



RED Star Ad Effectiveness Christmas 2022



Irish Christmas TV adverts put to the Test

We ran RED Star advertising effectiveness tests on all the major Christmas ads on air in Ireland in 2022 using our RED Star effectiveness tool. This allows us to rank the top performing ads overall, and on various key indices.

RED Star Effectiveness Score gives us a clear measure of how effective the Christmas ads are this year.

This one number **RED Star Score** provides an overview of the overall impact of the adverts – including

- a) **Creativity** - the desire of people to want to watch it again,
- b) **Distinctiveness** – how easy it was to tell who the ad was for
- c) **Fame** – how likely the ad was to drive talkability
- d) **Emotional Response** – measuring the immediate emotional reactions to the adverts
- e) **Brand Impact** – that the ad had on either driving closer longer term emotional connection to the brand or driving rational brand engagement.



The RED Star ad test measures what makes advertising effective



CONNECTION



Creativity 1

Future desire to see this ad again

“Creativity helps drive long-term business success, providing a powerful antidote to the short-term nature of so much activity today.”

Peter Field



Distinctiveness 2

Branding - It was clear who the ad was for

‘We live in a constant state of ‘zombie’. So attention to ads is not sustained and certainly not undivided. This means its vital your ad at the very least drives brand connections’

Karen Nelson-Field



AFFECTION

3 Fame



Advocacy - how likely you were to share or talk about the ad

“Fame is the driver of successful advertising and a social construct. It emerges from the interactions between people, the media, and each other.”

Paul Feldwick

4 Emotional Response



Valence - the emotional response to the ad

‘The more emotional a response to an ad is, the bigger the long term impact of the ad.’

Binet & Field

BRAND IMPACT

Emotional Impact

Longer term impact of the ad on how close people feel to the brand

Rational Impact

Shorter term impact of the ad on how close people feel to the brand

The RED Star ad test ensures emotion is at the heart of testing

Building on years of communications testing experience and rigorous analysis, RED C devised RED STAR (Structured Test of Advertising Response) to measure and evaluate brand communication.

We can compare ads to a comprehensive Irish benchmark database (3,000+ ads) for advertising performance, with norms available for the a wide range of sectors, and branding & tactical ads.

RED Star can be used across media and channels including TV, Radio, Print, Online (VOD & static) and OOH

65 (=)

Connection metrics
Allows you to understand creativity and distinctiveness of the advert.

45 (-7)

Affection Metrics
Provides core instinctive emotional response and fame reaction to comms

STAR INDEX
One number rating gives clear direction

50 (-10)

Brand Impact Metrics
Delivers the ultimate emotional and rational impact of the comms



All measures can be compared to overall and within category norm database

Key:

Overall Norm
() vs overall norms



We tested a range of recent Irish Christmas ads



We also threw in a UK John Lewis ad, as the acknowledged standard for Christmas advertising



ALDI – Kevin Home Alone



AMAZON – Snow Globe



AN POST – Send from the heart



BOOTS – Joy for All



DUNNES – Make Christmas for everyone



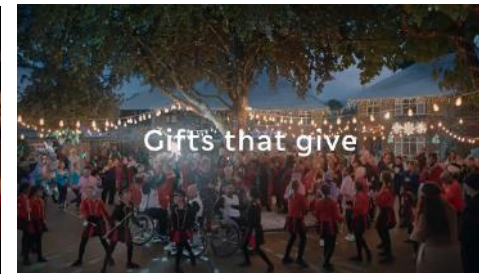
Home Store & More – Realising what really matters



