Holiday Wrap

2013/14

A WRAP-UP OF THE BEST (AND WORST) OF HOLIDAY RETAIL FROM AROUND THE WORLD

It is not possible to include everything in the summary 'Holiday Wrap' report but to make sure you have access to all the source material we were able to collate, here is the country-specific material for the UK.

CHRISTMAS ACTIVITY IN MAJOR MULTS

UK, DECEMBER 2013

geometry global

geometry global

TESCO

STANDOUT DISPLAYS

geometry global

STANDOUT DISPLAYS

geometry global

CHRISTMAS SIGNAGE

GIFT PACKS & CROSS CATEGORY MERCHANDISING

Waitrose

geometry global

Waitrose

CHRISTMAS THEMED PRODUCT RANGES

geometry global

Waitrose

GIFTING

geometry global

ASDA

geometry global

IN STORE THEATRE/ DISPLAYS

OTHER INITIATIVES

Christmas card FSDU

Christmas gift guide

Christmas product tailored displays with signage

geometry global

Sainsbury's

geometry global

IN STORE SIGNAGE

Sainsbury's

geometry global

OTHER INITIATIVES

Sainsbury's

Christmas product tailored displays

Christmas themed aisles

Interactive Christmas photo board for shoppers

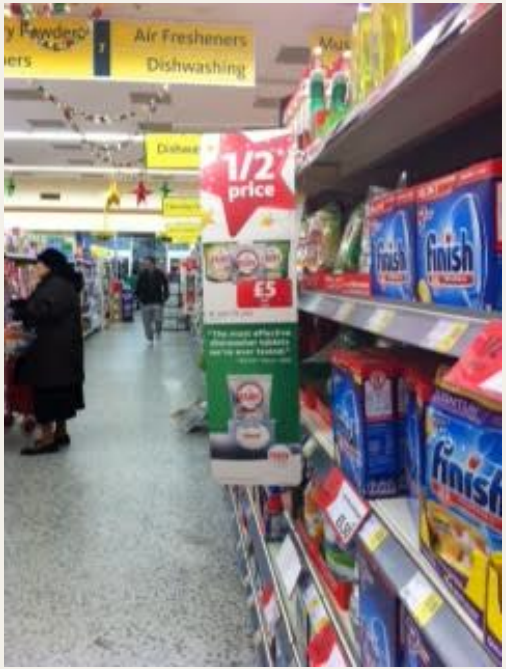
Click & collect stand with leaflets

geometry global

MORRISONS

geometry global

SIGNAGE



geometry global

PROMOTIONS

MORRISONS

geometry global

KANTAR RETAIL

ASDA – CHRISTMAS MERCHANDISING

Presented by:

Bryan Roberts

December 2013

Background

Christmas is obviously a massive priority for all UK supermarkets. Asda, with its strong combination of both grocery and general merchandise ranges is theoretically well-placed to capitalise on surging December demand for food and non-food.

That said, its has historically underperformed in the festive period, with many shoppers trading up to the likes of Sainsbury's, Waitrose or even Tesco for some or all of their seasonal grocery requirements.

This explains why the retailer has been strongly marketing its ranges such as Extra Special and Butcher's Selection in the run-up to Christmas, hoping to recruit new value-conscious shoppers and to dissuade its existing shoppers from jumping ship.

Asda's excellence in seasonal general merchandise instore campaigns is well-known, and here we take a brief look at this year's iteration of the Asda 'Christmas shop'.

Source: Kantar Retail
© Copyright 2013 Kantar Retail

Asda's Christmas Merchandising

The seasonal area features a number of palletized displays, in addition to more sophisticated presentations.

This one from Ferrero includes multi-SKU FSDUs and the brand's trademark cone-shaped display – although it is hard to tell from the photo, the cone features dozens of tiny LED blinking lights.

Source: Kantar Retail Store Visit

© Copyright 2013 Kantar Retail

Asda's Christmas Merchandising

The seasonal confectionery aisle includes plenty of specialised POS, including 3D wall graphics and an interactive floor graphic with games and activities for children.

Source: Kantar Retail Store Visit

© Copyright 2013 Kantar Retail

Asda's Christmas Merchandising

In the toy department, the floor graphics feature well-known brands and characters including Ninja Turtles, Moshi Monsters, Lego, Monster High, and Peppa Pig.

Source: Kantar Retail Store Visit

© Copyright 2013 Kantar Retail

Asda's Christmas Merchandising

Asda's Christmas shop benefits throughout from floor graphics, 3D POS and overhead signage, creating a real destination status for the department.

Source: Kantar Retail Store Visit

© Copyright 2013 Kantar Retail

Asda's Christmas Merchandising

Many toy suppliers have invested in bespoke multi-SKU FSDUs that combine a variety of products with Asda's price or 'new' messaging.

Source: Kantar Retail Store Visit

© Copyright 2013 Kantar Retail

Asda's Christmas Merchandising

Lego, for example, provides a compelling mix of well-branded units with price reductions and multi-buy offers that will appeal to families on a budget.

Source: Kantar Retail Store Visit

© Copyright 2013 Kantar Retail

Asda's Christmas Merchandising

The George clothing range features a broad array of seasonal gift and novelty items for men, women and kids.

Source: Kantar Retail Store Visit

© Copyright 2013 Kantar Retail

Asda's Christmas Merchandising

Asda has lost out to 'trading up' in the past, as shoppers transition their Christmas spend to other supermarkets.

To try and counter this, Asda places heavy emphasis on its premium Extra Special PL range. The range has been expanded and improved in partnership with the Leiths School of Food & Wine and now includes more 'gourmet' seasonal items.

Source: Kantar Retail Store Visit

© Copyright 2013 Kantar Retail

Asda's Christmas Merchandising

Even in more routine categories, Asda is able to bring festive cheer. Here, SCA has provided an exclusive Christmas pack and contest for Asda and its shoppers.

Source: Kantar Retail Store Visit

© Copyright 2013 Kantar Retail

Asda's Christmas Merchandising

For shoppers who are unsuccessful in Cushelle's Christmas contest to win a trip to Lapland, Reckitt Benckiser's Air Wick brand also has an Asda-exclusive opportunity to win a trip to the destination, marketed on this multi-SKU FSDU.

Source: Kantar Retail Store Visit

© Copyright 2013 Kantar Retail

Asda's Christmas Merchandising

Differentiation is provided by Nestlé here, through the provision of a co-branded shipper that enables Asda shoppers to win the services of a chef.

The unit also has Asda's typical round pricing, adding to the value proposition of purchasing the product.

Source: Kantar Retail Store Visit

© Copyright 2013 Kantar Retail

Asda's Christmas Merchandising

Kellogg has also provided Asda with some differentiation, with these limited edition Norman Rockwell corn flake packets only available in Asda.

Source: Kantar Retail Store Visit

© Copyright 2013 Kantar Retail

KANTAR RETAIL

Bryan.roberts@kantarretail.com
@BryanRoberts72

24-28 Bloomsbury Way
London WC1A 2PX
UK

+44 (0)207 031 0272
www.KantarRetailiq.eu

© Copyright 2013 Kantar Retail

Harvey Nichols Ad Campaign Asks Shoppers To Spend A Little On Themselves

By Kelly Koo, 26 Nov 2013

Christmas is the season of giving, but it wouldn't hurt to give a little... to yourself. Harvey Nichols' new ad campaign by Adam&Eve/DDB asks shoppers to do just that with its 'Sorry I Spent It On Myself' range of budget products.

The range features simple products in minimal white packaging, with lavish names like "Authentic Lincolnshire Gravel", "Genuine Wire Sponge" and "Christmas Lunch (with most of the trimmings)".

"Harvey Nichols is all about indulgence, so we thought it was only natural to introduce a product range that played right into that," said Richard Brim and Daniel Fisher, creative directors at

Subscribe to our email newsletter

OK

Prefer RSS instead?

Creative Goods Browse more

Adam&eve/DDB.

Why not 'splurge' a little on yourself this Christmas?

[redacted]

More news on Advertising

Chevrolet Brazil Creates Fantastic $10,000 Ad To Move Black Friday Car Sales

Self-Reflexive Burger King YouTube Ad Insults Pre-Roll Spots

'Diva-Like' Cats Live The High Life In This Adorable Kitty Litter Ad

Branding Company's Controversial Project Lets Customers Pay What They Want

100 Naked People Star In Stop-Motion Ad That Tells Us To Love Our Bodies

Mechanical Bull-Inspired Desk Tries To Shake You Off While You Try To Tweet

This Japanese Tire Ad Is So Scary, That It Has Its Own Health Warning

Swedish Magazine Posts ‘Resumes’ Of The Homeless Onto Billboards

A Heartwarming Campaign That Uses Mannequins Modeled After Disabled People

Concept Ads For LEGO Show That The Toy Bricks Can Create Art

[via Creative Review and Harvey Nichols on YouTube]

Receive interesting stories like this one in your inbox

Subscribe

French Netflix Creates Coffee To Help You Stay Awake To Watch Movies

---

Pantene Ad Campaign Aims To Put An End To Negative Gender Labels

---

Add a comment...
Posting as Laura Martin (Not you?) Comment using... Comment

Store Visits Holiday Wrap

dialogue

FMCG Comms

1. Tesco
2. Asda
3. Sainsbury’s

Retailer Comms

1. Tesco
2. Asda
3. Sainsbury’s

FMCG Comms

dialogue

TESCO

dialogue

Nicky, The Snowman and The Snowdog Decorated Kitchen Towels

dialogue

Cushelle, special packaging & Golden Ticket Giveaway find and win £5,000

- Go online, enter pack barcode to claim koala toy, 20,000 to give away

dialogue

Kleenex, Limited Edition Packaging & SRP

dialogue

Selection box range promotion

dialogue

Heros ‘Now With Toblerone’, limited edition box

dialogue

Assorted Selection Boxes, no price promotion

dialogue

Nestle, Quality Street gift boxes with SRP

dialogue

Maltesers, FSDU Christmas cracker shaped multi-pack

dialogue

Maltesers, New Merryteaser Reindeer with special SRP

dialogue

Cadbury, Snowbites promotion with special SRP

dialogue

Cadbury, Snowmen and Santa Claus

Consistent use of SRP

dialogue

Nestle, Christmas themed Smarties & Milkybar chocolate animals

- Price promotion

dialogue

Thorntons, chocolate Christmas products
Lindt, special packaging

dialogue

Twiglets, Cheeselets and Mini Chedders stackable share boxes

dialogue

KP, Big Share Size with festive packaging design

dialogue

KP, Frosted Maple Syrup

dialogue

Reese’s, Snowman

Kinder, ‘Chocolate minis’ with Christmas packaging

dialogue

Tesco, Chokablok Christmas packaging & Cinder Toffee Coal

dialogue

Ferrero Rocher, Christmas tree shape packaging

Coca-Cola, Christmas truck special display

dialogue

ASDA

dialogue

Cathedral City, special packaging/SRP

Toblerone, special packaging

dialogue

Chupa Chups, selection boxes

Thorntons, The Snowman And The Snowdog chocolate range

dialogue

Maltesers, Fun size selection pack with special SRP

dialogue

Lindt, Chocolate Santa Claus

Budweiser, Christmas special packaging

dialogue

Sainsbury's

dialogue

Fox’s selection boxes

dialogue

Peroni gift box, Casillero Del Diablo oversize bottle

dialogue

Sainsbury's Taste the Difference Chocolate gift box promotions

dialogue

Jaffa Cakes, festive gift tubes

dialogue

Mr. Kipling, seasonal cake range – ‘Exceedingly Merry’

