



# RED Star Ad Effectiveness Christmas 2023

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# 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 2023 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 test measures what makes advertising effective



## Creativity

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*

## Fame

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*

## Distinctiveness

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*

## Emotional Response

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*

# 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.

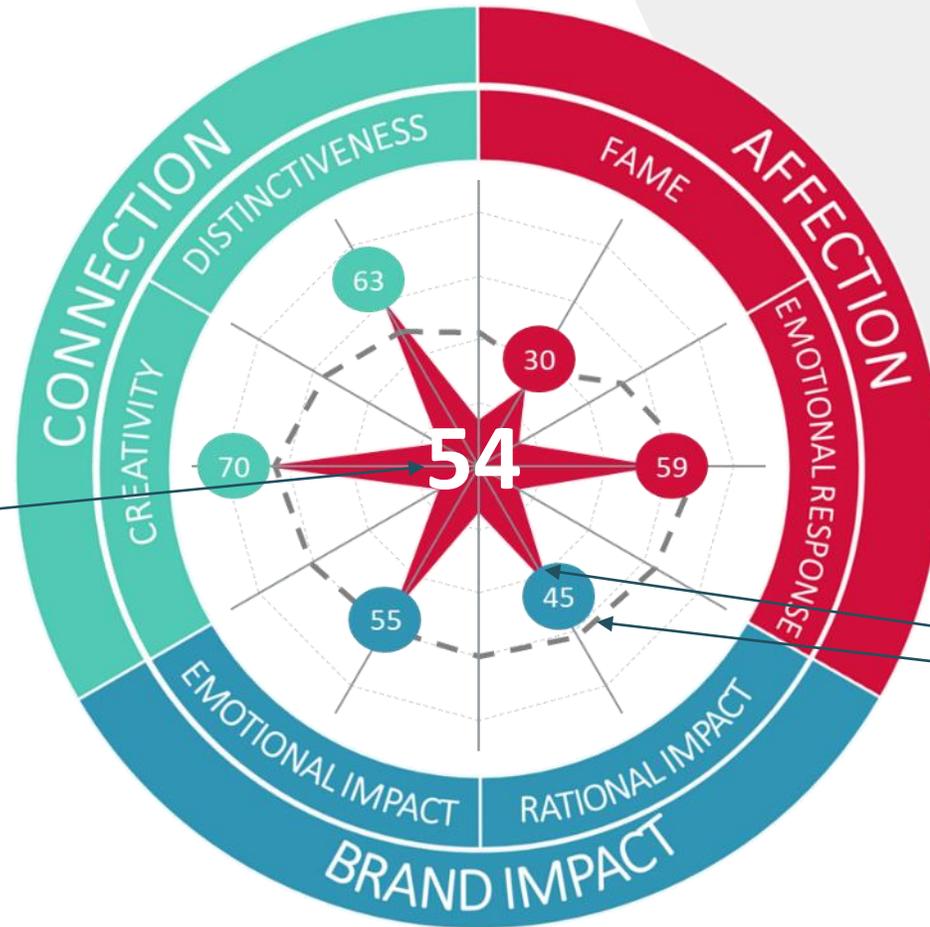
45 (-7)

**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

# Christmas 2023 – Top 18 Adverts in Ireland



#1



GUINNESS  
Home of Guinness

#2



WOODIES  
We're All Homemakers

#3



CADBURY  
Secret Santa

#4



AMAZON  
Joy Ride

#5



TAYTO  
Everyone Gets a Gift

#6



LIDL  
A Magical Christmas

#7



ALDI  
Kevin the Carrot

#8



AN POST  
Tin Man

#9



TK MAXX  
Festive Farm

#10



VODAFONE  
The Joy of Connection

#11



DUNNES STORES  
Make Christmas for Everyone

#12



BOOTS  
Give Joy

#13



TUI  
Happy Holidays

#14



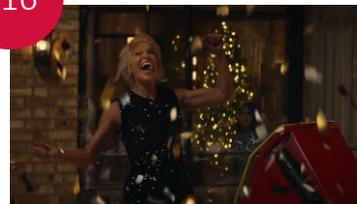
SPAR  
Finding Christmas

#15



TESCO  
Become More Christmas

#16



M&S  
Love Christmas

#17



VERY  
Let's Make it Sparkle

#18



McDonald's  
McDonald's Christmas

# The Overall Results





# The Overall Results



2023 Christmas ads significantly outperform the norm database and outperformed the norm of Christmas ads tested in 2022



Christmas ads particularly outperform the norm on Fame and Emotional connection



Christmas ads weakest aspect is in distinctiveness, when the story sometimes forgets the brand!