JOHN LEWIS – The Beginner



NATIONAL LOTTERY – The Gift



M&S – Gifts that give



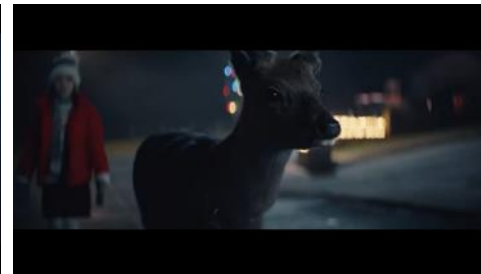
VODAFONE – The Christmas Swim



McDONALDS – The List



SPAR – Finding Christmas



SUPERVALU – Share the Magic



TESCO – The Christmas Party

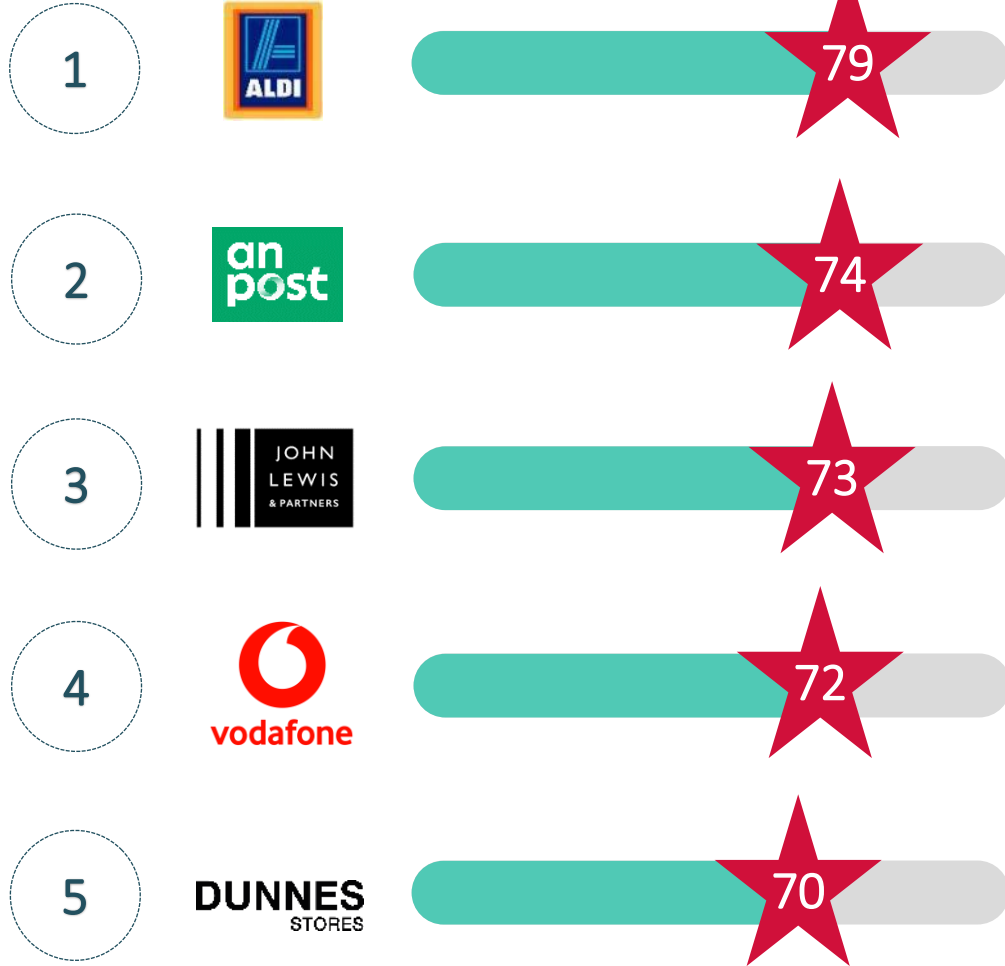
The Overall Results



Top 10 Irish Christmas Adverts 2022



RED Star SCORE



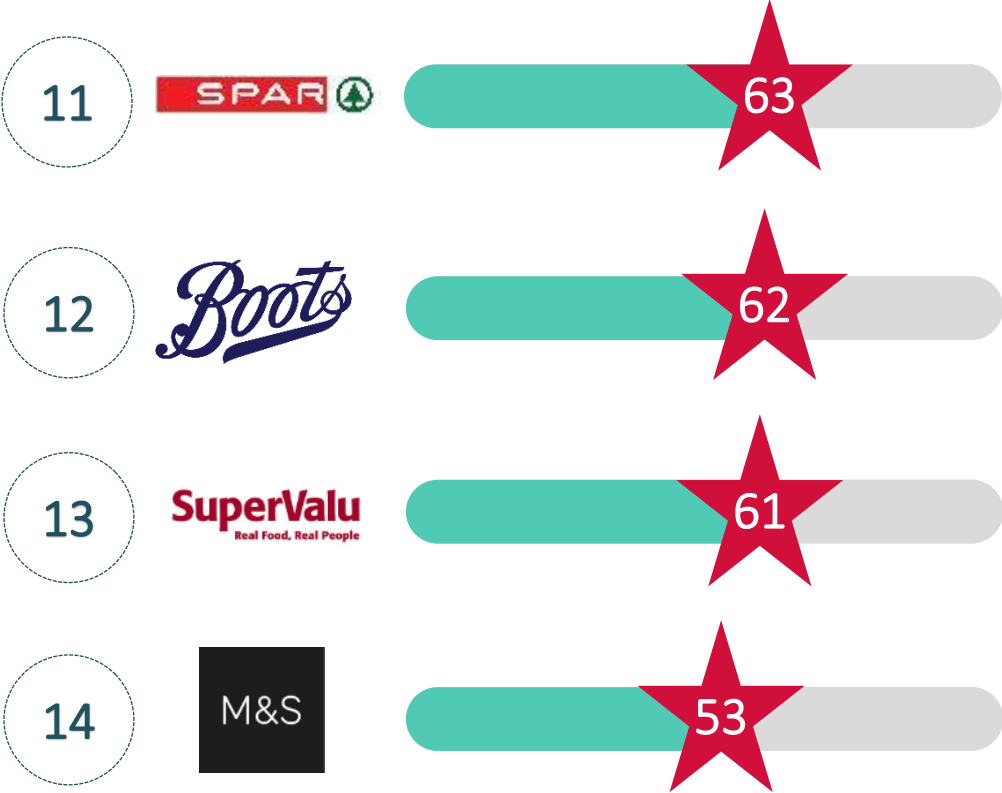
RED Star SCORE



Note: Where overall RED Star scores are equal, the Emotional Response score was used to provide a clear ranking

