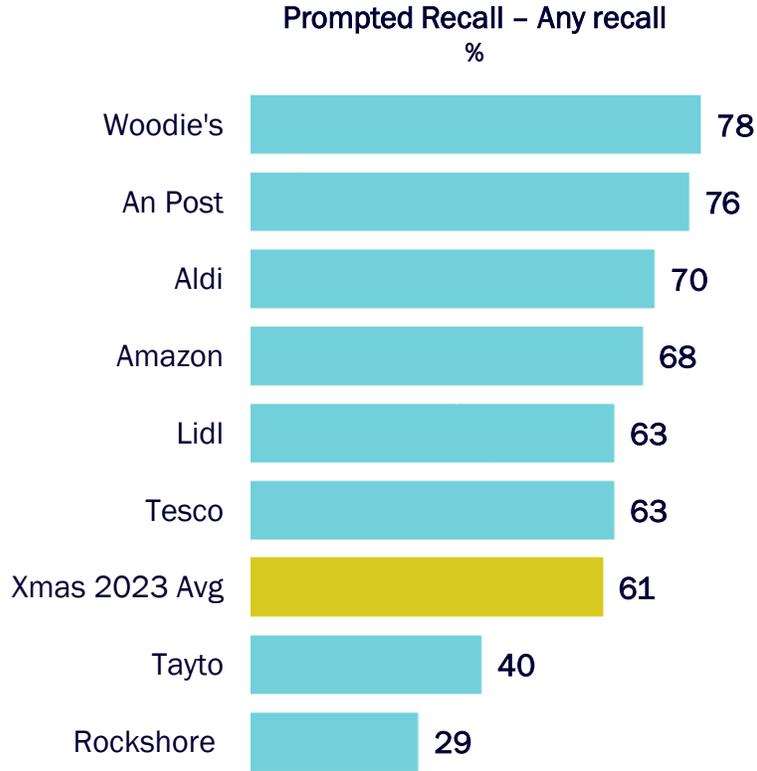
Rockshore has taken an approach to celebrate St. Stephen's Day using their storytelling through song (and slagging!) with Ronan Keating and 1 in 4 viewers felt that it couldn't be anything other than a Rockshore ad. 63% of viewers agreed the characters were likeable while 36% felt amused watching the ad.

Amongst the AdEffect findings, this unique ad didn't quite hit norms.



Christmas ads had an average of 2 in 3 adults recalling them.

Base: All Adults 16+ 1003/3,945,000

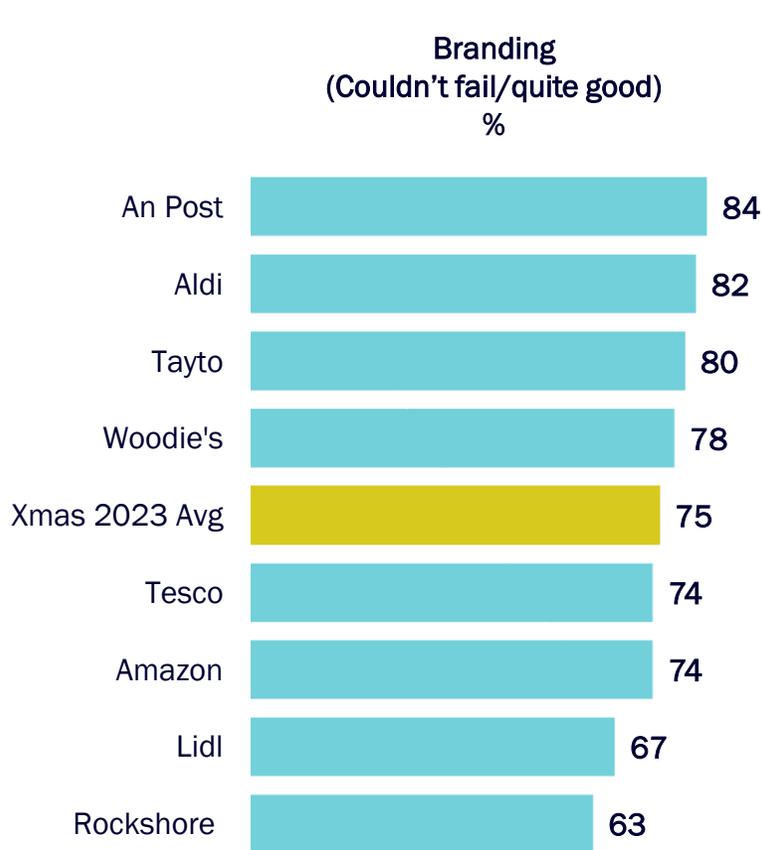


Recall level	Aldi	An Post	Amazon	Lidl	Rockshore	Tayto	Tesco	Woodie's
I have seen it once or twice	28	19	23	19	17	18	19	21
I have seen it a few times	27	30	23	25	7	14	30	23
I have seen it lots of times	16	28	22	18	5	8	15	34
Any recall	70	76	68	63	29	40	63	78
This is the first time I have seen it	29	24	30	37	69	59	36	22
Don't know	1	1	2	0	2	1	1	0

We see our returning ads & characters (or both!) have a higher prompted recall on average. Mrs. Higgins, The Tin Man and Kevin The Carrot have the highest recall scores.

Tin Man, Mr. Tayto and Kevin the Carrot linked to their brands.

