

THE JOY OF CHRISTMAS ADS 2025

December 2025

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The Joy of Christmas Ads 2025

Welcome to the fourth Ipsos B&A annual review of the ads we see during the most beautiful time of the year.

Once again, we looked at a set of ads to understand a range of metrics and how well they perform in our Ipsos B&A AdEffect.

We've brought back Mrs. Higgins (Woodies), Tin Man (An Post), the Amazon sledding women, Dunnes Shine A Light and Kevin the Carrot (Aldi) along with new ads from Lidl, Amazon, Supervalu, Smyths, and Eason.

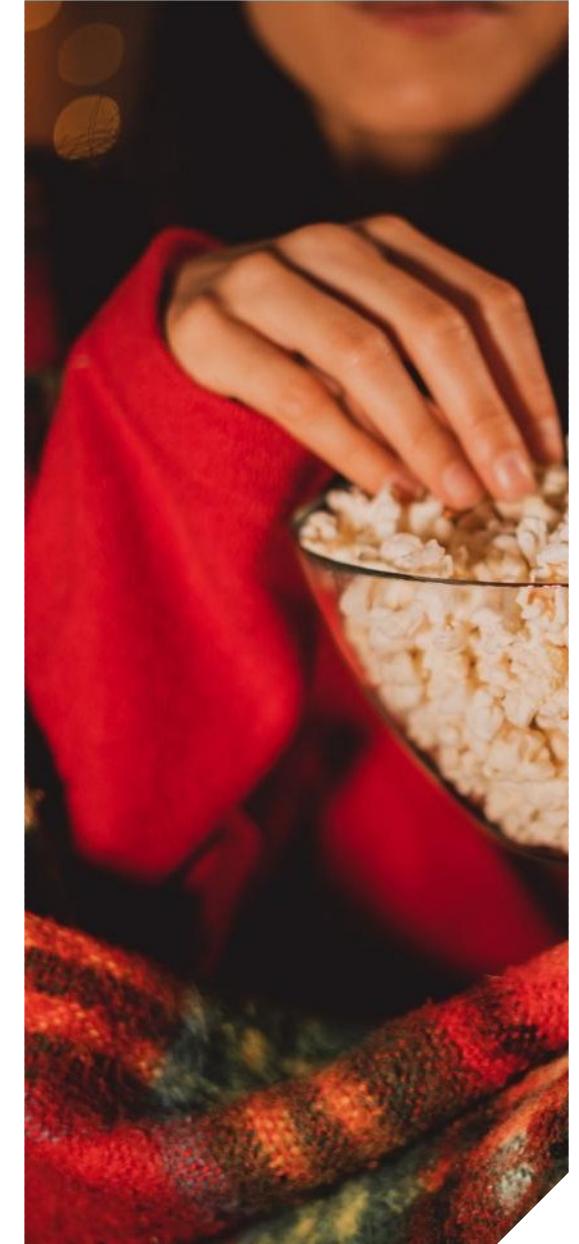
A few of our favourite things...

This year we asked our respondents to tell us their favourite Christmas ads and why. Now, viewers won't use "marketing" speak but we see the power of the **distinctive assets** in our Top 10 list and the longevity ads can achieve without losing appeal.

Storytelling, characters and festive spirit

Continue to shine through in top favourite ads AND in the ads that perform well in our AdEffect.

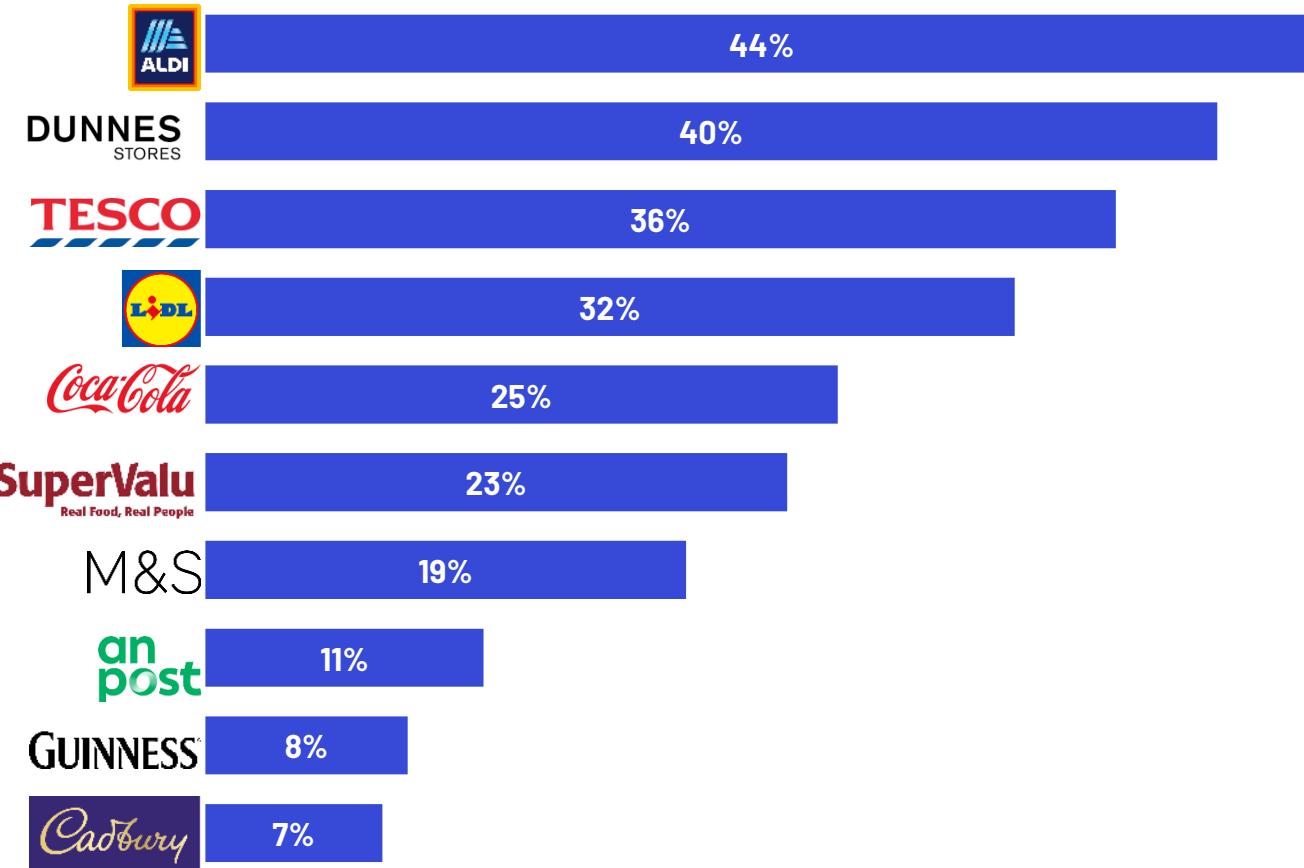
Just like stuffing on the dinner table, bows on presents and leaving carrots for the reindeers, great Christmas ads are part of the season!



DO YOU RECALL ...



Retail brands dominate spontaneous recall of Christmas advertising



Q.1a Please list five brands or companies you remember seeing or hearing a Christmas ad for this year either on TV, online, on the radio, on a poster or billboard
Base: All Adults aged 16+ N = 1049

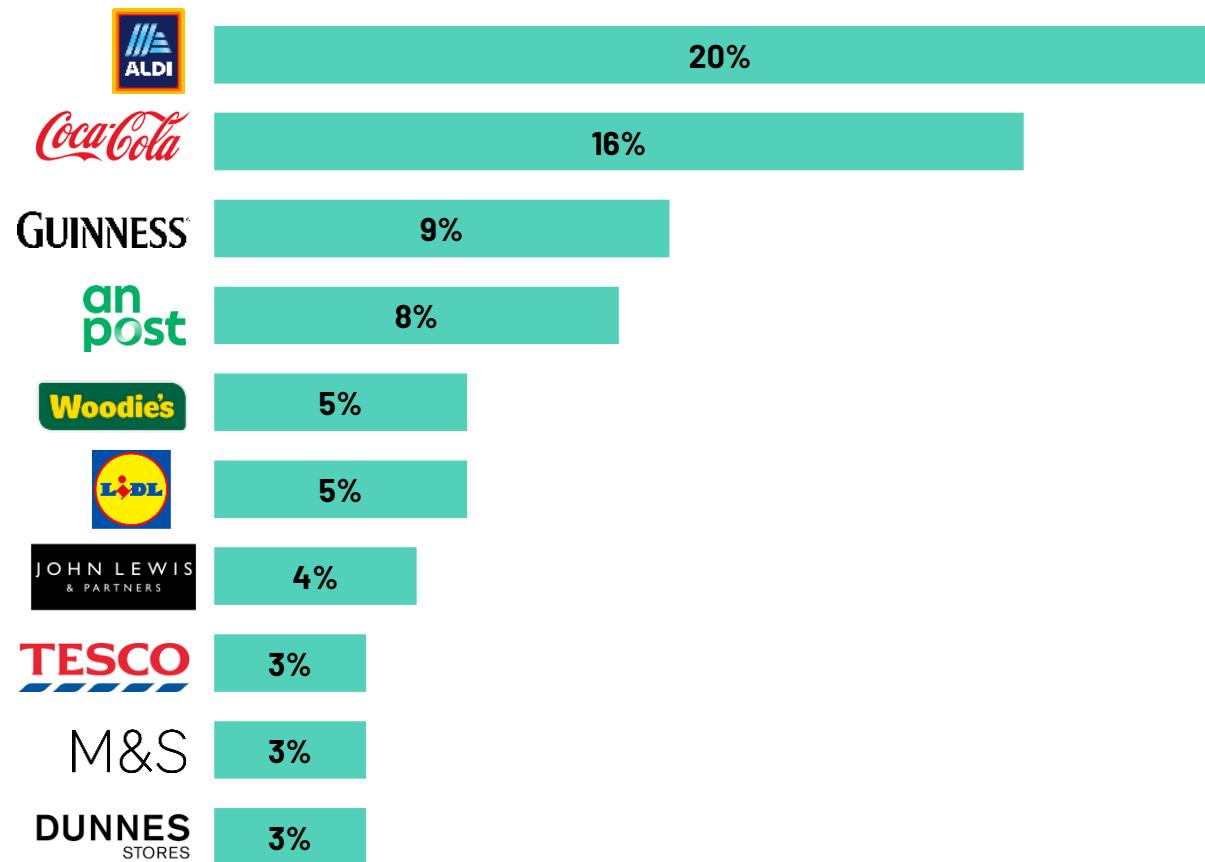
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OUR FAVOURITE CHRISTMAS ADS