2022 Christmas ads 11-14

RED Star SCORE



Note: Where overall RED Star scores are equal, the Emotional Response score was used to provide a clear ranking

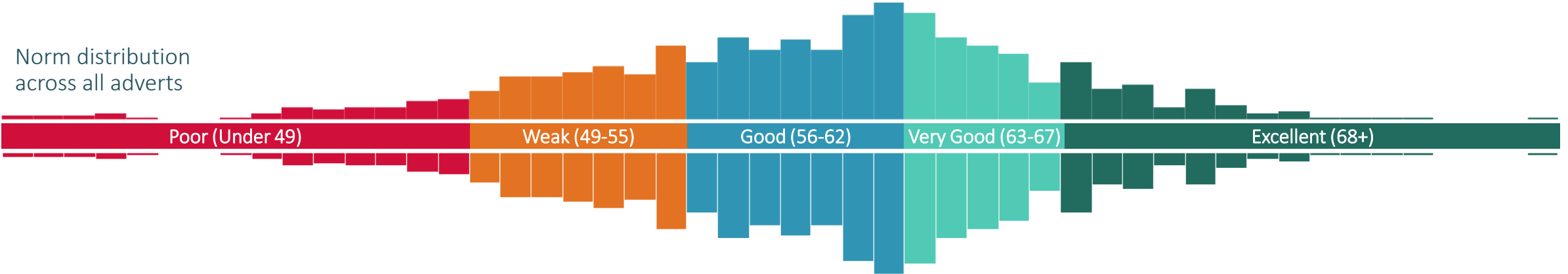


RED Star Norm

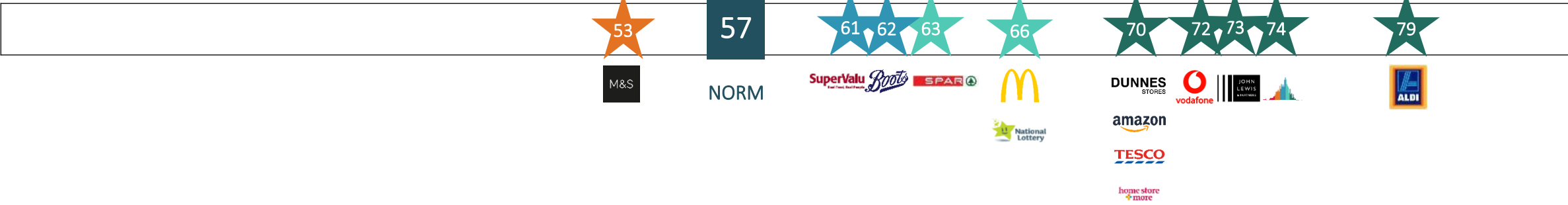
Overall Ad Performance vs. Advertising norms



Christmas ads generally overperform vs. overall advertising norms taken throughout the rest of the year with 9 of the ads achieving an excellent score. Just one ad gets a weak score which is the M&S advert tested.