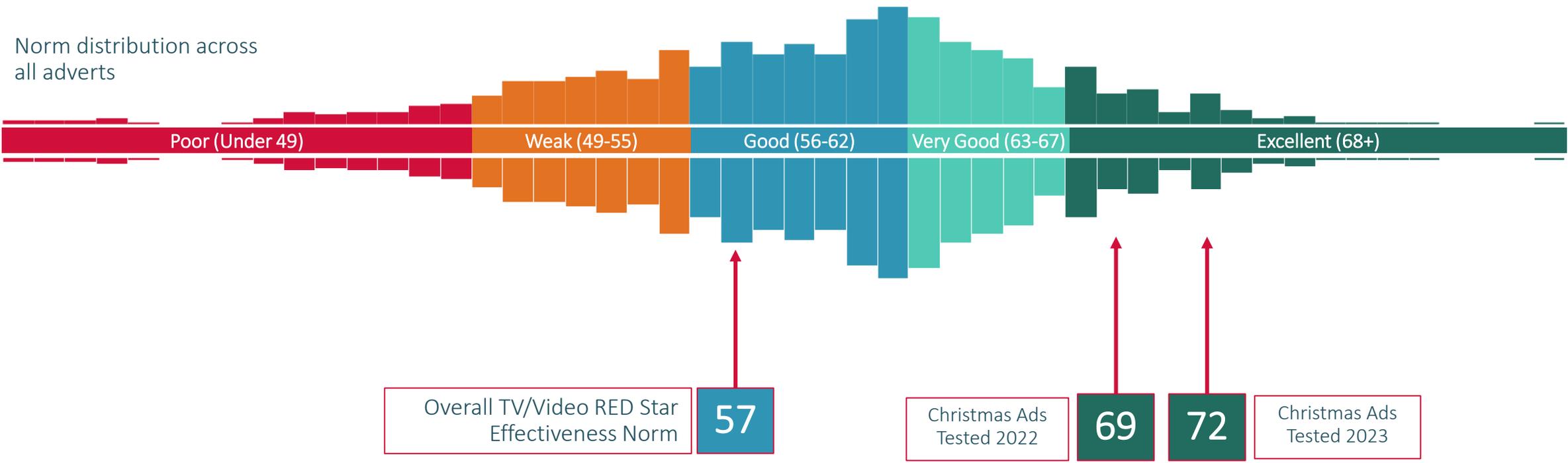


Christmas ads generally are better at driving longer term brand building impact, making people feel closer to the brand



Repeating Christmas ads works well, with little wear out and better brand connections when played over multiple years

# Christmas ads 2022 & 2023 both score excellent but slightly higher in 2023



# Top 10 Irish Christmas Adverts 2023



RED Star SCORE



RED Star SCORE

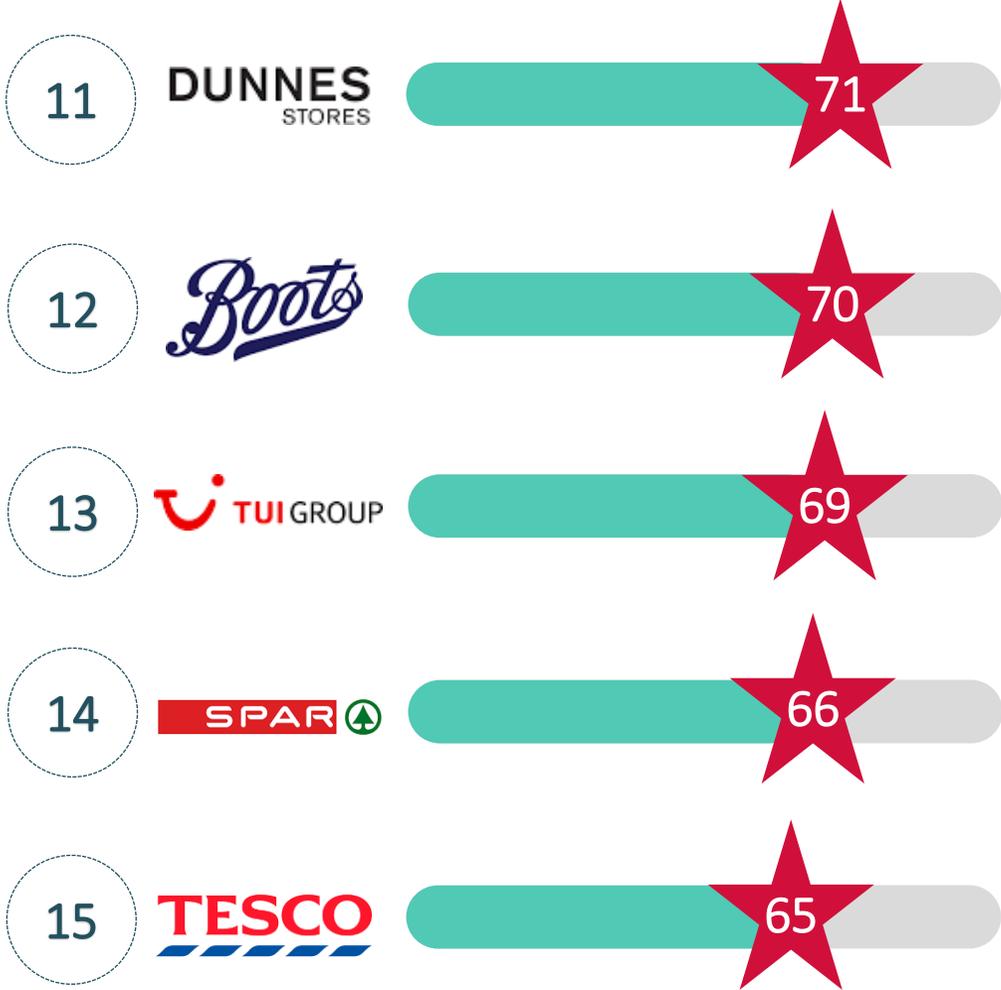


Note: Where overall RED Star scores are equal, the Emotional Response score was used to provide a clear ranking

