

TRA | think top ten

The TRA ThinkTV Top Ten has a new leader in the new year

[Think TV](#) and [TRAs](#) bi-monthly survey asks New Zealanders to describe their favourite ad on TV. The latest piece of research saw five new entrants move into the top 10, with family-friendly humour featured throughout the results.

It's the season for classic kiwi 'summervvertising' and Sky Sport has nailed it with their latest 'life needs more sport' spot taking out NZ's favourite TVC for January.

Steve Bayliss & Helen Fitzsimmons from Sky said *"This was all about encapsulating the feeling of summer in a context relevant to a brand with sport at its centre. Deciding to make this ad was one of the easier creative calls we've made so far. Perhaps our only reservation was getting a great performance out of the star. The end result speaks for itself, our little hero combined with a sound track that makes you want to strap a surf board to the top of a VW Kombi delivered exactly the result we were after. A massive celebration of freedom and the joy of summer."*

TradeMe's 'There's someone for everyone' and another new promotion from McDonalds are also new additions to the top 10. Kiwis love seeing relatable stories that reflect our lives in fun and interesting ways.

The remainder of the top 10 was filled with consistent placeholders, proving strong creative ideas don't wear out, they wear in. These include ads by Lotto, Cadbury, Pak n' Save, Speights, and Specsavers.

The TRA survey (powered by [Dynata](#)) looked at a nationally representative sample of 1000 New Zealanders aged 18 to 60 years old. Conducted between 20 – 30 January, it asked respondents 'what is your favourite ad on TV at the moment?' The open-ended question encouraged candid feedback from viewers on what ads had caught their attention and stuck in their minds. Survey participants were also asked why they liked their favourite ad, and how it made them feel about what was being advertised. Responses were manually coded to look at frequency of mentions, resulting in the top ten.

Beyond cut-through and recall, TRA have also used Zavy social media analysis to see whether these favourite ads are also getting people talking. Where possible, we look at how many people have

shared it vs how many have liked it, and also the proportion of positive sentiment in the comments. A shares/likes ratio above 10% is regarded as above average.

TRA Head of Strategy, Carl Sarney, provides commentary on the top ten favourite ads.

New Zealand's favorite TVCs are:

1. Sky Sport – Life Needs More Sport Summer - https://www.youtube.com/watch?v=Rkt_C0OgZxY

What a recipe for New Zealand's favourite ad; summer at the beach, sports, a good bit of 'getting away with it' humour, and a catchy soundtrack too. Sky Sport was spot on with this entertaining application of the kiwi cultural codes. Two thirds of those who named this as their favourite ad are aged 45-60 and say they have traditional values. Three quarters of them are from outside Auckland. Older regional audiences are important for Sky, so as the commentator says "Great steps son!"

Just over half of those who described this ad as their favourite included 'Sky' in their description. With a favourite ad on their hands, Sky may choose to keep this one running and use the cheeky hero across other touchpoints to build up brand attribution.

Did it get people talking? It's certainly started conversations, with mostly positive sentiment. Some YouTube commenters have called this "The best ad EVER!!!"

"Because it's the funniest ad I've seen on TV for a long time"

"So humorous and true to life. The mischievous glint in the young boys eye is so adorable"

"It's advertising one of my favourite products and it's just done in a very clever way."

"The little boy looks so cheeky when he's doing it, knowing he's being chased but they won't catch him"

"It's so cute and I know several little boys who would do exactly that"

2. Pak n' Save – 'Stickman'

<https://www.youtube.com/watch?v=YogyMScWJfk>

Continuing his long run as NZ's funniest two-dimensional spokesperson, Stickman has a slight male skew in his appeal. All but one fan used 'Pak n'Save' in their description, so he's working well to convert humour into brand building. Several people also mention that he's quite helpful at informing them of what type of products are on sale too.

Did it get people talking? Zavy social media analysis shows that not only is Stickman a loved character on TV, his appearances in social media regularly result in top performing posts.

"It tells me if anything is on special, so it's worth it for me to visit the shop"

“His character is most often very funny and the use of other stick characters help to promote products and deals”

“They are funny and relevant regarding real savings for customers”

3. Trivago – ‘Wait, What?’ <https://www.youtube.com/watch?v=ed5iradtP8o>

A contentious ad at number 3. Some may find it irritating, and the Australian Federal Court found it misleading, but it’s doing enough things right to become one of New Zealand’s favourite ads right now.

Comments on YouTube would suggest that pure media weight may have driven this one up our rankings “This ad is being absolutely BOMBARDED on our tv lately [facepalm emoji] enough already” “I hate this ad – it’s on TV1 every 2 minutes and they’re all so smug I get so enraged”

This ad seems to be so well known and polarising that some survey respondents even referenced this ad to describe what their favourite ad was *not* “as opposed to that Trivago ad”

However, big presence and tapping into a few cultural currents has made it a favourite with many New Zealanders. We love to see people getting a fair go – in fact that’s the name of one of our longest running TV shows – add to that the global disparity between rich and poor, and the story of an average relatable person getting one up on a rich, privileged person is appealing and funny.

So a great premise for a favourite ad, so long as the product truth isn’t too-good-to-be-true.

“I thought it was great acting especially the first woman who tries to hang onto her bank card”

“It’s memorable because of the old girl’s voice”

“Privileged white female getting owned”

“Made me want to look at the website”

“I felt great until last night’s news from Australia where they revealed that Trivago gives more emphasis on Hotels that pay for listing them first”

4. Lotto – ‘Lost Ticket’ <https://youtu.be/hkz4DApaLts>

Marketers know that when their brand connects with people’s emotions it’s good for business ...and what responses to this ad remind us of, is that connecting with people’s emotions is good for the audience too. Emotional storytelling is typically what we watch TV for in the first place. Lotto’s ad is both effective for the brand and rewarding for the audience.