Scores mapped for all Christmas ads tested



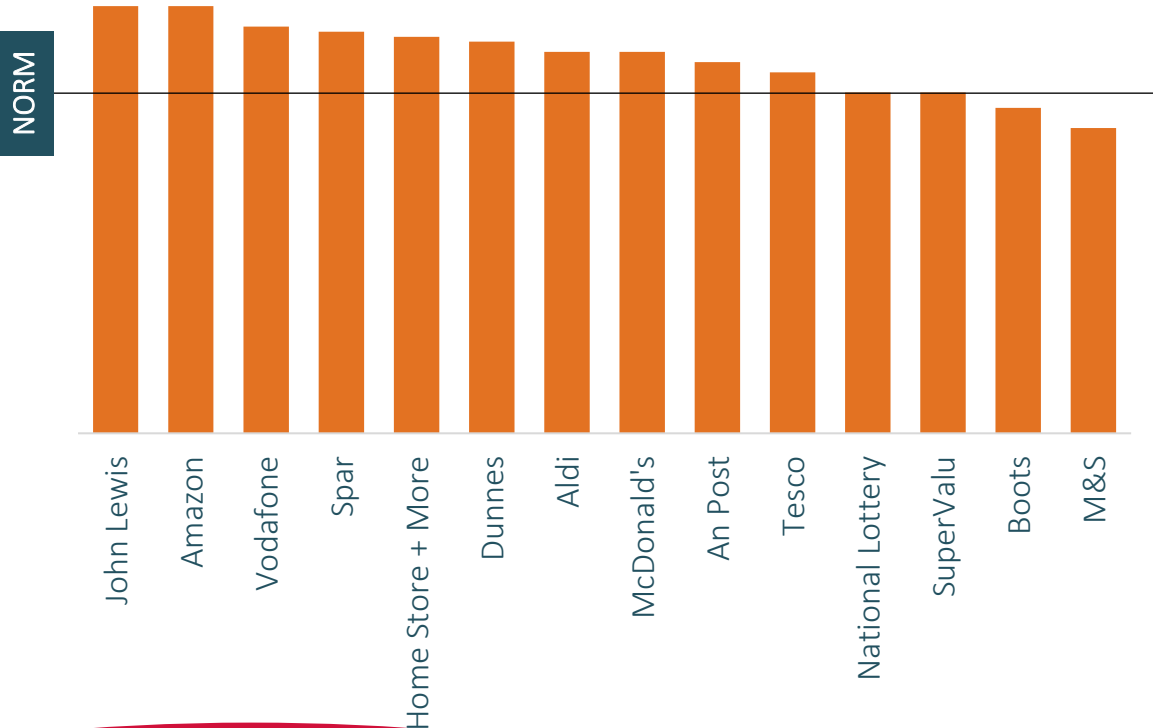
Creativity of Xmas ads ahead of norm

John Lewis and Amazon ads are those people most want to watch again.



Creativity

Future desire to see this ad again



Distinctiveness is less strong

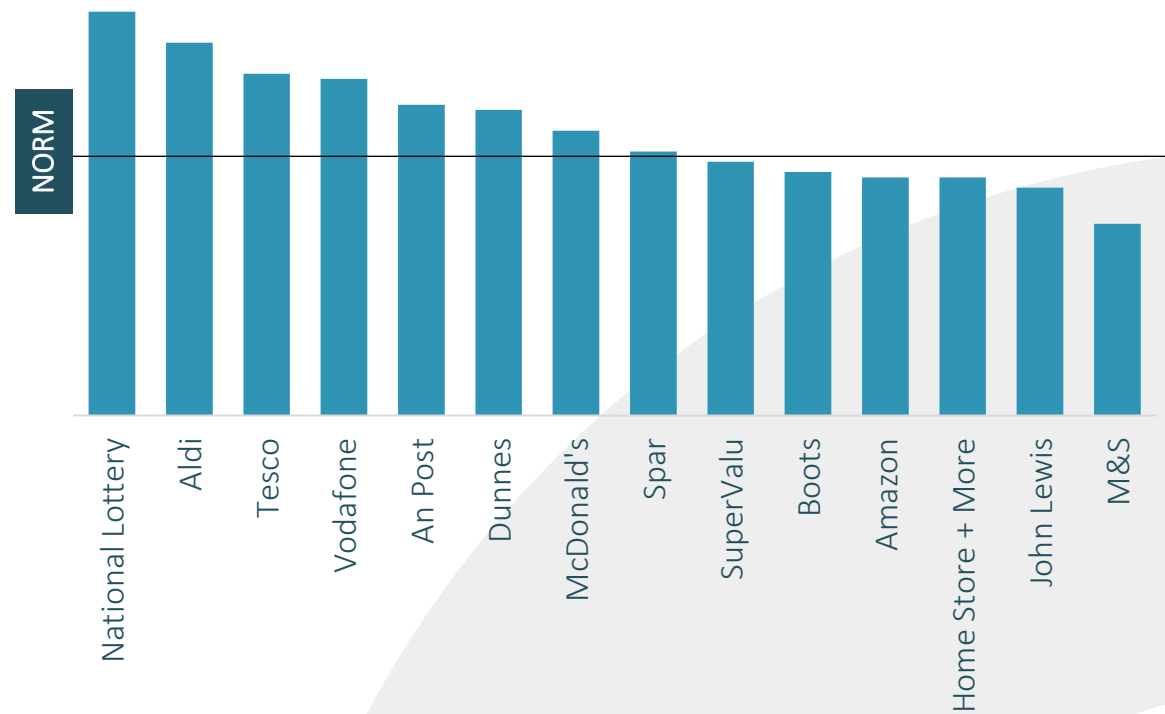


Lottery shows again how its uses brand assets well to push distinctiveness, with Aldi characters also working hard.



Distinctiveness

It was clear who the ad was for



Emotional response is good for most

Aldi takes the lead in emotional response with Vodafone and Dunnes following very closely behind.