Aldi's Kevin the Carrot, the Coca Cola truck the iconic Guinness pint, An Post's Tin Man and Mrs. Higgins all appear on the list of favourite Christmas ads from over 40 ads mentioned spontaneously

Our favourite Christmas ads in 2025 illustrate the strength of distinctive assets



Q.1b What is your favourite Christmas ad you have seen or heard this year?

Base: All Adults aged 16+ N = 1049

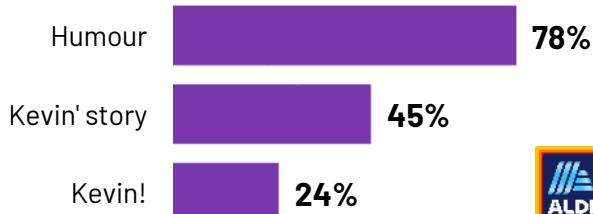
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Reasons to believe...

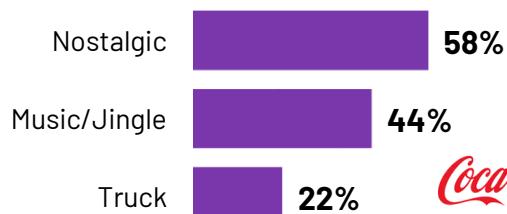
The Top 5 favourite ads are full of loved characters, the festive spirit, nostalgia and kindness. Of those who chose each ad, here are their Top 3 reasons

Aldi's ad with Kevin the Carrot's wedding to Katie adventure is a winner:

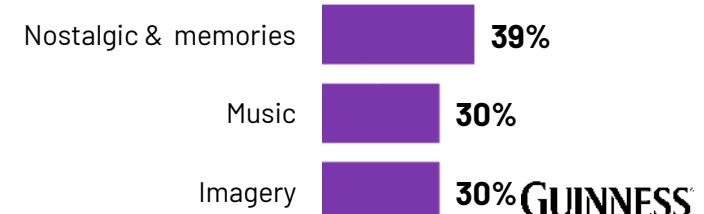
"So funny, it makes me smile. Always best Christmas ad every year"



The **Coca Cola** Truck Ad is the start of Christmas:
"You know Christmas has arrived when this ad comes on. Love the snowy scenes. It's nostalgic."



The **Guinness** Ad is Ireland at Christmas:
"It shows Ireland in a good way and creates a feeling of peace and calm. It's nostalgic"



GUINNESS

An Post's Tin Man shows how a card can **share love** at Christmas in an ad that continues to connect viewers:

"Loving and caring for others most important. Simple acts of kindness can make a difference."



Woodies Mrs. Higgins is heartwarming ad showing the power of community and a good deed to make us all feel Christmassy.

"True Christmas feeling. About kindness to neighbours etc. Christmas is about reaching out."



Q1c What are your top 3 reasons for having (insert ad 1) as your favourite Christmas ad this year?

Base: All Adults aged 16+ N - 1049

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SHARING THE CHRISTMAS SPIRIT



We tested 9 ads with a mix of returning ads, loved characters and new creative on a range of metrics and our Ipsos B&A Ad Effect



An Post

Tin Man (returning)



**Dunnes
Stores**

Shine a Light (returning)



Amazon

Joy Ride (returning)



Woodies

Mrs. Higgins (returning)



Aldi

It's a 24 Carat Christmas for
Kevin & Katie (new)



SuperValu

Make Christmas with a
difference (new)



Smyths

The Scent of Christmas
Magic (new)



Eason

Inspire Someone this
Christmas (new)



Lidl

Why Do We Love
Christmas (new)

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



Mrs Higgins continues to be one of the most loved Christmas ads.

The ad from **Woodies** has achieved top rating across most of our metrics in 2025. The ad demonstrates great staying power, involvement, emotional connection and is a true depiction of true Christmas feeling



An Post's Tin Man also returned to show us the importance of kindness and connection. The Tin Man ad was once again awarded top marks for branding amongst all our ads.

The ad continues to perform above norms for Top of Class, fame and staying power not just against our Christmas ads but against all TV ads and 1 in 4 gave it a perfect 10.



Amazon's sledding joy returned this year and was the most likeable ad of this year's group. Without a word, the ad strong involvement, fame, staying power in the highly rated Top of Class ad. With well-liked characters and music as well as good Christmas spirit, the sledding ladies delivered.

Eason, Lidl and Aldi use a blend of generations, finding out why we love Christmas and a long overdue wedding to engage viewers.



Eason's story of grandfather and granddaughter finding the perfect book is heartwarming and persuasive to viewers. A highly involved and likable ad that show the joy of books and the joy of Christmas



When **Aldi's Kevin the Carrot** finally marries Katy, he drives strong recall, branding and amusement. In the competitive grocery retail category, Kevin pushes ahead of others in the competition for fame: celebrating 10 years of Kevin as a distinctive asset for Aldi.



Lidl asked why do we love Christmas and the answer was found in an ad that delivered involvement, likeability and persuasion by showcasing the simpler joys of Christmas.

Dunnes, SuperValu and Smyths sharing the spirit of Christmas, a feast for the eyes and solving a mystery.



Dunnes Stores' Shine A Light also returned this year and proved to be likeable and persuasive and seen as one of the top ads to show the spirit of Christmas.



SuperValu's Christmas ad showcases a delicious variety of food and treats and show the joy of family togetherness. The ad had strong branding and involvement. In the grocery category, it achieved the highest score for the persuasion pillar.



Smyths ad showcased a very clever dog and a very curious boy. The majority of viewers awarded it good marks for branding leading to good persuasion (albeit somewhat lower than norms).

Tis the season ...

Woodies and An Post are strongest for recall, characters, Christmas joy and emotional connection. An Post, SuperValu and Aldi have top tier branding. Amazon shows strong recall, character and enjoyment to watch – a sprinkling of several brands across the key results this year.

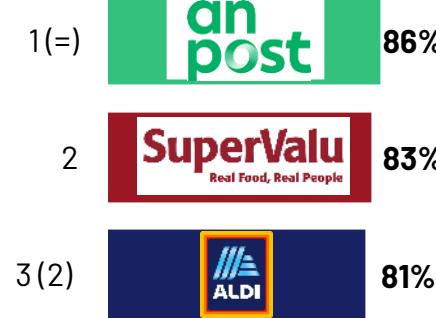
Recall



Likeable Characters



Branding



Showed Christmas Joy



I enjoyed watching it

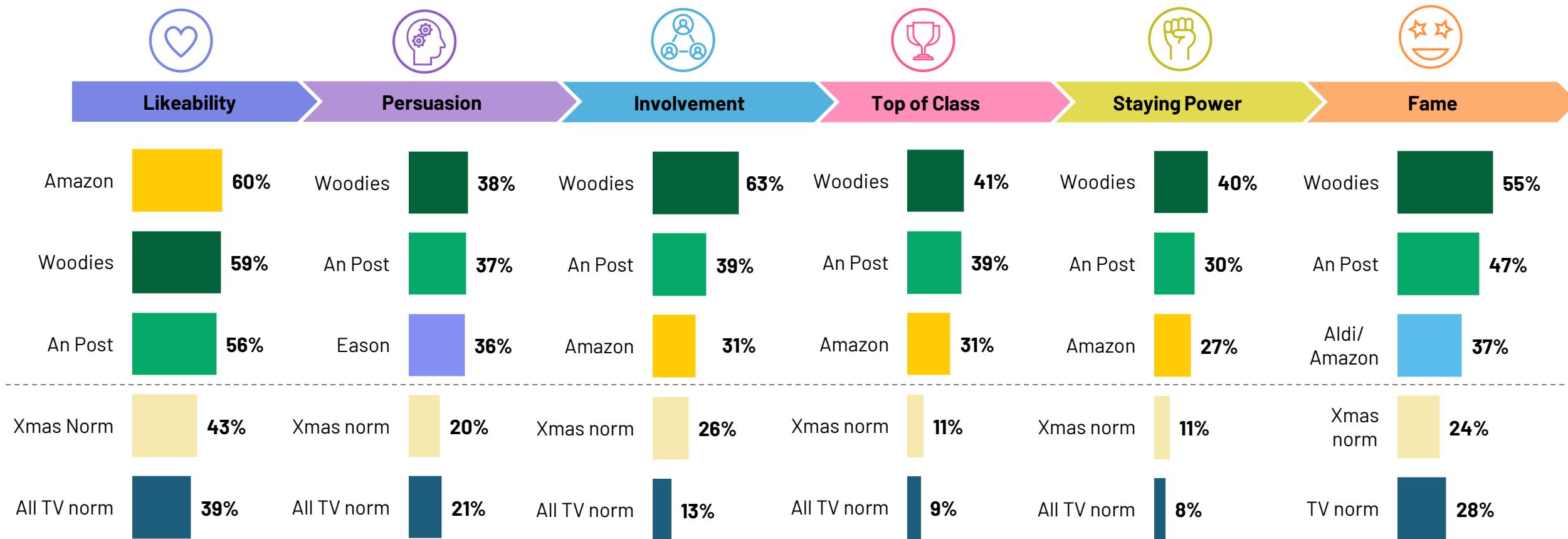


The music was enjoyable



Ad Effect Summary: Leading the pillars...