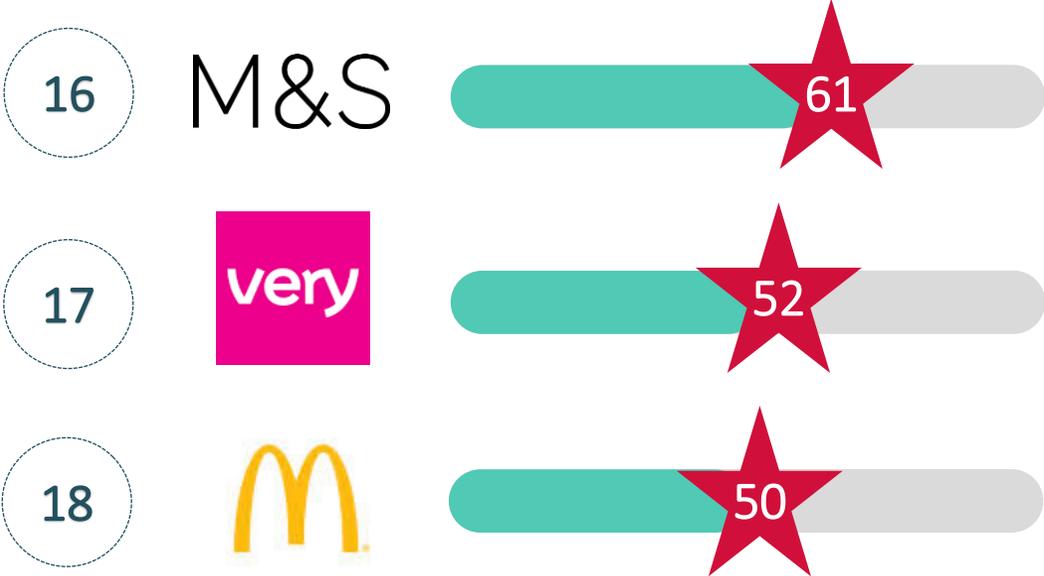
# Top Irish Christmas Adverts 2023: 11-18



RED Star SCORE



RED Star SCORE

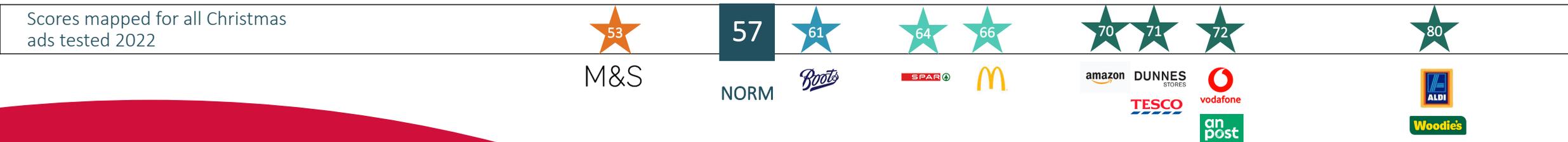


Note: Where overall RED Star scores are equal, the Emotional Response score was used to provide a clear ranking