Base: All Adults 16+ 1003/3,945,000

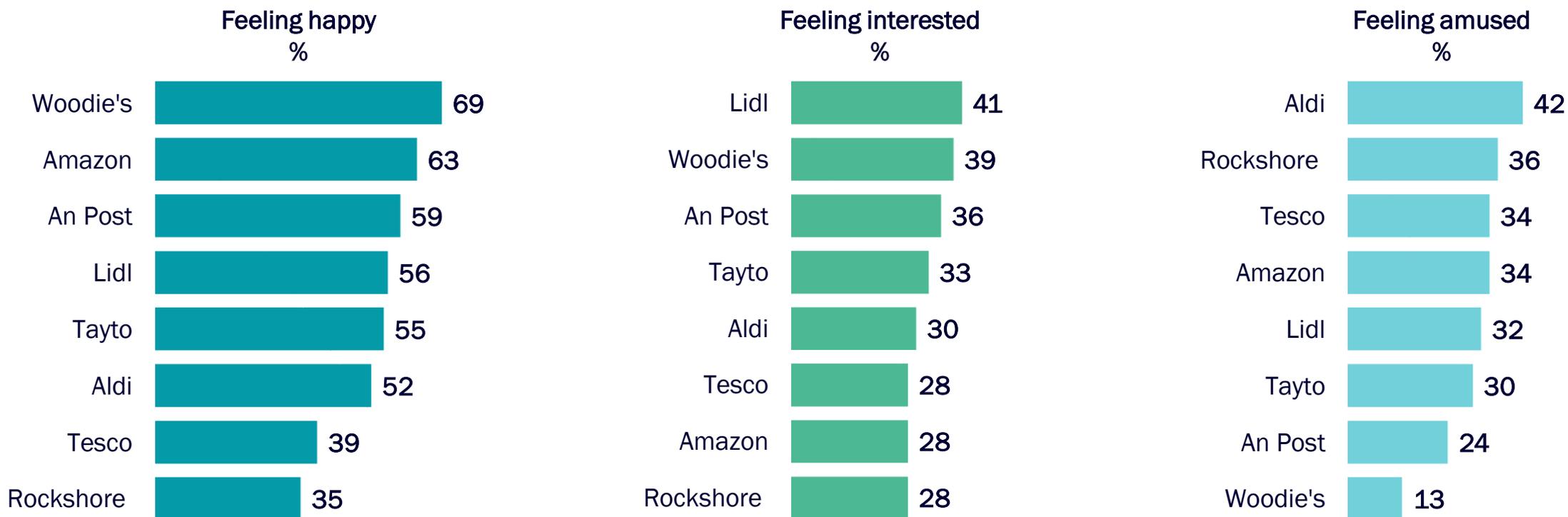


Branding	Aldi	An Post	Amazon	Lidl	Rockshore	Tayto	Tesco	Woodie's
You couldn't fail to remember the ad was for (brand)	40	36	24	24	24	30	29	31
It is quite good at making you remember it is for (brand)	40	47	49	42	39	50	46	47
Branding	82	84	74	67	63	80	74	78
It is not at all good at making you remember it is for (brand)	8	4	10	13	18	8	12	18
It could have been any Christmas ad	6	9	13	16	13	9	10	13
It could have been for almost anything	4	3	4	4	6	3	4	6

Finding the balance between the story and branding is challenging for all ads and maybe even more so at Christmas. An Post's Tin Man is top of the tree this year for branding with the (now) iconic Tin Man, followed closely by Kevin The Carrot and newcomer to the Christmas ad scene, Mr. Tayto (who pipped Mrs. Higgins for third highest branding)

Happiness, interest and amusement are key emotions across the ads. Ads with an emotional Christmas story – Woodie’s, An Post & Amazon – are top of the class.

Base: All Adults 16+ 1003/3,945,000

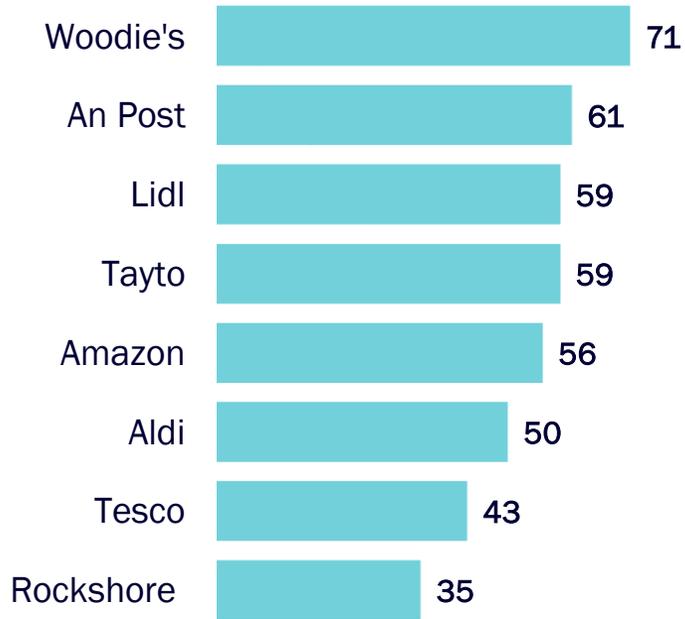


For happiness, the top 3 ads show the joy of giving at Christmas whether it be a good deed, an emotional connection through a card or a gift to bring back memories. Lidl’s story with the raccoon, the dog and the monkey held interest while Kevin the Carrot amused viewers as did Ronan Keating!

