



UK Christmas 2024 Ad Effectiveness

RED C Direct Ad Testing



We used RED C Direct to test Christmas ads across the UK & Ireland



- Ads were tested using our DIY Online platform RED C Direct
- Using RED Star ad effectiveness model, we measured effectiveness on a range of metrics including:
 - Creativity
 - Emotional Response
 - Emotional Impact
 - Brand impact
 - Distinctiveness
 - Fame
- Ads are compared to our norm database of over 3,000 adverts tested over the past 10 years.



www.redcdirect.com

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.

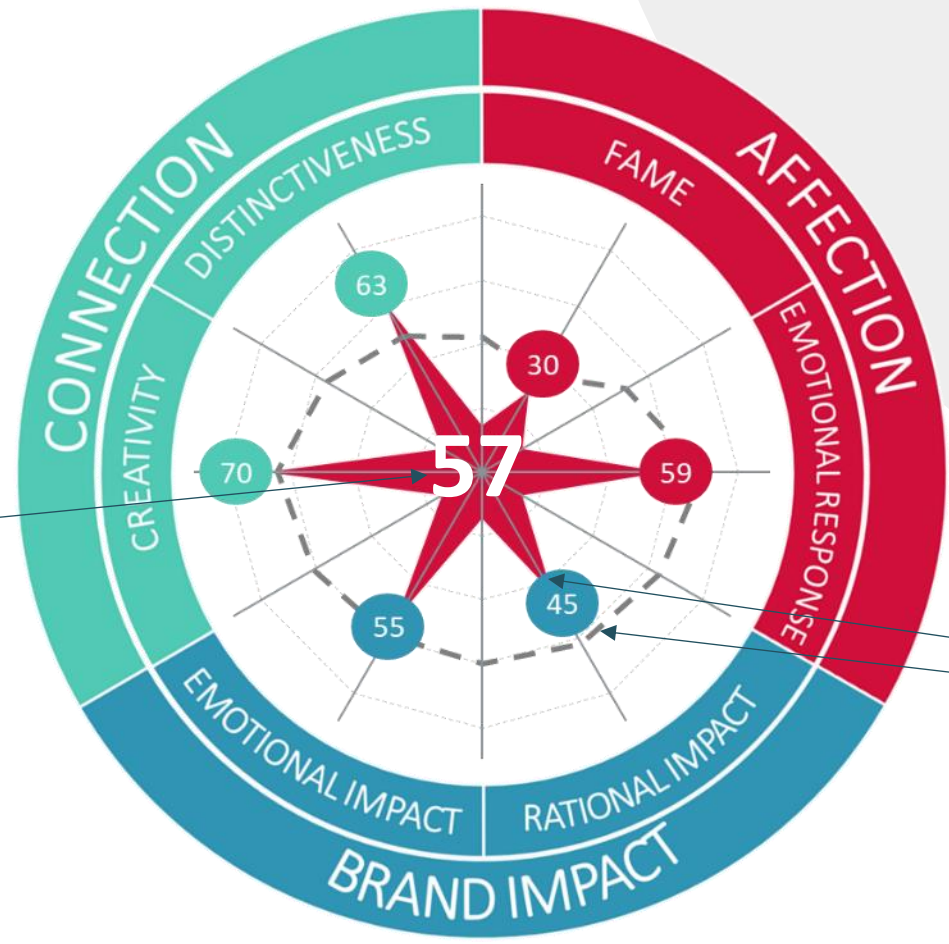
RED Star can be used across media and channels including TV, Radio, Print, Online (VOD & static) and OOH

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

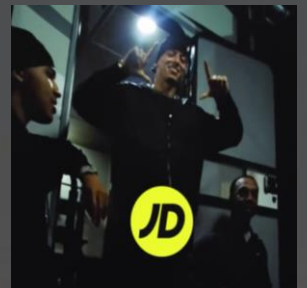
Key:
 [Dashed Box] Overall Norm
 () vs overall norms





