

TRA | think top ten

Think TV and TRA ring in Christmas with the final Top Ten TV ads survey for 2019

It's time to name the best on the box again – and fittingly, December's results have a decidedly festive feel.

[Think TV](#) and [TRA](#)'s bi-monthly survey asked New Zealanders what their favourite ads were as we head into the Christmas period. The latest piece of research saw four new entrants move into the top 10, with cute kids and celebratory vibes featured throughout the results.

NZ Post's 'Keeping Ho Ho Hush Hush' debuted in the top spot, with a delightful campaign contemplating the white lies we tell in order to surprise our families at Christmas.

Sarah Sandoval, GM Consumer Marketing for NZ Post said *"The team at NZ Post couldn't be happier to hear that New Zealanders have connected with our Christmas campaign Keeping Ho Ho Hush Hush! With this campaign we set out to demonstrate the great lengths our people go to at this time of year to deliver Christmas and to connect our brand to that emotional moment of receiving a parcel. We wanted to do that in a charming and relatable way that Kiwis could identify with and we loved the insight around the little lies we tell at Christmas time to keep our gifts a secret.*

This campaign was developed by working in a collaborative way with our agency partners at FCB and PHD and we couldn't be more proud of the result."

BNZ's 'The Kids' room', AA Insurance's 'Dinosaur vs Unicorn' and Spark's 'Balance screen time with playtime' were also new additions to the top 10. These TVCs have family-focused storytelling in common - creative that's resonating strongly with viewers as we move towards the summer holidays.

The remainder of the top 10 was filled with consistent placeholders, proving strong creative ideas can deliver brand benefits throughout the year. These include ads by Lotto, Cadbury, Pak n' Save, Speights, NZ Transport and Vodafone.

The TRA survey (powered by [Dynata](#)) looked at a nationally representative sample of 1000 New Zealanders aged 18 to 60 years old. Conducted between 12 – 22 November, 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 captured their hearts. 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 and sentiment, resulting in the top ten.

It wasn't enough just to be memorable though. TRA have also used Zavy social media analysis to see whether these ads are also getting people talking. 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.

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

New Zealand's favorite TVCs are:

1. NZ Post 'Keeping Ho Ho Hush Hush' - <https://youtu.be/1Efxb-l2BTQ>

NZ Post's Christmas ad debuts in the number 1 position. It's a notable achievement to hit number one ahead of Lotto's 'Lost Ticket' which has been well ahead of the pack since it launched in June. NZ Post's ad is liked for its relatable and sweet depiction of families hiding their gifts from each other with the help of their courier. The familiar Fleetwood Mac soundtrack with a choral twist adds to the attention-grabbing appeal. Kiwis love a cheeky sense of 'getting away with it' so pulling the leg of family members to smuggle Christmas presents has really struck a chord with NZ audiences. Those most likely to say this ad was their favourite were female with children 5 – 12 years of age. 79% mentioned 'NZ Post' in their description.

Did it get people talking?

Zavy social media analysis shows a reasonably good shares/likes ratio of 21%. While it has caused a few commenters to complain about service delivery experiences, overall this ad has been well liked by kiwis.

"Because it is light hearted and funny and we have all done this at some time or other trying to buy surprise presents and trying to get them delivered without the person it's for knowing."

"Xmas time is the best time, it's a time of love, giving and especially a time for families to come together on this one occasion to celebrate a festive day, brings everyone together."

"Because it's so relatable, we all tell little lies to cover for our gifts. And the courier driver is on board with it, and loves it too"

2. Lotto – 'Lost Ticket' <https://youtu.be/hkz4DApaLts>

Dropping 1 position but still a strong performer is Lotto's 'Lost Ticket'. Liked for its storyline and its heart-warming, feel-good ending, once again the cheekiness of the nurse getting away with concealing the ticket, and the lucky lady getting away with a win after all has struck a chord with kiwi audiences. Those who said this ad was their favourite are more likely to have traditional values. Everyone who mentioned it used 'Lotto' in their description

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

"Such a feel good ad. Could be completely true. How wonderful it is to lose something, think you'll never see it again, then you find it."

“A good mixture of funny and heart-warming, without being too sad. Also shows the goodness of others.”

“It's cleverly done and tells a story. You feel totally sympathetic for the woman”

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

Cadbury’s ‘Mums Birthday’ remains a strong performing favourite. It is liked for its family-orientation and people describe it as sweet and endearing. While it was produced by a UK agency, it seems to work well in the NZ cultural context where we place high value on everyone getting a fair go. A hard working mum who deserves a treat on her birthday. Kiwis would hate to see her unfairly miss out, and we love to see fairness restored through the kindness of her daughter and the dairy owner. Those most likely to say this is their favourite ad have traditional values and aged 45 – 60. 75% mention ‘Cadbury’ in their description.

“Sweet and innocent, has an element of humour and also nice to see a child thinking of others.”

“Because it is so heart-warming. The little girl is giving her precious possessions to get something for her mum and the dairy owner acknowledges that.”

‘Because it shows compassion & empathy. She loves her mum & wants to give her something nice for her birthday.’