# Overall Ad Performance vs. Advertising norms



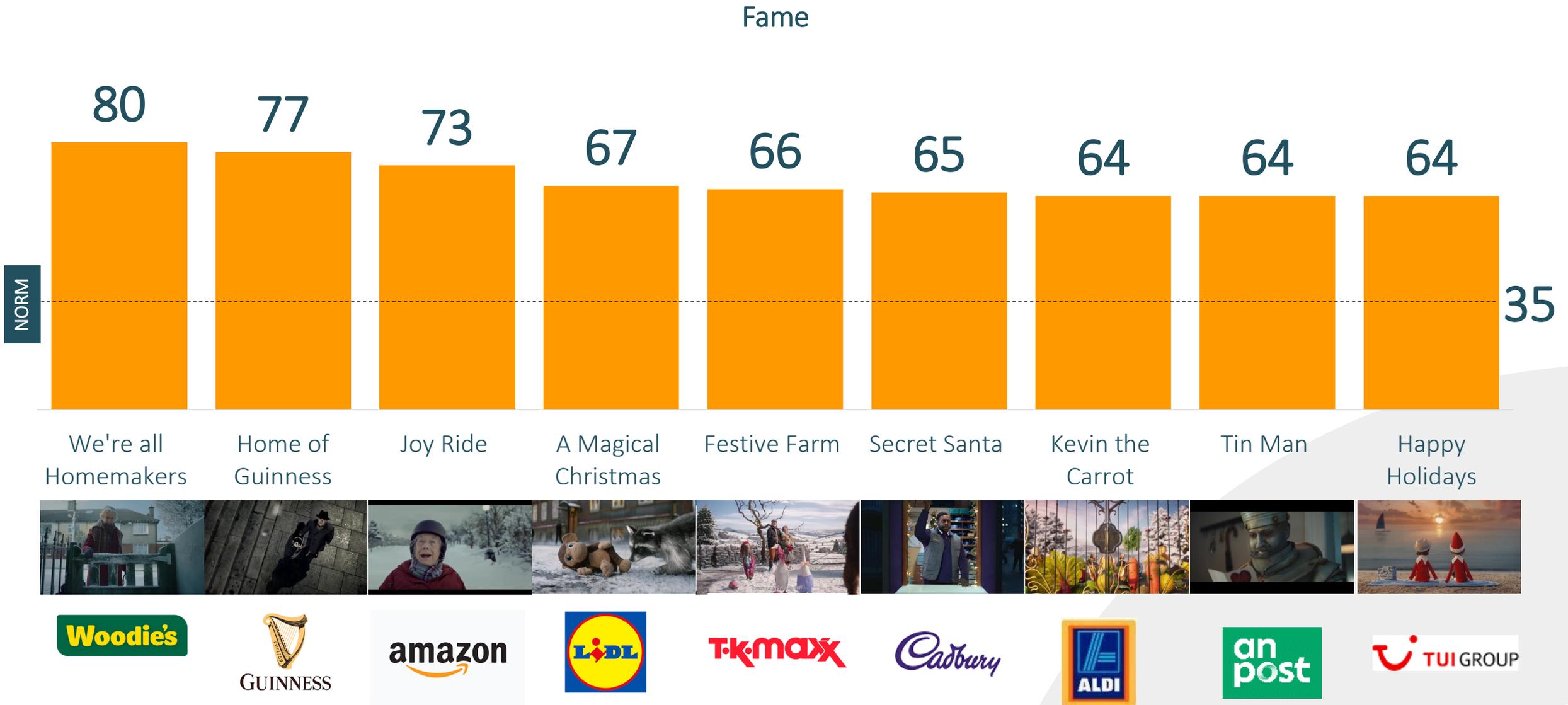
Thirteen of the Christmas ads tested fall into the excellent category, with two ranking as very good, and one as good. Only two ads fall into the weak category.





Better performing Christmas Ads are  
scoring high on Fame and Emotional  
Response

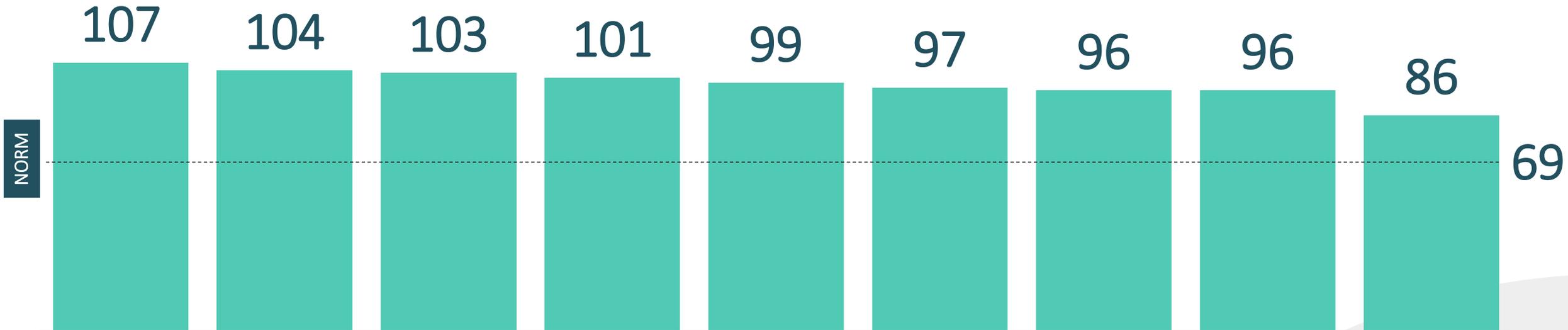
# Fame - the degree to which the ad generates talkability/sharing