dialogue

Codorniu, special offer and price promotion

dialogue

Cadbury, festive cake range

dialogue

Copella Winter Warmer

Retailer Comms

TESCO

dialogue

Febreze FSDU with limited edition winter fragrances

dialogue

Febreze / Ambi Pur FSDU

dialogue

Tesco Christmas themed wobblers with brand specific promotion

dialogue

Colman’s FSDU, condiments range

dialogue

‘Ideal for Christmas’ baking products & Morrisons pastries gondolas

dialogue

Checkout promotional FSDU & gondolas

dialogue

Ocean Spray, Cranberry Sauce end of aisle gondola

dialogue

Stella Artois, Christmas packaging end of aisle pallet

dialogue

Tesco, Christmas Pudding and ‘Christmas Clementine's’ gondolas

dialogue

Enlarged mince pie/Christmas pudding section with wobbler

Christmas TV magazine FSDU

dialogue

Tesco, Christmas Tree & Wreaths

ASDA

dialogue

Schwartz, Christmas Dinner FSDU

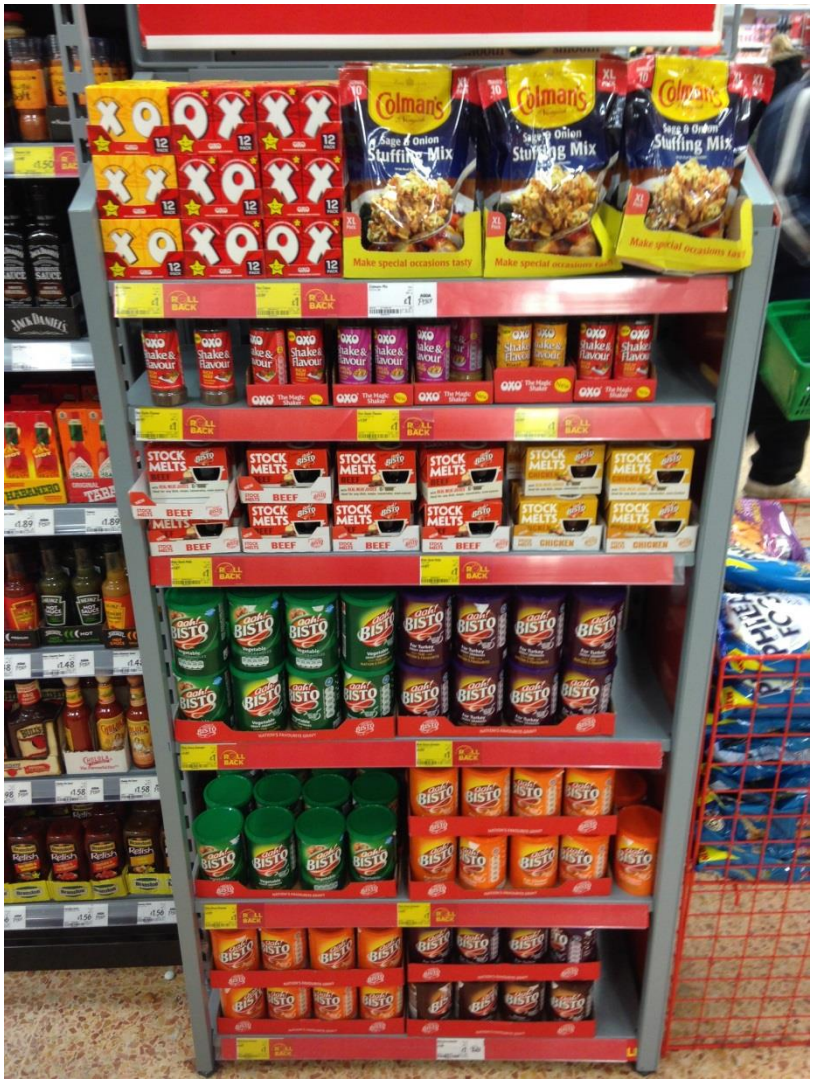
dialogue

Asda, Goose Fat end of aisle FSDU

dialogue

Colman’s & Knorr, end of aisle FDSU

Promotional gondolas, condiments, stuffing and stock



dialogue

Promotional gondolas, Ferrero Rocher & Birds custard

dialogue

Confectionary aisle, Christmas revamp with Asda's own brand allocated a entire shelf

dialogue

Gift packs, end of aisle gondola

dialogue

‘Merry Christmas’ end of aisle promotions

dialogue

‘Merry Christmas’ end of aisle promotions

dialogue

Ambrosia, end of aisle gondola ‘perfect poured over festive desserts’

dialogue

Promotions for Asda own brand mince pies and Christmas pudding

dialogue

Seasonal products, Christmas cake making kits

dialogue

Glade, ‘bring home the warmth of winter’ FDSU

dialogue

Christmas Decorations Aisle

dialogue

‘Get Set for Winter’, Beechems FDSU

dialogue

Lynx gift set FSDU promotion

Asda Crackers & Christmas Trees

dialogue

Sainsbury's

dialogue

Try mulled wine & Mince Pies then buy them at the FSDU opposite

dialogue

End of aisle promotion, Champagne

dialogue

Cheeselets, Twiglets & Mini Chedders promotional gondola

End of aisle party cakes promotion

Price promotion, wine & Christmas pudding

dialogue

Promotional gondola, gravy boats

dialogue

Promotion on festive tarts & cakes

dialogue

Price promotion, Shloer, Cadbury's selection & Foxes selection

dialogue

Last minute purchases, gift boxes & decorations

dialogue

TV magazines FDSU

CREATIVE

home » work » advertising

adam&eve/DDB promotes the season of giving - to yourself

28 Nov 2013

Adam&eve/DDB has dreamed up a Christmas gift range called, *Sorry I Spent It On Myself*, made up of low price goods like a Water Resistant Sink Plug for £1.13, 100% Real Wood Toothpicks for 47p and Authentic Lincolnshire Gravel [!?] for £1.61, and Christmas Lunch in a Tin (with most of the trimmings) for £1.89.

And it has built a commercial of really uncomfortable scenes in which gift receivers respond much less than enthusiastically to the nothing gifts. It turns out that the gift givers spent all their money on themselves.

The range is, in fact, available in store and on the Harvey Nichols website as of November 27th.
The full campaign includes online films, windows and in-store displays, a downloadable Christmas card from the Harvey Nichols website and social media using the #SpentItOnMyself. The campaign was previewed with a 'Range' film that highlights the products attributes harveynichols.com/preview.

The campaign creators, Richard Brim and Daniel Fisher, creative directors at adam&eveDDB, said: 'Harvey Nichols is all about indulgence, so we thought it was only natural to introduce a product range that played right into that.'

Creative credits:

Creative agency: adam&eveDDB
Executive creative directors: Ben Tollet, Emer Stamp, Ben Priest
Copywriter: Daniel Fisher
Art director: Richard Brim

Product design and design: Alex Fairman
Creative producer: Kirsty Harris
Producer:
Range film: Daniel Moorey
Sorry, I Spent It On Myself: Victoria Keenan

Production company:
Range film - Siobhan Squire
Sorry, I Spent It On Myself film - Outsider
Director:
Range film - James Day
Sorry, I Spent It On Myself film - James Rouse

Editor (Sorry, I spent It On Myself film): Bill Smedley

more showcase > advertising »

- Intel's self-extending campaign
- Leo Burnett's not normal campaign
- The work adgods wish they'd done
- Clemenger gets quirky

work » advertising »

Merry Txtmas

Dynamix has started its latest campaign for Virgin Mobile.
more »

news »

- Hello, My Name is Paul Smith
- KFC, all is forgiven
- The indie that could, does again

events »

- Opening Night: The Pool Collective Redux
  138 Darlinghurst Rd, Darlinghurst | 05 Dec - 05 Dec, 2013
- Sam Shennan Has Inky Fingers
  648 Bourke St,

Email 0 Tweet 0 1 Share Like

0 comments

0

Start the discussion…

Best Community Share

No one has commented yet.