The emotion of Christmas strongly delivered by Woodie's, An Post & Lidl

Base: All Adults 16+ 1003/3,945,000

Really taps into the emotion of Christmas
(Rated 6-7)
%



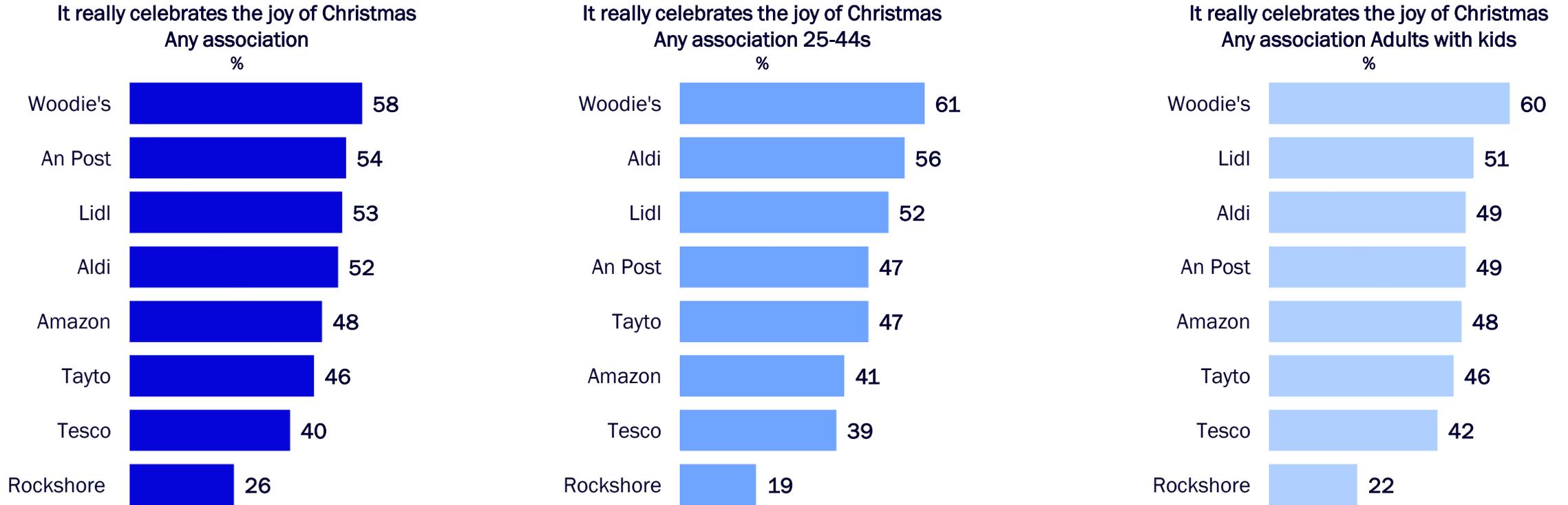
Rating	Aldi	An Post	Amazon	Lidl	Rockshore	Tayto	Tesco	Woodie's
1-Poor	5	4	2	4	8	2	6	1
2	2	2	2	2	7	2	4	1
3	3	3	5	3	11	3	6	2
4	21	14	14	18	25	16	21	11
5	20	17	22	14	15	18	21	13
6	25	24	28	22	18	25	19	27
7-strong	25	37	27	36	16	34	24	44

Q.8 Finally, how would you rate each of the Christmas adverts you saw on the degree they really tapped into the emotion of Christmas



The joy of the Christmas season recognised in Woodie's, An Post & Lidl

Base: All Adults 16+ – 1,027/3,945,000

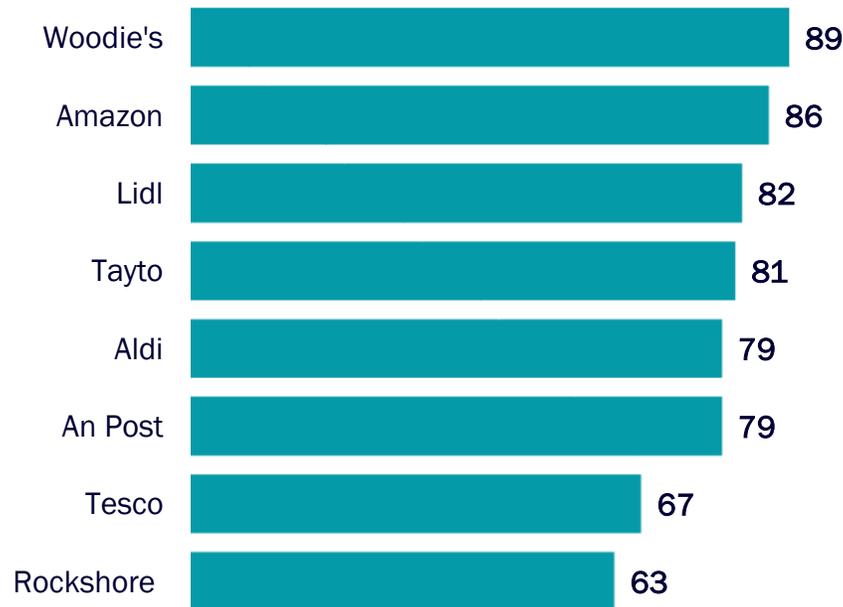


25-44s thought Kevin the Carrot celebrating Christmas by sharing the keys to the factory showed the joy of Christmas.
 Adults with kids saw Christmas joy as a surprise gift and visitor appear in Lidl's ad.