Woodies and An Post consistently within Top 3 brand across all pillars demonstrating the power of timeless creative that continues to resonate and deliver for the brands. The returning Amazon ad has generated likeability, involvement and staying power while Kevin the Carrot continues to be strong on fame. Eason Christmas ad shows more persuasion compared to norms.

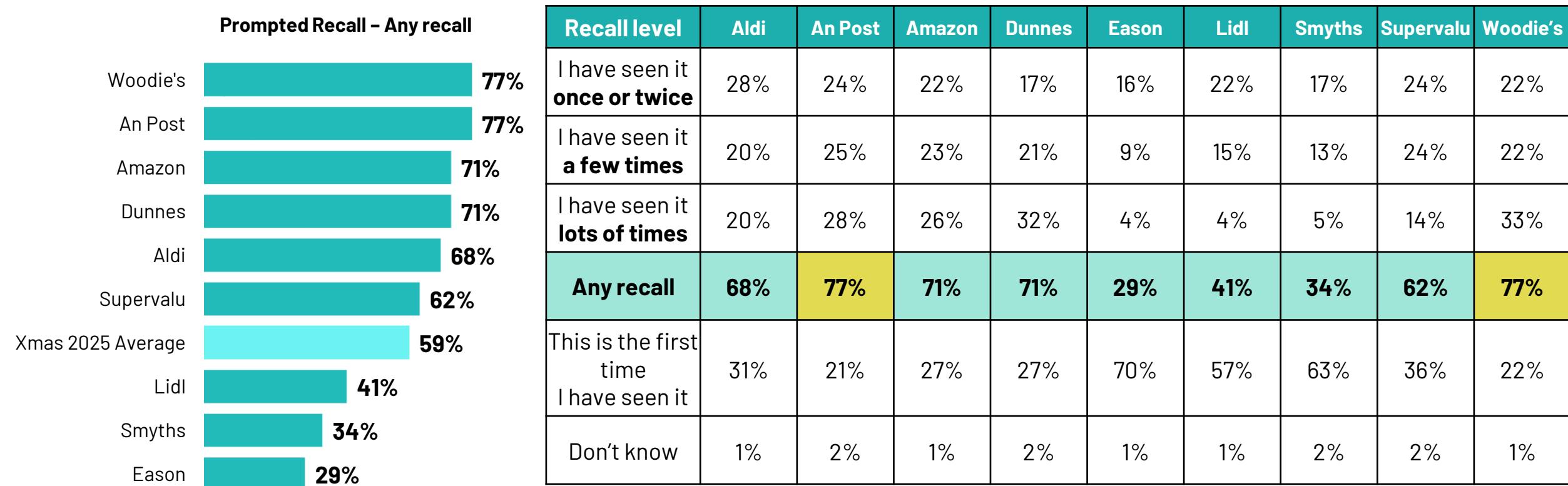


DETAILED FINDINGS



Strong recall for creative that returned to our screens this year

With Mrs. Higgins and The Tin Man topping our recall list followed by Amazon and Dunnes.



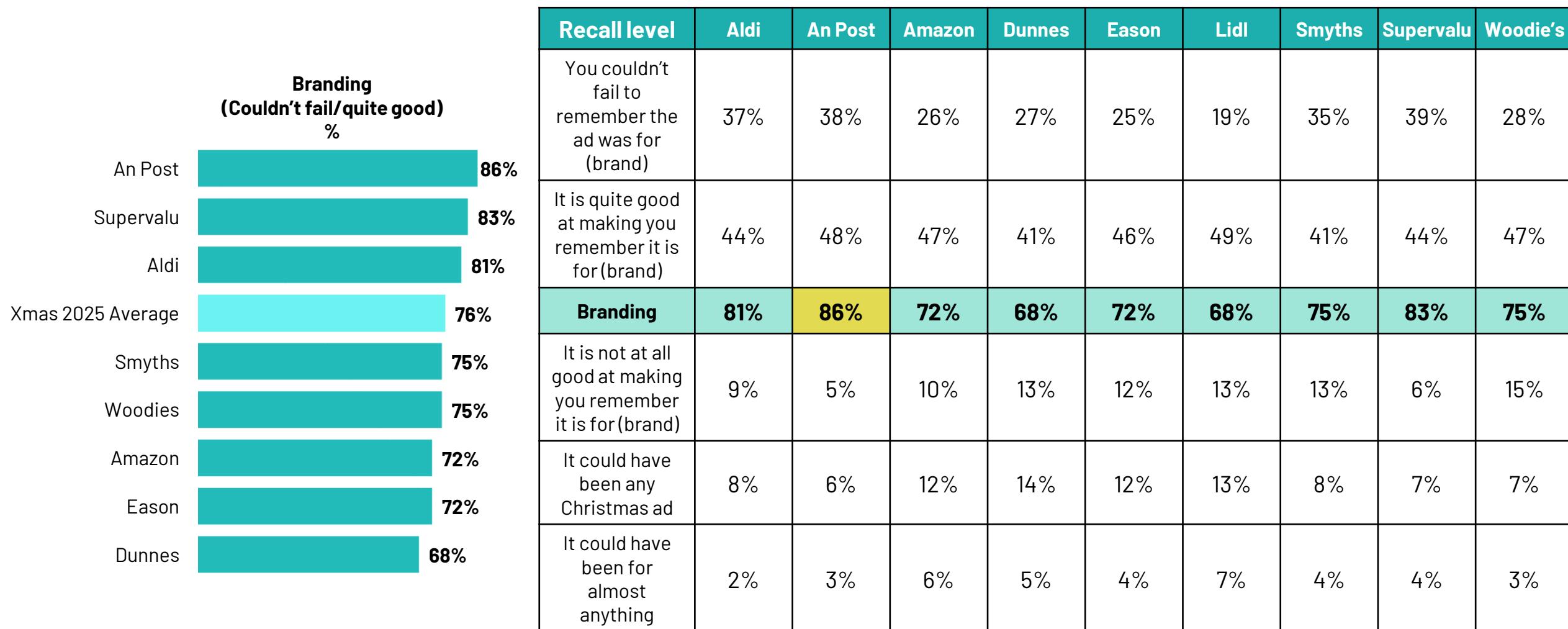
Q.2 Do you recall seeing this advert for (NAME OR BRAND)?

Base: All Adults aged 16+ N = 1049

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Tin Man leads for branding in a group with strong branding assessment

New Supervalu and Aldi creative performing strongly while Eason and Dunnes lower but still achieving good scores.



Q.3 Thinking about this advert for (NAME OR BRAND), which one of these phrases applies the most to this advert?

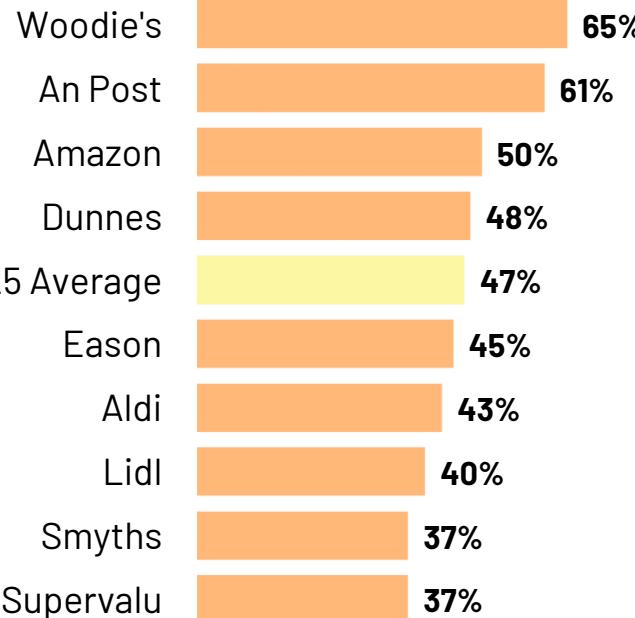
Base: All Adults aged 16+ N - 1049

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A good deed, sending cards and memories of youth evoke the emotions of Christmas

Woodies and An Post clearly bring the emotional connection as do Amazon's sledding women.

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



Rating	Aldi	An Post	Amazon	Dunnes	Eason	Lidl	Smyths	Supervalu	Woodie's
1-Poor	6%	3%	4%	4%	4%	3%	4%	6%	3%
2	3%	1%	2%	2%	1%	3%	4%	3%	2%
3	5%	4%	4%	5%	6%	8%	9%	7%	1%
4	22%	12%	17%	16%	18%	22%	22%	23%	14%
5	20%	20%	23%	24%	25%	23%	23%	24%	15%
6	20%	20%	22%	22%	24%	22%	18%	21%	20%
7-strong	23%	40%	28%	26%	21%	18%	19%	17%	46%

Q.7 Finally, how would you rate each of the Christmas adverts you saw on the degree they really tapped into the emotion of Christmas?

