

# 2014 – a vintage year for Christmas advertising?



John Lewis 2014 Christmas ad



Tesco 2014 Christmas ad

John Lewis was the undisputed winner last Christmas in the store wars with The Bear and the Hare emerging as Britain's favourite Christmas ad (TNS 2013 data) and the campaign credited with driving the retailer's most successful Christmas on record. Can 'Monty the Penguin', John Lewis' 2014 campaign, match the same achievements?

In contrast, 2013 proved a tough Christmas for Tesco, the UK's largest retailer, with a disappointing ad campaign and poor sales. Would 2014's Tesco TV execution resonate more strongly with consumers?

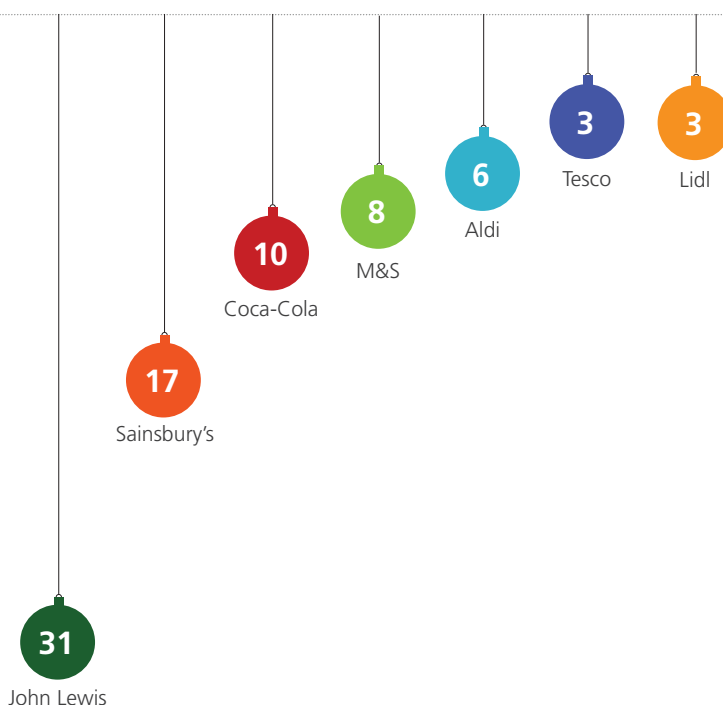
To explore this TNS UK tested both John Lewis and Tesco's latest TV executions using a combination of TNS's AdEval approach, a validated approach covering both short-term and long-term campaign effects, coupled with Affectiva's facial coding and emotion analytics software. Fieldwork was conducted using TNS Omnibus among adults aged 16+, between 18th and 20th November 2014. 2014 performance was benchmarked versus 2013 findings.

## The results...

John Lewis is once again the UK's favourite Christmas ad, with Monty scoring well above all other advertisers. Impressively Monty outperforms the Bear and the Hare with 31% nominating it their favourite Christmas ad (vs 17% in 2013). On the day of release Monty generated an impressive 20k mentions in social media and sales of the penguin soared.

Sainsbury's WW1 truce in the trenches ad is a strong second favourite, particularly amongst men who are less inclined to nominate a favourite Christmas ad. This also hit a chord and prompted strong social media commentary and public debate across the week after launch.

In contrast Tesco's Lights ad scored only 3% alongside Lidl with limited evidence of an impact on social media.



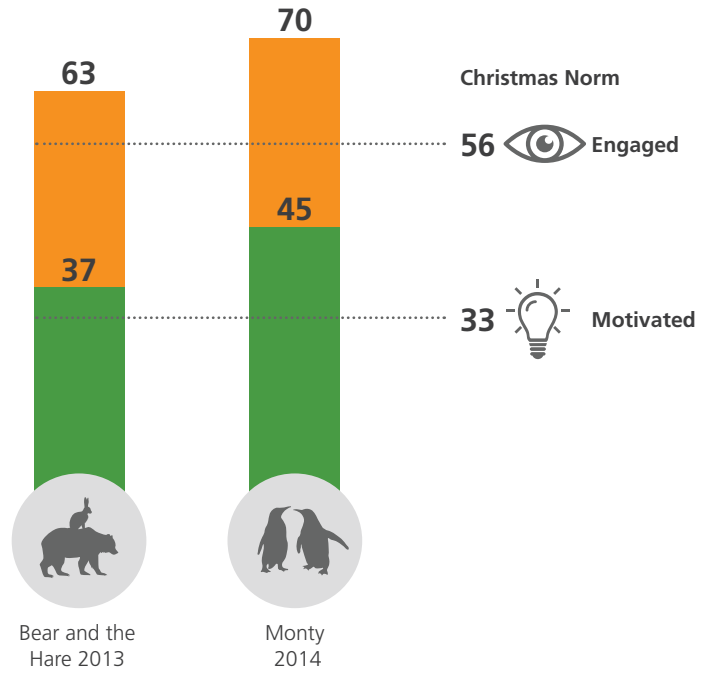
None = 25%. TNS OnLineBus omnibus 1213 adults 18/11-20/11. Question: What is your favourite Christmas ad on TV at the moment?