# Emotional Response – greater response leads to long term brand impact



Emotional Response



Home of Guinness

We're all Homemakers

Festive Farm

Everyone Gets a Gift

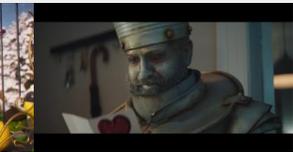
Joy Ride

A Magical Christmas

Secret Santa

Kevin the Carrot

Tin Man



Woodie's

T.K. MAXX



amazon



Cadbury



an post

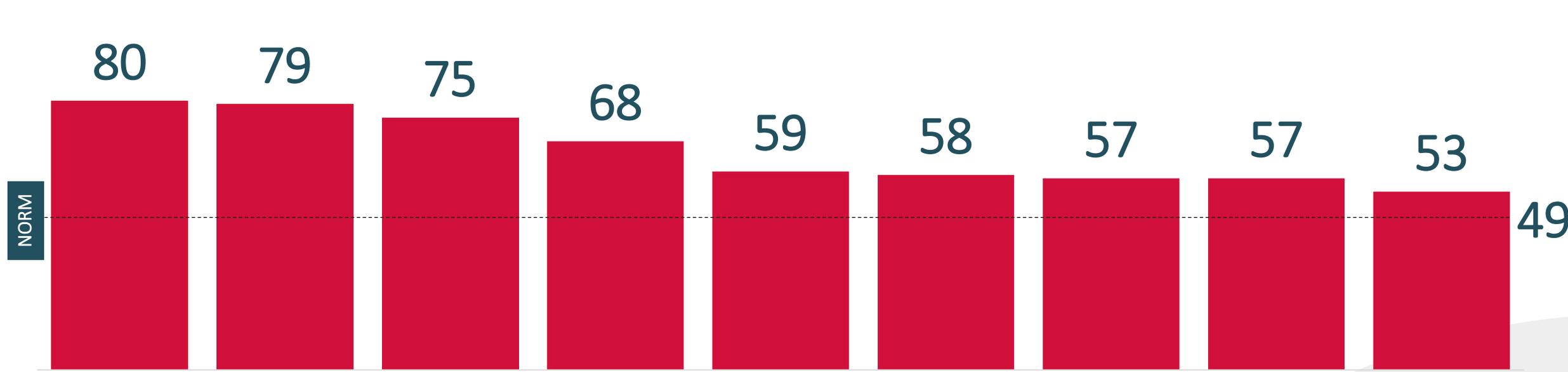


A watch out for brand is to ensure the story of the ad does not overshadow the brand