Gifts for one and all

Surry Hills, 2010, Sydney | 10 Dec - 16 Dec, 2013

curious

Yaffa Publishing Group pty ltd

Yaffa Publishing Group
17-21 Bellevue Street
Surry Hills NSW 2010
Australia

Ph: 02 9281 2333
Fax: 02 9281 2750
Email: info@yaffa.com.au
Web: www.yaffa.com.au

adnews.com.au
photoimagingnews.com.au
australianphotography.com
ragtrader.com.au
danceaustralia.com.au

Find a Job | M&S Wine | Feedback Like Follow @Femail Monday, Jan 06 2014 3AM 30°C 6AM 30°C 5-Day Forecast

MailOnline femail

Home | News | U.S. | Sport | TV&Showbiz | Femail | Health | Science | Money | Video | Coffee Break | Travel | Fashion Finder

Femail Home | Fashion Finder | Food | Femail Boards | Beauty | Gardening | Deals | Blogs | Baby Blog Login

All aboard the Harrods express! First look at spectacular Christmas window displays that took 500 hours to build and feature an £80,000 dress dripping in jewels

- **This year's Christmas set is inspired by the classic British steam train, albeit a far more glamorous version**
- **Each 'carriage' showcases store's sought-after festive fashion, accessories or homewares**
- **The most expensive item is a Swarovski-covered £80,000 gown by Ralph & Russo**
- **Customers can also pick up £3.95 baubles as seen in the glitzy display**
- **Took 50 people three weeks to create and features 60 trees and hundreds of thousands of light bulbs**

By BIANCA LONDON

PUBLISHED: 12:55 GMT, 6 November 2013 | **UPDATED:** 14:12 GMT, 8 November 2013

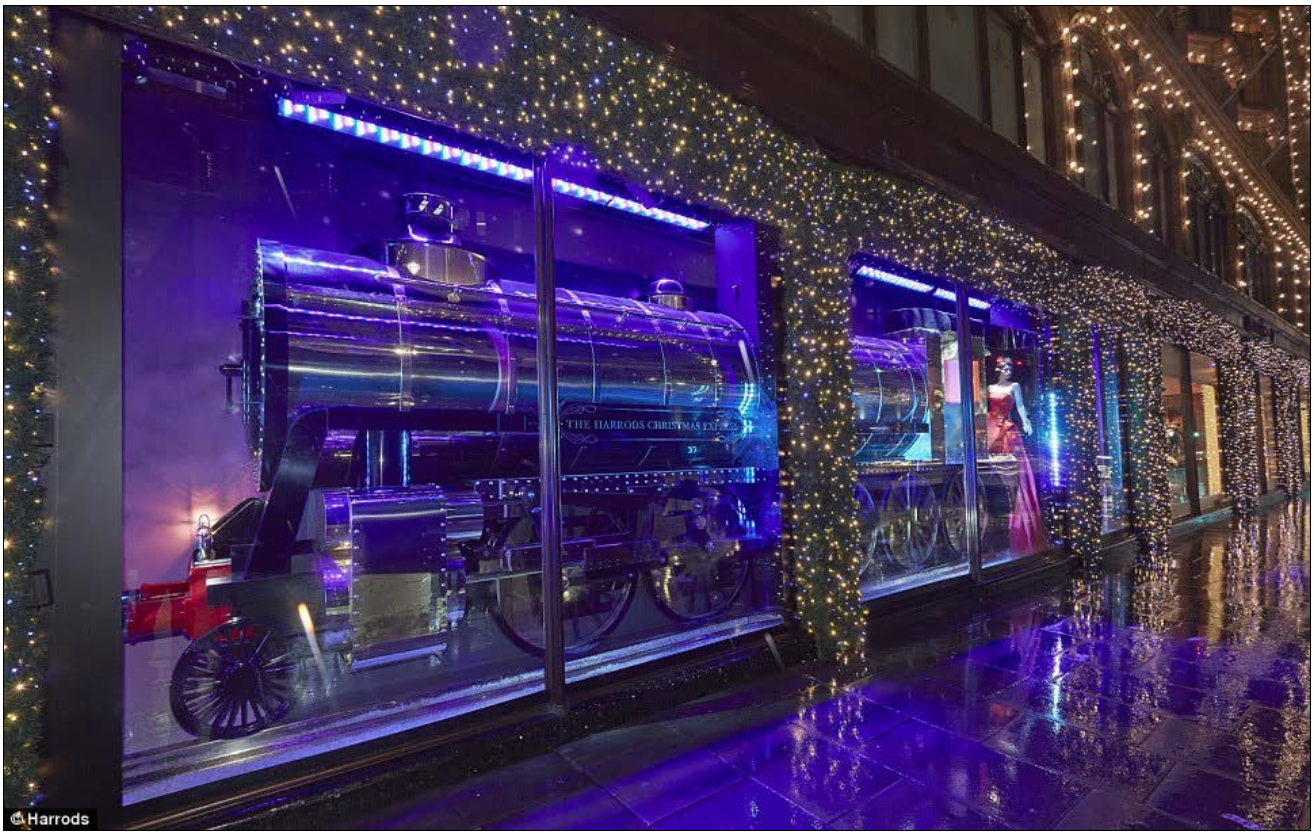
Share Tweet +1 Share 5,198 shares 161 View comments

With just 48 days to go until Christmas, the countdown has officially begun and today luxury department store Harrods has unveiled its annual show-stopping window display.

Every year the exclusive Knightsbridge store pulls out all the stops to put on a lavish display, attracting thousands of shoppers from across the globe.

For 2013 the iconic London shop has been inspired by the classic British steam train, creating a magical Harrods Express to roll around the store.

Scroll down for videos



Anytime Anywhere, MailOnline on android AND IT'S FREE Download it now

Anytime Anywhere, MailOnline on ANDROID
AND IT'S FREE
Download it now

All aboard! Harrods, the luxury department store famed for its iconic Christmas window display, has unveiled 2013's offering

First look: This year, the iconic London store has unveiled a truly magical and creative theme, The Harrods Express, complete with fashionable mannequins

Ads by Google

Become a Project Manager
www.opencolleges.
Get qualified with a Certificate IV in Project Management. Study online

Brain Training Games
www.lumosity.com
Challenge memory and attention with scientific brain games.

Cardboard Display Stand
www.genesisinstor
Creative POS Displays. Create A High Impact For Your Product. Syd.

51 Free marketing ideas
draytonbird.com/id
Drayton Bird's helpful marketing ideas - how many can you use?

PC Cleaner- Free Download
free-pc-cleaner.sparktrust.c
Clean PC, Boost Speed, Fix Errors. Free Download (Highly Recommended!)

Picture perfect: Harrods always puts on a lavish display that attracts thousands of shoppers from across the globe

Beneath hundreds of thousands of glittering fairylights each carriage showcases the store's most sought-after and luxurious fashion, accessories and homewares.

The glamorous scenes include a luxurious piano bar and dinner party with exquisite designer evening gowns, luxe jewellery, bespoke children's toys and deluxe luggage dotted throughout.

It took a team of 50 people over 500 hours to create the installation, led by Mark Briggs, Store Image Director and Sarah Southgate, Head of Window Design.

More...

- **Lovely in lilac: Miss Great Britain competes in Miss Universe preliminary round in stunning gown and VERY revealing bikini**
- **Glam grannies model for glossy new book by Vogue photographer Tim Walker - with all proceeds sent to charity for the elderly**
- **As Mollie King declares Brigitte Bardot her style icon, we match The Saturdays singer to her 60s doppelganger**

As well as 60 huge Christmas trees the display features a breathtaking £80,000 gown by Ralph & Russo, as well as some more affordable baubles at £3.95.

Each window is framed by twinkling hedgerows and the store's famous facade will feature two dazzling 30-foot Christmas trees, making the spectacle a great festive photo backdrop.

To coincide with the launch of the windows, Harrods.com has unveiled its Christmas homepage, which also features a scene from the steam train.

A Harrods spokesman said: 'Each year we aim to deliver unique Christmas windows which will enthrall and inspire our visitors from around the world.

'The Harrods Express is a captivating concept which enables us to take our customers on a compelling festive journey, where each "carriage" window beautifully showcases the store's stunning and unrivalled offering of luxury fashion, accessories, homewares and special Christmas gifts.'

This weekend also marked the official opening of the Harrods Grotto, with the arrival of Father Christmas as part of the annual Christmas Parade.

Glamorous: Visually inspired by the iconic British steam train, each carriage showcases the store's most sought-after and luxurious fashion

Lavish: There's also accessories and homewares, set in scenes such as a glamorous piano bar and dinner party

Dazzling: Each window is framed by twinkling hedgerows and the store's iconic facade also features huge Christmas trees

Feeling festive: Exquisite designer evening gowns, elegant jewellery, children's toys and deluxe luggage feature in each Christmassy carriage

Share or comment on this article

5.1k shares

Although most people will never be able to buy anyt...
by **CityBoy1986** 484

FROM THE WEB Sponsored Content by Taboola

1 Weird Fat Loss Secret To Melt Belly Fat Fast
Real Dose

Must-Have Products Being Sold for Next to ...
QuiBids

When Your Stomach Resembles The
Lifegooroo

You Won't Believe the Vile Use of a Child in th...
Mamamia.com.au

8 Most Useless Workouts Ever
WorkoutPlan

JUST FOR YOU, AUSTRALIA.
ENJOY 20% OFF YOUR ORDER AT JCREW.COM
USE CODE JOLLY. ENDS SOON.
J.CREW
*SEE SITE FOR DETAILS.

Debenhams – Wishes Made Fabulous

Posted on 4 November 2013 by Paul

Advert: **Debenhams – Christmas Wishes Made Fabulous**
Music: **Foxes – Youth (Orchestral)**

Download Youth (Orchestral) from iTunes
Download Youth (Orchestral) from Amazon
Get the clothes and gifts from Debenhams

The latest of the retail big-hitters to reveal their Christmas TV ad is Debenhams, showcasing Christmas gift ideas and focussing on Designers at Debenhams including Jonathan Saunders, Patrick Grant, Julien Macdonald and Janet Reger. The soundtrack is an updated version of the song used in previous Debenhams as, namely Youth by Foxes, AKA singer Louisa Rose Allen. This is the orchestral version, which has been released as a single and is available to download from iTunes.

Download on iTunes

See all the Christmas 2013 TV ads here

Tweet | Like | See more ads from Debenhams. Bookmark the permalink.

ONE THOUGHT ON "DEBENHAMS – WISHES MADE FABULOUS"

alison on **7 November 2013 at 9:31 pm** said:

Hi, could you tell me where I can get the musical ice skater music box frm.. I saw it on the advert and im in love withnit and really want one.. I did enquire in the shop, but not out yet.. please help me. Thanx alison x

Reply ↓

FIND US ON

POPULAR

- Sony 4K TV – Volcano
- Sky – Christmas Magical Moments
- Lidl – Christmas Magic
- Diesel Watches – Mohican
- Marks and Spencer – Christmas 2013
- Sky Sports – Christmas 2013
- Samsung Galaxy Note 3 + Gear – Dreams
- ITV – Where Drama Lives This Christmas
- Currys PC World – Discover Everything Apple
- Google Nexus 7 – Far From Home

LATEST

- Best of Christmas 2013
- Sony PS4 – This Is For The Players
- Chanel – Marilyn and No 5
- Sky Sports – Christmas 2013
- Prada – Candy L'eau
- Michael Kors – Sporty Sexy Glam
- Coca-Cola – Christmas 2013 Believe
- Currys PC World – Discover Everything Apple
- Toshiba Encore – Look Closer See More
- Prada Luna Rossa Extreme – America's Cup

Start download

Free App
Secure & Fast
Advertisement

From:	David Roth
To:	holidaywrap@wpp.com
Subject:	FW: DavidRoth.com Contact Form
Date:	Monday, 6 January 2014 11:19:10 AM

From: Alex Hitchcock <alex.hitchcock@idealinsight.co.uk>
Reply-To: "alex.hitchcock@idealinsight.co.uk" <alex.hitchcock@idealinsight.co.uk>
Date: Wednesday, 11 December 2013 15:39
To: David Roth <david@davidroth.com>
Subject: DavidRoth.com Contact Form

Name

Alex Hitchcock

Email

alex.hitchcock@idealinsight.co.uk

Message

John Lewis launches virtual store on Google Maps

Ideal Insight are launching the WORLDS LARGEST Google Virtual Tour for John Lewis today, at their flagship department store on Oxford Street, London!