## Short-term effectiveness

It is great to be liked but critically to drive short-term sales ads must effectively engage and drive motivation. TNS AdEval captures performance on these two key metrics.

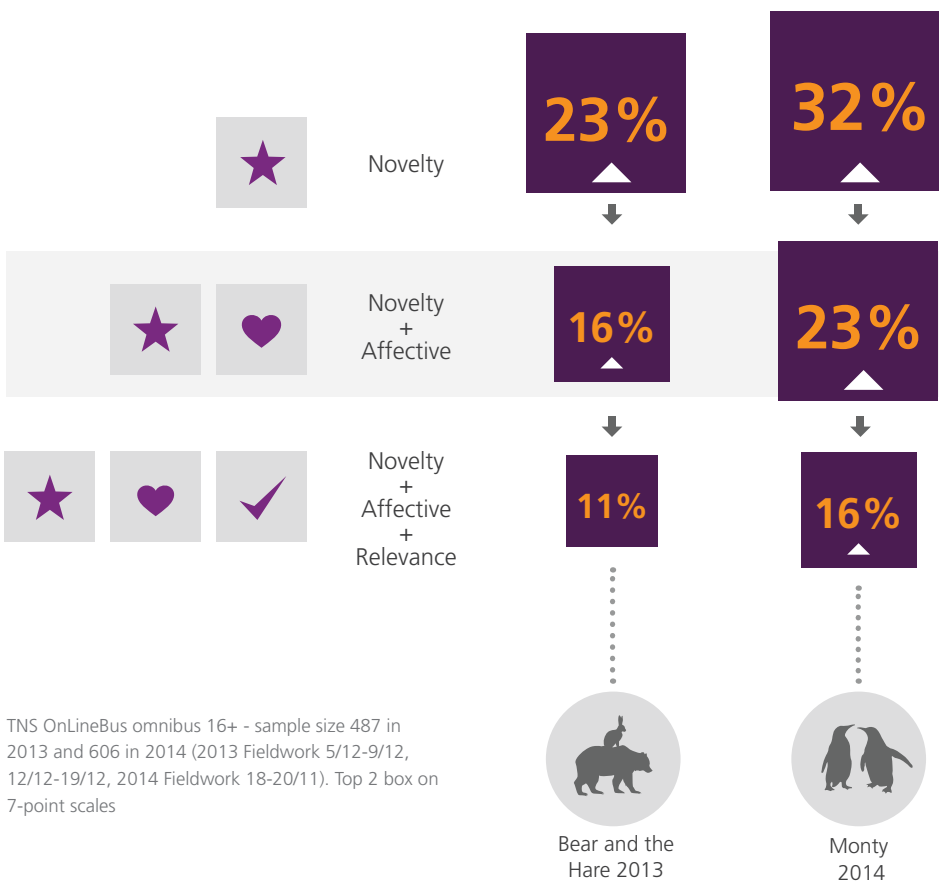
Monty has significantly exceeded last year's Bear and the Hare execution in terms of short-term effectiveness, with very high motivation. Given the strong sales delivered last year, this is a very positive indicator for an even stronger Christmas sales performance this year. Overall engagement is also stronger with the simple storyline, great use of the penguins and suitably strong soundtrack (Tom Odell - Real Love).

By contrast, the Tesco Lighting ad scores 29% on motivation – below the Christmas ads norm, but better than the 21% achieved by last year's execution (Family Through the Years).



## Long-term affective memory potential

▲ Above norm %



TNS OnLineBus omnibus 16+ - sample size 487 in 2013 and 606 in 2014 (2013 Fieldwork 5/12-9/12, 12/12-19/12, 2014 Fieldwork 18-20/11). Top 2 box on 7-point scales

## Long-term effectiveness

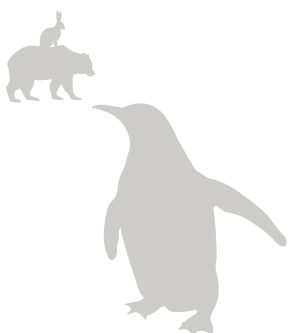
Great advertising doesn't just generate a short-term impact but also builds the brand for the long-term too. Measuring longer-term effectiveness means tapping into emotional dimensions that determine whether or not it will create new brand memories. Recent advances in neuroscience and behavioural economics have identified three key drivers of long-term advertising effectiveness:

**Novelty** – delivers something better than I expected.

**Emotional connection or affective impact** – relates to things I care about.

**Relevance** – is directly relevant to me.

Together these produce a filter by which the human brain prioritises what information is processed.