Characters portrayed in Woodie's & Amazon ads liked by nearly 9 in 10 viewers

Base: All Adults 16+ 1003/3,945,000

The characters in the ad are likeable
Any agree All Adults
%

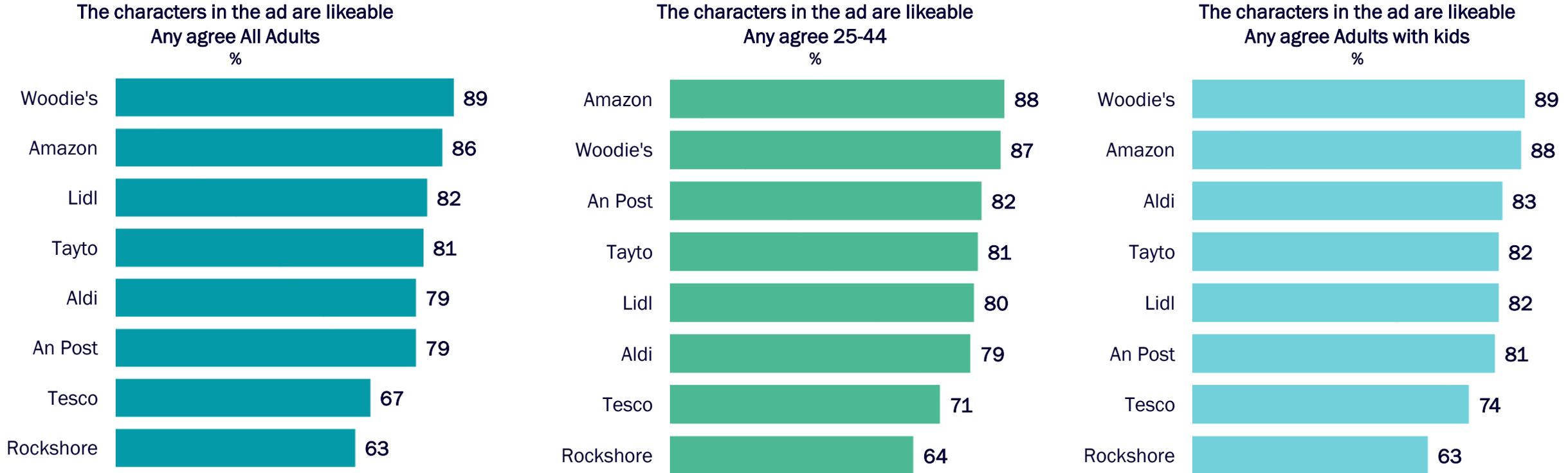


	Aldi	An Post	Amazon	Lidl	Rockshore	Tayto	Tesco	Woodies
Agree strongly	46	51	55	48	33	48	30	65
Agree slightly	32	28	31	34	30	34	36	24
Any Agree	79	79	86	82	63	81	67	89
Neither	15	13	9	12	20	15	17	7
Disagree slightly	5	3	2	4	9	2	11	2
Disagree strongly	2	5	2	3	9	1	5	2

Mr. Tayto, an iconic Irish character liked by 8 in 10 viewers, shared the screen with Santa Claus in the Tayto ad.

This year's ads had a variety of characters with strong likeability for viewers

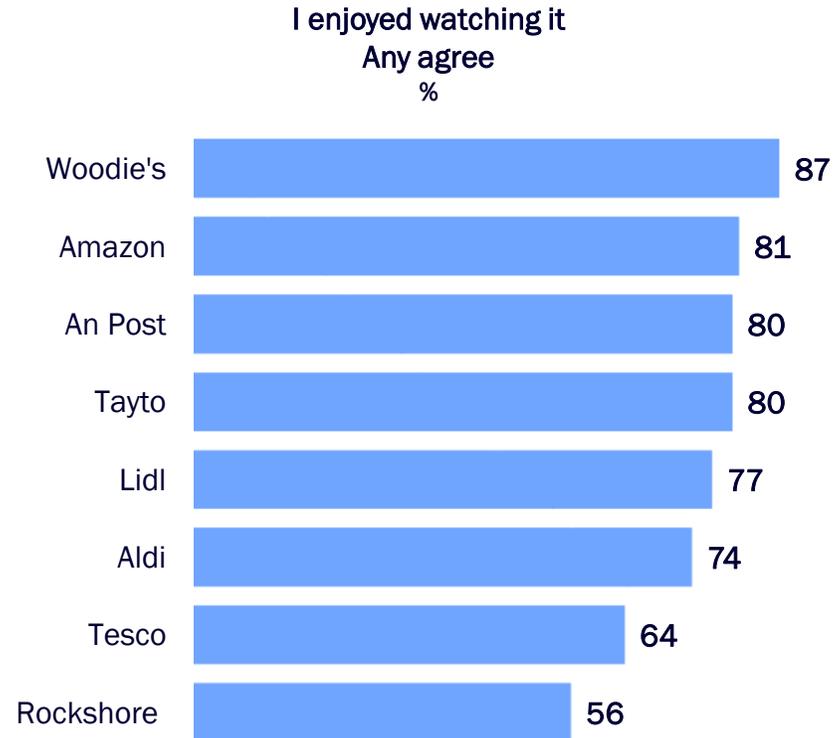
Base: All Adults 16+ 1027/3,945,000



25-44s liked Amazon sledders and Woodie's Mrs. Higgins this year.
Adults with kids more inclined to like Aldi's Kevin the Carrot

All ads enjoyed by at least 50% of viewers

Base: All Adults 16+ 1027/3,945,000

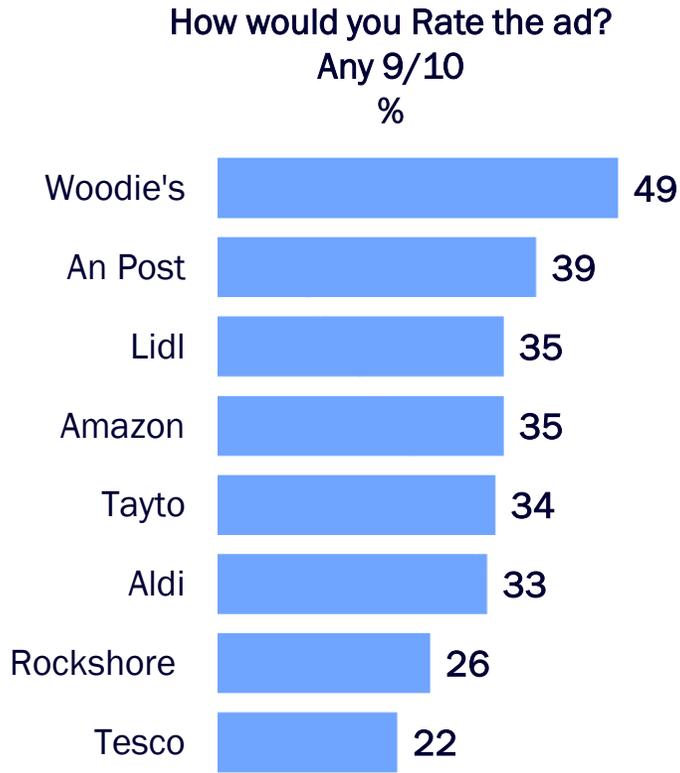


	Aldi	An Post	Amazon	Lidl	Rockshore	Tayto	Tesco	Woodies
Agree strongly	42	49	51	46	33	45	34	58
Agree slightly	33	30	30	32	23	35	30	29
Any Agree	74	80	81	77	56	80	64	87
Neither	14	10	12	15	23	14	16	9
Disagree slightly	5	4	3	3	11	4	11	2
Disagree strongly	7	6	3	5	10	3	9	1

While Woodie's was a favourite, Amazon, An Post and Tayto are also bringing the gift of enjoying an ad this year

Respondents were asked to give an overall rating of the ads and every ad in our study had at least 40% of viewers rating it a 8, 9 or 10 out of 10.