4. BNZ – ‘The kids’ room’ <https://youtu.be/bsFLhAYjnE4>

BNZ has managed to stay in the top ten with their new ad ‘The kids’ room’ which debuts at number 4, following on from their previous favourite ad ‘What Ella Wants’. ‘The Kid’s Room’ is liked for portraying a family-orientated and relatable story depicting the relationship between a young boy, Jasper and his sister, Willa sharing a room together until they eventually move and have a room of their own. The definitive relationship in Kiwi culture is that of mateship (think Speights mates, Mainland mates and Hilux mates) The mateship bond is present here between these siblings too. 58% mentioned ‘BNZ’ in their description.

Did it get people talking?

Zavy social media analysis shows it was strong performing ad, with 44% shares/like ratio and 30% positive net sentiment.

“Beautifully captures the relationship between siblings and sharing a bedroom”

“I think it’s really sweet and shows you don’t always appreciate what you have until it’s gone.”

“Cute, heart-warming and a bit of humour.”

5. Pak n’ Save – ‘Stickman’

<https://www.youtube.com/watch?v=0LIMdtSiiz0&list=PLwt4HZ1SwS4VJ8GCgDLD9YmhCj-c8pIPm&index=3>

Now with a Grand Effie to his name, Stickman continues to connect with kiwis through simple humour that gets them shopping at Pak n’ Save. Those with children aged 5-12 were most likely to mention Stickman as their favourite ad on TV. 95% mentioned ‘Pak n’ Save’ in their description.

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.

“Stickman ads are always funny. They have a unique brand of humour that is simple, and enjoyable from start to finish.”

“I just think they are very cleverly done and so easy to remember who they advertise”

“They change frequently, they are always funny. And they tell me what's available”

6. AA Insurance – ‘Dinosaur vs Unicorn’ <https://youtu.be/1w6ShyNNqfy>

AA Insurance’s latest in their ‘Live a Little Freer’ series ‘Dinosaur vs Unicorn’, features (as you may have guessed from the title), a dinosaur and unicorn playing around in a house until a precious vase is knocked over. People mentioned that they like the catchy ‘Born Free’ song featured in the ad. 54% mentioned ‘AA’ in their description.

Did it get people talking?

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

“I like how it shows the power of imagination as in the beginning it shows a 'real' dinosaur and unicorn”

“It's not what you think it's going to be.”

“I think it's funny and like the creativity of it”

7. Speights ‘The Dance’ https://youtu.be/ss_WKXpJ5I8

Retaining its number 7 position, Speights ‘The Dance’ is also now an Effie winner. Liked for its unique take on modern mateship, as well as the feature song, ‘Baby, it’s you’. Those who described this as their favourite were more likely to be aged 45 - 60. 96% mentioned ‘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 shares/like ratio of 25%

“It's light-hearted and fun while also addressing gender-based roles”

“Fun, shows `typical Kiwi male' in a different way”

“It is touching as well as entertaining/funny”

8. NZ Transport Agency – ‘Dilemmas’ https://youtu.be/ycVMA38Z_Gs

NZTA’s ‘Dilemmas’ is now a year old, and back on our screens for another summer party season. Still engaging audiences with surprising use of celebrity, mateship and our revered outdoor lifestyle. People told us they liked its good message about driving responsibility and looking after your mates. People who liked the ad are most likely to be male. While few people mentioned ‘NZTA’ in their

description, the comments indicate that most people do understand the message about not letting your mates drive if they've been drinking.

"It's clever and funny and thought provoking. The characters are likeable."

"It raises awareness for such an important issue, and it is memorable"

"Because it has a very serious message and remains engaging"

9. Spark – 'Balance screen time with play time' https://youtu.be/PtFMv4-6X_k

Spark's latest ad 'Balance screen time with playtime' debuts at number 9, A young boy talks to his robot mate about finding balance between screen time and spending playtime outside to explore his own galaxy. This ad touches on several core kiwi cultural codes; our love of the outdoors; our love for our mates; our love of sports and our desire for self-determination. A giant robot in a small child's bedroom adds attention-grabbing intrigue to these relatable elements, finishing off with an ingenious solution to a 21st century parenting problem. It was liked for its relatability and those who were most likely to say it was their favourite ad were aged 30 – 44. 63% mention 'Spark' in their description.

Did it get people talking?

Zavy social media analysis shows that people loved the idea of limiting their children's screen time and applauded Spark with taking the initiative to implement this. It has one the highest shares/like ratio at 75% and 25% positive net sentiment.

"Well, this ad urges parents to have a talk with their kids to manage their screen time and play time"

"Because it's hopefully a lesson for the young community to take note of"

"Because I can relate to the ad with trying to get the kids outside more by dividing their game time and play time"

10. Vodafone – 'Huxley – Life to the power of 5G' <https://youtu.be/xtEe1iuH9f0>

Dropping 4 places and rounding out the top favourites is Vodafone's 'Life to the power of 5G' featuring Huxley the dog. Using animal appeal in an emotional and heart-warming way, is aligned with the global cultural current of humanising technology to optimise one's self. People described it as heart-warming and innovative. Those most likely to say this is their favourite ad were female with progressive values and/or unique tastes. 65% mention 'Vodafone' in their description

Did it get people talking?

Zavy social media analysis shows a strong shares/like ration at 42%. It was also one of the Top 10 performing posts in New Zealand for the month of September

"It's fun, future focused, warm and fuzzy"

"It's very emotional and has a happy ending!"

"I like dogs and I think the ad is clever in making you think he may be put down but instead he receives surgery from another country"

Stay tuned for the next set of results in February 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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