The in-depth virtual tour brings a new concept to the term 'online shopping', allowing busy Christmas shoppers to browse all 7 floors of John Lewis' flagship store from their laptops, mobiles and tablets – saving precious time and energy during the Christmas rush.

John Lewis is the first major department store in the world to adopt this savvy shopper technology - accessible directly through Google, allowing consumers to navigate the store and familiarise themselves with it from the comfort of their own armchairs!

Ideal Insight are the pioneering specialists behind Google Virtual Tours - providing a fantastic marketing tool for businesses, and giving a helping hand to busy consumers, especially during the Christmas rush!

In Summary…

· The largest tour of it's kind in the world (over 500 panoramas)!
· First major department store in the world to do this!
· Brings a new meaning to the concept of 'online shopping'.

· Helps consumers familiarise themselves and navigate around the store before they go shopping - very useful for crowded stores at xmas.
· Will connect directly to Google Street View.

LINK TO TOUR - http://goo.gl/Ug0Vwy

Privileged/Confidential Information may be contained in this message.
If you are not the addressee indicated in this message (or responsible for delivery of the message to such person), you may not copy or deliver this message to anyone.
In such case, you should destroy this message and kindly notify the sender by reply email.
Please advise immediately if you or your employer does not consent to email for messages of this kind.

Opinions, conclusions and other information in this message that do not relate to the official business of WPP 2005 Ltd. shall be understood as neither given nor endorsed by it.

Share 13k Tweet 13.7K Share 213 Share 6,286

© Quietroom (http://www.quietroom.co.uk/)

Our brand promise

002

Santa Brand Book
Brand refresh

X excellence
M measurability
A accountability
S snow

The letters X, M, A and S in both case forms are the intellectual property of santaclaus global enterprises incorporated ©®. Permission must be sought for their use in any media, and it is never given.

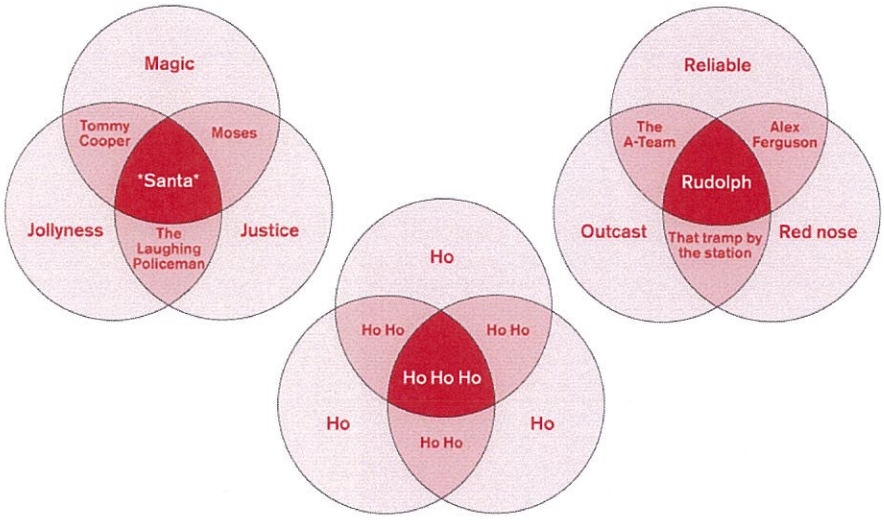
Share 13k Tweet 13.7K g+ Share 213 Share 6,286

© Quietroom (http://www.quietroom.co.uk/)

Our brand values

003 *Santa* Brand Book
Brand refresh

Mandatory Venn diagrams



Share 13k Tweet 13.7K Share 213 Share 6,286

© Quietroom (http://www.quietroom.co.uk/)

Our brand journey

004

Santa Brand Book
Brand refresh

Our brand journey is the Key that unlocks our History, and the Bolt that secures our Future Understanding of where we are going and what we will do when we arrive at that place that we've gone to.

We began our left-brain sleigh-ride with an Imagination Shower Away-day Team Event in Stornaway. There, we looked at what *Santa* might be if it weren't a fat man in a red suit. We projected that if *Santa* were a bird, it would be a stork. If it were a river, it would be the Danube. If it were a biscuit, it would be a Hobnob. If it were a holiday, it would be Easter.

The key learning from this was that *Santa* literally IS a metaphor for brand.

Did you know:
Santa is striving to become a carbon-neutral corporation by 2056.

Share 13k Tweet 13.7K Share 213 Share 6,286

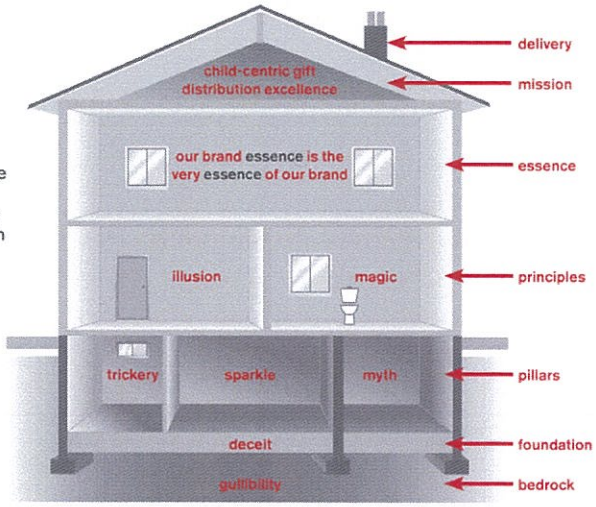
© Quietroom (http://www.quietroom.co.uk/)

Our brand house

005 *Santa* Brand Book
Brand refresh

A brand is a sack
on a sleigh of belief

Our brand house is constructionalised on a foundation of deceit, which is sunk deep within a bedrock of gullibility. The pillars of trickery, sparkle and myth shoulder the joist principle of illusion, which quasibuttresses the bathroom of magic. The loft conversion of our essence is protected from precipitation by the pantiles of our belief mission. This entire brand metastructure is accessed through the chimney of *Santa*.



Share 13k Tweet 13.7K Share 213 Share 6,286

© Quietroom (http://www.quietroom.co.uk/)

Why *Santa*?

* – the introductory asterisk reminds customers of a snowflake alighting on the eyelash of a fawn.

SAN – the first three letters represent South And North. We are headquarterised in the North, but our reach is global.

N – the N also symbolises nitrogen, the most abundant atmospheric element, calling to mind the abundance of gifts we distribute.

TA – the final two letters are the (abbreviated) thanks of the world's children.

* – the terminating asterisk points customers to the polar star, and hence the birth of dreams.

Did you know:
'Santa' backwards is atnas, which is Lithuanian for chimney.

Share 13k Tweet 13.7K g+ Share 213 Share 6,286

© Quietroom (http://www.quietroom.co.uk/)

How to use the logo

007

Santa Brand Book
Brand refresh

The *Santa* logo is a unique, key, prime, critical and predominant component of our visual identity framework. To ensure legibilitiness, the logo must not be altered, adjusted, changed, adapted, modified, varied, reformed, revamped, refined, reorientated, transmuted, metamorphosised, customised or tailored in any way.

There are three approved versions of the logo.

white on red

red on white

white on white

Share 13k Tweet 13.7K Share 213 Share 6,286

© Quietroom (http://www.quietroom.co.uk/)

How to live the brand

Snap it
Clap it
Wrap it*

* Following advice from our lawyers, we no longer "Meet it, Greet it, Eat it".

Share 13k Tweet 13.7K Share 213 Share 6,286

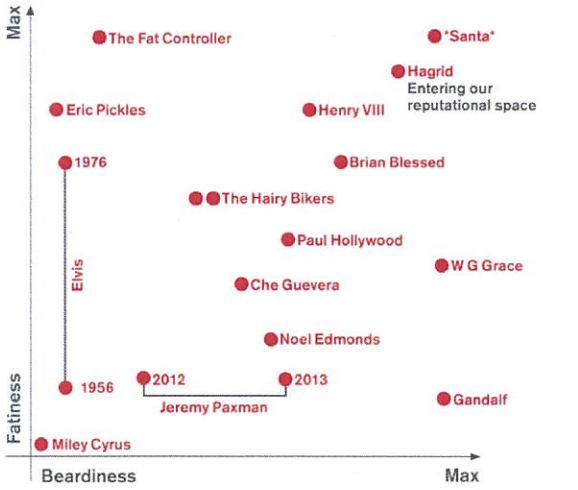
© Quietroom (http://www.quietroom.co.uk/)

Our brand assets

Who else is occupying *Santa*'s space?

The greatest assets of any brand are its brand assets. Our critical asset duopoly is Volume of Beard (beardiness) fused with Extent of Fat (fatiness).

This schematic geographilises us and our key competitors on the fatiness/beardiness spectrum.



Share 13k Tweet 13.7K Share 213 Share 6,286

© Quietroom (http://www.quietroom.co.uk/)

010

Santa Brand Book
Brand refresh

This page has been left blank for your imagination

Share 13k Tweet 13.7K g+ Share 213 Share 6,286

© Quietroom (http://www.quietroom.co.uk/)

Our brand palette

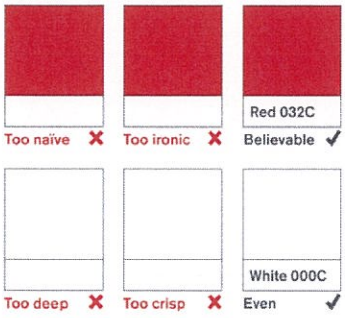
011

Santa Brand Book
Brand refresh

Colour is a chromatic and tangible funnel of our brand values. Our primary brand palette has two key colours, red and white. There is not, and never shall be, a tertiary colour.

We chose red because it connects to blood, which signifies family, and communism, which alludes to sharing.