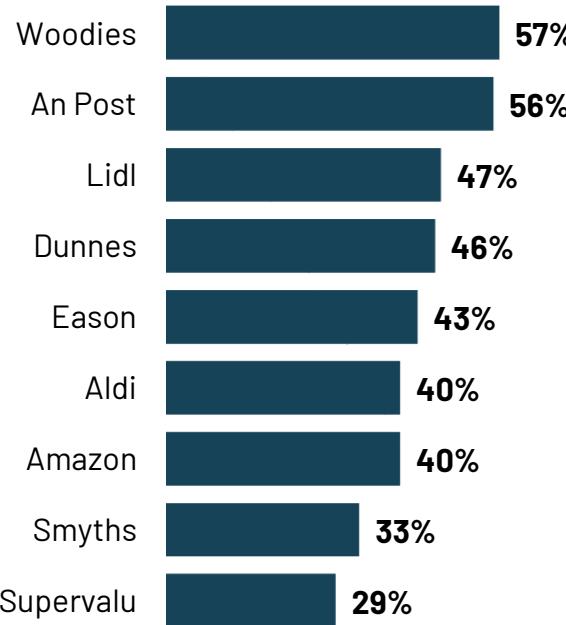
Base: All Adults aged 16+ N = 1049

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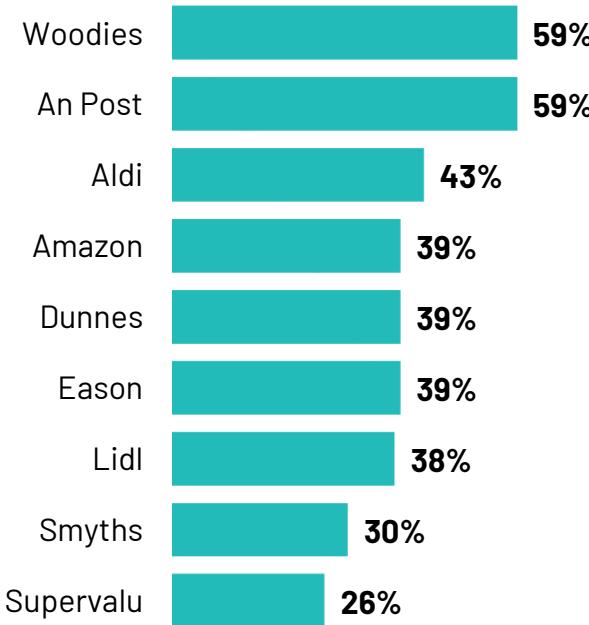
The joy of the Christmas season recognised in Woodie's, An Post & Dunnes

Viewers less emphatic on how well Supervalu, Smyths and Amazon share the joy

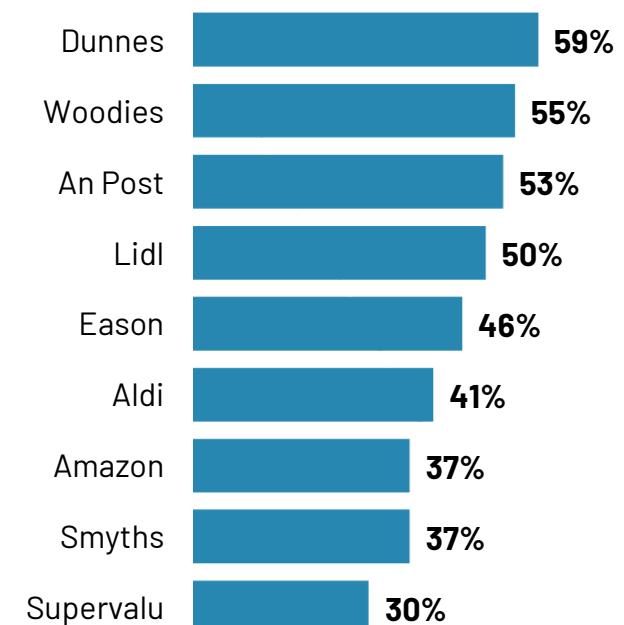
**It really celebrates the joy of Christmas
Any association**



**It really celebrates the joy of Christmas
Any association 25-44s**



**It really celebrates the joy of Christmas
Any association - Women**



0.4 Thinking about this advertising for (NAME OR BRAND), which of the words, phrases and or messages do you associate at all with this advertising?

Please select all that apply:

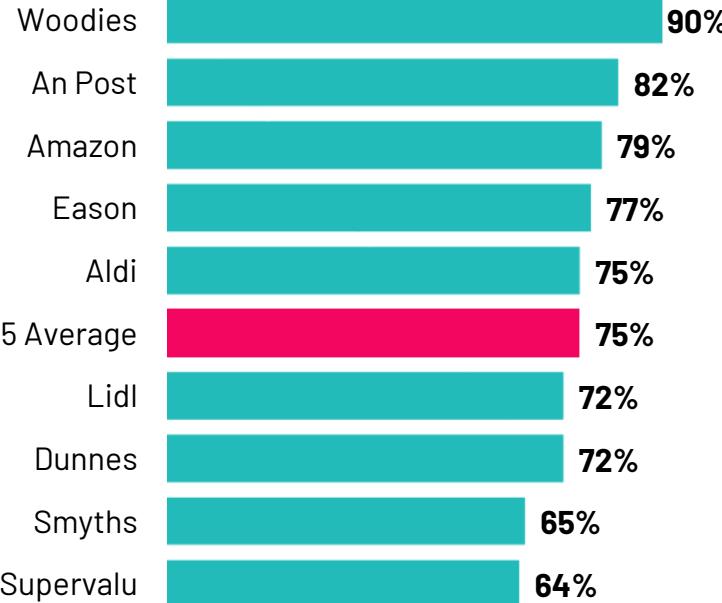
Base: All Adults aged 16+ N - 1049

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Woodies' Mrs. Higgins and the Tin Man from An Post are almost universally liked

We also are very fond of the women sledding in the Amazon ad and Eason's grandfather and granddaughter sharing a love of stories,

The characters in the ad are likeable
Any agree All Adults



	Aldi	Amazon	An Post	Dunnes	Eason	Lidl	Smyths	Supervalu	Woodie's
Agree strongly	39%	52%	44%	38%	40%	33%	32%	26%	56%
Agree slightly	36%	27%	38%	34%	37%	39%	32%	39%	34%
Neither	15%	15%	11%	17%	16%	17%	21%	25%	7%
Disagree slightly	6%	4%	5%	7%	4%	7%	10%	7%	2%
Disagree strongly	5%	1%	2%	5%	3%	4%	4%	3%	1%
Any Agree	75%	79%	82%	72%	77%	72%	65%	64%	90%

0.5 Thinking about the advert you have just seen, to what extent do you agree or disagree with the following statements?

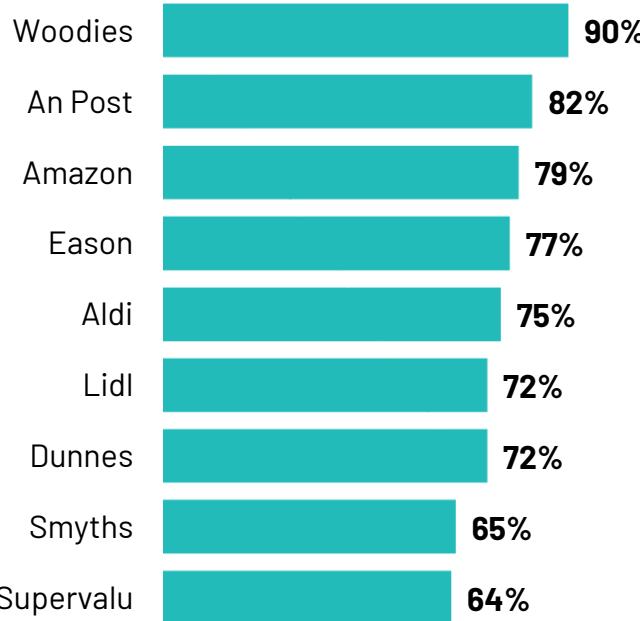
Base: All Adults aged 16+ N = 1049

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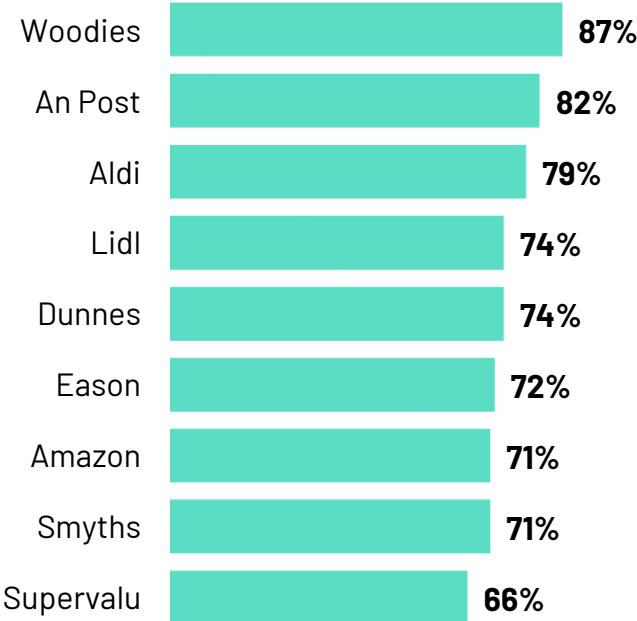
Woodies, An Post and Amazon showing appeal across various audiences

With Women drawn to the Eason story and 25-44s fond of Kevin & Katy!