We tested a number of ads in the UK
to see how they perform against our
RED Star norms

M&S (Dawn French) and CocaCola AI top the leaderboard



74

74

71

71

66

51

39

57

NORM

M&S The Christmas Makeover - Dawn French

CocaCola Holidays are coming AI

Sainsbury's BFG

Aldi Kevin the Carrot-Mission Impossible

Barbour Shaun the Sheep

John Lewis The Gifting Hour

JD Sports The Family Portrait



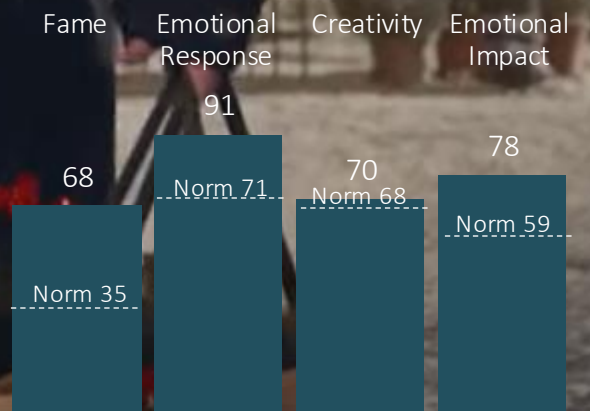
Dawn French is well recognised and
has strong appeal

The ad reaches very high fame (talkability) with strong emotional impact towards M&S noted

57
RED Star
norm

74
UK
M&S Christmas
Makeover

Overview of performance



The AI generated CoCaCola Truck did exceptionally well by keeping its strong brand assets that were instantly recognised.

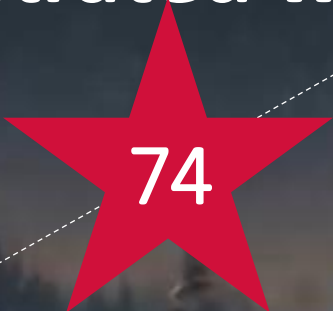
However, some do vent at the use of AI on something so iconic.

Nostalgia attached to CocaCola's Holiday's are coming ensures very high scores, but some are frustrated with the use of AI



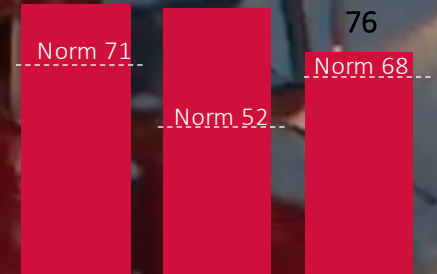
"I was really disappointed that it was AI."

"I like the fact they have kept the same song so you don't even need to see the brand name to know who it's for. You can see the lorries and the song instantly comes to mind. It's nostalgic and festive.."



Overview of performance

Emotional Response 91 Distinctive 90 Creativity 76





Use of a hired device by Sainsburys and Barbour helped deliver effectiveness.

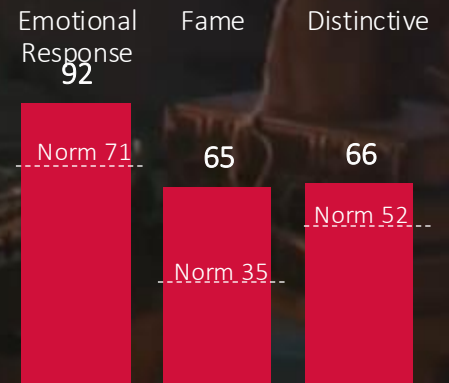
Sainsburys however made better use of its own distinctive assets to ensure people linked it back to the brand.