Pantone reference chart



Our typeface is

santa serif and
santa serif bold

Share 13k Tweet 13.7K Share 213 Share 6,286

© Quietroom (http://www.quietroom.co.uk/)

Our brand language

1. Use approved vocabulary
The words we use must always be convivial, festivious and jollificatory.

Santa is		*Santa* is not
Fond of children	→	A bit creepy
Generous	→	A mug
Round and jolly	→	Morbidly obese
Rosy cheeked	→	Half-cut

2. Avoid familiarity
Don't use the over-familiar and paternalistic 'Father Christmas'. If only because it anagrams to 'the rich Mr Fat-Ass'.

3. Use this year's strapline
Our strapline for all channels going forward is 'Never Knowingly Undersnowed'.

Share 13k Tweet 13.7K g+ Share 213 Share 6,286

© Quietroom (http://www.quietroom.co.uk/)

External communications channels

013

Santa Brand Book
Brand refresh

4. Always communicate on-brand
Deploy brand language to build the customer relationship. This real-life example shows simple mistakes, and how to correct them.

	BAD	GOOD	
Over familiar	Dear Andy	Dear cust ref: 48f56kc7856//b	This is more professional
Don't use jargon	I'm really sorry, but Rudolph tells me that the PS4 you asked for isn't on the sleigh.	Due to an oversight by one of our contractors, your request for [*insert name of item*] has been mis-sleighed. Please find below tree/at end of bed a present to similar value.*	Good, everyday words
Be specific – what exactly happened?			Good, this is more specific
Talk from customer's perspective	I hope you enjoy this iPad that I've chosen for you instead.		Clear instruction for customer
Talk about the customer, not us			Reflects customer's concern
Use brand message instead	Love Father Christmas	Ho ho ho Santa Claus®™	Reinforcing brand here

* all prices correct as at 24/12/13

Share 13k Tweet 13.7K Share 213 Share 6,286

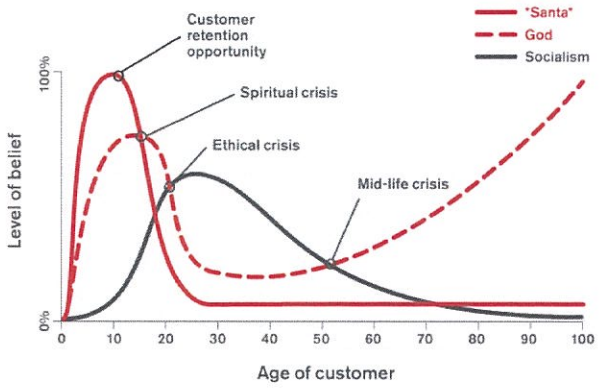
© Quietroom (http://www.quietroom.co.uk/)

Curve of credulity

014

Santa Brand Book
Brand refresh

Customers' belief in *Santa* correlates directly to their chronological status. This graph places our brand against key competitors in the belief vortex.



Did You Know:
Santa is the industry standard for child-centric gift-delivery solutions.

Share 13k Tweet 13.7K Share 213 Share 6,286

© Quietroom (http://www.quietroom.co.uk/)

If you've been affected by any of the issues in this brand book, please contact Quietroom

www.quietroom.co.uk

Share 13k Tweet 13.7K Share 213 Share 6,286

© Quietroom (http://www.quietroom.co.uk/)

Conference NEW YORK - Mobile Marketer - JANUARY 15-16 Register Now
Mobile FirstLook: Strategy 2014
Macy's - Coca-Cola - Office Depot - eBay - Lowe's - Rue La La - Zappos - Omni Hotels - REI - Citi

Mobile Commerce Daily™
THE NEWS LEADER IN MOBILE COMMERCE AND RETAIL

Receive the latest articles for free. Click here to get the Luxury Daily newsletters.

Ted Baker encourages in-store selfies to drive social buzz

By Chantal Tode

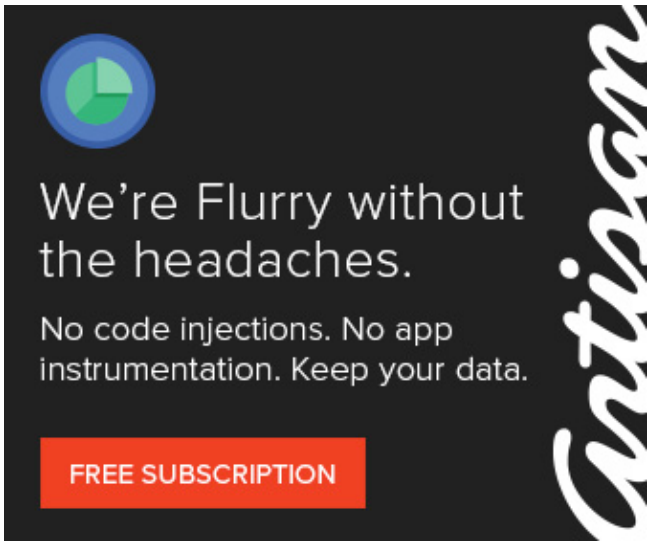
December 16, 2013

Selfies appear in falling snowflakes on the digital display

British retailer Ted Baker has a new campaign that links bricks-and-mortar with online marketing by enabling customers to take selfies in front of digital displays and upload them to social media for a chance to win a prize.

The Merry Kissmas campaign is designed to drive store traffic and ultimately sales while also building social buzz about the retailer during the busy holiday shopping season. For the effort, shoppers at the retailer's stores in New York City, London and Tokyo are being invited to take a picture of themselves under a large digital mistletoe installation and share it with friends.

"By leveraging selfies and social in store, retailers can create excitement and buzz, and grab attention at street level," said Andy Meakin, director of production at Tangible Interaction.



MOST POPULAR ARTICLES

1. Mobile revolutionizes window displays as retailers look beyond QR codes
2. Amazon follows PayPal into mPOS for in-store presence
3. Top 10 location-based mobile advertising campaigns of 2013 – Mobile Marketer
4. Nike bulks up mobile advertising investments to drive sales
5. Hickory Farms boosts holiday strategy with Facebook instant-win sweepstakes

Sign up now
Mobile Commerce Daily

"For participants – customers and passers by – it's a collective experience," he said. "Our Social Mosa visualizer encourages more people to participate in the social campaign which in turn helps generate online echo.

"It also connects people with each other and the brand who aren't able to go to the actual retail location."

Sign up now
Mobile Commerce Daily

Holiday selfies

The campaign was launched during the Dec. 7 weekend and will run until Dec. 22. It was built around Tangible Interaction's Social Mosa, which displays crowd-sourced tweets and Instagrams via animation on digital screens.

Customers use their own smartphones to send tweets and Instagrams with their selfie using the hashtag #KissTed. Social Mosa continually searches for the content, grabs it and pulls it into an animation on a digital display on top of the store entrances to the Ted Baker stores located on Fifth Avenue in NYC, in London's Westfield shopping center and Tokyo's Omotesando shopping street.

Every tweet and Instagram is manually filtered using Tangible's Monitor app on an iPad by Ted Baker store associates to insure that negative comments or images do not make it to the screen.

The campaign appears at stores in NYC, London and Tokyo

Social buzz

The digital installation incorporates campaign branding elements and windswept snowflakes, with consumers' tweets and Instagrams appear in falling snowballs.

TAG CLOUD

Advertising Android Apple Applications apps App Store Ebay Google iPad iPhone luxury Luxury Daily luxury marketing mobile mobile advertising mobile applications mobile banking mobile commerce mobile coupons mobile marketing mobile payments mobile retail mobile shopping mobile Web SMS

The result is a seasonal animation intended to grab attention at street level, generate positive buzz about Ted Baker online and drive viral awareness via social media.

The retailer's Meet Me Under the Mistletoe call-to-action encourages passersby and in-store shoppers to take a photo under the mistletoe and share it on their personal Twitter and Instagram profiles using the #KissTed hash tag to be automatically be entered into a competition to win a holiday for two.

"While we've seen lots of retailers use social for online campaigns, visualizing it in the physical space is something new that we're seeing them starting to embrace," Mr. Meakin said.

Final Take

Chantal Tode is associate editor on Mobile Commerce Daily, New York

Like this article? Sign up for a free subscription to Mobile Commerce Daily's must-read newsletters. Click here!

« Previous article

Next article »

Related content: None Found

No comments »

Tags: in store, Instagram, mobile, mobile commerce, mobile marketing, selfies, Tangible Interaction, Ted Baker, Twitter

You can leave a response, or trackback from your own site.

Leave a Reply

to innocent site

Big thanks from the big knit

Thank you for supporting the big knit this year.
You're helping to keep older people warm this winter.

Design your own little virtual hat

For every share to Facebook or Twitter,
we'll donate 10p to Age UK.

create yours now

Win a full size hat
find out more
Little hats go big
We've teamed up with Lily Cole and The North Circular to design a collection of life-size bobble hats
buy now
read more
hat's amazing
Usain Bolt hat
crown hat
visit our hall of fame

what's the big knit?
the big knitter
join in
hat's amazing
terms & conditions
privacy policy
#bigknit
Tweet
721
Like
Share
9.8k
sign up for more info and helpful knitting advice:
Go
©2013 innocent drinks
deramores
age UK

JUST FOR YOU, AUSTRALIA.
ENJOY 20% OFF YOUR ORDER AT JCREW.COM
USE CODE JOLLY. ENDS SOON.
J.CREW
*SEE SITE FOR DETAILS.

TK Maxx – The Moment

Posted on 10 November 2013 by Paul

Advert: **TK Maxx – The Moment**
Music: **Tom Player – Only You (Orchestral Version)**

Download Tom Player's version of Only You from iTunes

The Christmas TV ads just keep on coming, and here is the 2013 offering from TK Maxx, presenting 'gifts as unique as they are'. The soundtrack is an orchestral arrangement of Yazoo's 1982 hit Only You. This version was specially arranged for the ad by composer Tom Player and recorded by a 30-piece orchestra at Abbey Road studios. It has now been released as a single download, and you can get it from iTunes.

See all the Christmas 2013 TV ads here

Download on iTunes

Tweet | Like | See more ads from tk-maxx. Bookmark the permalink.

2 THOUGHTS ON "TK MAXX – THE MOMENT"

Russell Keil on **3 December 2013 at 6:46 pm** said:
The best advert in a long time ,simple but powerfull…….Well done

Reply ↓

Tom on **20 November 2013 at 9:06 pm** said:
You can get the music now – from itunes

FIND US ON

POPULAR

- Sony 4K TV – Volcano
- Sky – Christmas Magical Moments
- Lidl – Christmas Magic
- Diesel Watches – Mohican
- Marks and Spencer – Christmas 2013
- Sky Sports – Christmas 2013
- Samsung Galaxy Note 3 + Gear – Dreams
- ITV – Where Drama Lives This Christmas
- Currys PC World – Discover Everything Apple
- Google Nexus 7 – Far From Home

LATEST

- Best of Christmas 2013
- Sony PS4 – This Is For The Players
- Chanel – Marilyn and No 5
- Sky Sports – Christmas 2013
- Prada – Candy L'eau
- Michael Kors – Sporty Sexy Glam
- Coca-Cola – Christmas 2013 Believe
- Currys PC World – Discover Everything Apple
- Toshiba Encore – Look Closer See More
- Prada Luna Rossa Extreme – America's Cup

Carefree® - Online BFF
mycarefree.com.au/Tips&…
Don't feel alone. Find some simple tips to help get you through.