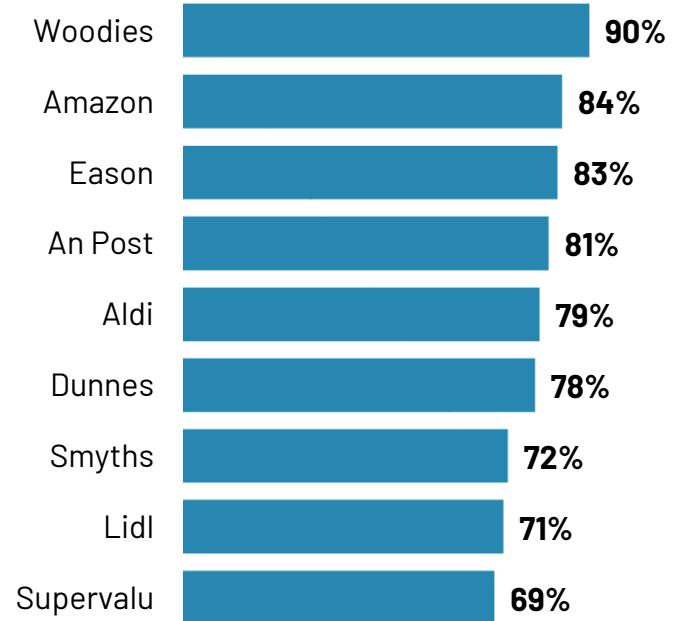
The characters in the ad are likeable
Any agree All Adults



The characters in the ad are likeable
Any agree 25-44



The characters in the ad are likeable
Any agree - Women



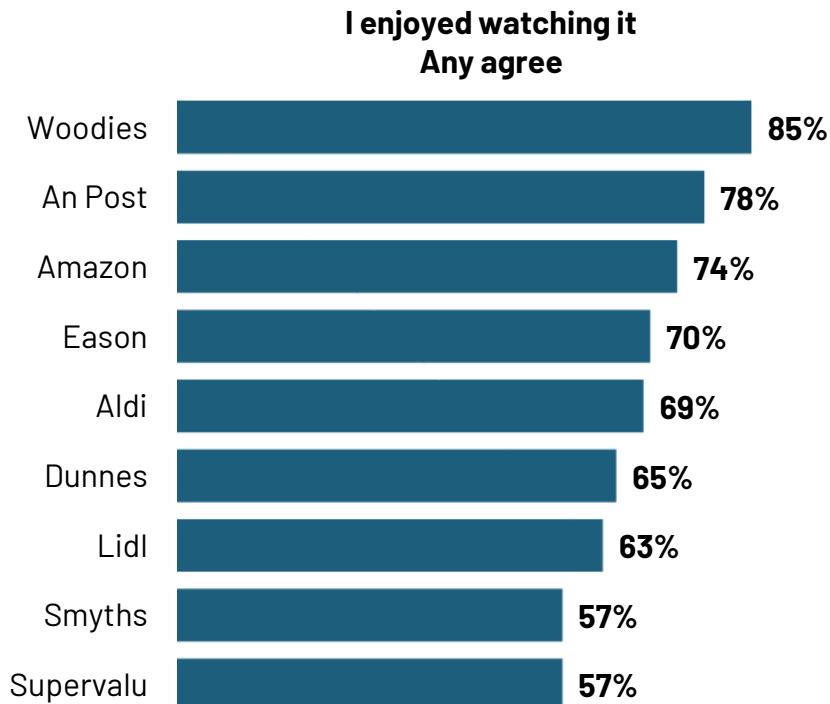
0.5 Thinking about the advert you have just seen, to what extent do you agree or disagree with the following statements?

Base: All Adults aged 16+ N = 1049

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All ads enjoyed by at least 50% of viewers

While Woodie's was the favourite, An Post, Amazon and Eason are enjoyed by many.



	Aldi	Amazon	An Post	Dunnes	Eason	Lidl	Smyths	Supervalu	Woodie's
Agree strongly	36%	44%	40%	34%	33%	27%	27%	25%	47%
Agree slightly	33%	30%	37%	31%	37%	36%	30%	31%	37%
Neither	16%	14%	16%	17%	21%	21%	26%	29%	9%
Disagree slightly	8%	8%	2%	9%	4%	9%	12%	9%	3%
Disagree strongly	6%	4%	4%	9%	4%	6%	6%	5%	3%
Any Agree	69%	74%	78%	65%	70%	63%	57%	57%	85%

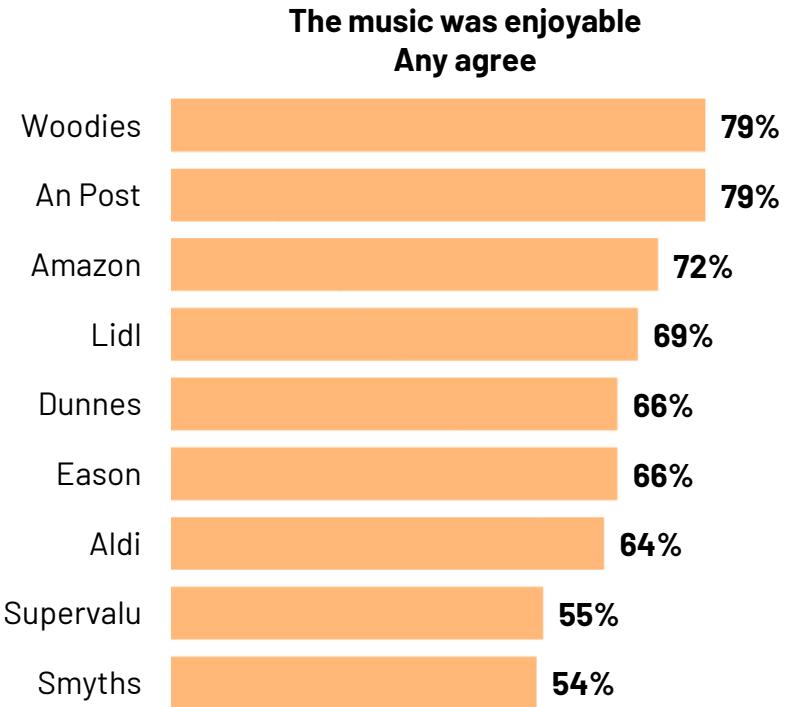
0.5 Thinking about the advert you have just seen, to what extent do you agree or disagree with the following statements?

Base: All Adults aged 16+ N = 1049

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The soundtracks to our Christmas ads are well liked

With Woodies, An Post and Amazon top of the charts this year.



	Aldi	Amazon	An Post	Dunnes	Eason	Lidl	Smyths	Supervalu	Woodie's
Agree strongly	30%	37%	46%	37%	32%	31%	25%	22%	42%
Agree slightly	34%	35%	33%	30%	34%	38%	29%	33%	37%
Neither	25%	19%	15%	22%	27%	20%	30%	28%	18%
Disagree slightly	5%	7%	4%	8%	5%	6%	10%	11%	2%
Disagree strongly	5%	2%	3%	4%	3%	5%	6%	6%	2%
Any Agree	64%	72%	79%	66%	66%	69%	54%	55%	79%

0.5 Thinking about the advert you have just seen, to what extent do you agree or disagree with the following statements?

Base: All Adults aged 16+ N = 1049

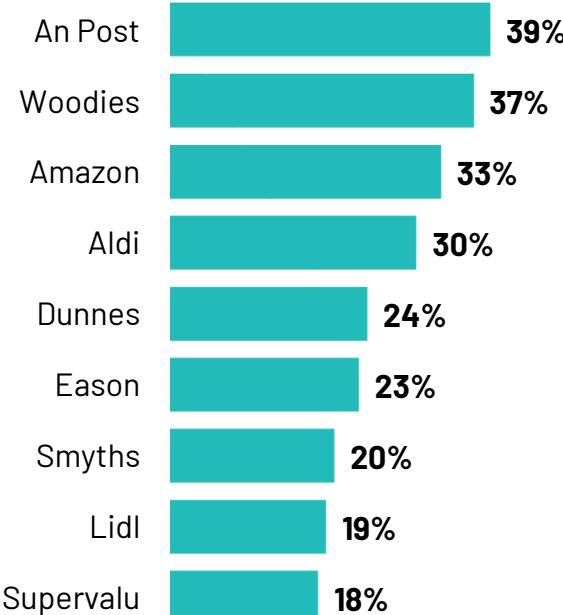
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Respondents were asked to give an overall rating of the ads and all in our study had over 1 in 3 viewers rating it a 8, 9 or 10 out of 10.

Just over 1 in 10 viewers (grinches) would say any of the ads were very poor (scoring a 1 or 2). An Post had 1 in 4 viewers giving it a perfect 10.

How would you Rate the ad?

Any 9/10



Rating	Aldi	Amazon	An Post	Dunnes	Eason	Lidl	Smyths	Supervalu	Woodie's
1-Poor	3	2	1	2	2	2	2	3	2
2	3	4	1	4	1	1	3	1	1
3	4	3	2	3	3	8	6	6	5
4	4	4	2	5	7	9	5	4	3
5	9	8	8	11	12	12	17	15	6
6	9	13	9	15	11	11	14	13	8
7	18	16	17	13	21	20	17	20	17
8	20	19	20	22	20	18	16	20	21
9	10	14	14	10	11	11	7	12	13
10-Excellent	19	19	25	14	11	8	13	6	23

0.6 Considering all aspects of each ad, how would you rate each of the ads on a scale from 1-10 where 1 is "poor" and 10 is "excellent"?

