



CONSUMER OPINIONS ON
CHRISTMAS ADVERTISING IN 2020

TRUMAN.

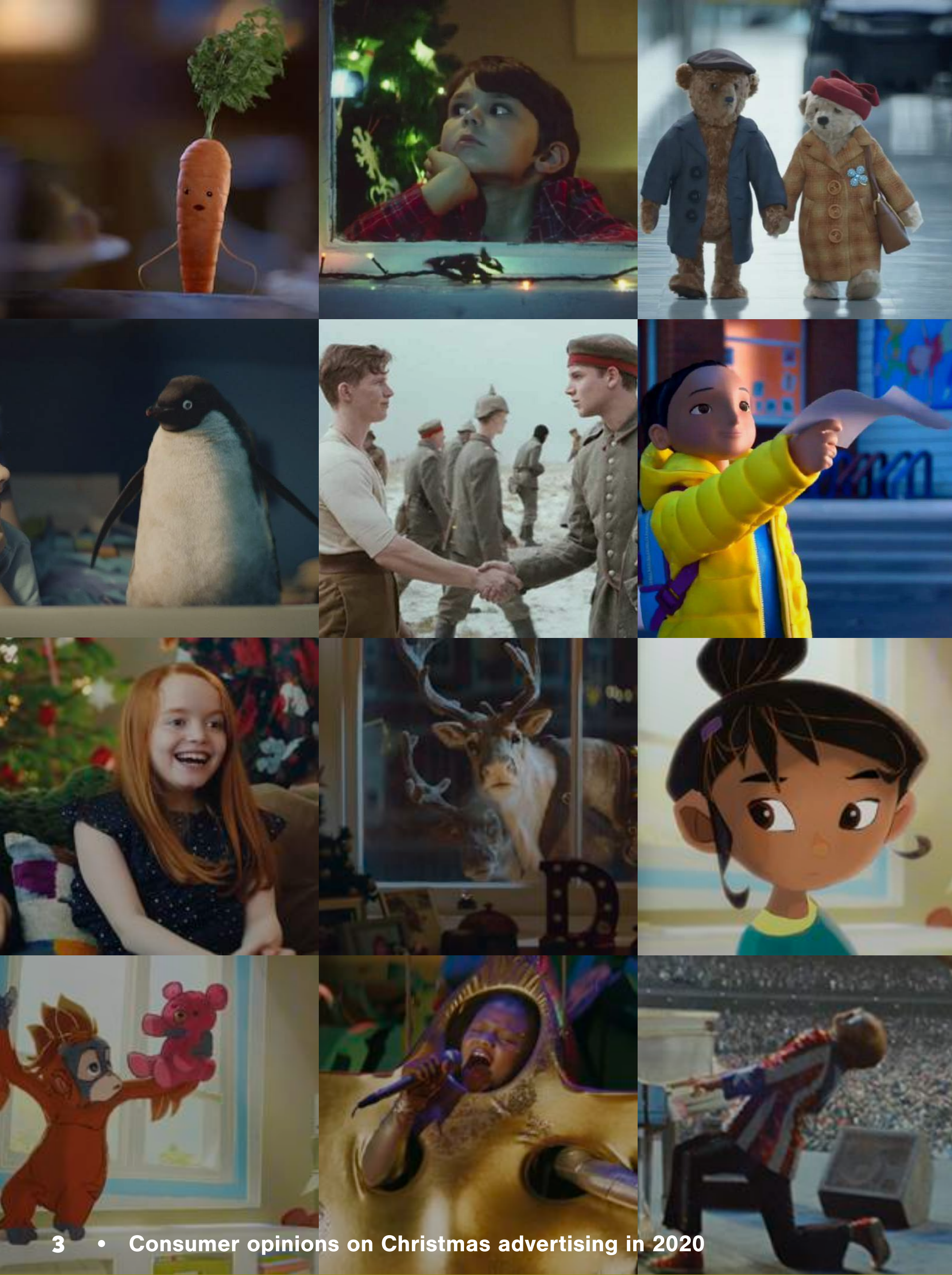
WHAT A YEAR...

We're into the second half of the most dramatic year on record. The UK is starting to reopen to a new post-COVID reality.

As summer gives way to autumn and winter, thoughts begin to turn to the festive season. It's still not clear what Christmas will look like in 2020 but it is certain to be unlike any that have come before.

Truman Films commissioned OnePoll to see how consumers are feeling about this Christmas. We were particularly interested to understand how people feel about Christmas advertising in light of the unique challenges this year presents.

