

McDonald's 2020 Christmas Ad Review



We asked our 4Youth community of 16-24s for their feedback on McDonald's **Inner Child** Christmas advert.

The 4Youth Community spoke about how much they enjoyed Inner Child, in fact, **85%** liked the advert. Most spoke about how they really liked the idea that, Christmas reveals your inner child and felt the advert captured the magic of Christmas really well. They also really liked the relationship between the mother and son, some described how they found this bond relatable.

The majority spoke about how the advert made them feel. They often described how they felt emotional, nostalgic and how the story pulled on their heart strings. With that in mind, it's no surprise that **63%** felt touched by the advert and **59%** felt happy as a result. Young people spoke about how they liked that McDonald's highlighted the importance of what Christmas stands for and the family values they expressed in the story.

Noticeably, the advert was successful at creating brand warmth around the McDonald's brand. When asked to personify McDonald's, they spoke about how it was a kindhearted and hospitable brand. Many described, McDonald's as being a place that brings people together, offers comfort, is family friendly, caring and holds traditional values to be true. As well as this, they also spoke about how McDonald's was a brand that wasn't afraid to have fun.

Compared to McDonald's 2019 Christmas advert **Reindeer Ready**, here's how the **Inner Child** performs:

LIKEABILITY

85% liked the advert
(vs. 68% in 2019)

EMOTIVE

63% felt touched when watching the ad
(vs. 49% in 2019)

BRAND AFFINITY

63% feel more positively toward McDonald's
(vs. 65% in 2019)

SHAREABILITY

60% likely to share the advert with a friend/family/online
(vs. 65% in 2019)

FESTIVITY

89% find the advert to be very festive
(vs. 82% in 2019)



BB *I love the emotion and relatability in the story. Everyone knows what it's like to grow up and feel like the magic at Christmas is lost. However, the advert is very heart-warming and makes you feel like your inner child is still there. It's very touching!*

BB *Overall I love this Advert, I think that it captures the true spirit of Christmas and shows Young People growing up and the loving connection we have with Good Food. The advert itself makes me feel super festive and reminded me of my childhood and the memories I have of my own Christmas.*

BB *McDonald's believe in comfort, They are reliable and they are fun. People are always excited to go to McDonald's for dinner and it's always a comfort to eat in.*