**On all three factors leading to long-term memory potential** Monty out-performs The Bear and the Hare, with extremely high levels of novelty and emotional connection, clearly striking the right emotive chord. The ad's strong performance means that the chances of delivering long-term brand equity for John Lewis are almost 50% higher than 2013's execution.

Again, the Tesco ads trail, though the 2014 execution outscores last year's commercial on relevance and novelty, leading to stronger long-term affective memory potential, albeit still below the norm.

## Facial coding and emotion analytics

Adding the latest facial coding techniques helps provide moment-by-moment analysis to assess emotional reaction to an ad.

Facial coding illustrates that Monty's simple storyline is easy to appreciate and produces a positive emotional response. Whereas The Bear and the Hare generated a more complex emotional trace.

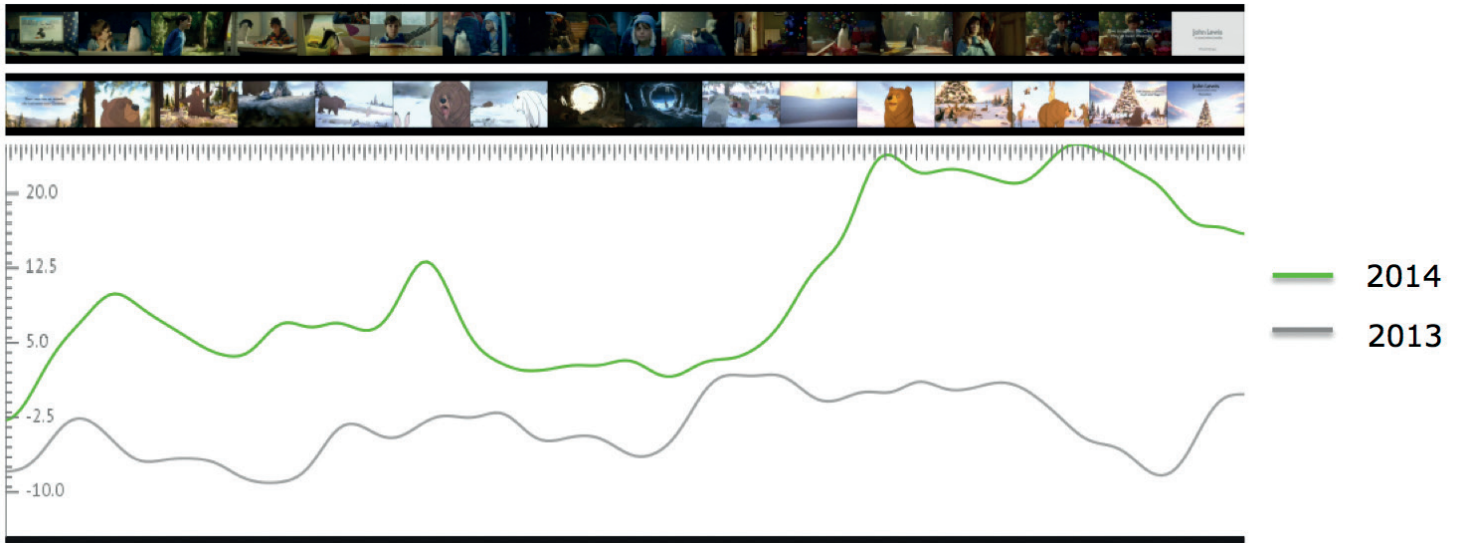
Sub-analysis of facial coding also reveals that those who identify with the ad are not only positive to the story, but also John Lewis' branding.

In contrast facial coding reveals a mixed reaction for Tesco's – among some positivity, among others confusion.

### Facial Coding – Valency

The Affdex Valence Quotient nets positive with negative emotions, yielding a measure of overall attractiveness to content.

#### John Lewis – Valence



All in all it seems that John Lewis looks set for another strong Christmas, with Monty the Penguin even outshining the Bear. In contrast, Tesco's latest TV execution, whilst an improvement on 2013, looks unlikely to drive either a short-term sales response or longer-term brand impact.

To find out more about our Christmas ad test or our advertising tracking or pre-testing, contact Helen Rowe

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