FEATURED

Google Nexus 7 – Far From Home

13

Advert: **Google Nexus 7 – Far From Home**
Music: **Slade – Everyday**

Download track from iTunes
Download / CD from Amazon
Get the Google Nexus 7 from Amazon

A Dad working away at sea connects with his family via Google's Nexus 7 in this Christmas-themed TV ad from Google. The soundtrack is from a band we're well used to hearing at Christmas – glam rockers Slade. The song is their 1974 number 3 hit Everyday, and it's been re-released as a single to coincide with its use in this ad. You can download it from iTunes.

Download on iTunes

Tweet | Like | See more ads from Google, Nexus | **13** Comments

FEATURED

FIND US ON

POPULAR

- Sony 4K TV – Volcano
- Google Nexus 7 – Far From Home
- Lidl – Christmas Magic
- Diesel Watches – Mohican
- Boots – Christmas 2013
- Sky – Christmas Magical Moments
- BBC – Alive With Music
- Tesco – Nothing Better Than Christmas
- Kettle Chips – Craft Party
- AXA – Little Things Mean a Lot

LATEST

- KFC – The Taste That Unites
- Sellotape On Hand – 12 Days of Christmas
- McDonald's – Somewhere Near You
- The Perfume Shop – Christmas 2013
- Playstation – For The Players Since 1995
- Dolce&Gabbana The One – Street of Dreams
- Tesco – Neighbourhood Food Collection
- Chloe – Eau de Parfum
- Three – Christmas Pony
- Comparethemarket.com – Meerkat Street Party

Sony 4K TV – Volcano

3

Advert: **Sony – 4K TV**
Music: **RY X – Berlin**

Download track from iTunes
Download / CD from Amazon

This stunning Sony TV ad, featuring the petals of around 8 million flowers, showcases the 4K Ultra HD TV, with four times the detail of full HD TV. The ad was Continue reading →

Tweet | Like | See more ads from sony | **3** Comments

KFC – The Taste That Unites

Added on 2 December 2013

Advert: **KFC – The Taste That Unites**
Music: **The Hot Sauce Posse – KFC Come Together**

Download track from iTunes
Download from Amazon

KFC's Christmas 2013 TV ad is a blockbuster musical production that aims to poke fun at seasonal schmaltz. From ad agency BBH, it features a host of Continue reading →

Tweet | Like | See more ads from kfc | Leave a comment

Sellotape On Hand – 12 Days of Christmas

Added on 2 December 2013

Advert: **Sellotape On Hand – 12 Days of Christmas**
Music: **Bing Crosby & The Andrews Sisters – Twelve Days Of Christmas**

Download track from iTunes
Download / CD from Amazon

Bellette Media
www.bellette.com.au/tvan...
TV Commercial & Video Production experts in Central Australia.

Sellotape's Christmas 2013 TV advert features the On Hand Dispenser, being used to wrap 12 presents, accompanied by the song Twelve Days of Christmas, Continue reading →

Tweet | Like | See more ads from sellotape | Leave a comment

McDonald's – Somewhere Near You

Added on 2 December 2013

Advert: **McDonald's – Somewhere Near You**
Music: **Danny Elfman – Ice Dance**

Download track from iTunes
Download / CD from Amazon

This McDonald's Christmas 2013 TV ad features a voiceover from Brian Cox (the actor, not the professor), and a poem painting McDonald's as "a place you can go, Continue reading →

Tweet | Like | See more ads from mcdonalds | Leave a comment

The Perfume Shop – Christmas 2013

Added on 2 December 2013

Advert: **The Perfume Shop – Christmas 2013**
Music: **Tommy Sparks – She's Got Me Dancing**

Download track from iTunes
Download / CD from Amazon

The Perfume Shop has released a series of Christmas TV ads, all featuring She's Got Me Dancing by Tommy Sparks from 2009. It's Continue reading →

Tweet | Like | See more ads from Perfume Shop | Leave a comment

Playstation – For The Players Since 1995

Added on 2 December 2013

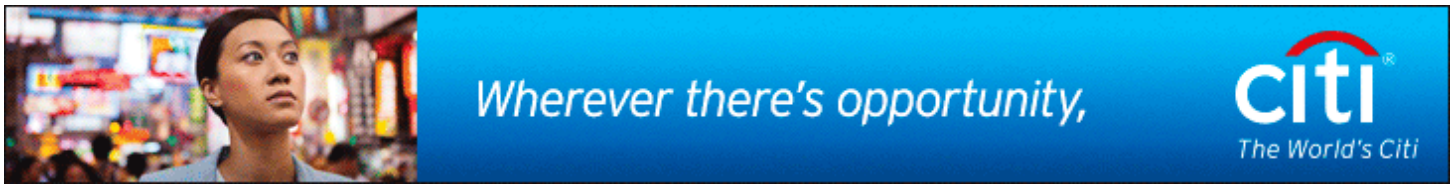
Advert: **Playstation – For The Players Since 1995**
Music: **Good Blood – Discovery**

Download track from iTunes
Download / CD from Amazon

Sony celebrates the release of the Playstation 4 games console with this epic 3 minute-plus TV ad tracing the evolution of the PlayStation "For The Players" Continue reading →

Tweet | Like | See more ads from PlayStation, sony | Leave a comment

← Older posts



TV Ad Music

Like
Like
You like this.

You and 2,981 others like TV Ad Music. 2,981 people like TV Ad Music.

Tweets Follow

TV Ad Music 28m
@TVAdMusic

AD CLOUD

Adidas apple asda audi BBC blackberry boots bt cadbury's citroen coca cola Debenhams dfs fiat ford Google guinness halifax ipod ITV john lewis kelloggs littlewoods lynx marks and spencer mcdonalds next nike nissan nokia o2 peugeot renault sainsburys

ARCHIVES

Select Month

- All 2012
- All 2011
- All 2010
- All 2009
- All 2008
- Oct-Dec 2007
- Pre-Oct 2007
- Best of 2012
- Best of 2011
- Best of 2010
- Best of 2009
- Best of 2008
- Best of 2007
- Christmas Ads
- Ten Years of TV Ad Music:

Royal Mail - We Love Parcels - on TV Ad Music: is.gd/FcddOK

4h

Tweet to @TVAdMusic

samsung sky sony special-k t-mobile tesco vauxhall vodafone volkswagen walkers xbox 360

- Best of 2001-2011 Part 1
- Best of 2001-2011 Part 2
- Best of 2001-2011 Spotify Playlist

TV Ad Music is the place to find, watch and download songs and tracks from your favourite UK television adverts and commercials.

Copyright © 2001-2013 TV Ad Music / **Paul Brown** | Powered by **WordPress** | **About us** | **Advertise** | **Privacy policy** | **Contact us**

From:	Bird, Jon
To:	Martin, Laura-AUS
Subject:	For Holiday Wrap
Date:	Tuesday, 21 January 2014 4:05:54 PM

From: Jack Hanrahan <jhanrahan@au.westfield.com>
Date: Tuesday, January 21, 2014 1:16 PM
To: Jon Bird <Jon.Bird@ideaworks.com.au>
Subject: <no subject>

UK retailers embrace online sales. A string of British retailers have reported their sales results for the Christmas period. Generally, they weren't good. Most notably Tesco, produced a 2.4 per cent decline in like-for-like sales in the six weeks to January 4 in an environment where, for the first time in three decades, the British grocery market appears to have shrunk in the final quarter of the year. Tesco wasn't alone. Wm Morrison, had a horrendous Christmas, with same-store sales down 5.6 per cent in the six weeks to January 5. Marks & Spencer's clothing and homeware sales were down 2.1 per cent, department store group Debenhams had previously warned of a 25 per cent earnings fall and Sainsbury reported its slowest sales growth in nine years. While harsh weather conditions might have played a role, the interesting aspect of the British Christmas was that the poor performance of some of the biggest and most highly regarded retailers wasn't the universal experience. John Lewis, for instance, reported a 7.2 per cent increase in Christmas sales, including a stellar performance from its upmarket grocery chain Waitrose. German discount grocery chains Aldi and Lidl have reportedly been experiencing buoyant trading. Upmarket department store group House of Fraser and other premium retailers have performed strongly within a recovering British economy. The divergent trends within the various segments of British retailing point to an apparent polarisation of the market, with consumers moving towards the discount and premium extremes and away from mid-market retailers. As one analyst says, consumers are falling out of love with the bigger supermarket chains that have dominated British grocery and general merchandise retailing in recent decades. The trends also highlight the shift towards online purchases within one of the most sophisticated online retailing environments in the world. Online sales in Britain over the Christmas period accounted for 18.6 per cent of non-food sales and were 19.2 per cent higher than in 2012.

Jack Hanrahan | Retailer Relations
Westfield Limited
85 Castlereagh Street | Sydney, NSW, 2000
T+ 61 2 9358 7137 | M +61 414 210 666
E – jhanrahan@au.westfield.com
W - www.retailstudytour.com

TV AD MUSIC

Home About A to Z *Christmas*

Very.co.uk – Christmas Gifting

Posted on 19 November 2013 by Paul

Advert: **Very.co.uk – Christmas Gifting**
Music: **Robert Farnon – Silent Night (Kyson Remix)**

Download track from iTunes
Download / CD from Amazon
Get the gifts from very.co.uk

This Christmas 2013 TV ad from Very.co.uk is another motion-controlled effort featuring brand ambassador Fearne Cotton. The soundtrack is a remix of conductor Robert Farnon's 1950s arrangement of Silent Night, updated for modern times by German producer Kyson. The remix is available to download from iTunes.