Base: All Adults 16+

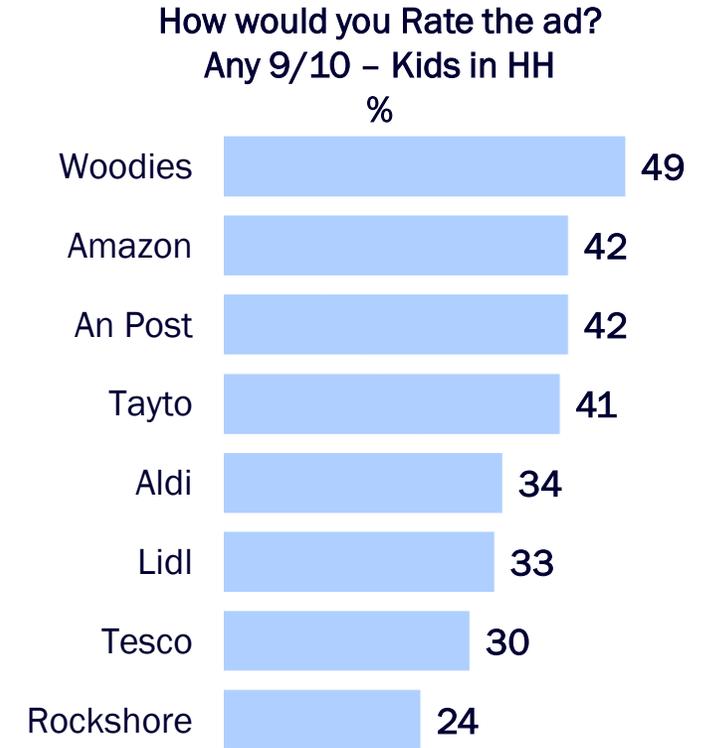
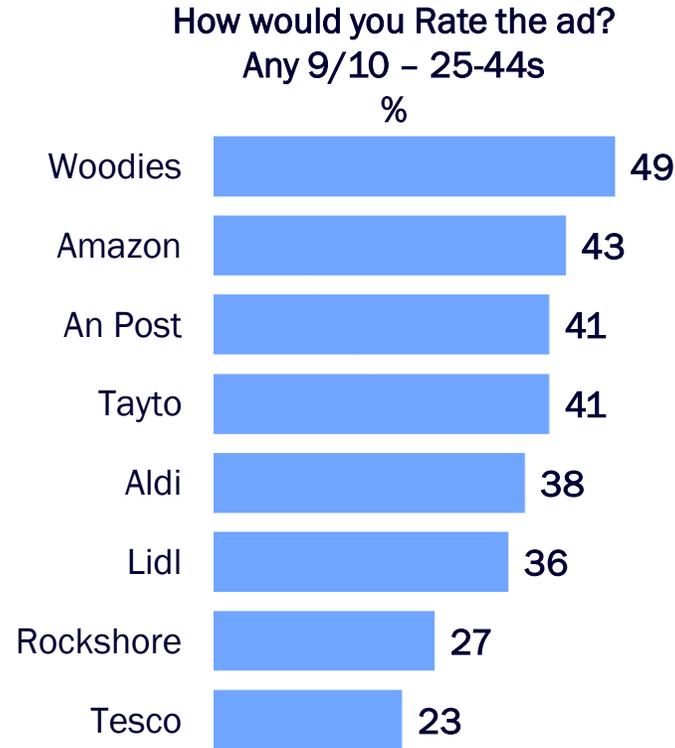
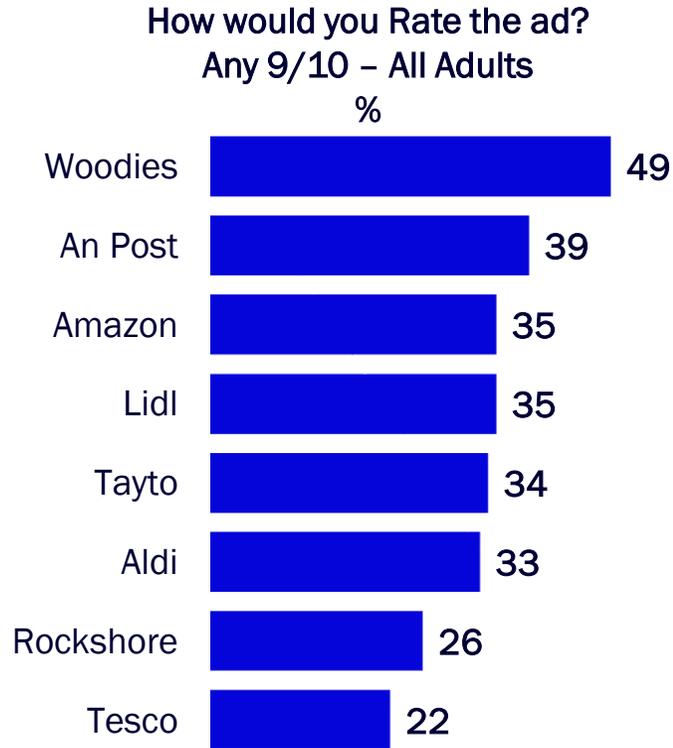


Rating	Aldi	An Post	Amazon	Lidl	Rockshore	Tayto	Tesco	Woodies
1-Poor	3	4	2	3	6	2	5	1
2	3	1	1	1	3	1	3	0
3	3	4	4	3	7	2	4	1
4	5	3	3	4	10	3	7	3
5	7	8	8	11	12	12	10	6
6	8	8	8	8	10	12	11	8
7	15	13	18	15	12	14	19	13
8	23	20	22	19	14	20	20	19
9	13	16	16	14	11	18	11	16
10-Excellent	21	23	19	21	15	16	11	33

Less than 10% of viewers (scrooges) would say any of the ads were very poor (scoring a 1 or 2).
An Post had nearly 1 in 4 viewers award it 10/10.