Those who said this ad was their favourite are more likely to be female. Everyone who mentioned it used ‘Lotto’ in their description.

Zavy social media analysis shows 37% positive net sentiment, a strong result, with a strong shares/likes ratio of 10%. Many commenters have called this one of Lotto's best ads so far.

“Made me a little teary eyed and emotional”

“I thought it was a unique way to advertise lotto and makes you hopeful that there are some good people in the world”

“When she got home to NZ her friends rallied around her with help and support, I miss that feeling of closeness”

“Made me feel very positive and encouraged to keep playing”

5. Cadbury – ‘Mum’s Birthday’ <https://youtu.be/l0eEgeizNCA>

For an ad with very little dialogue, people have a lot to say about this one. It has some of the longest most detailed descriptions from its fans, suggesting that the idea has really captured their imagination.

Those most likely to say this is their favourite ad have traditional values and are aged 45 – 60.

65% mention ‘Cadbury’ in their description.

“It is a heart-warming ad with lots of messages. It sends a message that kids should be more empathetic to the parents need. It shows a random act of kindness on the shop keepers part too.

“It’s so simple! Well acted. Good manners on behalf of both the little girl and especially the dairy owner who accepts toys as payment, seemingly knowing how important it is for the little girl who gives up her treasured toy collection...”

“It made me feel more interested about Cadbury chocolate and more positive about it”

“Cadbury chocolate is a good option to send our hearts to someone who we love”

6. Specsavers – any mention <https://www.youtube.com/watch?v=7l29my5rXhQ>

The latest spot ‘Paws’ featuring a miffed moggy unable to reach his cat flap thanks to a short-sighted human is Specsavers first campaign intended to run in all of their global markets. Produced by Specsavers in-house creative team, the entirely visual humour seems to be connecting with a kiwi audience just as well as everywhere else around the world.

Those who mentioned a Specsavers ad as their favourite are more likely to be female. Everyone who mentioned this ad used ‘Specsavers’ in their description.

Did it get people talking? Zavy social media analysis shows an overall positive brand sentiment. Their top post in the last 3 months was “Oh Santa... good luck making this ‘reindeer’ fly! #shouldve” – the ‘reindeer being a cow. This post had a strong 13% shares/likes ratio

“Very funny, my family and I always copy the funny face the cat makes at the end of the ad”

“The ad is funny yet it is relevant. There really is some truth to it”

“Obviously over the top but it makes you remember it’s from Specsavers”

7. AA Insurance – ‘Dinosaur vs Unicorn’ <https://youtu.be/1w6ShyNNqfY>

More family-friendly humour that people enjoy relating to. People mentioned that they like the ‘Born Free’ song and that the catchy tune makes the ad stick in their head. Although it’s a likable ad that’s recalled more than most ads on TV right now, the brand attribution is low, with some fans mistaking it for other insurance brands or bank brands. AA might consider how to carry the memorable characters from this favourite ad through more customer touchpoints to get better leverage from this favourite ad.

Did it get people talking? Zavy social media analysis shows that the imaginative execution depicts a highly relatable moment with many commenters sharing their own experiences of accidents caused by imaginary play in their homes

“Music stuck in my head. Very cute father/daughter combo. A bit different”

“This ad has a positive feel good vibe about it which makes you feel the same way about the company”

“Humorous, light hearted, easy to watch and not shouty”

8. Speights ‘The Dance’ https://youtu.be/ss_WKXpJ5l8

Liked for its unique take on modern mateship, as well as the feature song, ‘Baby, it’s you’. All but two of those who mentioned this ad included ‘Speights’ in their description.

Did it get people talking? Zavy analysis shows that this ad is still a favourite and continues to hold a strong positive net sentiment of 26% with a very strong shares/like ratio of 25%. Many commenters called it a “great ad”.

“It has good humour, nice themes and is surprising because its takes the classic kiwi male and brings out character within that stereotype that we don’t normally see”

“It says that real mates will do anything for a friend”

“It had a good connection and drew me in”

9. TradeMe – ‘There’s someone for everything’ <https://www.youtube.com/watch?v=5tkTnifdXlQ>

Launched in September last year, this campaign has gained some momentum and is now a top ten favourite. People said they were drawn in by the cleverness of the dual dialogue that made them think a little bit harder than the average ad. Everyone who mentioned this ad used ‘TradeMe’ in their description.

Did it get people talking? Zavy social media analysis shows that people found these funny to watch and relatable. The 'Motors' execution was TradeMe's top post with a very strong shares/like ratio of 23%

"Made me take notice and listen and pay more attention. Otherwise I would just ignore ads normally"

"It encapsulates the whole essence of TradeMe. Having something you find worthless could be something desirable to someone else"

"So funny. I always chuckle when I watch it"

10. McDonald's – 'milkshake dad' [short term promo now not available to view]

Those who loved this ad said they could really relate to the scenario of friends and family singing in the car. Everyone who mentioned this ad included 'McDonalds' in their description.

"I have a family which includes some car-singers and the idea of shutting them up with a milk shake has appeal"

"It made me want a milkshake"

"It made me happy and wanting to go and get some McDonalds"

Stay tuned for the next set of results in April 2020

About Think TV

A collective voice for the industry to promote the scale and effectiveness of television advertising in New Zealand. Members include TVNZ, Mediaworks and Sky.

About TRA

TRA is an insight agency. We combine our understanding of human behaviour with intelligent data capability to help organisations navigate uncertainty and answer the big questions they are facing.

For further information about the survey and results, contact carl.sarney@tra.co.nz

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