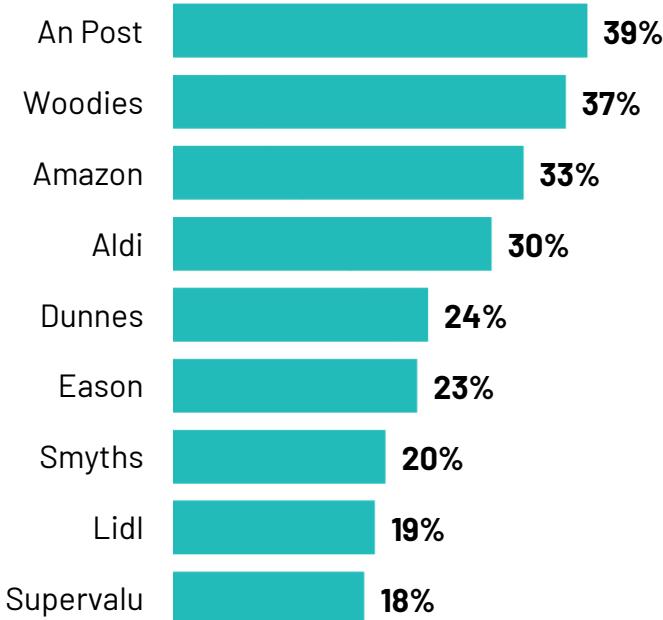
Base: All Adults aged 16+ N = 1049

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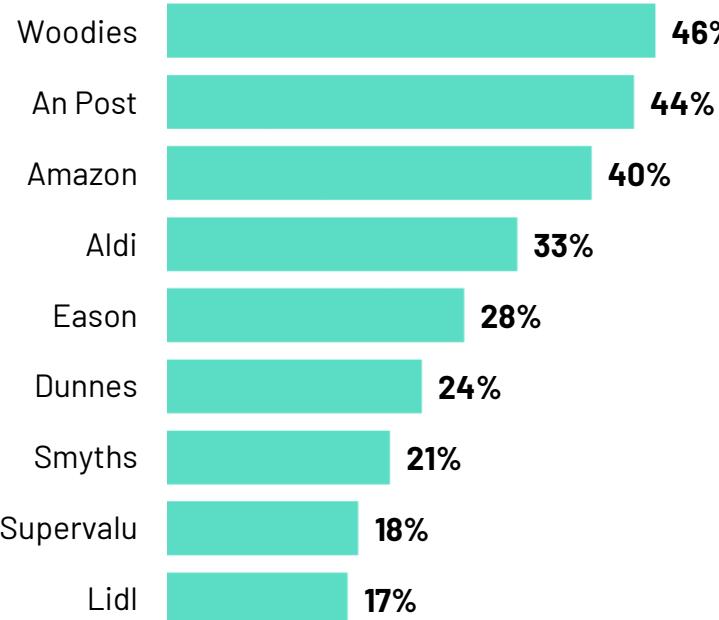
An Post and Woodies share the honours for top ratings

Women were more likely to rate Smyths and Eason higher

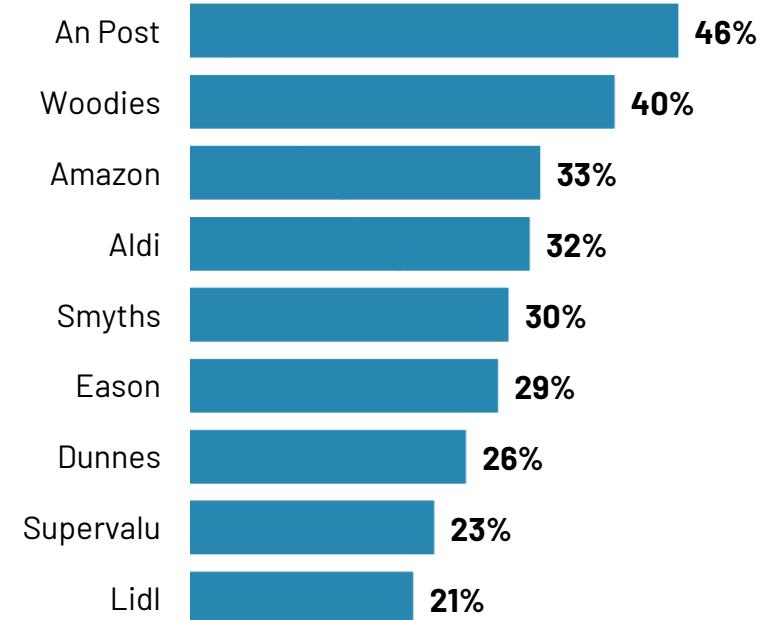
How would you Rate the ad?
Any 9/10 – All Adults



How would you Rate the ad?
Any 9/10 – 25-44s



How would you Rate the ad?
Any 9/10 – Women



0.6 Considering all aspects of each ad, how would you rate each of the ads on a scale from 1-10 where 1 is "poor" and 10 is "excellent"?

Base: All Adults aged 16+ N = 1049

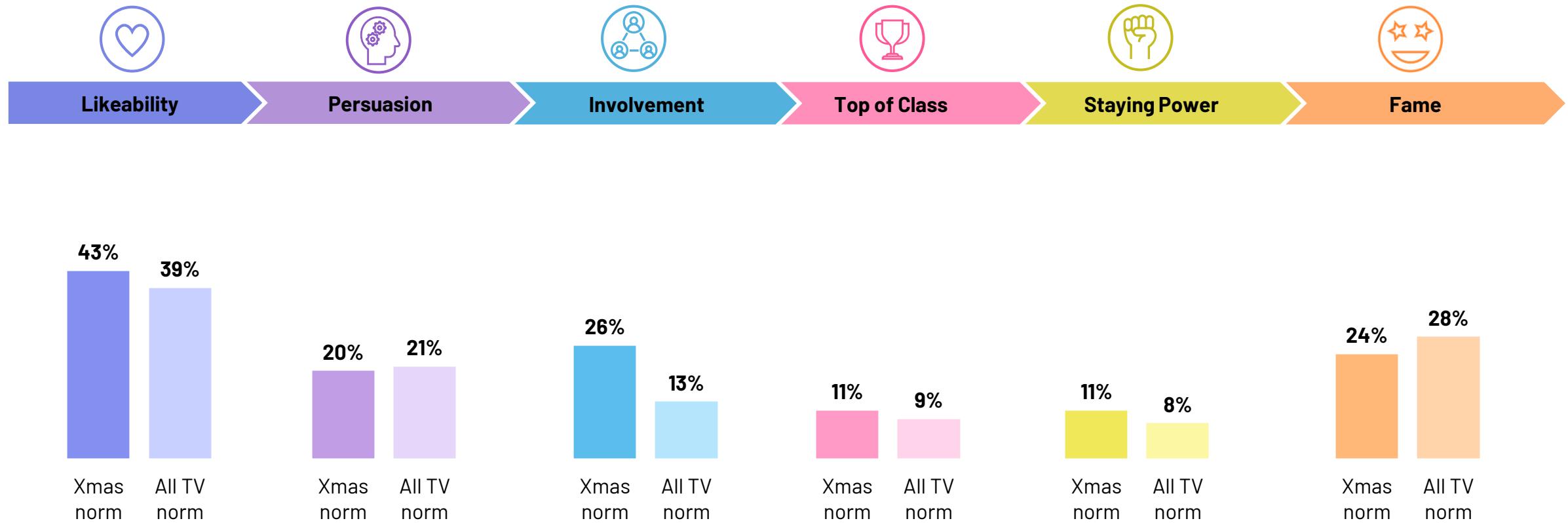
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AD EFFECT



Christmas ads more likeable and involving

Reflecting creative focus on storytelling, humour and spreading of Christmas joy these Christmas ads deliver believability and tell viewers about the brands through highly involving ads.

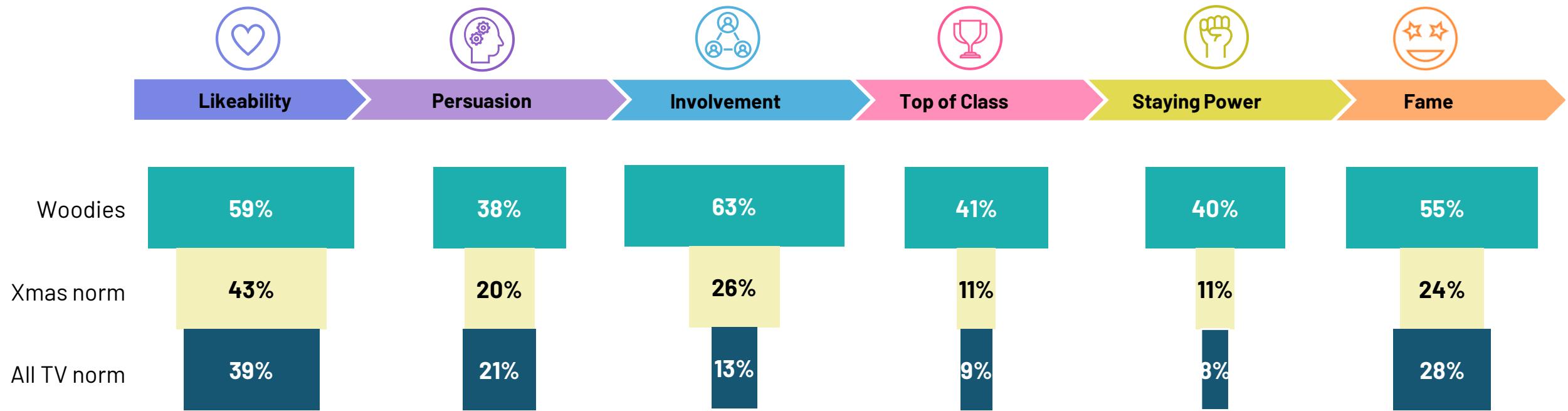


Woodies strong on all pillars with exceptional involvement, fame and staying power