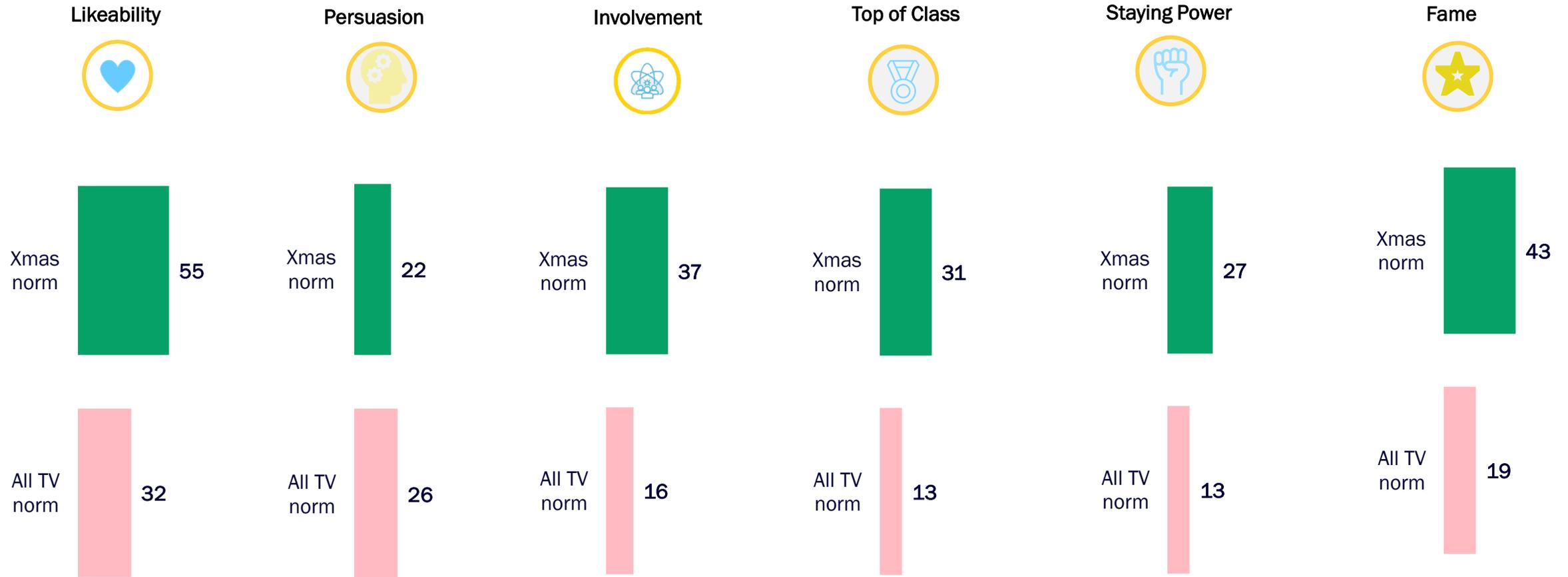
25-44s rated all ads higher

Base: All Adults 16+



It is similar for those with children in the household.

B&A Ad Effect Summary: Christmas ads more likeable, involving and have potential for fame & staying power



Our 2023 Christmas campaigns are ahead of general TV norms with exceptionally strong fame and likeability. Persuasion is the only metric where Christmas performed slightly lower – probably due to these ads being less tactical in nature and instead having more emphasis on emotion, storytelling and humour.

Full Ad Effect results available upon request



B&A Ad Effect: An Post's Tin Man continues to involve viewers with this top of the class ad



First aired last year, the ad delivers very strong fame and staying power and scored the highest of all ads tested this year for likeability.
Full Ad Effect results available upon request. All Xmas Norms are based on 2023 ads



B&A Ad Effect: Woodies strong on all pillars with exceptional involvement and staying power



Viewers continue to score Mrs. Higgins' as extremely likeable and persuasive for the Woodies' brand – will we see our favourite homemaker on our screens next year?

Full Ad Effect results available upon request. All Xmas Norms are based on 2023 ads



B&A Ad Effect: The Amazon ad highlighting of the gift of memories involved viewers

Likeability



Persuasion



Involvement



Top of Class



Staying Power



Fame



With its simple message and fitting soundtrack, the ad also shows strength for persuasion and fame.
Full Ad Effect results available upon request. All Xmas Norms are based on 2023 ads



B&A Ad Effect: In his Christmas ad debut, Mr. Tayto is persuasive and likeable



This new ad shows staying power potential and is ahead of norms for involving viewers in the story of Santa (finally) getting his gift of crisps.

Full Ad Effect results available upon request. All Xmas Norms are based on 2023 ads



B&A Ad Effect: Aldi's Kevin the Carrot strong on staying power & fame

Likeability



Persuasion



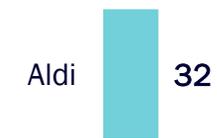
Involvement



Top of Class



Staying Power



Fame



Good involvement and likeability for this year's "Wonka" themed ad that delivered the strongest persuasion scores among the 3 supermarkets tested.