The results provide some useful insights for brands currently planning their 2020 Christmas activity.



A CHRISTMAS TRADITION

Christmas ads have become a cultural touchstone in the UK. Each year they get bigger, more ambitious... and more expensive. Many Christmas ads now rival Hollywood movies and some are even helmed by Hollywood directors.

But with COVID-19 having caused business shutdowns and job losses there are real questions about how brands should approach this Christmas.

We wanted to get under the skin of consumers to understand how they feel about Christmas advertising in years past and in the lead up to this festive season.

A survey was conducted to 2,000 British people with the demographic “Adults who celebrate Christmas” on 17th July 2020 in collaboration with OnePoll. The goal of the survey was to understand consumer attitudes in three main areas:

1. General perception of brand activity and Christmas advertising
2. Preferences of style, tone and approach to Christmas advertising
3. The effect of COVID-19 on views toward Christmas advertising

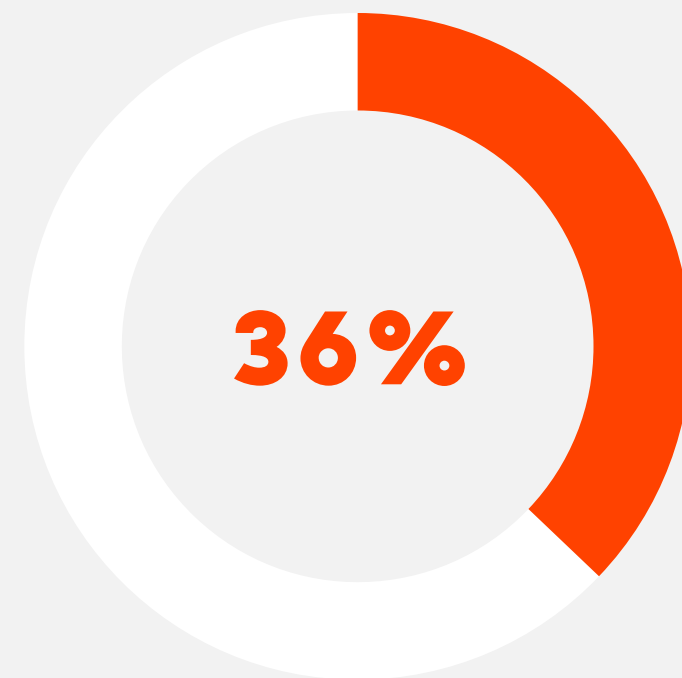
DO CHRISTMAS ADS LIVE UP TO THE HYPE?

To establish a baseline of consumer views we asked respondents for their views on Christmas advertising before taking into account the impact COVID-19. Respondents were asked to select statements that best reflect their attitudes from an equal list of positive and negative options. The survey found that emotive content is preferred, although the general appeal of Christmas ads is relatively low. Below are the top responses across several demographics.