Viewers continue to see Mrs. Higgins' as a heartwarming Christmas ad welcomed back each year

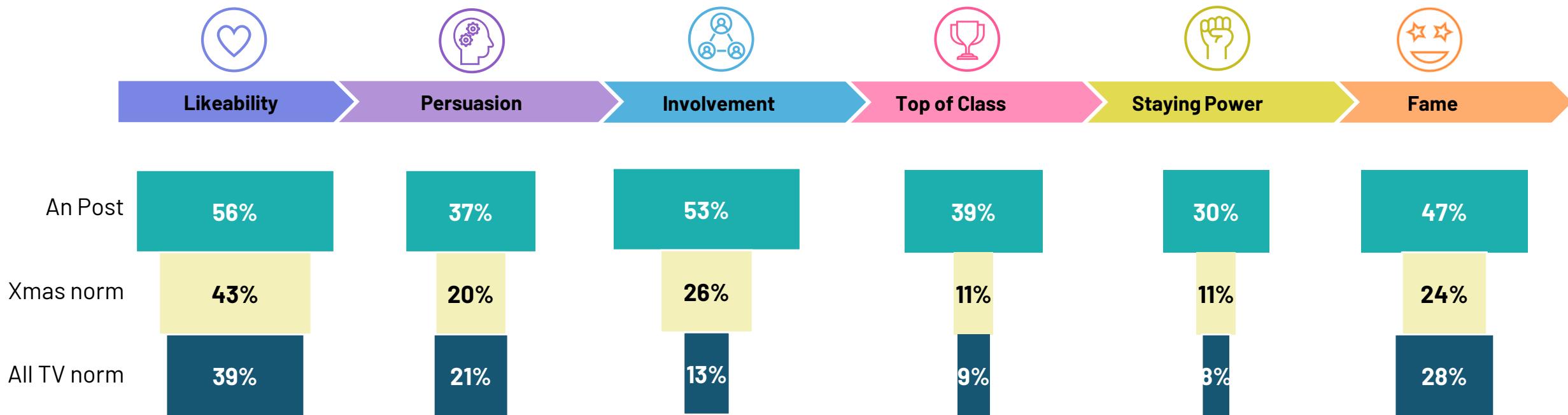


Woodies



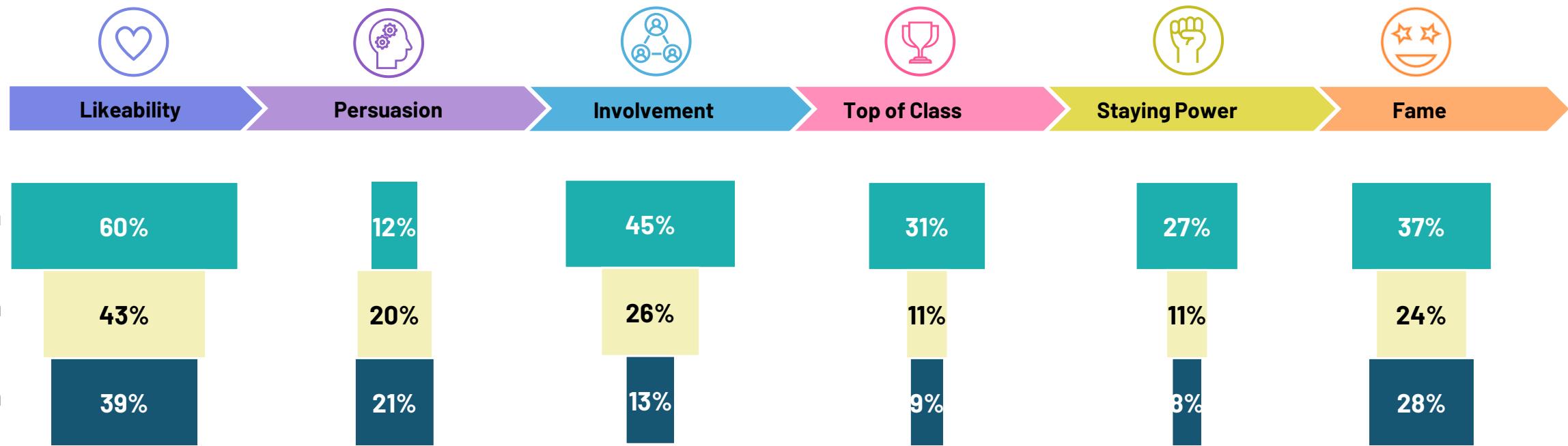
An Post's Tin Man continues to outperform all norms and remains an ad that is involving, generates fame and is likeable

First aired in 2022 and continuing to achieve above the norm staying power, Tin Man once again shines as a Christmas ad.



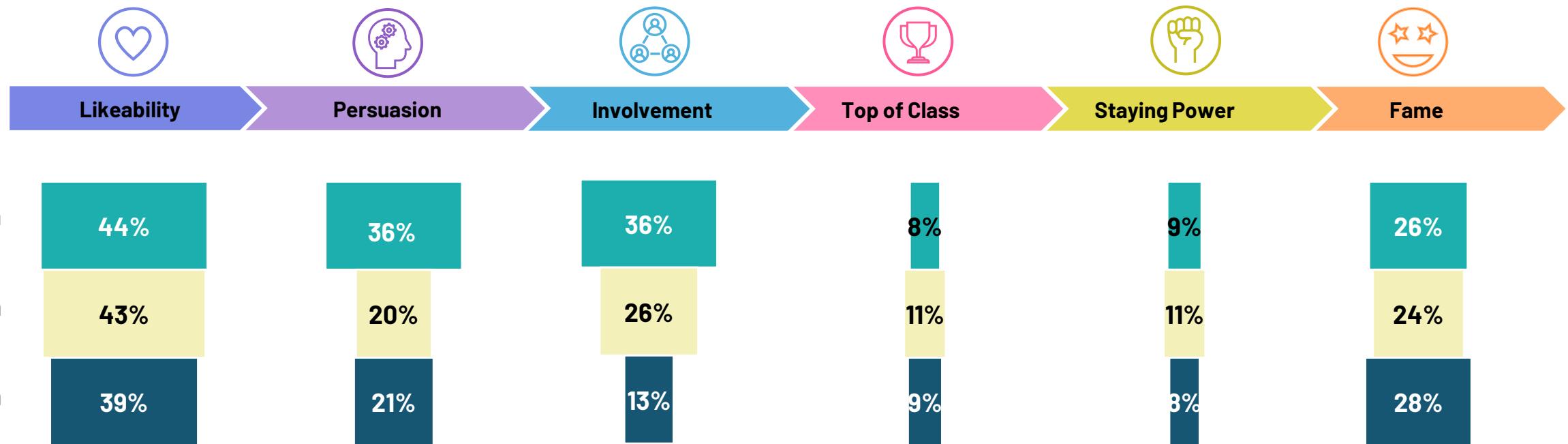
Amazon's Joy Ride ahead of most norms for Christmas 2025

With strongest likeability of our 2025 Christmas ads, the sledding women are head of the class with strong involvement, fame, staying power in the highly rated Top of Class ad. While less persuasive than the norms, the ad has made a welcome return,



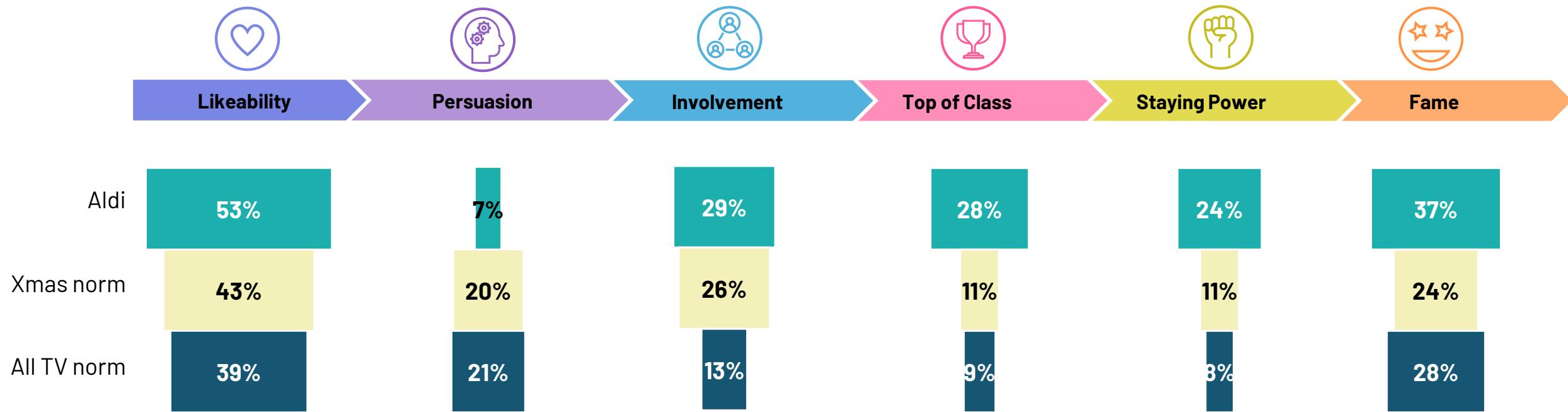
Eason strong on involvement and persuasion

With a strong score for 'gives a good reason to use' and 'believable' driving the above norm persuasion score.