Full Ad Effect results available upon request. All Xmas Norms are based on 2023 ads



B&A Ad Effect: Lidl's story of the raccoon bringing a gift thought lost is involving viewers this year

Likeability



Persuasion



Involvement



Top of Class



Staying Power



Fame



Viewers also liked the ad and awarded it good scores for fame
 Full Ad Effect results available upon request. All Xmas Norms are based on 2023 ads



B&A Ad Effect: Tesco's message of “be more Christmas” has some likeability amongst viewers



The ad with its 90s soundtrack was below norms.
 Full Ad Effect results available upon request. All Xmas Norms are based on 2023 ads



B&A Ad Effect: Rockshore and Ronan Keating heralding the joy of St. Stephen's day finding shoots of likeability



Embracing their storytelling through song format with Ronan Keating, the ad has had lower impact on viewers than other ads.

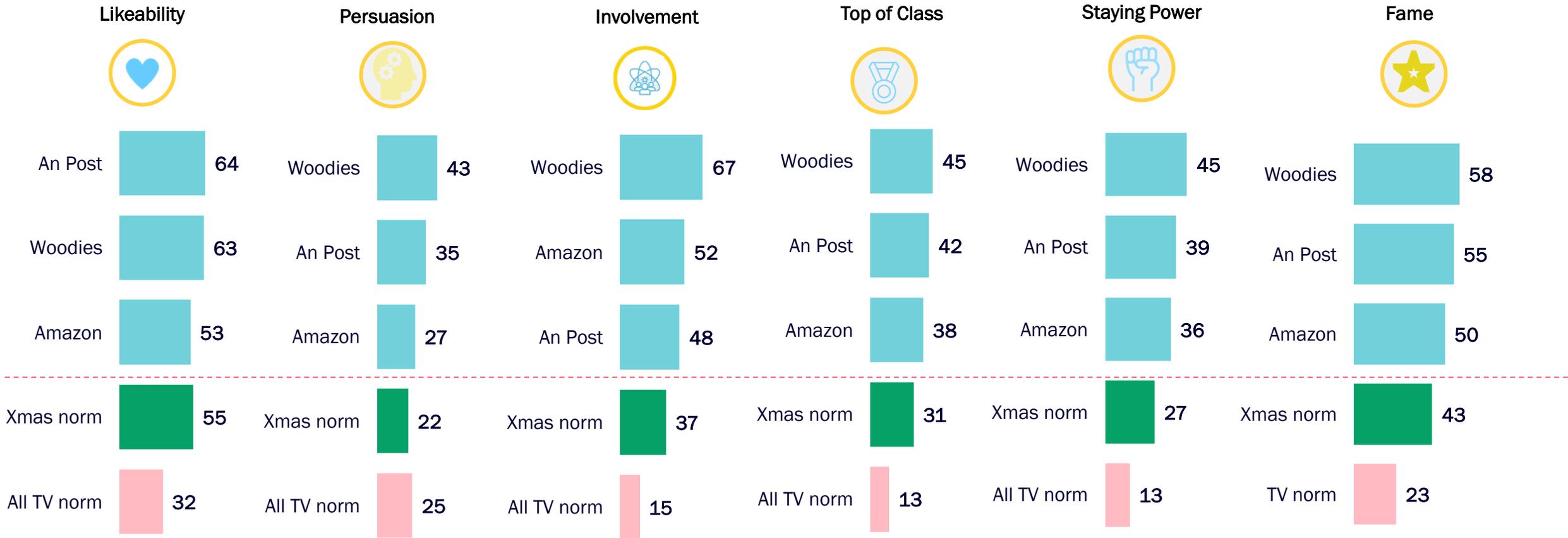
Full Ad Effect results available upon request. All Xmas Norms are based on 2023 ads

All respondents for this ad aged 18+



B&A Ad Effect Summary: Topping the pillars...

An Post, Woodies and Amazon delivering exceptionally strong ads on our screens this Christmas season raising the bar across all metrics
Full Ad Effect results available upon request. All Xmas Norms are based on 2023 ads

