

DATE: 22/11/2023

## OBJECTIVE:

This research aims to examine how effective and relevant Christmas commercials from two well-known companies Amazon and Coca Cola. We'll show these ads and explore if big investments in nationwide TV productions boost brand influence and purchase decisions. We'll focus on consumer perceptions, evaluating enjoyment, persuasive elements, brand awareness, perceived effects, and authenticity. The goal is to gain nuanced insights into how these commercials impact brand perception and consumer behavior.

## BURNING QUESTION:

To what extent did the Christmas commercial influence your perception of the brand?

## AUDIENCE:

Location: United States

Category: Shopping and Retail

Age: 16 to 27 & 28 to 75

Custom Screening: Answered "Yes, I plan to purchase some gifts." to "Do you plan to purchase gifts for Christmas this year?"

## AI SUMMARY:

### Common Insights:

#### 1. Emotional Connection and Nostalgia:

- Both Gen Z and older consumers experienced strong emotions of nostalgia, happiness, and warmth in response to Christmas commercials from Coca-Cola and Amazon.
- The Coca-Cola commercial was noted for its ability to evoke fond memories and create a sense of joy, while the Amazon commercial resonated with viewers through heartwarming scenes and nostalgic portrayals.

#### 2. Influence on Purchase Decisions:

- Both age groups showed that the Christmas commercials positively influenced their considerations for purchasing from the brands.
- Respondents mentioned that the commercials reminded them of the brands and influenced their likelihood to purchase, suggesting that Christmas commercials play a role in boosting brand awareness and influencing purchasing decisions during the holiday season.

#### 3. Target Audience:

- Both reports indicated that the commercials effectively targeted a broad audience, particularly those celebrating Christmas and holiday shoppers.
- Inclusivity in portraying diverse characters, like different Santas and elderly women, was noted, reflecting the commercials' success in appealing to a wide range of consumers.

### Key Gen-Z / Older Generational Differences:

#### 1. Commercial Preference:

- Gen Z expressed a clear preference for the Coca-Cola commercial, citing its strong embodiment of the Christmas spirit, nostalgic elements, and positive brand portrayal. While Amazon's commercial was appreciated, the overall preference leaned more towards Coca-Cola, indicating a stronger impact on the younger demographic.
- Older consumers had mixed opinions on their preferred commercial, with some favoring Coca-Cola for its nostalgic and traditional Christmas vibe, while others favored Amazon for its creative and heartwarming portrayal of friendship and fun. Emotions and personal experiences played a significant role in determining preferences, showcasing the diverse responses within the older demographic.

#### 2. Brand Image and Values:

- Coca-Cola's commercial was perceived to align well with the brand's image, effectively embodying Christmas themes and reinforcing positive perceptions associated with joy and holiday spirit.
- While Amazon's commercial was generally well-received, some mixed reviews surfaced regarding its alignment with the brand's values, with varied opinions on whether it effectively represented Amazon's business practices.

### Overall Implications:

- Both age groups found the Christmas commercials emotionally impactful, emphasizing the power of nostalgia, joy, and positive messaging in holiday advertising.
- While Gen Z showed a clearer preference for Coca-Cola, the older demographic had diverse opinions on their preferred commercial, highlighting the subjective nature of emotional connections in advertising.
- The influence on purchase decisions was evident in both reports, indicating that Christmas commercials effectively contribute to brand awareness and consumer considerations during the festive season.