# Distinctiveness – Some brands achieve high scores others just above average



Distinctiveness



Home of Guinness

Secret Santa

Kevin the Carrot

Tin Man

We're all Homemakers

Everyone Gets a Gift

Joy Ride

A Magical Christmas

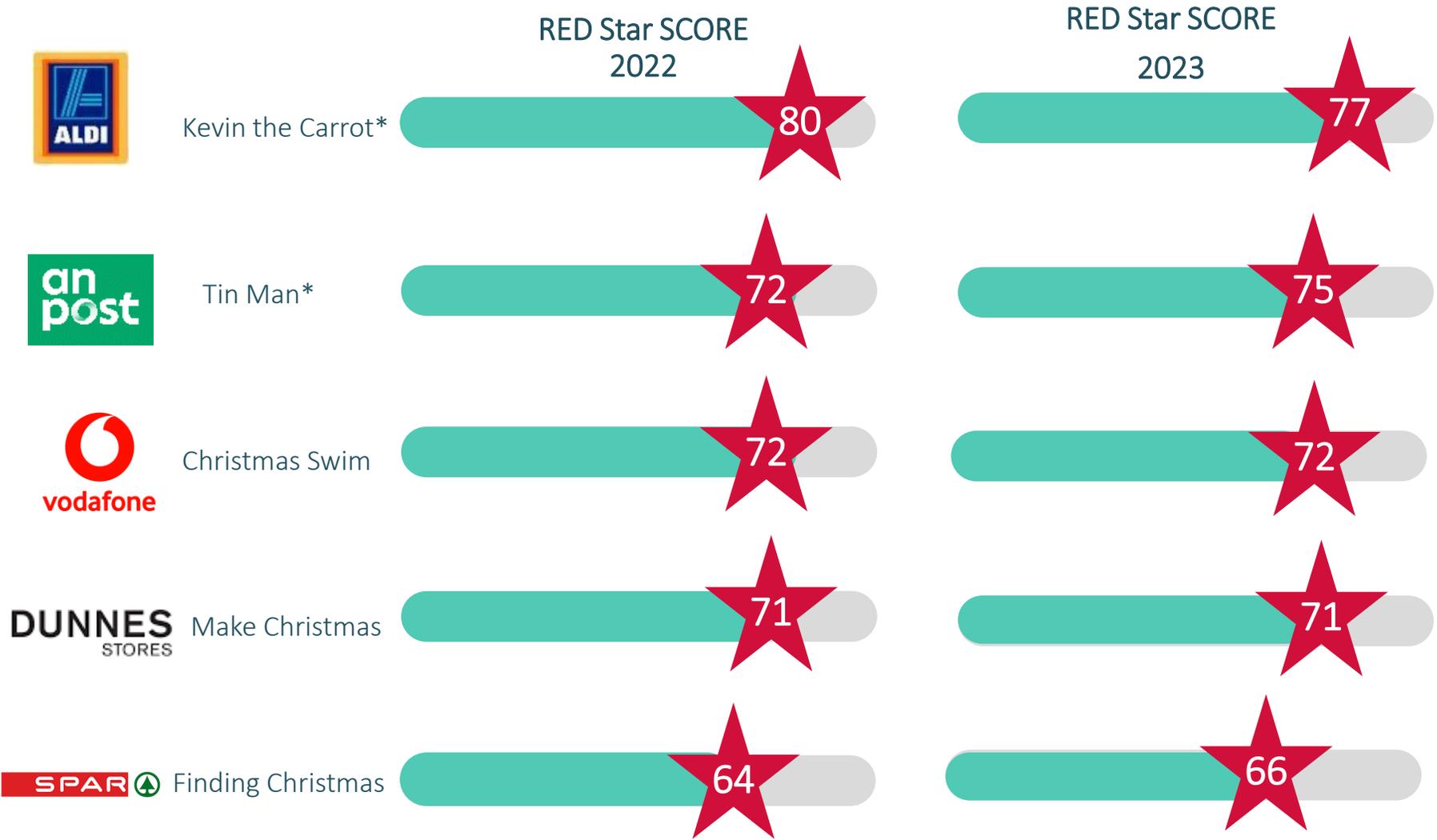
Festive Farm





Five adverts tested in 2022 were also tested in 2023 and show little or no sign of wear out

# Christmas Ads Campaigns Tested Over Time



\* Creative Updated in 2023 – theme remains the same

# The Top 3 in Detail



# Guinness

## Home of Guinness

1<sup>st</sup>

A familiar classic on air since 2004, the Home of Guinness is one of the highest scoring ads ever tested by RED C.



Having been on air every Christmas for almost twenty years, the Home of Guinness is extremely familiar to Irish audiences while continuing to strike a chord with very high emotive scores – a Christmas classic!

57  
RED Star Norm

(Base: All adults 18+)



GUINNESS

84 (+27)

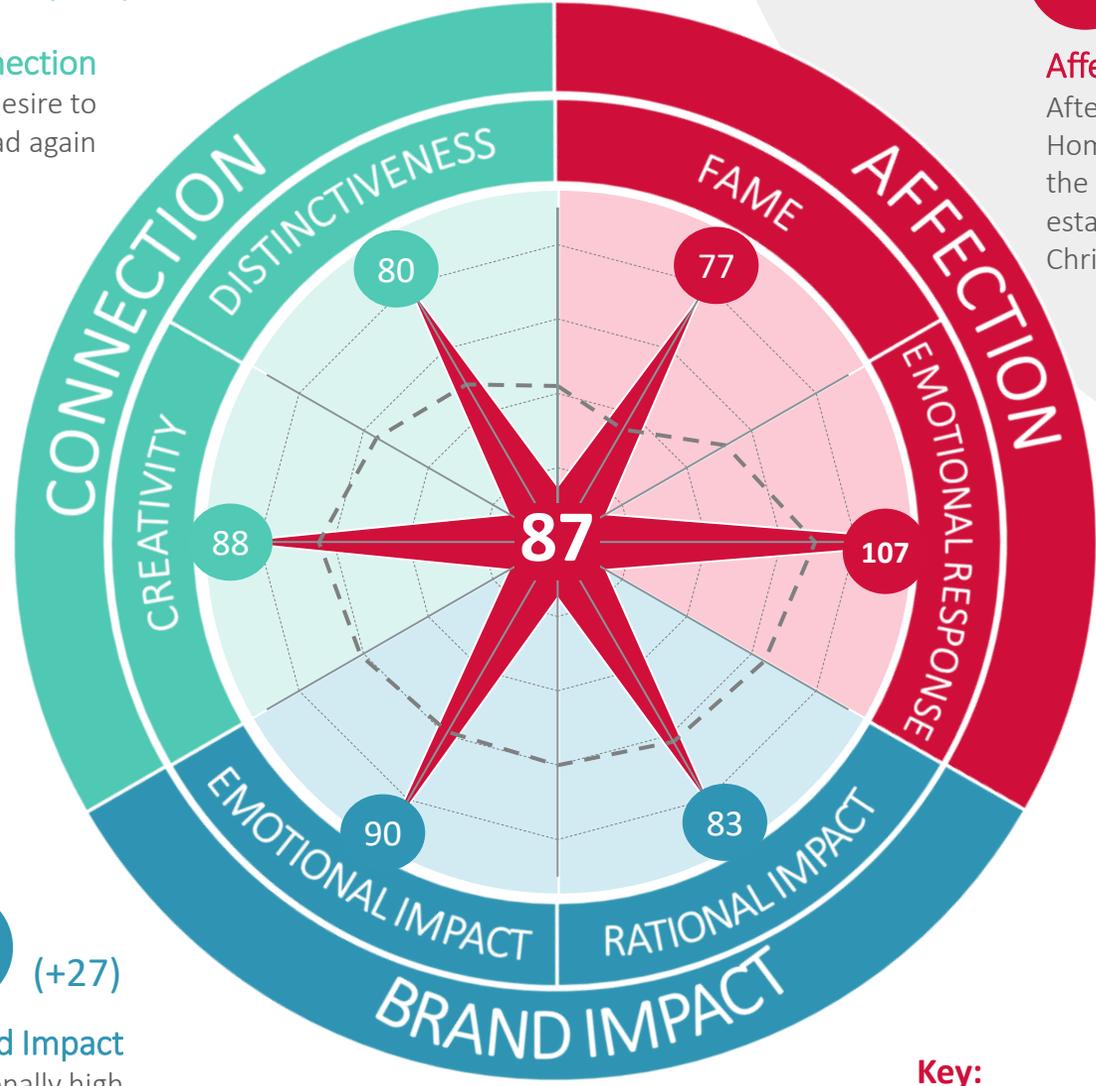
**Connection**  
Extremely strong desire to see this ad again