Emotion Response

The emotional response to the ad



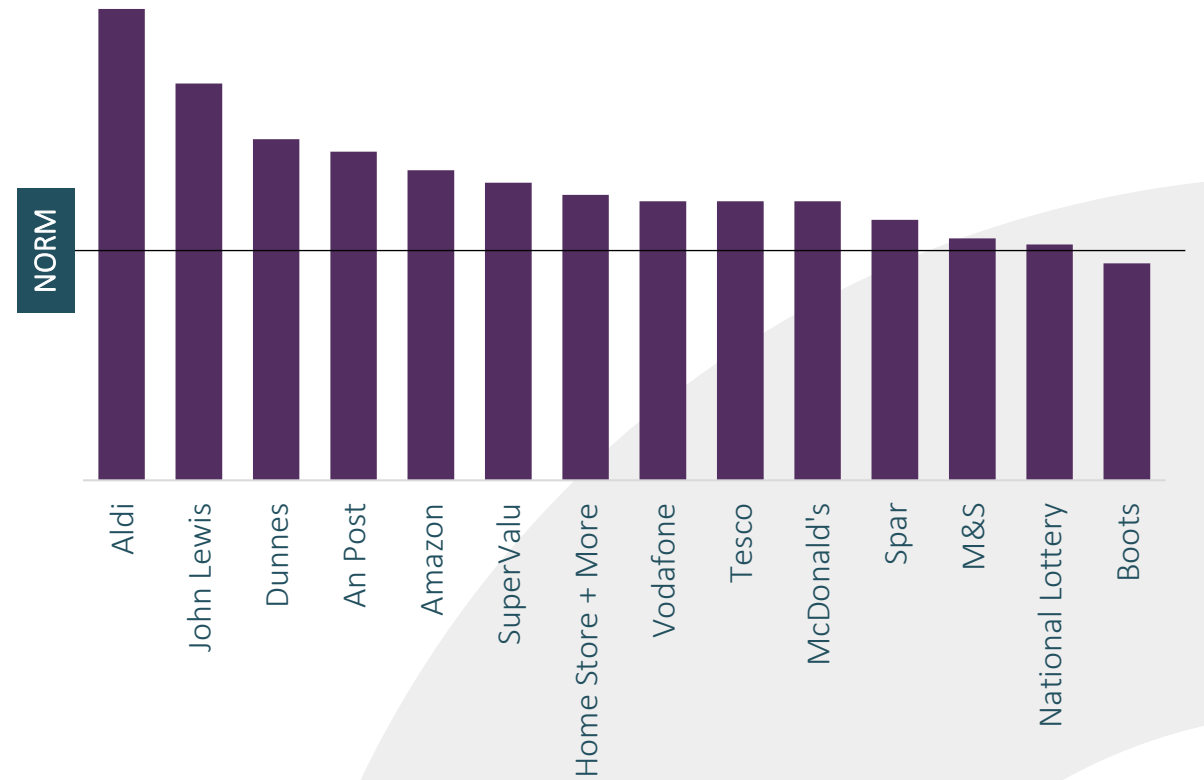
Talkability is also very strong

Christmas ads generate strong fame response, with Aldi in particular playing well on Ireland's favourite Xmas movie.



Fame

How likely you were to share or talk about the ad



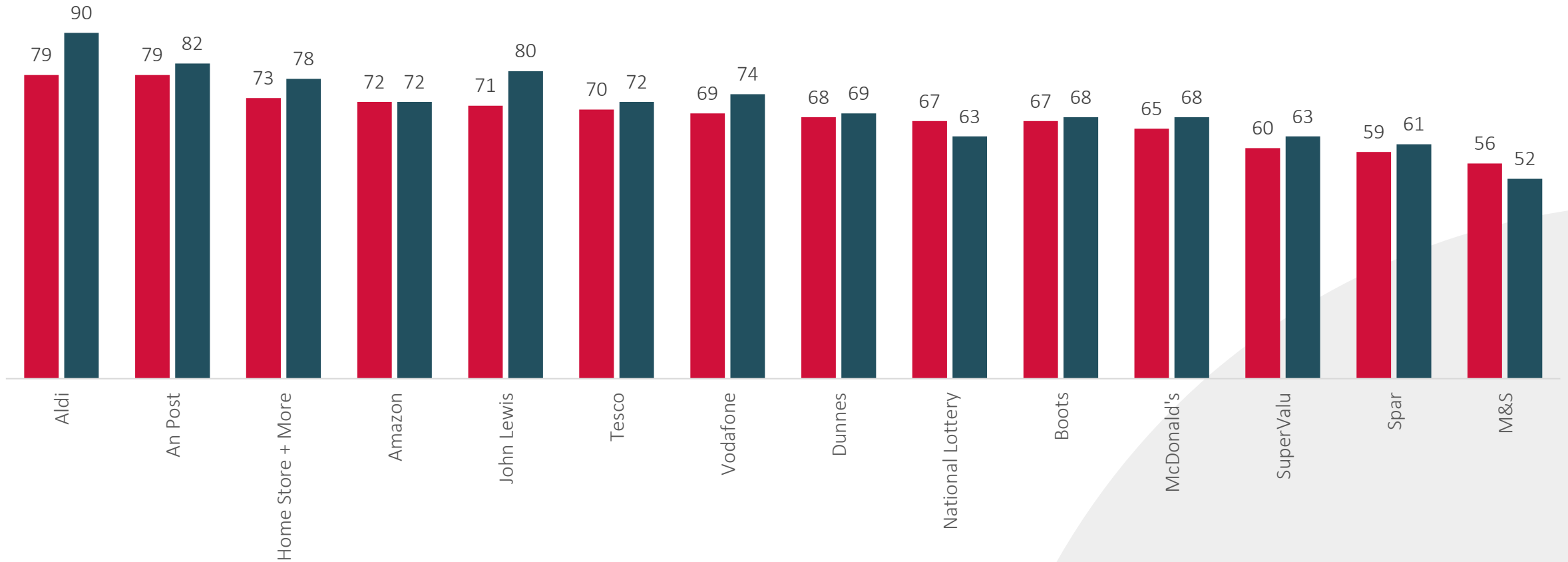
Aldi secures strong long term and short term brand impact



Kevin the Carrot drives exceptionally strong emotional impact with An Post's Tin Man coming in second place – both of these ads illustrating the strength that a strong character asset can have for a brand.