Download on iTunes

See all the Christmas 2013 TV ads here

FIND US ON

POPULAR

- Google Nexus 7 – Far From Home
- Sony 4K TV – Volcano
- Lidl – Christmas Magic
- AXA – Little Things Mean a Lot
- Tesco – Nothing Better Than Christmas
- Diesel Watches – Mohican
- Boots – Christmas 2013
- Sky – Christmas Magical Moments
- Comparethemarket.com – Meerkat Street Party
- Kettle Chips – Craft Party

LATEST

- Comparethemarket.com – Meerkat Street Party
- One Direction – Our Moment Fragrance
- Asda – Christmas 2013
- Kettle Chips – Craft Party
- Tesco – Christmas Spirits
- Tesco – Christmas Turkey
- Google Nexus 7 – Far From Home
- Aquafresh – High Definition White
- Bupa – Our Focus Is Your Health
- Very.co.uk – Christmas Gifting

Book 2014

Tweet | Like | See more ads from Very-co-uk. Bookmark the permalink.

ONE THOUGHT ON "VERY.CO.UK – CHRISTMAS GIFTING"

Andrea on **26 November 2013 at 7:15 pm** said:

This ad is absolute rubbish, cheap nasty and nonsensical

Reply ↓

Croatia Sailing

www.Sail-Croatia.com/Sai...

Sailing Cruises Croatia, Book Now! For Individuals, Groups and Couples

Leave a Comment

Enter your comment here...

TV Ad Music

Like

Like

You like this.

You and 2,943 others like TV Ad Music. 2,943 people like TV Ad Music.

Tweets Follow

TV Ad Music 3h
@TVAdMusic

Tesco - Christmas Gifts - on TV Ad Music: is.gd/AXzVxy

AD CLOUD

Adidas apple asda audi BBC blackberry boots bt cadbury's citroen coca cola Debenhams dfs fiat ford Google guinness halifax ipod ITV john lewis kelloggs littlewoods lynx marks and spencer mcdonalds next nike nissan nokia o2 peugeot renault sainsburys samsung sky sony special-k t-mobile tesco vauxhall vodafone

ARCHIVES

Select Month

- All 2012
- All 2011
- All 2010
- All 2009
- All 2008
- Oct-Dec 2007
- Pre-Oct 2007
- Best of 2012
- Best of 2011
- Best of 2010
- Best of 2009
- Best of 2008
- Best of 2007
- Christmas Ads
- Ten Years of TV Ad Music:
- Best of 2001-2011 Part 1
- Best of 2001-2011 Part 2
- Best of 2001-2011 Spotify Playlist

Follow @thedrum

ADVERTISE CONTACT REGISTER SIGN IN SUBSCRIBE TO MAGAZINE + ONLINE

MEDIA BRAND OF THE YEAR
THE DRUM®
MODERN MARKETING & MEDIA

THE DRUM NETWORK

NEWS OPINION DIRECTORY AWARDS WHAT'S ON JOBS PURCHASE REPORTS

Advertising Design Digital Marketing Media PR Social media Tech Law Creative Works Drum Network RAR More

This site uses cookies. By continuing to browse the site you are agreeing to our use of cookies. Find out more.

22 NOVEMBER 2013 - 4:27PM | POSTED BY GEORGIA BARRETTA | 0 COMMENTS

Window Wonderland - a look at Christmas window displays from John Lewis, Harrods, Selfridges and more

Share 40 Tweet 122 +1 8 Share 26 Pin it 5 Share 180

Georgia Barretta-Whiteley, head of design at shopper marketing agency Saatchi & Saatchi X, casts her eye over the Christmas window displays of London's biggest retailers.

At time of writing, the Christmas season is well (but not truly) upon us. Only in retail land has its glistening, cinnamon-tasting, sprayfrosted, white fur-lined grip really taken hold.

The capital's shopping districts now have their main arteries blocked by rubber-neckers from all over, walking into lamp posts, stepping backwards into traffic and spilling noxious toffeenut latte over oncoming, equally-as-distracted pedestrians.

The Christmas store window extravaganza has begun, and what follows is an attempt to quantify the magic of the top seven heavy-hitters in central London.

John Lewis

OPINION
adVENT - agency Christmas cards, last minute briefs and excessive client lunches

FEATURE
2013: A year in Google doodles

KNOWLEDGE BANK
In challenging times, loyal brands succeed

FEATURE
Introducing The Drum Network, the new name for MiNetwork

MOMA Marketing on Mobile Awards

Latest Design jobs in London

Senior PHP Web Developer
London - England

.Net Developer
London - England

Senior Front End Web Developer (JavaScript, Front End Developer, Web
London - England

PHP Developer get into Symfony
London - England

Most Popular

VIEWED COMMENTED SHARED EMAILED

19/01/2014
Will Nicolas Anelka play in West Brom v Everton game? Zoopla could pull £3m shirt sponsorship if he does

19/01/2014
Virgin Media drops union flag and takes minimalistic look following Wolff Olins redesign

13/01/2014
Creative Works: Vote for your favourite, winners to be featured in 5 February issue of The Drum

19/01/2014
Madonna insists use of #disnigga hashtag on Instagram was 'a term of endearment'

19/01/2014
Infographic: Will these social media relics rise again? MySpace, Digg, Friendster and more

The Queen said it first in 2008 when she awarded John Lewis with a Royal Warrant as “suppliers of haberdashery and household goods”. This window display is a feet of engineering genius. I couldn’t help but grin at the thought that perhaps grandmothers from around the country (who seem to make up the matinee crowd here) took the royal instruction as a brief, banded together, broke in and in an obsessive celebration of all things household, began to resourcefully bring to life all creatures bright and Christmassy.

This utterly inclusive window unveils nothing less than a hoover reindeer, a chesterfield-slash-picnic-hamper grizzly bear, towelling turkeys, crockery squirrels, cutlery parrots, and a very lovely cleaning utensil bunny rabbit.

‘Never Knowingly Undersold’…. and ‘Never Knowingly Dull’.

Harrods

16/01/2014
Devil's Due animatronic ‘devil baby’ becomes viral YouTube hit

14/01/2014
2014: The end of the beginning for digital advertising – by IAB CEO Guy Phillipson

18/01/2014
Smart fridge found to be involved in 'internet of things' cyber attack

Directory Latest

See all

When a store has a mission statement that declares; '…through a combination of product, innovation and eccentricity, we aim to provide every customer with a truly unforgettable experience in our quintessentially British environment…' my expectations for what lay behind the Harrods Christmas glazing are high.

Upon approach and judging by the elbowed jostle, this appeared a high real-estate piece 'o' pavement. And it was in fact sensational. To stroll from one end to the other is to leap between the carriages of the 'Harrods Christmas Express'. It borrows directly from that same luxury vernacular Chanel No 5 got Jean-Pierre Jeunet to shoot and cut into an indulgent TV commercial, and one that in this instance, manages to hurtle us through the Swiss Alps, blast us through the urban terrain of somewhere that must be Shanghai, back to London, over to Paris, err, past the great wall of China, and then somewhere between the window sills four and five we must have crossed the Atlantic, we're in New York – circling Central Park.

All this via a series of blushingly voyeuristic internal carriage scenes, the passing scenery of flat-screen 'train-windows' and the audio track chugchugging romantically onto the street. All aboard!

Harvey Nichols

The boisterous hijinks exploding from the excesses of the Harvey Nicks window scene currently unfolding in Knightsbridge makes it seem as though our otherwise conscientious elves are throwing an X-rated delivery day after-party of thumping proportions somewhere inside the store.

The hyped-up, brassy still-life set-ups seem to regard anything expected as simply a common affectation. It's all here, whooping and hollering out at you, challenging you not to be impressed. Somehow the juxtaposition of the luxury and the gaudy works. This is a Christmas window display that smacks of extravagance, innovation, sophistication and eccentricity. At times like this, HN reflects a recent demographic and cultural change for the haute high street. A retail experience that may once have been dominated by the conservative home counties set has increasingly become a hobby for the young, moneyed, and restless. Inevitably it's a specific kind of visual language that now holds sway.

Perhaps a little over engineered, it all ends up being just a little exhausting. I arrived bushy-tailed; I left needing a cup of tea and a lie down.

Selfridges

Mr Selfridge understood that to make customers spend, you have to capture their imagination. A hundred years ago when he casually mentioned to the team that: "…the whole art of merchandising consists of appealing to the imagination. Once the imagination is moved, the hand goes naturally to the pocket", I'm not sure if he realised that the ramifications of such a principle would be playing out as wonderfully as they currently are behind his set of panes this Christmas. It's all a bit 'Gulliver's Travels'.

Wonderfully oversized gifty-things dropped into snowy landscapes that are populated by various plastic 'Lilliputian' communities. Hundreds of little abseiling Santas inhabit one window, countless tuxedoed penguins in another and even improbably cute 'Day of the Dead' figurines are scattered about yet another. Amidst these ghostly little Mexicans, a ludicrously large Jose Cuervo is plonked humourlessly in the middle of one of their snow-peaked mountains.

This one, along with the black tie penguins' giant gold Champagne bottle, is getting the most flashes from passers by, shooting for the most 'ironic Christmas snap' and proceeding to socialise recklessly. What the window cleverly does in this way is present an exceptionally well-curated set of pressie ideas. Giant Beats headphones, a ginormous Kenzo sweater, the obvious bottles of plonk, a fantasy sized Play-Doh pottle, a lovely looking clutch, and even a humungous sneaker that you just know is placed to tap directly into everyone's teenage nephew dilemma. And so, the hand goes in the pocket.

Fortnum and Mason

A 'quintessentially English blend of Georgian style, elegance, graciousness, lightness of touch and (most importantly) wit'... Fortnum's at Christmas, and the anticipation of that approach, has a lot to live up to given the standard of those windows at any other time of year. I have to say, in the end, my Christmas spirit was left a little damp. Christmassy 'stuff' framed all gold-gilded, cherubs, a melancholy Victorian Santa Claus, chocolate box dusty miniatures of families tucking into Christmas morning excess.

One window even boasts a turkey-eating scene. Eww. I know Fortnum's does food, and maybe it's just me, but I never really appreciate seeing perishable things clear of their packaging and stuck in a window display.

This particular Christmas effort – part jewellery box vintage charm, part chintzy tradition – ushered me quietly on…

Fenwick

A department store with a touch of the institutional to it; a haven for older people who enjoy flirting with the idea of Laura Ashley prints… Perhaps it's because the Fenwicks from Newcastle who've owned the place since 1882 weren't invited to the front row when European designer labels picked their retail partners and kick started the British department store revolution some 15 years ago. Fenwick's seems to have responded like 'old aunt Fenny' who stubbornly refused to change.

I would call the minimal, un-embellished window display conservative if it wasn't for the fact that they only used big green polka dots everywhere… and not red ones too. Wild move aunt Fenny… perhaps I'll just call it a little apathetic.