Sainsbury BFG achieves double whammy with strong fame and distinction as people want to talk about it, but still recognise it as a Sainsbury's ad

57
RED Star
norm

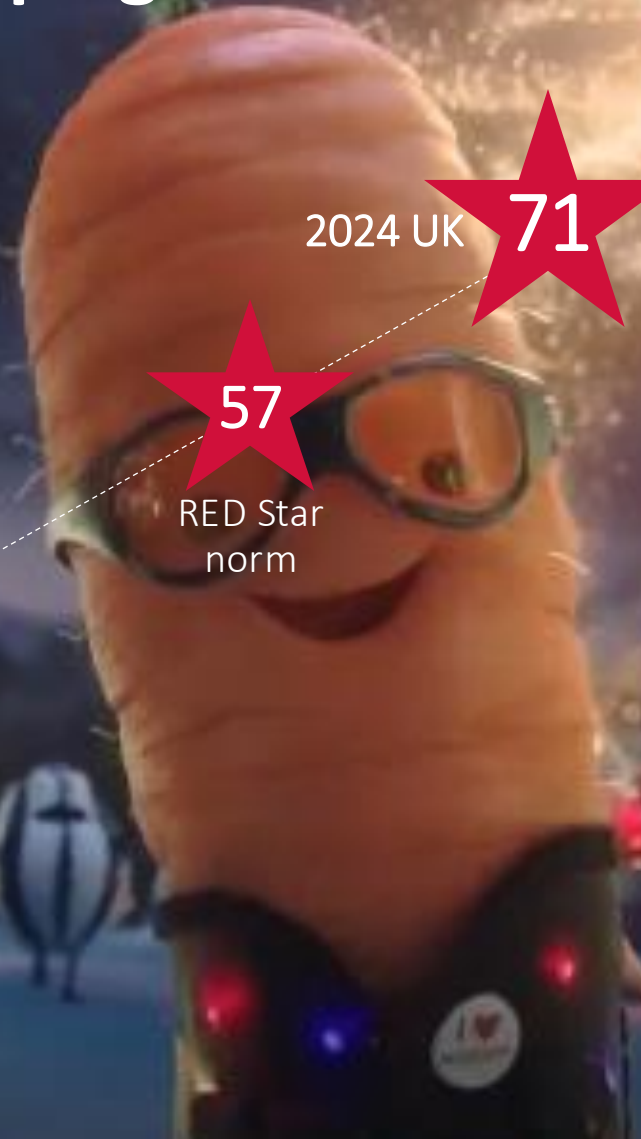
71
Sainsbury's
BFG

Overview of performance



"Using the BFG is inspired. So Christmassy and affectionate. There's a bit of a story to this and it's easy to follow, gentle and warm."

Continuity of Kevin the Carrot leads to a very distinctive and talked-about campaign – but there are signs of wear out



2024 UK

71

57

RED Star norm

Overview of 2024 performance (UK)

Emotional Response Fame Distinctive

92

Norm 71

61

Norm 35

71

Norm 52

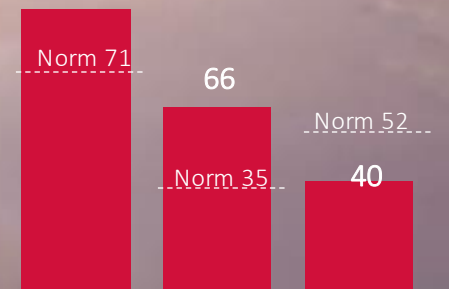
#3

Shaun the Sheep made people laugh leading to fame, but few recognise it as an ad for Barbour



Overview of performance

Emotional Response 101 Fame 66 Distinctive 40



"Quite comical and light-hearted with a fun and warmth feeling"



John Lewis told a compelling story, but some found it difficult to follow – questions arise as to whether new is always better?