## GEN Z CONSUMERS HUMAN KEY QUOTES:

- "Christmas ads make me more interested in purchasing from a brand because of the appealing products and the creativity and Christmas theme to go with it." - Age 25, female
- "A memorable moment was when the guy at the end got dropped off by Santa in a Coca-Cola truck to deliver gifts to his family because it was heartwarming." - Age 25, female
- "I love everything about it especially the message it's trying to send that we need more kindness in the world." - Age 20, male
- "The main message is that anyone can be nice and do kind things throughout the year not only around the holidays." - Age 20, male
- "I like the warmth of it & I don't really have anything negative to say about it." - Age 27, female
- "I like the visuals of the Coca-Cola one more but I think the Amazon one speaks more on Christmas spirit." - Age 27, female
- "Yeah I celebrate Christmas. Christmas ads may lead me to want to get that brand for Christmas." - Age 25, male
- "Both of them evoke happiness and joy. But it's stronger in the Coca-Cola commercial. I think it's because of the different scenes with the families and the song." - Age 25, male
- "This commercial is a 9 at embodying the Christmas spirit. The commercial does really well at showing the joy and happiness that occurs around the holidays." - Age 18, male
- "Both of these commercials do a great job at embodying Christmas spirit and showing the real joy around Christmas time. I think the Coca-Cola commercial does better at this because it is longer and more things happen." - Age 18, male
- "There's nothing I dislike about it it reminds me of my childhood and fun and nostalgia." - Age 22, female
- "I've always purchased Coke and I always will so it doesn't really change that for me but it's a nice ad." - Age 22, female
- "The element of the deals made it memorable. The best part was how cheaper everything was." - Age 26, male
- "Both commercials made me happy because it reminded me that I can see my family for the holidays." - Age 26, male
- "The first one made me feel happy and nostalgic like a child and the second one made me think about my grandparents and my own childhood too. And how I will grow up and be old and reminisce about my childhood too." - Age 18, female
- "I like the scenes with the Christmas lights all over town and I like that it sets at night rather than daylight so that I can see the lights. There isn't much I can say that I didn't like about the commercial though." - Age 18, female
- "It very effectively embodies the Christmas spirit because it makes you feel like you're in your childhood memories again, and makes you feel the joy of holiday giving." - Age 27, female
- "The Coca-Cola commercial evoked feelings of happiness and nostalgia. And the Amazon commercial evoked feelings of nostalgia and happiness. Because they each had very good points and emotional elements and really made you feel in tune with the Christmas spirit." - Age 27, female
- "The Coca-Cola commercial is way better. The Amazon commercial was boring, and didn't show anything worthwhile." - Age 27, female

## OLDER CONSUMERS

### HUMAN KEY QUOTES:

- "I think Amazon- cause you can purchase what makes you happy." - Age 68, female
- "The winter scenery reminds me of Christmas and with Amazon you can receive anything fast so you can use it." - Age 68, female
- "It reminds me of when my Daddy was alive and we always had small bottle cokes with peanuts when opening Christmas presents." - Age 52, female
- "It shows that Amazon cares about people who could think up a commercial like that but some business that people are it's bot tom line." - Age 52, female
- "I hate to say it, but this is the best on television right now." - Age 65, male
- "The grannies were too cute and everyone being so helpful in the coke commercial." - Age 65, male
- "The first commercial because it shows how everyone could be santa during this season." - Age 46, female
- "The wishing they could like when they were younger the friend noticed got cushions so they could." - Age 46, female
- "That we are all Santa at heart by helping others and it's not just about material gifts." - Age 52, female
- "I celebrate Christmas and always have. Advertising has a great deal of influence on my purchases because I form perceptions based on many ads." - Age 52, female
- "The flashback the lady had when they were all kids really made me smile. I thought that was beautiful how they can still enjoy life at older ages." - Age 33, male
- "10 because Amazon is the best. They have a very big selection of things you can buy. The whole ad was very happy and warming . It made me think about my family, my past and present in good ways." - Age 33, male
- "I think the coca cola commercial was a better reflection on the brand and Christmas spirit." - Age 38, male
- "The emotions that they brought out was happiness and family time. The coca cola commercial brought out stronger emotions of happiness." - Age 38, male
- "I think that I shopped so much at Amazon that I wouldn't really need a commercial to make me want to shop at Amazon. It's just a store that I shop anyways but definitely the commercial makes you so happy inside that I feel like someone who doesn't shop at Amazon would probably want to give it a try." - Age 46, female
- "I completely love the commercial there's nothing that I dislike about it. I think that it is very clever the way that it blends from the beginning of the commercial with the Santas to the end where they're all people so our perception changes from Santa to regular people and how we can all be like Santa and give to each other I love that whole change from the beginning to the end of the commercial and to be completely honest, there's nothing that I would change or dislike about it." - Age 46, female
- "I like the commercial it has good music and a good warmth feeling that makes you feel good." - Age 34, Female
- "I liked that it was very cute with the old women reminiscing about their childhood and fun times." - Age 34, Female
- "Santa can be anyone no matter shape size age or nationality." - Age 37, Female

STIMULUS:



Video 1



Video 2