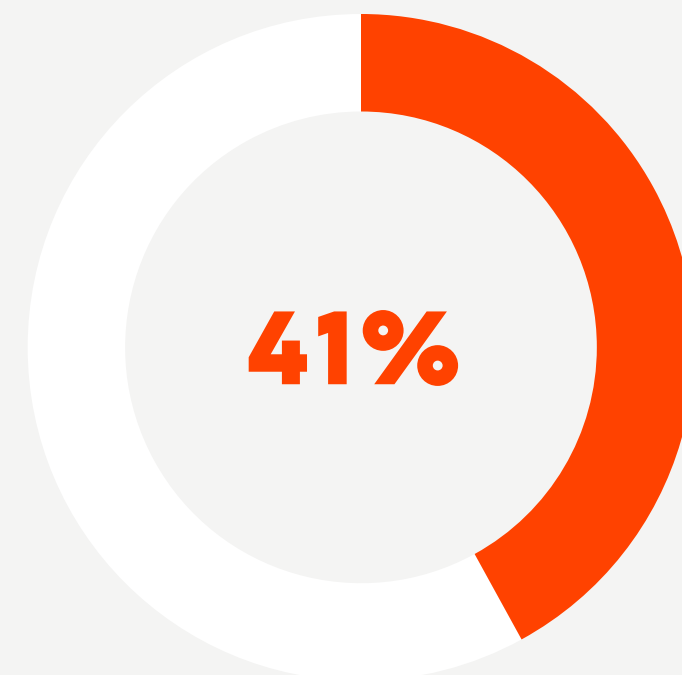
ALL PEOPLE

Most Christmas ads are overrated



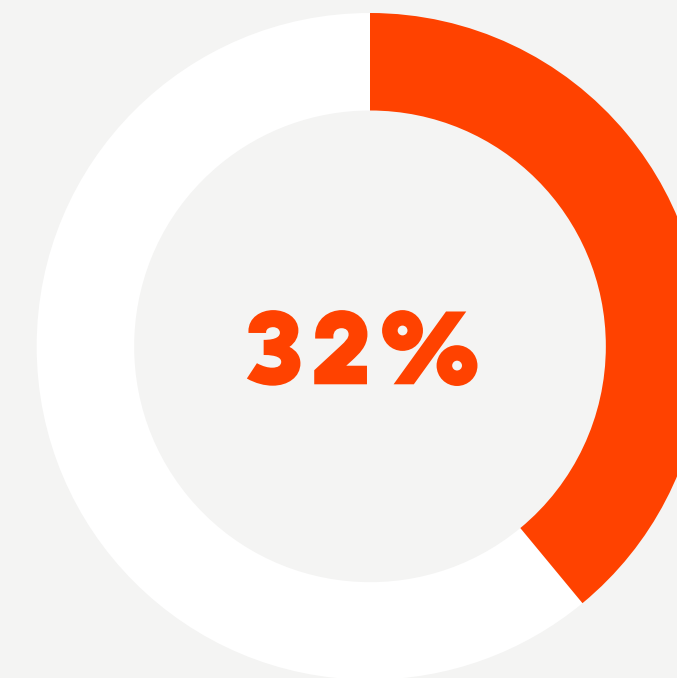
MALE

Christmas ads do not reflect real life



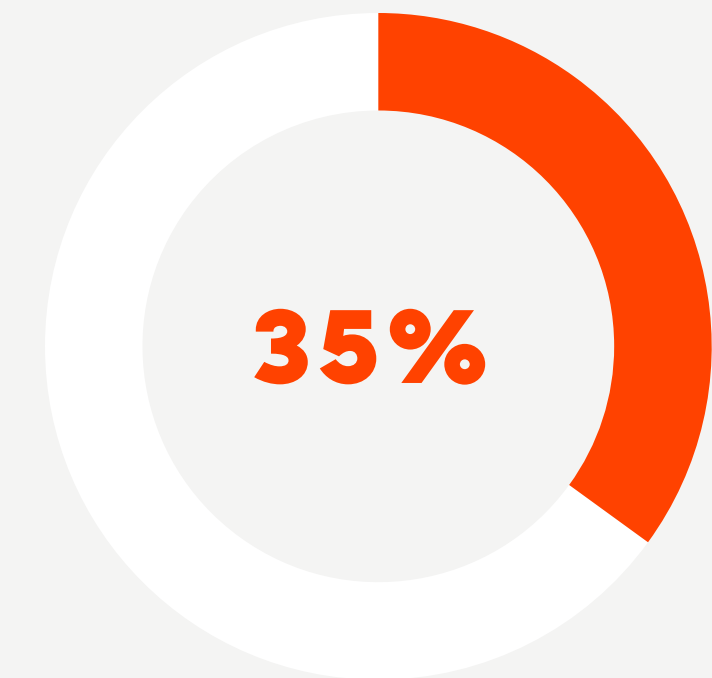
FEMALE

Christmas ads which uplift emotion are my favourite



55+

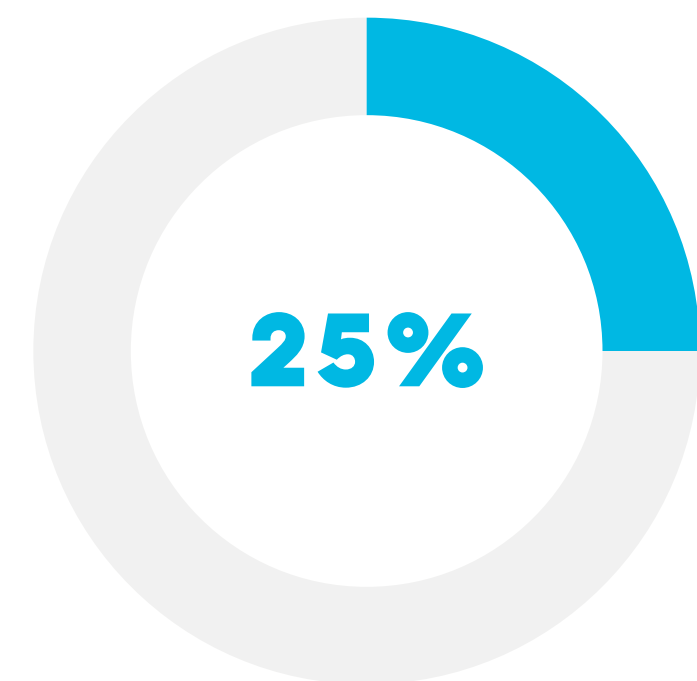
Brands should not spend so much money on Christmas ads



IS IT TIME TO GET REAL?