92 (+40)

**Affection**  
After almost 20 years on air, Home of Guinness still pulls the heart strings, having established itself as a Christmas favourite

87 (+27)

**Brand Impact**  
Exceptionally high emotional impact is seen in particular



**Key:**  
 Overall Norm  
 ( ) vs overall norms

# Woodie's

2<sup>nd</sup>

## We're All Homemakers

Achieves exceptionally high affection score driven by the story of Miss Higgins, on par even with Home of Guinness.



We're All Homemakers does exceptionally well in terms of creativity, fame and emotional response.

It falls down slightly in terms of connection, with the brand assets lower than we would expect for an ad with such a high overall RED Star score.



RED Star Norm

(Base: All adults 18+)

# Woodie's

72 (+15)

### Connection

Strong desire to see the ad again, although it wasn't necessarily clear who the ad was for

92 (+40)

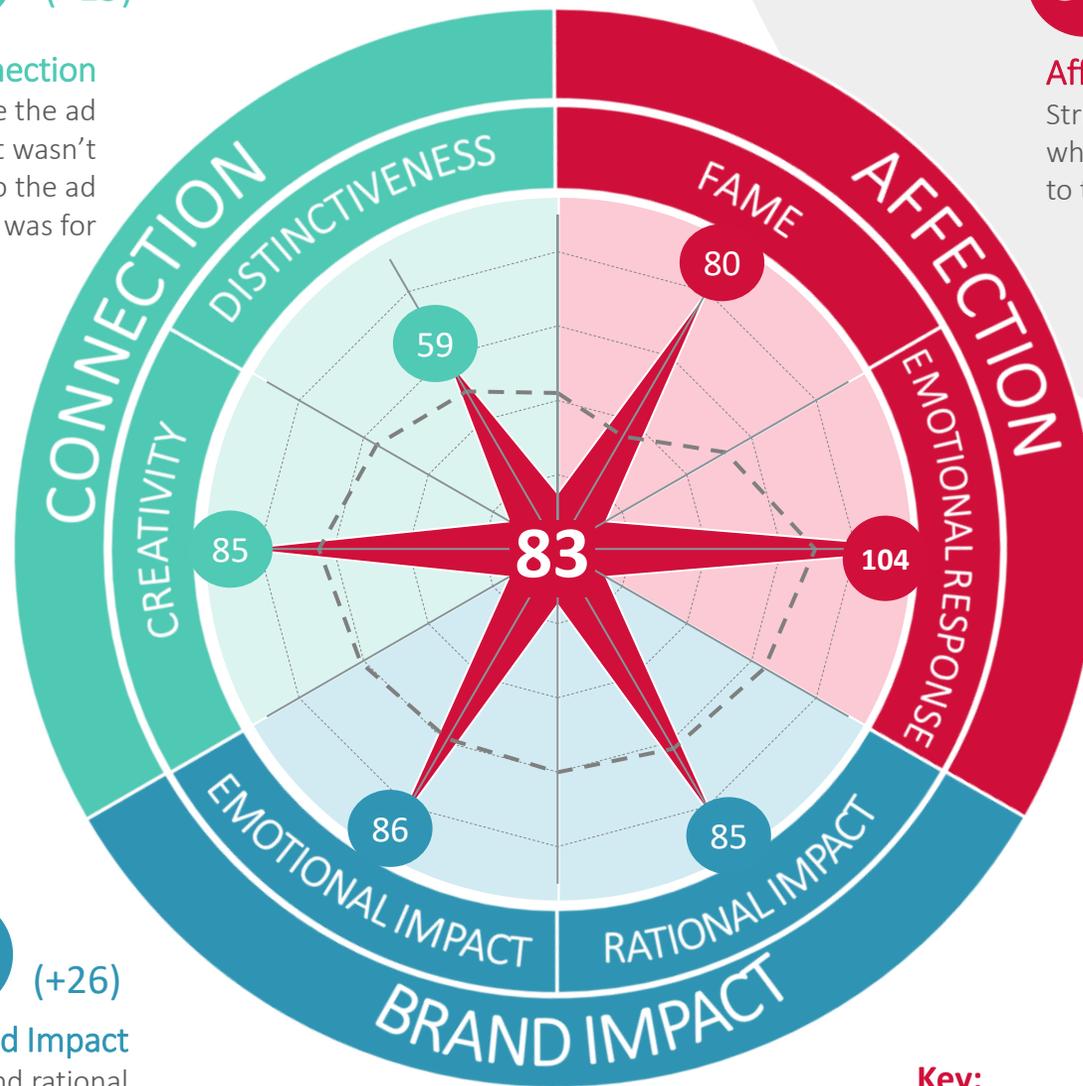
### Affection

Strikes a chord with viewers, while being one they're likely to talk to others about

86 (+26)

### Brand Impact

Both emotional and rational impact are well ahead of the norm



### Key:



Overall Norm



vs overall norms



# Cadbury

## Secret Santa

3<sup>rd</sup>

Cadbury's Secret Santa ad impresses on all fronts with high creativity, distinctiveness, and emotional and rational impact.