Brand Impact

■ Rational Impact ■ Emotional Impact



The Top 3 in Detail



Aldi

Kevin Home Alone

1st

Kevin Home Alone works very hard for ALDI. The now famous Kevin character is a strong distinctive brand asset, and the creative works well.



Talkability of the ad is very strong, with very high emotional response driven by amusement and happiness as provided for by the script.

As a result the longer term emotional impact for the brand is very high, with good rational impact as well.



RED Star Norm

(Base: All adults 18+)

74

(+17)

Connection

Characters deliver good distinctiveness, with creativity above norm.

88

(+36)

Affection

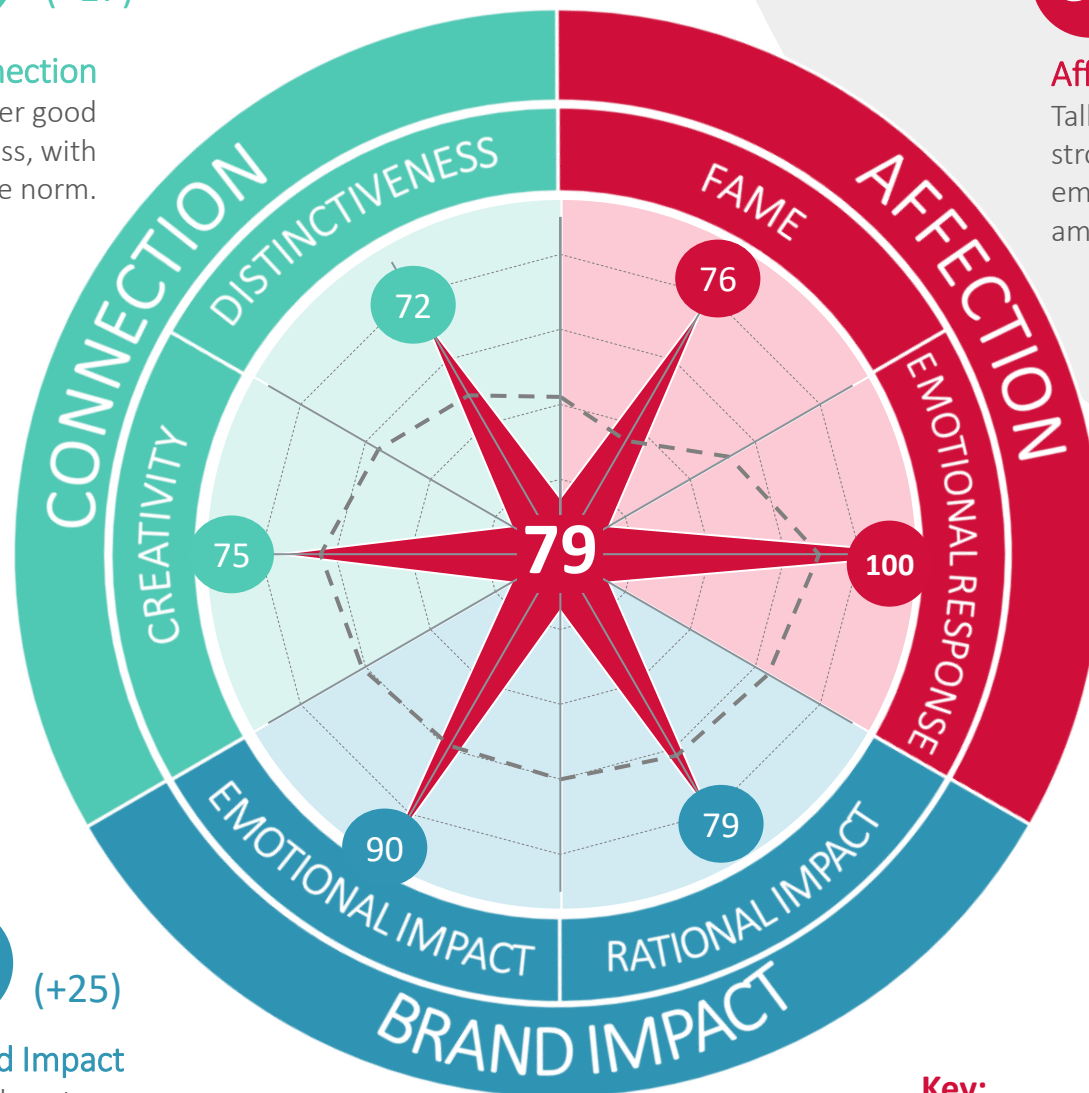
Talkability of the ad is very strong, with very high emotional response driven by amusement and happiness

85

(+25)

Brand Impact

Very strong long term emotional impact, with good rational impact



Key:



Overall Norm



vs overall norms

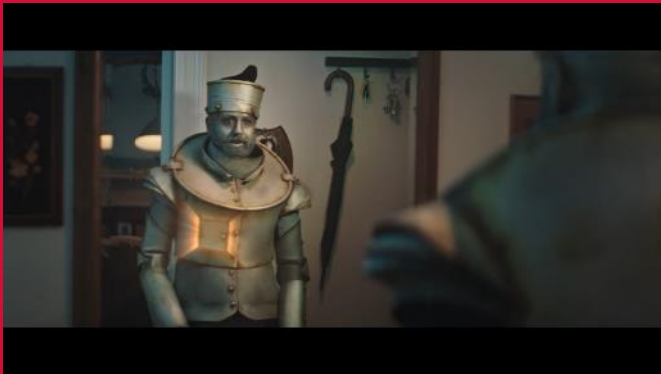


An Post

Send from the heart

2nd

This new ad from An Post scores very well driven by very good rational behavioural reactions to persuading to post a card this Christmas.



