

# Sainsbury's 2020 Christmas Ad Review

On Nov 14<sup>th</sup> Sainsbury's released their **first** of **three** Christmas adverts.

**The Gravy Song** features a phone call between a father and a daughter, both of whom are hoping to see each other this Christmas. **This week we spoke to the 16-24s in our 4Youth Community about the ad – here's the lowdown on what they thought:**

## Captures how the UK are feeling

Perhaps the most shared feeling millions of people in the UK are experiencing right now is the **separation from friends and family**, and the hope that lockdown is lifted in time for Christmas. 4Youth members praise the advert for capturing this sentiment in an **authentic** way that evokes feelings of **nostalgia** and **hope**, reflecting what we all want at Christmas – to be with our loved ones.

BB *It's relevant to society and lockdown and very emotional showing the importance of family and the things we might miss this Christmas.*

## Reflects what Christmas is really about

The Gravy Song is a welcome reminder about what Christmas is about for many; spending **quality time** with **family**, having **fun**, enjoying **food** and partaking in Christmas traditions. This is a welcome break from the generation who **value experience over things**, deeming other Christmas adverts to sometimes be too centred on gifts.

BB *I loved the advert! It seems like such a genuine advert rather than a marketing ploy to get people to go to Sainsbury's - they have embodied everything that this year has become. Lots of people would be doing this currently since they don't know what their Christmas plans would be.*

## Has a fresh production style

Despite being digital natives, 4Youth welcome the '**home-style**' production of the advert that's filmed through an old **camcorder**. These home recorded videos playing in the background of the phone call elevate the **authenticity** of the conversation taking place.

BB *The format was different and innovative - narrated through an off-screen phone call - while still revolving around classic Christmas ad themes like family and comfort. I liked the journey it took us on, letting us work out the connection and nuances of the dynamic, before culminating in the iconic scene of a family Christmas dinner.*



# Celebrating diversity



For the 4Youth Community, **The Gravy Song** is a long overdue, **welcomed reflection** of non-white British families celebrating Christmas. Typically a **'whitewashed'** season, a number of white participants **praise the advert for reflecting modern Britain**. Most importantly, our 4Youth members who are black or mixed race find the advert to be **highly relatable** and **reflective of their household** dynamic at Christmas.

BB *It is my house! This represents me. I am so happy to watch an advert that looks like my family.*

BB *I love that they're using a non-white family within it - this country seems to usually not acknowledge the diverse population at Christmas and sort of whitewash the advertisements! This is the first advert I can recall featuring a darker skinned all-black family and it's just so pure and lovely.*

However, the **inclusive nature** of Sainsbury's advert initially goes unmentioned by the vast majority of 4Youth – not because they don't recognise its importance or celebrate the inclusion of a black family, but because fundamentally they saw a heart-felt advert about family.

Whilst the community felt that the **Gravy Song** shouldn't be a controversial advert, **60%** were aware before being prompted that the advert has received criticism online by some for featuring a black family. When we asked 4Youth how they felt about some of the tweets in circulation (see right), the majority were **outraged** that the advert had received negative comments in relation to its **inclusive nature** – though many are sadly **unsurprised**.

BB *I am disgusted, but I'm not surprised - after everything that has happened this year it's very clear that the UK still has a massive issue with racism and it's just bizarre and alien to me, but its sad that it is still a thing.*

**Sainsbury's 2020 Gravy Song outperforms the 2019 Nicholas The Sweep advert in all categories for our 4Youth community.**

## LIKEABILITY

**83%** like the advert a lot (vs. 63% in 2019)

## RELEVANCE

**86%** find the advert relevant (vs. 66% in 2019)

## BRAND AFFINITY

**76%** feel more positively toward Sainsbury's (vs. 59% in 2019)

## SHAREABILITY

**60%** likely to share the advert with a friend/family/online (vs. 58% in 2019)

## FESTIVITY

**80%** find the advert to be very festive (vs. 69% in 2019)



Replying to @sainsburys  
Where are the British people? What fresh hell is this?

Replying to @sainsburys  
I'm dreaming of a WHITE Christmas 🎵 🇬🇧 🇬🇧 🇬🇧 🇬🇧 🇬🇧 🇬🇧 🇬🇧

Replying to @sainsburys  
Another reason to boycott @sainsburys

Replying to @sainsburys  
Since Sainsbury's said they don't w white shoppers anymore I've been going elsewhere and saving myself fortune so their attitude actually did a favour

Replying to @sainsburys  
Good advert; looking forward to seeing the UK version.

Replying to @sainsburys  
Possibly the worst Christmas ad I've ever seen. Well done Sainsburys. I'll shop at Tescos.... carry on being woke and watch the share price drop.

Replying to @sainsburys  
You may as well rename yourself Blackburys!

Replying to @sainsburys  
This doesn't represent me, I don't see myself in this at all. I can't relate. 🙄

The Independent  
Sainsbury's defends Christmas advert featuring black family after trolls criticise them for being 'woke'  
Sainsbury's has said it strives to "represent a modern Britain" after it was a Christmas advert featuring a black family.

Metro  
Sainsbury's defends Christmas ad as shoppers threaten to boycott store  
Sainsbury's has stepped in to defend its Christmas advert after it was heavily criticised online for featuring a Black family.