Unlike most of the Christmas ads tested, Secret Santa features a specific brand offering, successfully touting the opportunity to send a friend a chocolate bar.

The only area where it is somewhat less high is fame, although it remains ahead of the norm even on this.

57 RED Star Norm

(Base: All adults 18+)

Cadbury

77 (+20)

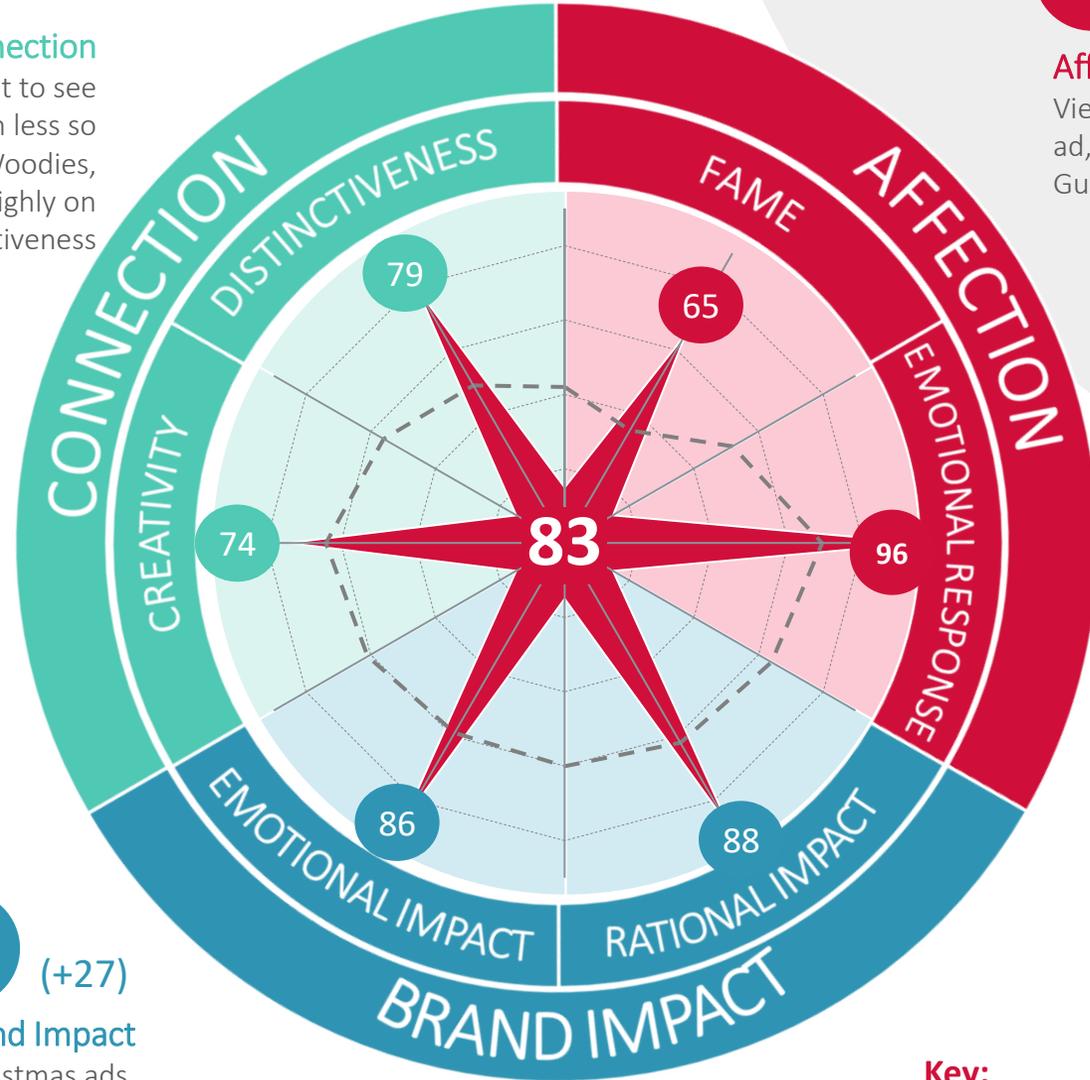
**Connection**  
Viewers likely to want to see the ad again, though less so than Guinness or Woodies, while it ranks highly on distinctiveness

81 (+29)

**Affection**  
Viewers likely to talk about the ad, but less so than for Guinness or Woodie's

87 (+27)

**Brand Impact**  
Unlike other Christmas ads, rational impact is even higher than for emotional impact



**Key:**  
 [Dashed Line] Overall Norm  
 ( ) vs overall norms



# THANK YOU

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to test your ads effectiveness  
against the norms

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