Longer term emotional impact is also seen to be well above norm, driven by the warming and happy emotional reaction to the ad.

Creativity of the story also works very well, while distinctiveness is above norm.



RED Star Norm

(Base: All adults 18+)

67 (+10)

Connection

The story creativity captivates watchers, with distinctiveness ahead of norms.

70 (+18)

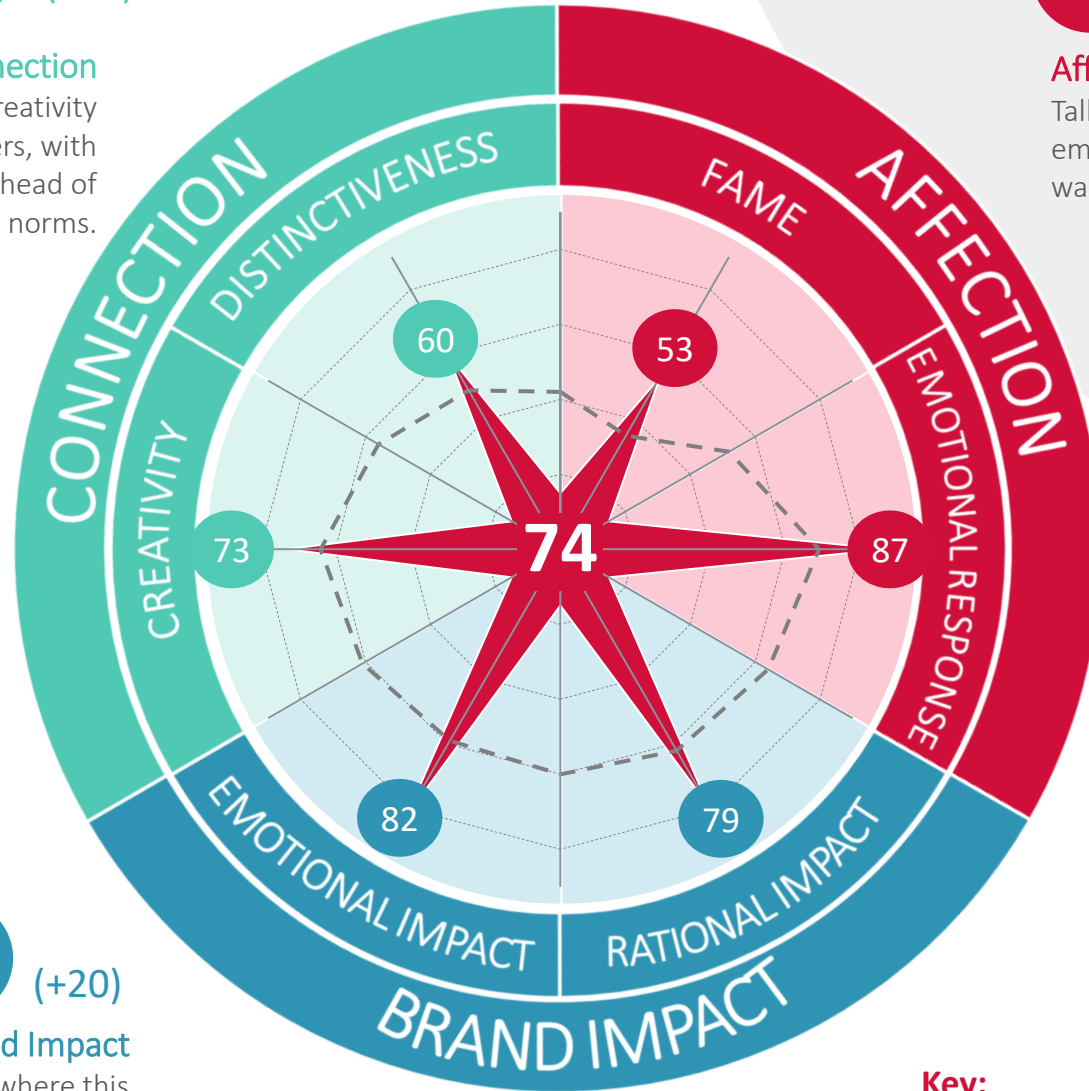
Affection

Talkability is good, with high emotional response driven by warm and happy emotions

80 (+20)

Brand Impact

The rational impact is where this advert really stands out perhaps due to call to action being synonymous with Christmas



Key:

Overall Norm

() vs overall norms



John Lewis

The beginner

3rd

A great storyline drives creativity response, but the ad lack clear brand asset cues that deliver distinctiveness.



