

History of Advertising Trust

It's not Christmas without blockbuster advertising

Advertising provides a unique barometer and record of social, cultural and economic change and offers countless insights into the processes and creativity involved in the construction of advertising.

HAT Archive is the memory bank of UK brands and advertising industry expertise. We aim to inspire young people by giving them access to the largest collection of British advertising in the world and presenting specialist advertising industry knowledge to support your teaching and learning programmes. In collaboration with current media teachers in Norfolk and Suffolk, and supported by the Heritage Lottery Fund, we have designed and tested a series of resources that bring a rich seam of authentic material into the classroom. By matching our unique advertising archives to your specific teaching needs we can provide:

- insider knowledge
- specialist support
- expert guidance
- tried and tested classroom materials.

Students will benefit from access to original source materials and information from experts, with opportunities to hear directly from industry practitioners. The resources contain advertising themed content, suitable for any area of the curriculum and are ideal for teachers who want contextual material for lesson plans and ideas for assignments, homework, activities or comparisons.

These invaluable learning tools will enable you to deliver engaging, relevant and meaningful content to your students and save you valuable time in research and development of lesson plans.

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Blockbuster Christmas campaigns are the advertising worlds own advent calendar. In the countdown to Christmas each new mini-film revealed out does the next in cost, celebrity, twinkle and...cheese. But it wouldn't be Christmas without them...would it?

The blockbuster TV ad can play with the heart strings, like the recent John Lewis Christmas campaigns, or roll out the 'celebs' (no matter how ill-matched they are to the product they are selling) as Waitrose, Tesco, Iceland, Morrisons and many others do. Some even use aliens to win the consumer over, as in the Argos 2011 campaign. They create narratives and characters that engage the audience in a filmic way, using familiar generic codes like M&S's James Bond-style 'Ice Hotel' 2010, MacDonald's Christmas film classic 'Great Escape' 2001 and the current Boots spoof spy/Charlie's Angels-style campaign.



2007 Marks & Spencer—Ice Hotel



2001 McDonald's—Great Escape

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1. Representation of family

Central to the Christmas ad is the representation of the family and often the binary opposition of female/male is exploited. Boots 'Here Come the Girls' ad campaigns make their message that men are a lot less involved in Christmas than women (surely not!) very explicit. Chicken OXO 'My Christmas' 1985 said the same, but in a much more subtle way.

There are many examples of parodying popular film shown on television at Christmas using existing codes and conventions to create new meanings. These examples parody memorable and iconic scenes in the respective films.



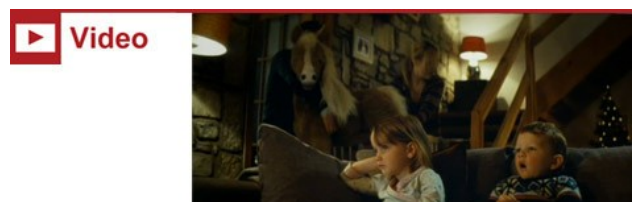
1985 OXO - My Christmas



2006 Mastercard - Arrivals



2007 Boots - Here Come the Girls



2010 John Lewis - Tribute to Givers

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2. Alternative campaigns in the Christmas advert calendar

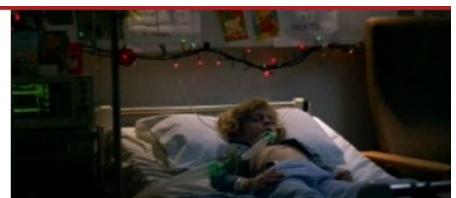
However, it's important to remember that there are alternatives to the big-spend, glossy Christmas extravaganza.

Expectations at Christmas

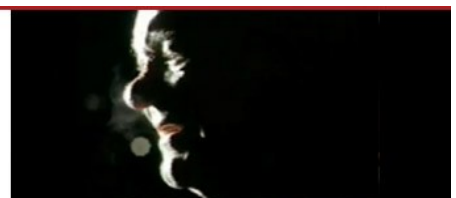
Many charities use Christmas to highlight their own campaign issues. These ads play around with our expectations, using ideas familiar to us, such as present giving (NCDL 'Christmas Pressie' 2001 campaign) and Christmas songs (MTV/Autotrader '12 Days of Christmas' 2007 campaign) but allowing these to jar with the 'reality' that the advertisement shows us. Frequently puns are also employed to illicit new meanings for issue-led campaigns (Crisis 'Boxing Day' 1992).



2001 NCDL - Christmas Pressie



2007 MTV/Auto Trader - Twelve Days of Christmas



1992 Crisis - Box

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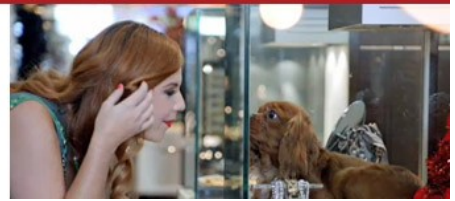
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Commercial Parody

Christmas time can also be an excuse to poke fun or parody other campaigns.

