

Grab those tissues: it's an emotional extravaganza!

BY BILLY LITTLE | 5 MINUTE READ

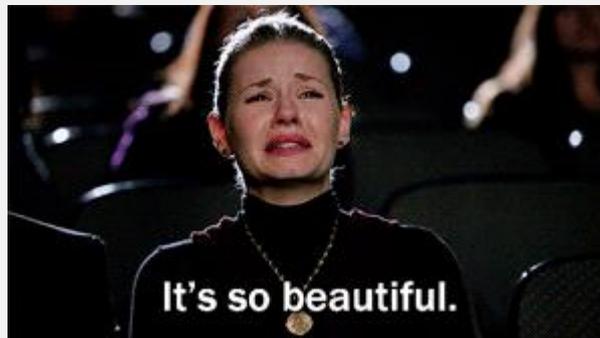


Image courtesy of Giphy, 2019: <https://giphy.com/explore/its-so-beautiful>

With Christmas lurking around the corner and Santa peeping his festive head out of the grotto, corporate giants including John Lewis, Waitrose, Joules and Amazon are mounting their sleighs and delivering advertising showstoppers to viewers throughout the United Kingdom. What's interesting however, is how they are doing it.

Three words...Tears, Joy and Happiness.

Year upon year, suspense is built around who will have the best Christmas ad and competition is getting stronger and more ruthless. Interestingly, this has led to a rise in organisations differentiating and competing to be the best through creating audience emotion. But that doesn't answer the question as to why aren't these advertisements featuring products? Surely that's the point of a Christmas ad or any ad in general? Think again. Pick up that tissue box because you're in for a ride...

Tears:

Take the '*Excitable Edgar*' television campaign recently launched by John Lewis and Waitrose. The ad, featuring the story of Ava and a young dragon called Edgar, pulls at the nation's heartstrings as she teaches him to believe in himself whilst providing him with unconditional love even when he feels like he doesn't deserve it. Why does this engage people more than simply showcasing products? It's all about connotations. At first glance, the ad may seem to have a simple Christmas subtext but through the emotions of love, community and care that the ad so effectively communicates, viewers are more likely to share and connect with the brand and form those long-lasting relationships that are so valuable to these big organisations. Makes sense, right? This attempt to create emotional value is more common in advertisements than you might think...



Fill your eyes with tears here: <https://tinyurl.com/w47m34e>. Image courtesy of John Lewis & Partners, 2019.

Joy:

Again, the use of emotion to gain the attention of mass audiences is replicated within the Joules 'Christmas at the Click of a Button!' campaign which, rather than promoting products or services, features the iconic duo, Wallace and Gromit, in a fun-loving and light-hearted comedy sketch in celebration of their milestone 30-year anniversary in 2019. Here, emotion works slightly differently though. By associating Joules with these two national icons, viewers are more likely to connect the characters with the brand's values such as British heritage, heart-warming nostalgia and fun which brings feelings of joy rather than tears. Needless to say, however, it still works more than a simple ad promoting pigs in blankets or a mince pie! Wouldn't you agree?



Step back in time and view the ad here: <https://tinyurl.com/tsjymba>. Image courtesy of Joules, 2019.

Happiness:

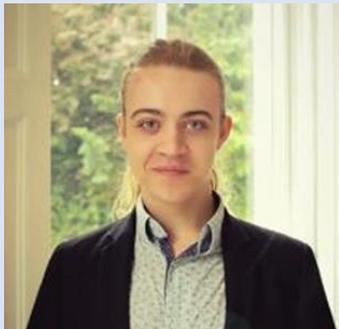
Finally, let's take a look at the much-anticipated Christmas ad from online giant, Amazon. Here, the intended emotion is quite clearly happiness, communicated through the diverse array of individuals portrayed with big gleaming smiles and singing cardboard boxes to a true classic, Solomon Burk's 'Everybody Needs Somebody to Love' to build up that festive communal spirit. You see, adverts like this are very clever.



Join in on the laughter here: <https://tinyurl.com/r3hanqc>. Image courtesy of Amazon, 2019.

There is more than what meets the eye and Christmas ads exemplify this to the extreme. They are not just about sales, they are about engagement, relationships and particularly at Christmas, it's all about emotions, emotions and more emotions! Would an ad filled with products create the same affect? We think not.

So, to summarise, emotion is at the top of the checklist for organisations, large and small, to gain media attention, stand out from competitors and make everyone's Christmas that extra little bit special. The Christmas ad which achieves that the best will be laughing all the way to the bank...quite literally!



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