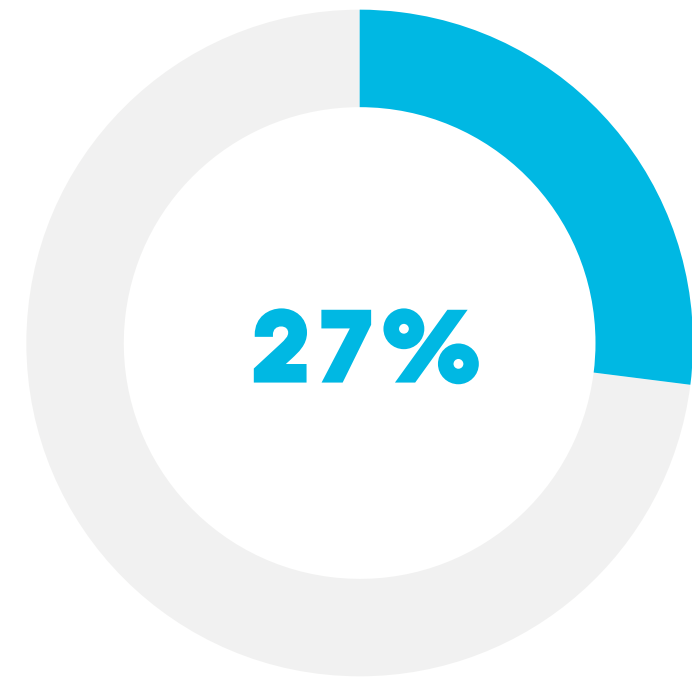
When asked about preferences in style and approach to Christmas advertising a clear theme emerged. All demographics expressed a desire to see more authentic content from brands this Christmas. The survey also found that 'bigger is not always better' with a trend away from lavish productions in favour of more human stories.