Harvey Nichols 'Dogs' campaign from 2010 and The Carphone Warehouse 'Not Just for Christmas' 2003, both successfully play on the familiar RSPCA slogan.

Or for something completely different...the campaign created by M&C Saatchi in 2009 for Dixons 'The Last Place you want to go this Christmas'.



2010 Harvey Nichols - Dogs



2003 Carphone Warehouse - Not Just for Christmas



1992 RSPCA - Christmas List

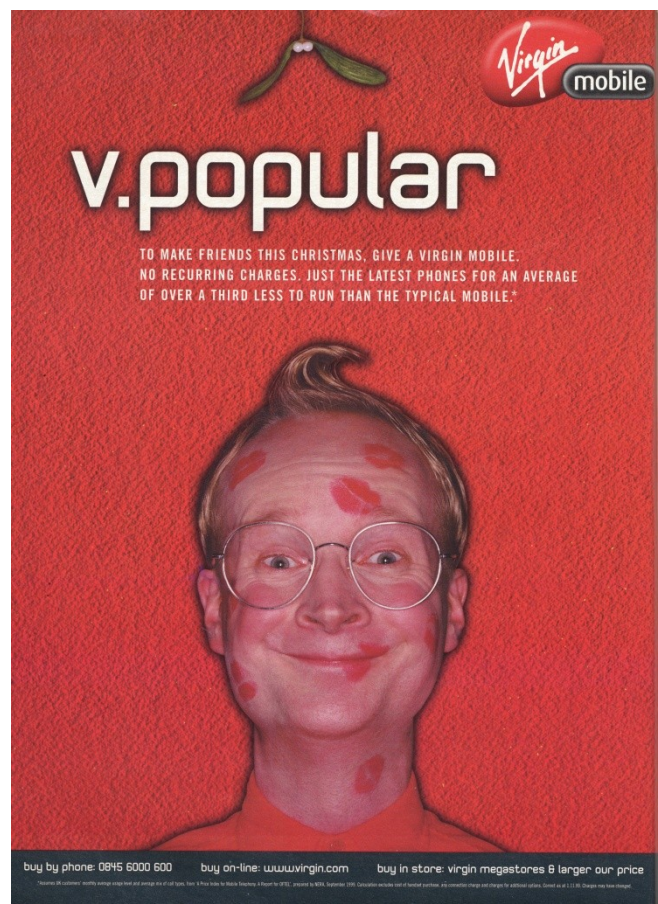
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Finally Christmas can just be a way of 'decorating' a campaign. Some very un-Christmassy products use this time of year to add something new to their look to refresh their campaign, or they reveal products that are only available for the festive season to allow them to capitalise on the time of year (McDonald's Festive Meals is an example here).



1999 Andrews Liver Salts



1999 Virgin Mobile

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3. Ideas for your classroom

- Give your students 3 un-Christmassy products or brands to create Christmas poster campaigns for (use these examples as a starting point: a mobile phone or blackberry, home insurance, window cleaning fluid)
- Sound: Many people feel that 'the holidays are coming...' Coca-Cola Christmas jingle heralds the start to the Christmas count-down. Ask your students to make a play list of songs they would use in Christmas advertising campaigns and match each one to a product, service or charity.
- Audience: Ask your students to create their own Christmas Top 10, ranking Christmas campaigns from this year. Students can explain their choices and the class can create a collage of the Top 3 with quotes from 'reviewers' (in school and beyond). What reasons place an ad in the top spot?
- Charity campaigns: Get students to storyboard a Christmas advertisement for a well-known charity using the examples given as a starting point for ideas. They must each take an idea/song/sound etc everyone associates with Christmas and use it to convey new meanings and messages for their chosen charity.
- Interactive media: Ask your students to collect examples of festive campaigns that also encourage online interaction with their audiences via social media channels. What ideas can they think of that add interactivity to their Christmas campaign/s?

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Links

The images and commercials used in this resource have been selected to illustrate the main points of the text. However, you can also visit HAT's [Arrows website](#), the site offers the opportunity to search and view over 25,000 TV commercials dating from 1977 to the present day. The commercials on Arrows are all submissions and award winners from [British Arrows](#) (formerly the British Television Advertising Awards).

You can select, create and store online up to twenty commercials within your own customised show reel for use in the classroom.

Digital advertising images and TV commercial footage can be supplied by HAT on almost any theme at reasonable prices. You may wish to browse through HAT's [online galleries](#) for more ideas and inspiration.

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