The ad does have very strong talkability and emotional response, driven by interest, warmth and happy reactions among viewers.

As might be expected emotional impact is high, and while rational impact is not so strong this is somewhat due to lack of stores in ROI.

57 RED Star Norm

(Base: All adults 18+)

64 (+7)

Connection

The great story drives creativity scores, but it lack brand asset cues.

80 (+28)

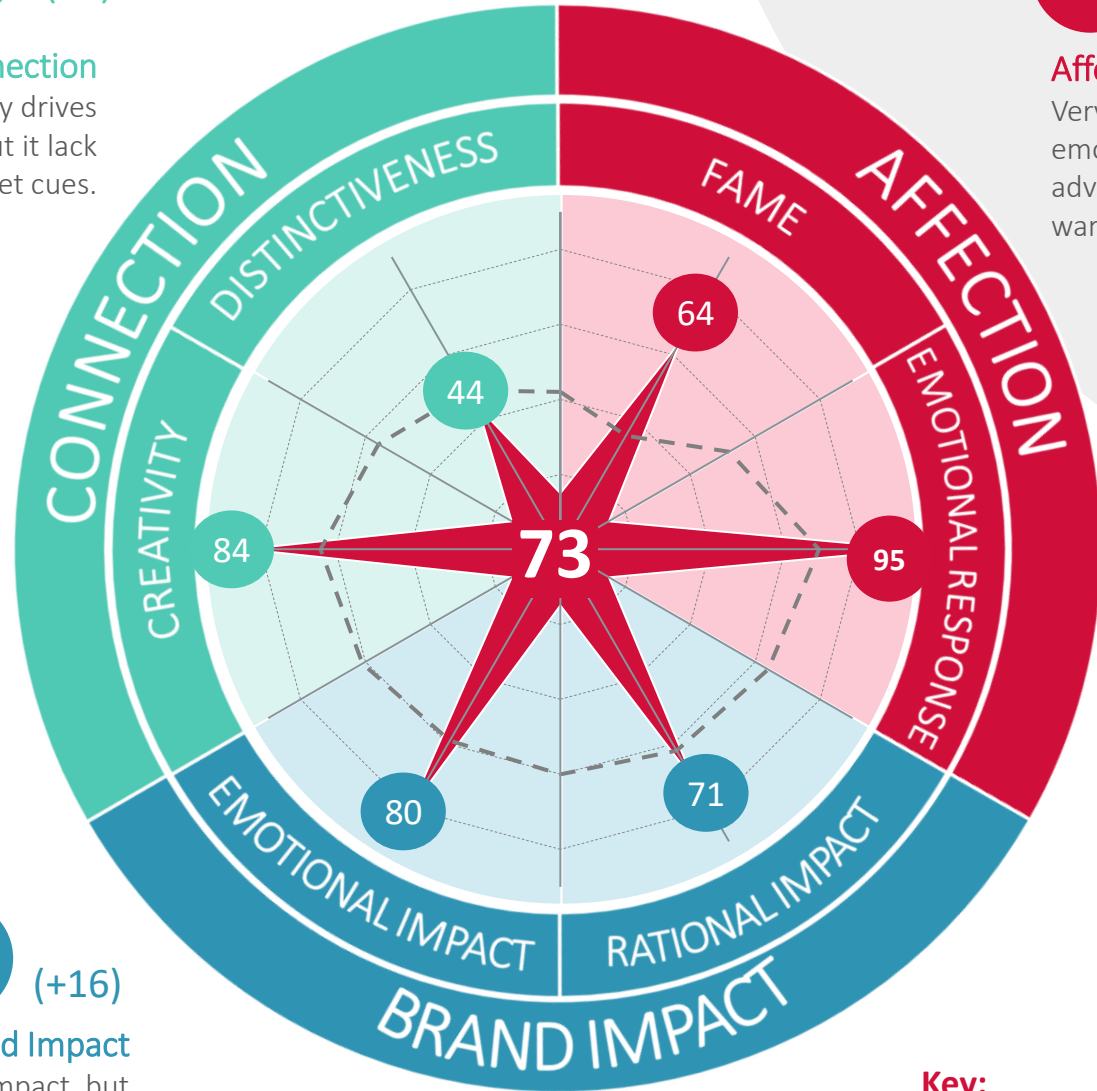
Affection

Very strong talkability and emotional response to the advert, driven by interest, warmth and happiness

76 (+16)

Brand Impact

Good emotional impact, but somewhat hamstrung on rational impact given no stores in ROI



Key:

Overall Norm

() vs overall norms

Coming Soon

We are excited to give you the early heads up, that we will be launching a new online platform in early 2023.

REDC DIRECT

On this platform you will be able to launch, upload and test your ads and campaigns direct.

- ✓ Quality sampling and data collection you can trust
- ✓ Expert survey design to ensure you ask the right questions
- ✓ Clear and easy to interpret automated reporting
- ✓ Cost effective with results provided at speed

Watch this space OR to find out more now contact us at info@redcresearch.ie



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