I wish Christmas advertising was **more authentic**



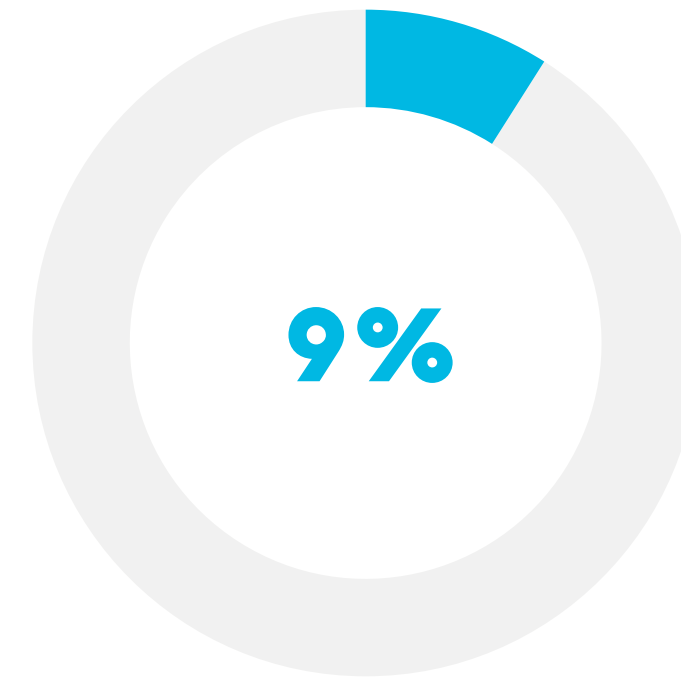
18-24
TOP RESPONSE

Real stories are more emotional than fictional characters

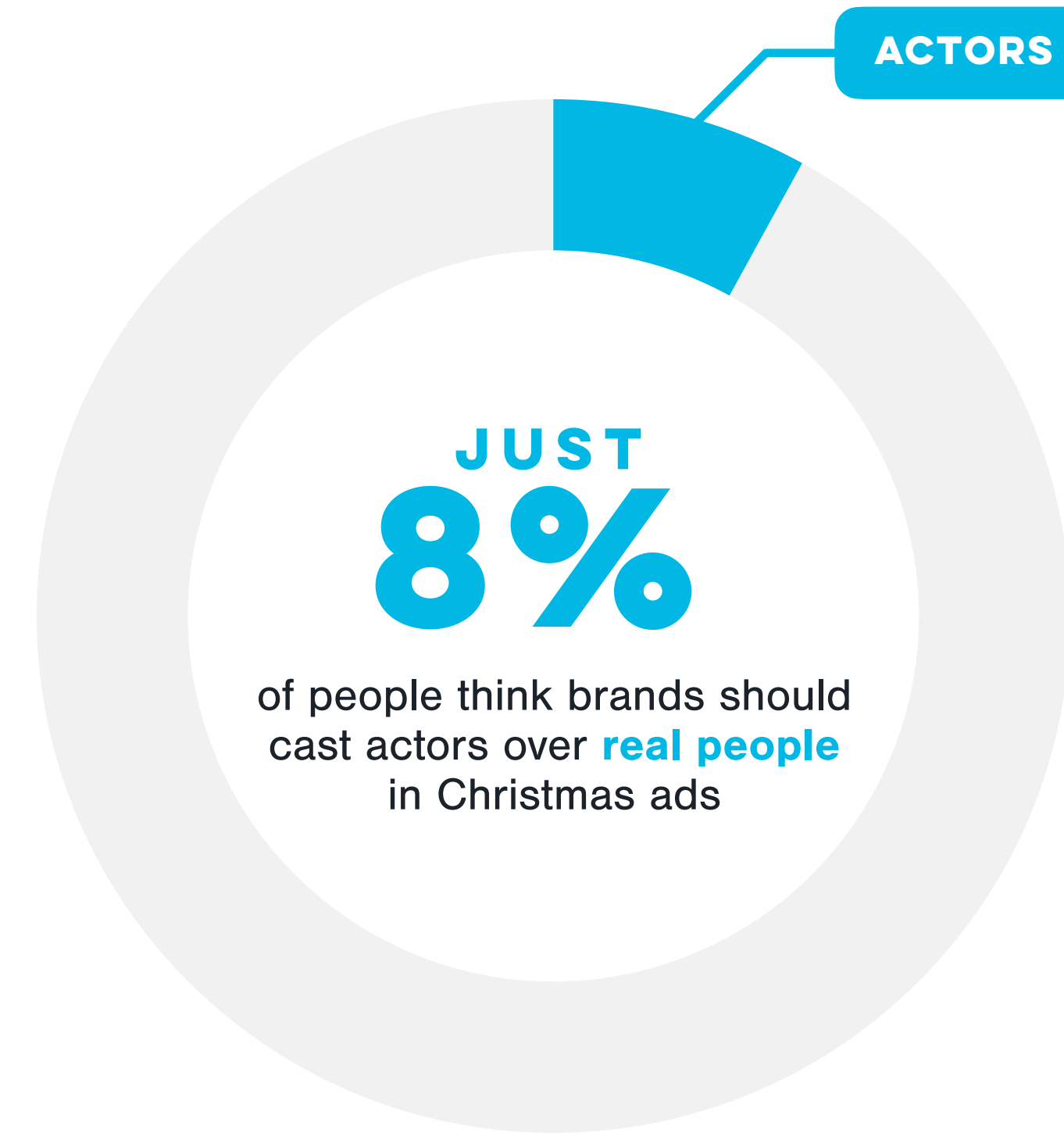


35-44
TOP RESPONSE

Big budget ads with high **production values** are the best



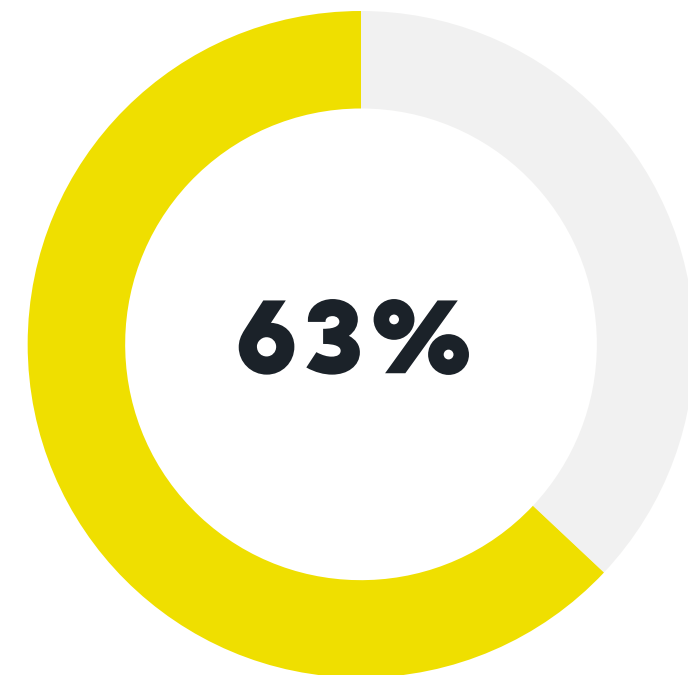
ALL PEOPLE
LOWEST RESPONSE



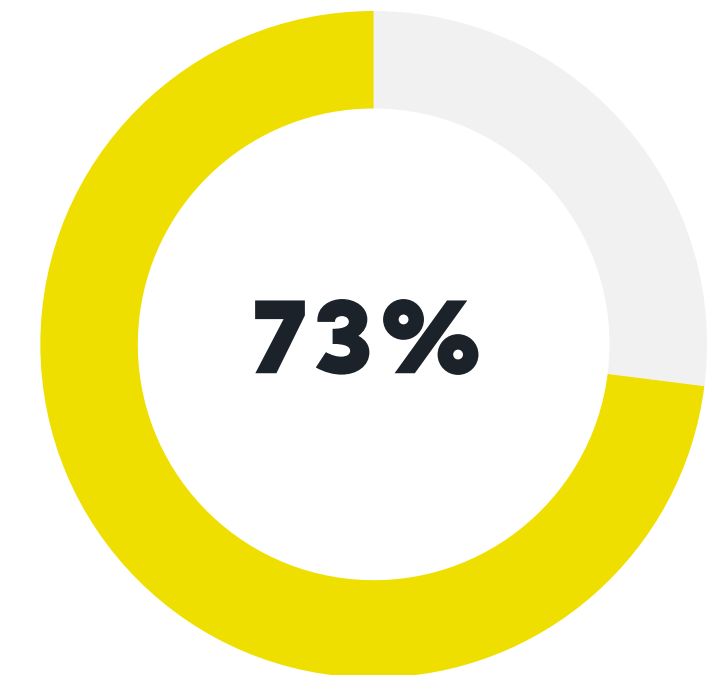
WHAT'S DIFFERENT THIS YEAR?

We were interested in exploring how people feel about brands advertising in the lead up to Christmas considering the impacts of COVID-19. The results showed an interesting mix of expressed opinions. A clear majority of people are happy for brands to continue advertise but they have a preference for less extravagant productions.

“ Brands **should not** spend money on big, lavish ads this year ”



“ Brands should **change their approach** to Christmas advertising this year ”



ADVERTISING IN A COVID CHRISTMAS

This survey provides unique insight into what consumers think about Christmas marketing activity, particularly in the context of COVID-19. These findings highlight both risks and opportunities that brands may wish to consider when planning their Christmas activity. Here are the top three takeaways.

1

An opportunity for a fresh approach

People want to hear from brands this Christmas - just not necessarily in the way they have in the past. Consider creating relatable, sharable content that breaks the traditional advertising mould.

2

Keep things down to Earth

There is a clear hunger for more authentic content this year. Consider swapping scripted ads and actors for real-world people. It's a great way to demonstrate the heart and soul of your brand.

3

Be careful to not look wasteful

Christmas ads have been getting bigger each year. But in a time where everybody is feeling the pinch, big glossy productions could send the wrong message. Find ways to keep your content feeling humble.



TEARS

LAUGHS

SURPRISES

& MORE

Truman Films is the specialist production company for authentic, emotional content.

We cast real people and put them in surprising situations to get amazing genuine reactions - often using hidden cameras. The sort of reactions even the best actors could never pull off.

See our work at truman.film

100% AUTHENTIC

A selection of Christmas ads from Truman Films, all unscripted and filmed using hidden cameras.



SANTA'S LITTLE HELPER



MEET THE PARENTS



VIRTUAL DINING



LONG LOST FRIENDS



TRUMAN.

If you would like to talk to us about your Christmas campaign, contact Jeremy.

jeremy@truman.film or **07472 106 572**.