

# Top Christmas ads of 2016

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There are moments in each year when television advertising comes into its own. The American Superbowl is one of them, as is Oscar night at the Academy Awards. Christmas is another. The tradition, started by competing British retailers, is now an annual part of the holidays as ingrained as mince pies, egg nog, carols and an advent calendar.



Image by 123RF

The big budget Christmas ad, started in the UK by British retailer John Lewis which has 'owned' festive marketing for decades, sees retailers and brands battling it out each year for the top spot – as measured now by YouTube rankings.

[The Telegraph](#) puts a total figure of £5.6bn on the annual Christmas combat to produce the best festive season marketing campaign that will draw viewers and customers to your brand and in store.

So what are the secret ingredients to having your Christmas ad shared around the world? Lots of Christmas bling, a lovable dog, funny cats, a cute kid, even teddy bears, a famous star or a comforting senior citizen, it seems. Drama and a song or two to top it off. Maybe not all in the same ad, but as long as the characters chosen evoke an emotional reaction such as a tear to the eye, a lump in your throat or a belly laugh, you have a great Christmas ad on your hands.

While retailers continue to dominate the Merry Christmas campaign charts; luxury brands and online retailers are starting to compete with heartwarming ads of their own. Six of the top 10 Christmas ads viewed on YouTube were for British companies or global ads made by a British advertising agency, reports [Business Insider](#). Adam&Eve DDB in fact created three of the top 10 spots.

"The excitement, buzz and creativity around Christmas adverts shows that this 'ads as entertainment' moment is quickly becoming a great British cultural export, much like America's Superbowl," said David Black, managing director of branding at Google UK, in a statement published by Business Insider: "Not only are users around the world turning to YouTube to watch and engage with the ads, but more and more brands are tapping into this opportunity to share emotional stories."

Measurement of the top tinsel-laced ads is based on an algorithm that includes paid views, organic views, and how much of the Christmas-themed video was watched.

Leading in the holiday cheer barometer internationally, is the John Lewis advert featuring a dog. It comes with a price tag of £7m, according to [The Daily Mail](#), and views of 21.5 million on YouTube. The CGI generated boxer wants to jump on the family's new holiday trampoline more than anything...

It was followed by brand Burberry in the yuletide YouTube stakes with a £10m ad (says *The Daily Mail* and *The Telegraph*), featuring the star power of actors Sienna Miller, Dominic West and Lily James; and thirdly, Sainsbury's with the journey of a dad trying to get home in time for Christmas, featuring the voice talent of comedian James Corden.

Christmas is a family time and it's all about family ties in this advert by Polish auction website, Allegro: '[What are you looking for?](#)' that gets a special mention from Bizcommunity.com. Depicting a comforting Polish grandfather who decides to learn English so he can communicate with his British grandchild, it is an epic short story that has gone viral around the world and is an emotion-charged winner.

These are the top 10 international Christmas advertisements this year:

1. '[BusterTheBoxer](#)': John Lewis features a cute dog that can't wait to bounce on the new Christmas trampoline. Views: 21.5 million. #BusterTheBoxer.
2. '[The Tale of Thomas Burberry](#)': Burberry, also celebrating its 160<sup>th</sup> birthday, revives the story of its founder, starring actors Sienna Miller, Lily Jones, Domhnall Gleeson, Dominic West. Views: 13.9 million.
3. '[The Greatest Gift](#)': Sainsbury's showcases the voice talents of British comedian and Carpool Karaoke star, James Corden, in an animated short. Views: 13.4 million.
4. '[Zeitschenken](#)': EDEKA Weihnachtswerbung - Germany's biggest supermarket - is all about family and what really matters at Christmas. Views: 10 million.
5. '[Neste Natal, agradeça com Coca-Cola](#)': Coca Cola shows a boy playing secret Santa. Views: 8.1 million.
6. '[Frankie's Holiday](#)': Apple resurrects Frankenstein's monster who befriends a little girl. Views: 7.4 million.
7. '[Christmas with love from Mrs Claus](#)': Marks & Spencer make Mrs Claus the star of the show this year. Views: 7.3 million.
8. '[Come Together](#)': H&M's spot shows a train conductor played by Adrien Brody, who saves Christmas – directed by Wes Anderson. Views: 6.8 million.
9. '[Keep them busy](#)': Temptations showcases that perennial holiday favourite - cats wrecking Christmas decorations. Views: 5.1 million.
10. '[Coming Home for Christmas](#)': Heathrow Airport goes with a teddy bear theme with a tale of connections and a Christmas homecoming. Views: 4.3 million.

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