



30th June 2020

ThinkTV and TRA name the top ten ads for the past year

[ThinkTV](#) and [TRA](#) have spent the past year conducting a bi-monthly survey asking New Zealanders to describe their favourite ads on TV. The research has highlighted which brands have really hit the mark with viewers. Now, with 12 months of data recorded, TRA and ThinkTV are excited to present the 'best of the best' –the top ten ads for the year, as well as the creative elements that have resulted in each overall placing.

Topping the list is Sky 'Life Needs More Sport', a persistent pick across recent surveys. Lotto comes in at number two with their emotive story, 'Lost Ticket' and ASB takes out third with their loveable lead, 'Big Ben'. Cadbury, Pak n'Save, Speights, NZ Post and Mercury were all favourites from the year and unsurprisingly make the list. BNZ is the only brand to feature twice, rounding out the top ten with both 8th and 10th place.

This study was concluded as Covid-19 was advancing around the world, but there are clear take-aways for marketers as they help their brands recover in a post lock-down environment. Humour was all important for viewers, featuring in 30 percent of the top ten, including top-spot holder, Sky. The research showed comedic ads resonated strongly with men. It also was cited more in responses from high-income households and by Auckland-based participants. Emotional connection had currency for viewers too, with Lotto, Cadbury and Speights finding success by tugging on heartstrings. The research revealed 18-24-year olds were the group most likely to say a touching ad was their favourite. Relatable real-life experiences featured strongly, with 25-29-year olds and those in lower socio-economic groups more likely to mention relatable experiences as the reason behind their pick. Music, entertainment and storytelling were other common features that advertisers may want to consider when developing their next creative.

Each bi-monthly TRA survey looked at a nationally representative sample of 1,000 New Zealanders aged 18 to 60 years old (sourced from the [Dynata](#) research panel). This resulted in a combined 6,000 responses across the 12 months. Open-ended responses were manually coded to look at frequency of mentions, resulting in an overall top ten. Survey participants were also asked why they liked their favourite ad, and how it made them feel about what was being advertised. TRA also used Zavy social media analysis to see whether these favourite ads are also getting people talking, sharing and liking.

TRA and ThinkTV's Report and overall Top Ten TVCs are available [here](#)

1. Sky Sport – Life needs more Sport
2. Lotto – Lost Ticket
3. ASB – Big Ben
4. Cadbury – Mum's Birthday

5. Pak n' Save – Stickman
6. Speights – The Dance
7. NZ Post – Keeping Ho Ho Hush Hush
8. BNZ – What Ella Wants
9. Mercury – Kiss Oil Goodbye
10. BNZ – The Kids Room