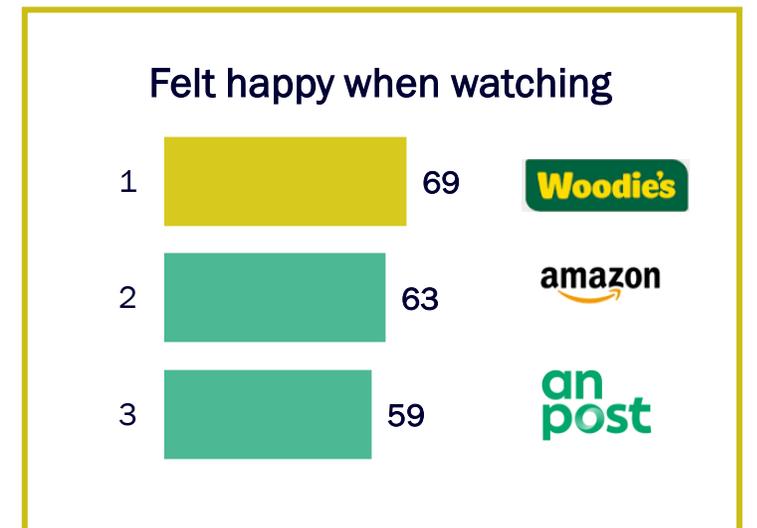
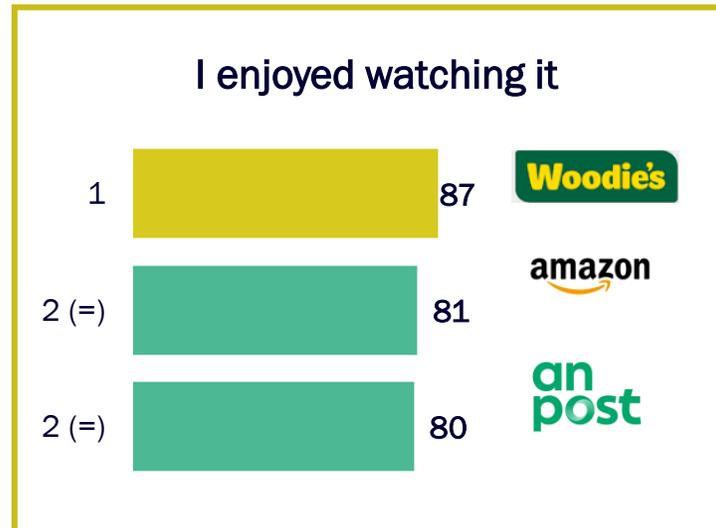
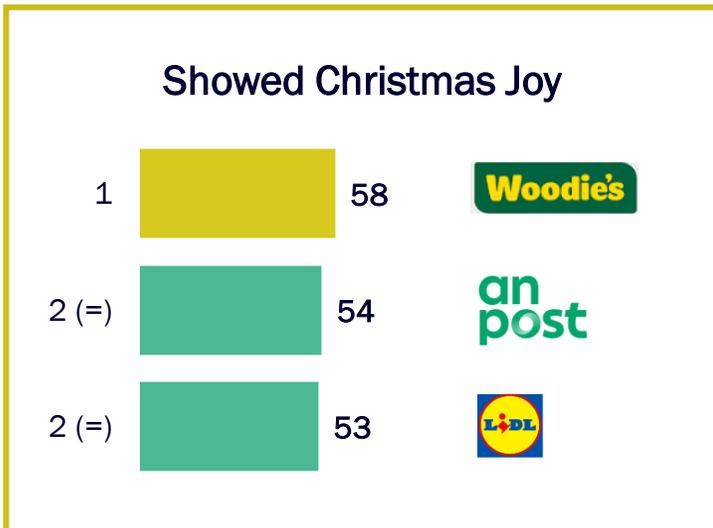
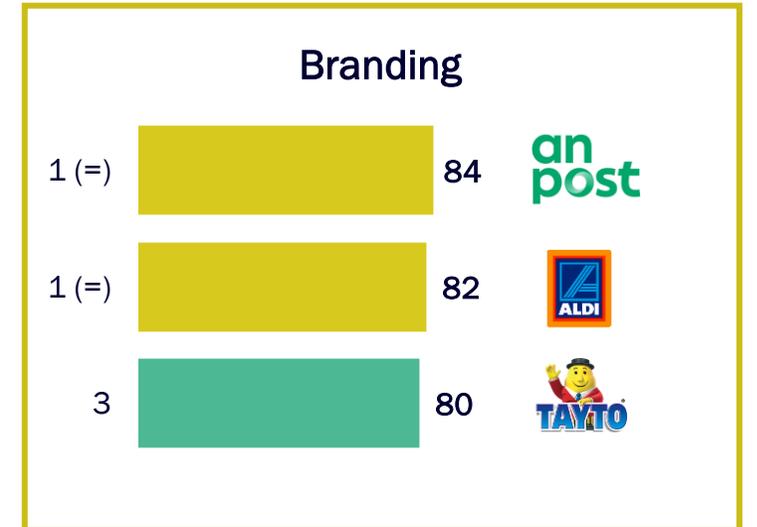
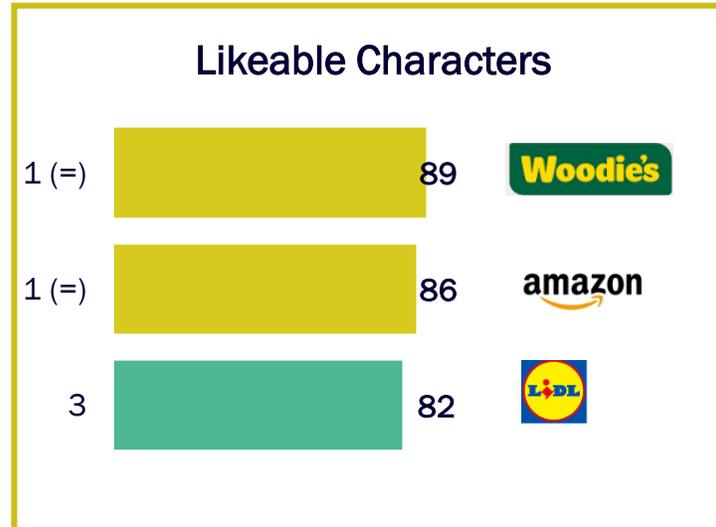
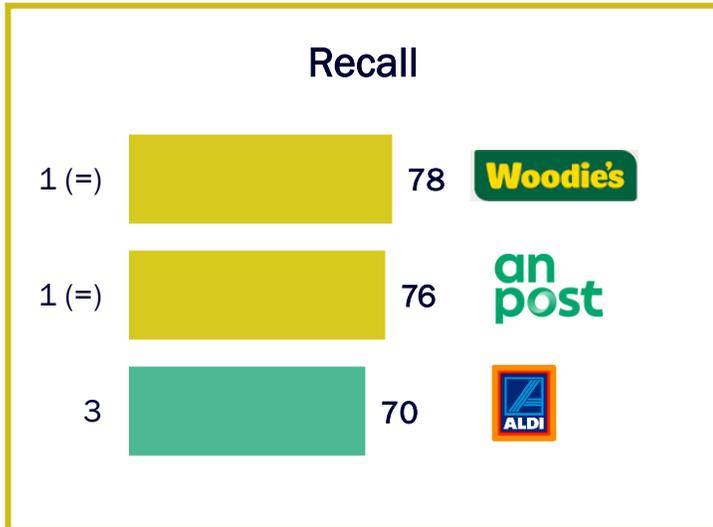


AdEffect findings show the emphasis on emotion and storytelling came through in character likeability, involvement with several ads having stronger potential for fame & staying power.



Christmas Joy

Is alive and well on our screens through all our Christmas ads 2023 and these ads excelled at delivering recall, likeable characters, branding, enjoyment and happiness!



Thank You

If you have any questions this report
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Delve Deeper