The new John Lewis creative doesn't do as well as previous years with emotional response and creativity particularly low

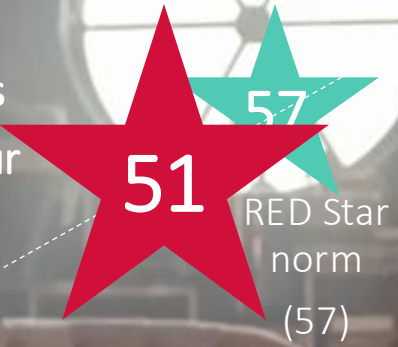
"It's confusing and all over the place with no clear message about who is who and what they are doing." (UK)

2022 (ROI)



73

John Lewis Gifting Hour (UK)



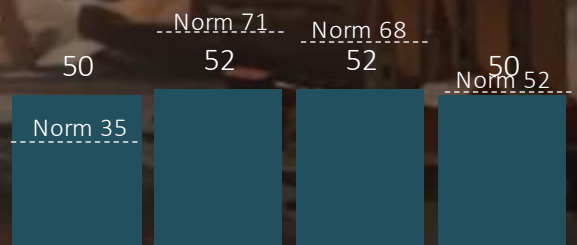
51

57

RED Star norm (57)

Overview of performance

Fame Emotional Response Creativity Distinctive



50

Norm 71

52

Norm 68

52

50

Norm 52

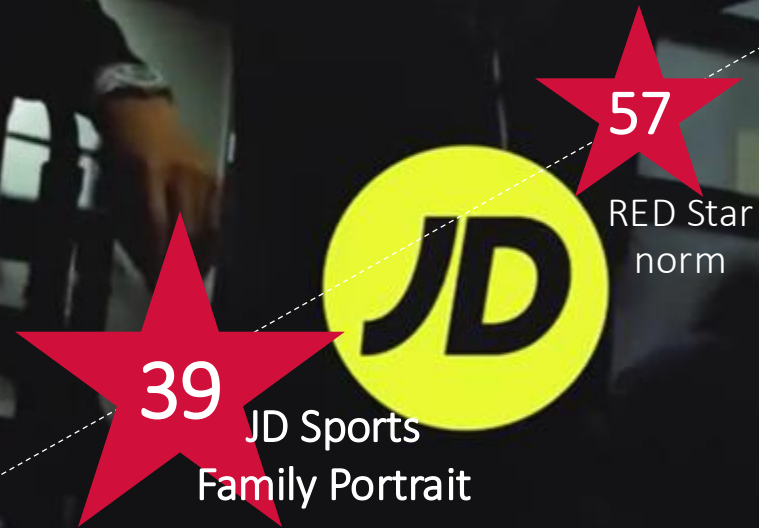
Norm 35



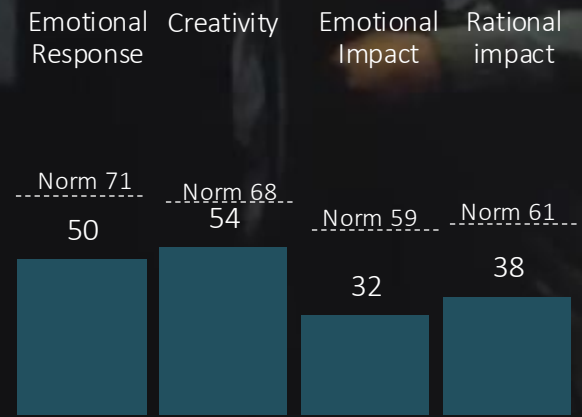
The storyline of JD Sport was very difficult for many to follow, resulting in below-norm RED Star score

JD Sports missed the mark across all areas as people couldn't follow the storyline

"I didn't really follow the story and the whole point of the advert, until very much later on in the advert."



Overview of performance



THANK YOU

Please visit

www.redcdirect.com

to test your ads effectiveness
against the norms

REDC

REDC DIRECT

TEST YOUR ADVERT'S IMPACT

Run your own expertly designed advertising research tests, verified by RED C quality implementation and norms, cost effectively and quickly.

GET STARTED NOW

LOG IN