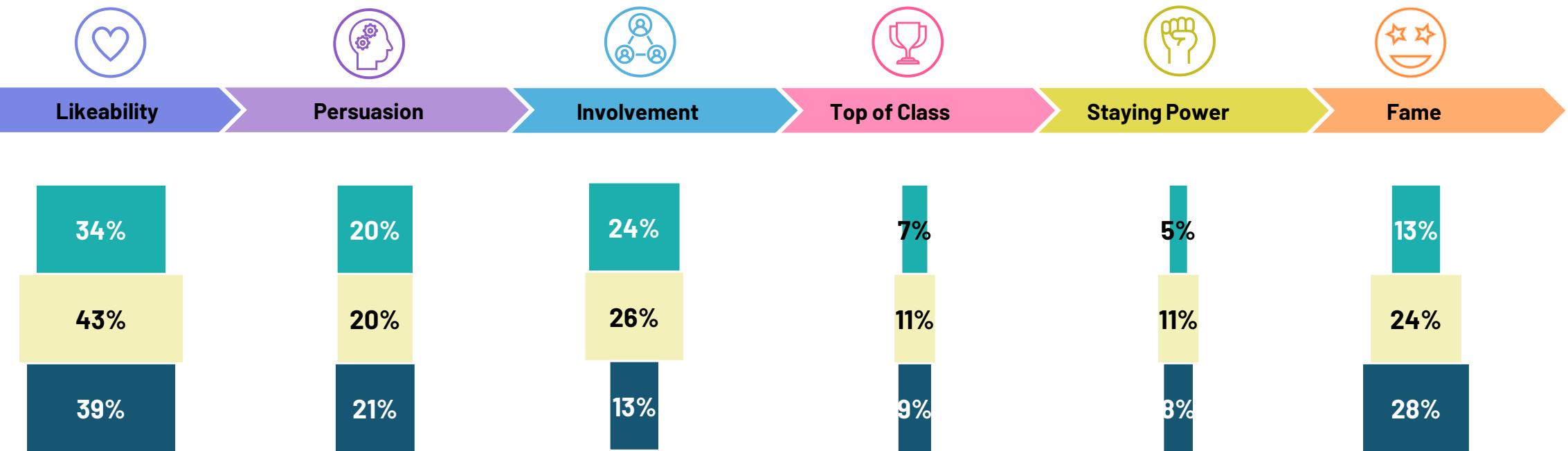
Aldi's Kevin the Carrot strong on likeability and fame

With his wedding to Katie being celebrated, this year's ad shows has involved viewers and is rated as one of this year's Top of the Class ads



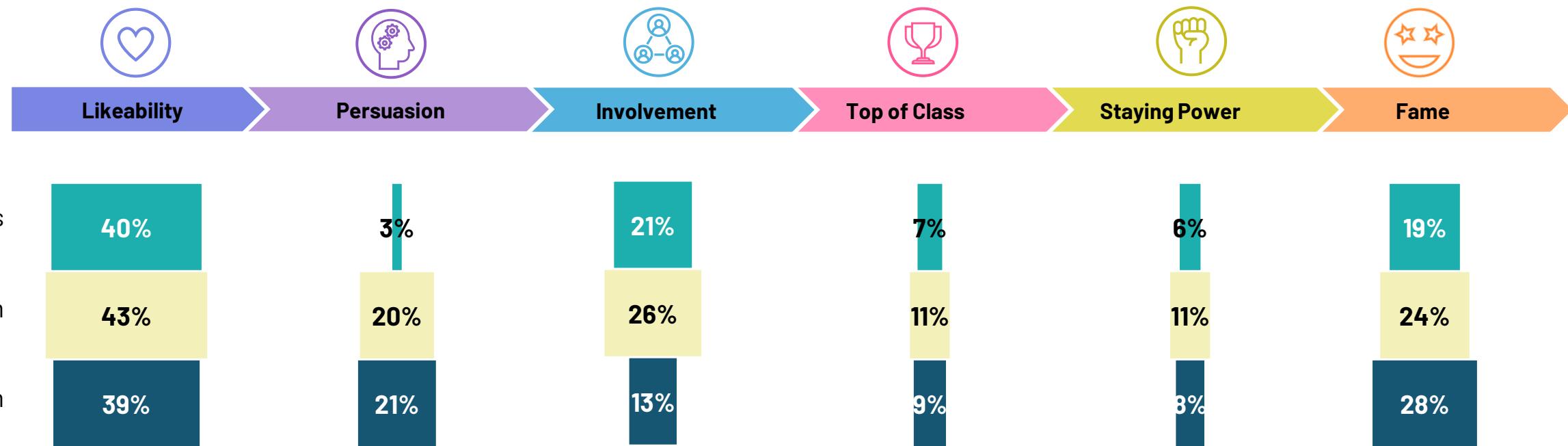
Lidl's new 'Why do We Love Christmas' is well liked by viewers

As it showcases how we can find and give joy at Christmas.



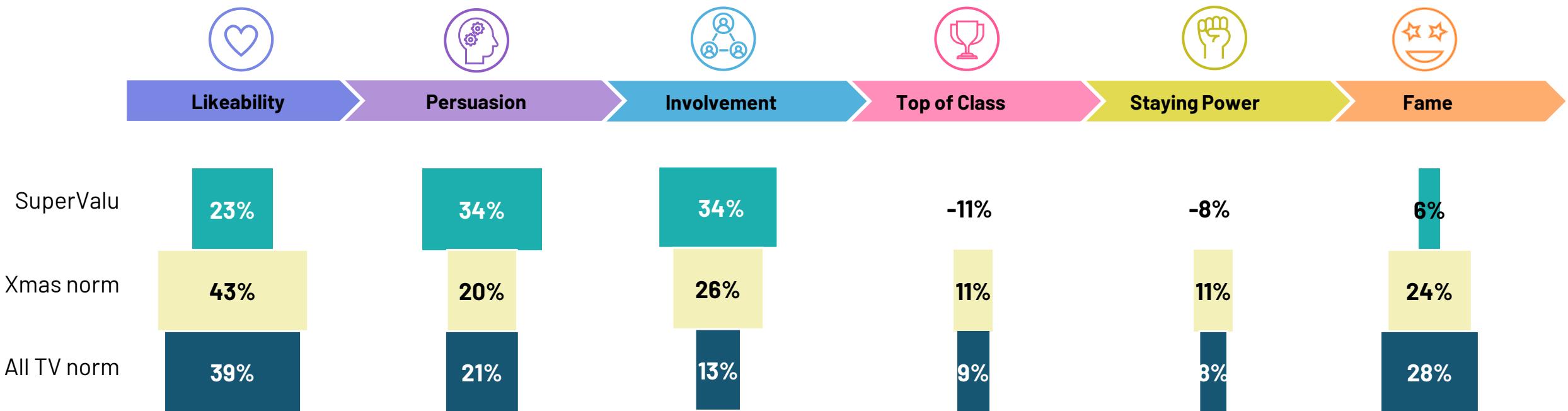
Dunnes Shine A Light for Santa is on par for likeability and involvement

Although less persuasive than other Christmas ads, it achieves a fame score close norms.



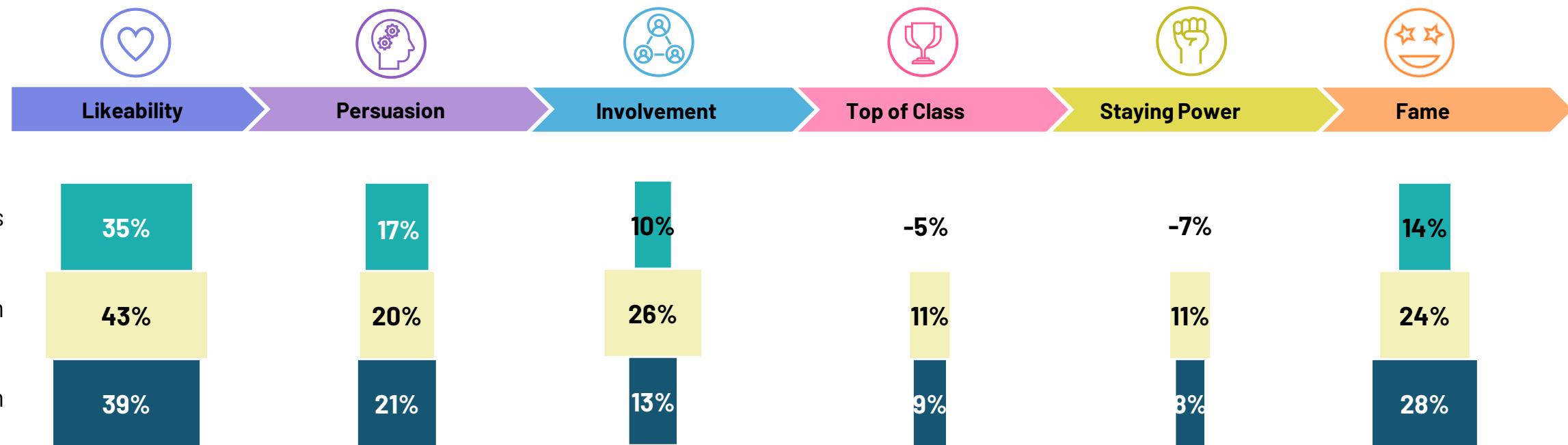
Supervalu outperforms Christmas norms for involvement

And tempting visuals driving a persuasion score also ahead of norms



Smyths ad is likeable and persuasive

Although the ad with the clever dog who sniffs out the present falls below other norms. There is less emotional connection compared to other ads and leaves viewers with no impression



THANK YOU



Ipsos B&A



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