Liberty

Christmas shopping at Liberty is a serious tradition without being a pompous

one. Just as the stuff in store manage to speak knowingly to the aspirations of a vast and idiosyncratic customer base, so its festive windows manage to pack a punch of pop-culture with the broad brush strokes of understanding their multi-faced market. Lichtenstein-type maquettes in mirror and white card blast from behind the glass, framing otherwise unsurprising little arrangements of posh tat. Loud, but polite.

Liberty's window space is less than everyone else's, and there's a sense of the necessity that fuelled the invention. An explosive, dynamic invention. Kapow! This is where I'll be completing the shopping this year.

Now, then. January sales! Bring it!

This article originally featured in the 22 November issue of The Drum which can be purchased from The Drum Store.

Photography by Julian Hanford

CATEGORY DESIGN
LOCATION LONDON
SECTOR RETAIL
TAGS CHRISTMAS WINDOW DISPLAYS HARRODS HARVEY NICHOLS JOHN LEWIS SELFRIDGES FORTNUM AND MASON LIBERTY FENWICK

PhD in Management

tua.edu.au/Management_PhD

Study Online at Torrens University. Request Information Right Now!

AdChoices

Don't miss out... Get your Advertising news by email

Sign Up Now

See all specialist newsletters

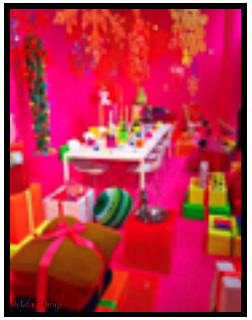
Write Your Comment

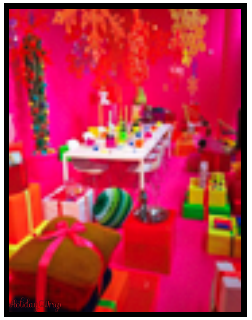
Comment *

Post comment

Ralph Lauren London-2

Ralph Lauren London-3


Conran Window Fulham Rd London-2


Conran Window Fulham Rd London-3

Uniqlo Window London 2013-2

Uniqlo Window London 2013-3

London

London2

London3

London4

London5

London7

London8

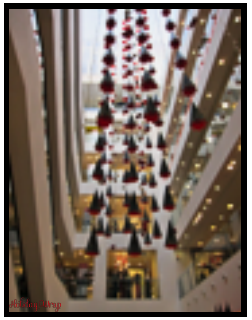
London9

London10

London11

London14

London12


London13

London15

London16

London17

London18

London19

London21

London22

London23

London24

London25

London26

London27

London28

London29

London30

London31

London32

London33

London34

London35

London36

London37

London38

London39

London40

London41

London42

London43

London44

London45

London46

London47

London48

London49

London50

London51

London53

London54

London55

London56

London57

London58

London59

London60

London61

London62

London63

London64

London65

London66

London67

London68

London69

London70

London71

London72

London73

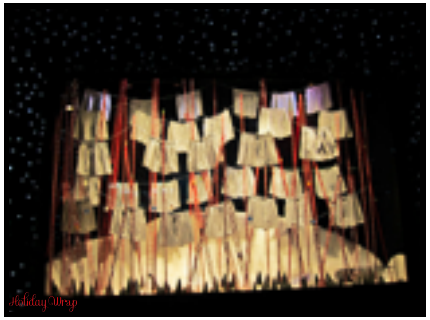
London74

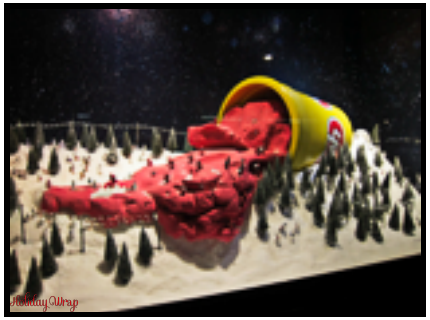
London75

London76

London77

London78


London79


London80

London81

London82

London83

London84

London85

London86

London87

London88

London89

London90

London91

London92

Fenwick's Christmas Window Display

Oliver Bonas UK-2

Ted Baker Window London-2

The Conran Shop UK-2

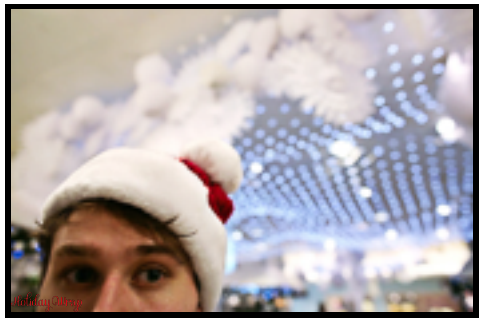
Emma Bridgewater Christmas Town

Emma Bridgewater Window Edinburgh

Selfridges - Store

Selfridges - Store2

Selfridges - Store3

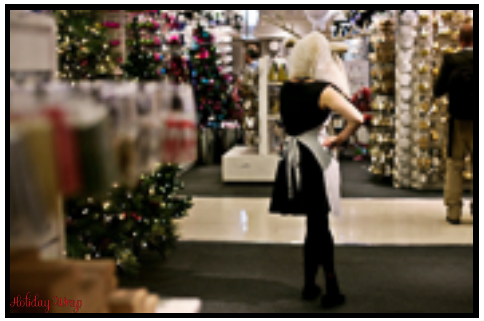

Selfridges - Store4

Selfridges - Store5

Selfridges - Store6

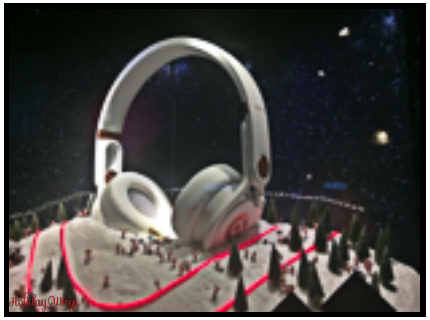
Selfridges - Store7

Selfridges - Store8


Selfridges - Store9

Selfridges - Sunspel Boxer Shorts

Selfridges London 2013 2


Selfridges London 2013 3

Selfridges London 2013 4

Selfridges London 2013 5

Selfridges London 2013

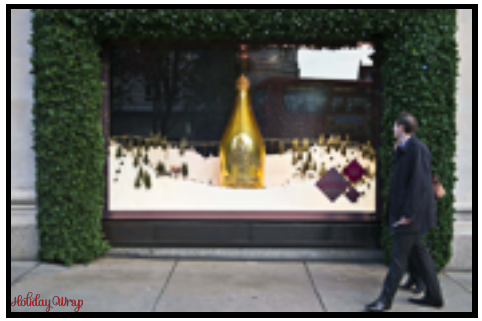
Selfridges

Harrods Christmas Window Display 'The

Harrods London

Harrods Window London 2013

Selfridges - Gingerbread Houses


Selfridges - Oversized Armand de

Selfridges - Oversized Beats

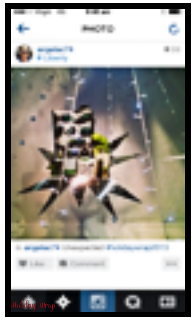
Selfridges - Oversized Charlotte Olympia

Selfridges - Oversized Givenchy hi-top

Selfridges - Oversized Snow Globe

Selfridges - Oversized Spilt Jar of Play

Selfridges - Oversized Yves Saint

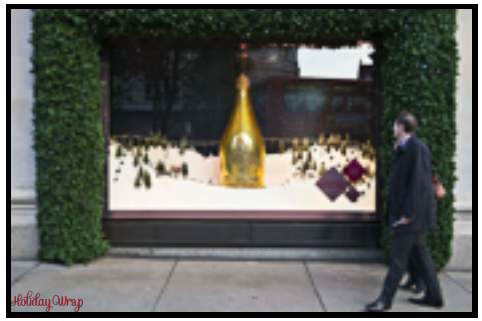

Liberty Store London

Santa's Grotto

Fenwick's Christmas Window Display

Oliver Bonas UK-3

Selfridges - Gingerbread Houses-2


Selfridges - Oversized Armand de

Selfridges - Oversized Beats

Selfridges - Oversized Charlotte Olympia

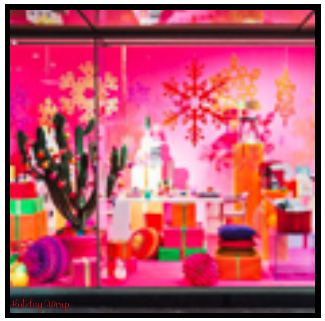
Selfridges - Oversized Givenchy hi-top-2

Selfridges - Oversized Snow Globe-2

Selfridges - Oversized Spilt Jar of Play

Selfridges - Oversized Yves Saint

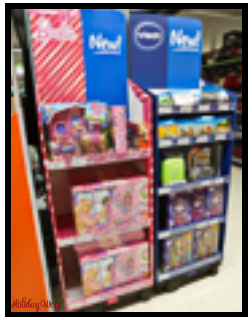
Ted Baker Window London-3

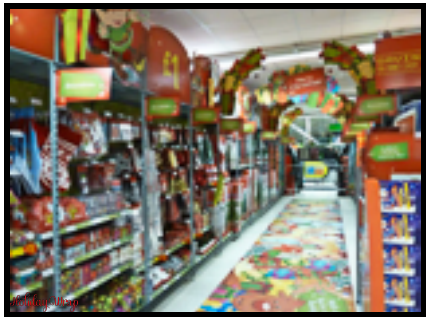

The Conran Shop UK-3

The People Shop Birmingham

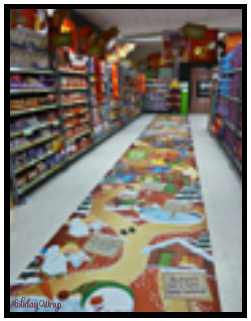
ASDA Limited Edition Kelloggs Corn

ASDA Supplier multi- SKU


ASDA Supplier multi-SKU FSDUs

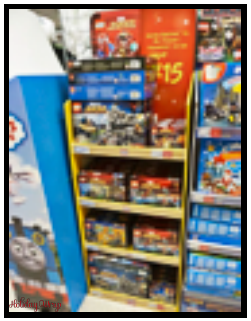

ASDAs 3D POS

ASDAs Toy Christmas Merchandising


Asda Christmas Merchanndising

ASDA Christmas Packaging

Asda Ferro Rocher


ASDA Lego Merchandising 2

ASDA Lego Merchandising

Holiday Wrap 2013/2014 Source Material - UK

Holiday Wrap