

Christmas Ad Review



We asked our 4Youth community of 16-24s for their feedback on Tesco's **No Naughty List** Christmas advert.

Tesco's No Naughty List, proved to be very popular amongst the 4Youth Community with **81%** liking the advert. They really enjoyed how different Tesco's Christmas advert was compared to other Christmas adverts. The majority spoke about the relatable narrative, which they found very funny yet still festive. The lighthearted, humorous tone resonated well with the community, they often described it as an uplifting, fun and joyful advert. As a result of watching No Naughty List, **69%** felt happy when watching the advert.

They liked that Tesco put people at the heart of their advert. Many praised Tesco on being representative of modern Britain and liked that the advert showed a variety of different people enjoying Christmas. This was often why the advert felt so relatable to them.

When asked to personify Tesco's characteristics, they mentioned many positive attributes. They spoke about how family and community was at the heart of what Tesco do. They also spoke about how Tesco is for everyone, the idea that, Tesco resembled being equal and inclusive. Many also spoke about how Tesco embodied integrity, honesty and a friendly persona.

Compared to Tesco's 2019 Christmas advert *Delivering Christmas*, here's how *No Naughty List* performs:

- LIKEABILITY**
81% liked the advert (vs. 72% in 2019)
- EMOTIVE**
69% felt happy when watching the ad (vs. 59% in 2019)
- BRAND AFFINITY**
63% feel more positively toward Tesco (vs. 61% in 2019)
- SHAREABILITY**
56% likely to share the advert with a friend/family/online (vs. 59% in 2019)
- FESTIVITY**
83% find the advert to be very festive (vs. 86% in 2019)



BB I really LOVE this advert. When I first saw it on TV I rewind it to show the rest of my family, I think it is really funny and clever whilst also being really heartwarming. I like the jokes that are made, santa going on holiday and forgetting to sing happy birthday while washing hands etc. and I absolutely love how everyone is included in this advert. The lady doing sign language was especially my favourite. I actually just like everything about it!!

BB It feels relevant without feeling like a quick cash-grab. There's a nice diverse range of people and it kind of says "this year's been horrible, let's treat ourselves" which everyone can relate to.

BB (Tesco) believes in equality, where we all have rights to everything that life presents us, where we can make the smallest thing big, where family is the most important.

