

Christmas research

Find out what consumers like to watch
at Christmas!



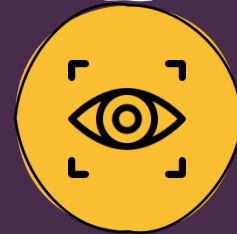
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In a joint research by the CoRe lab and Ipsos Zrt., we sought to find out **what influences consumers' Christmas mood.**

To do this, we chose a special methodology!



Brands ~~Christmas~~ in the mind of the consumer

As part of the festive project, we surveyed 1,000 people who are representative of the Hungarian Internet population, giving us an authentic account of the behind-the-scenes of Christmas preparations. **The quantitative research was complemented by a neuromarketing study involving an eye camera and face scanning technique, where we tested fresh, crisp Christmas commercials.**

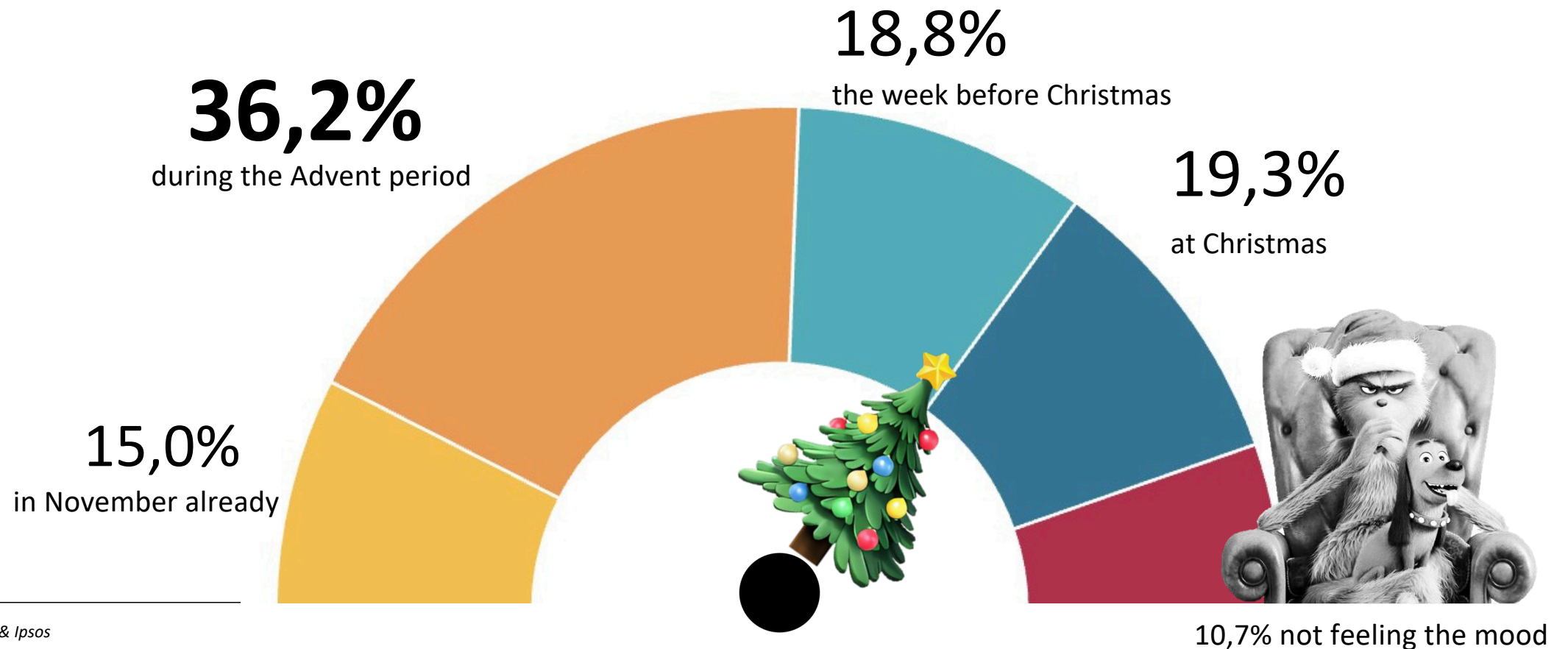


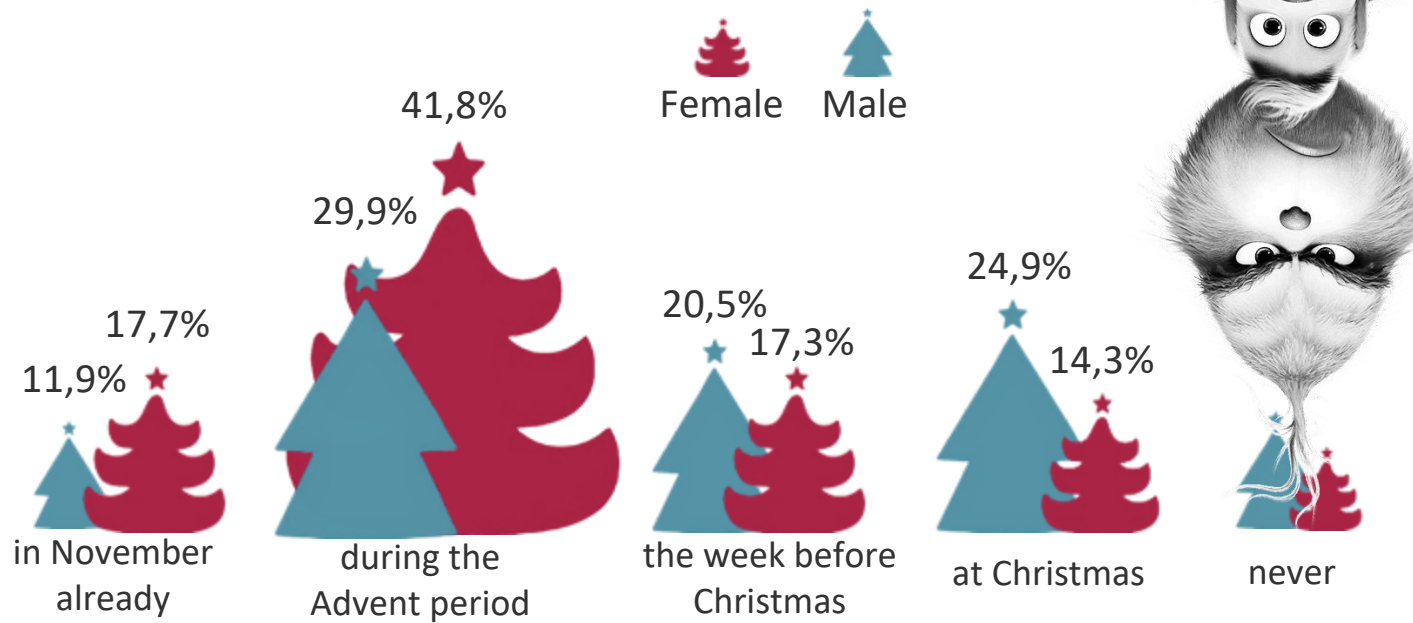
„Christmas” brands

It is clear from the very association of brands with Christmas that there are brands that are particularly associated with the holidays because of their communication or their products.

Mood meter

It is clearly the Advent period that brings the Christmas spirit, but 15% of respondents start getting in the mood for the holidays as early as November. 👉





Women and young people start tuning in sooner...

...men and older people start tuning

in later. In fact, nearly a quarter of men only feel the festive vibe at Christmas.



Christmas types

Their attitudes to Christmas and Christmas advertising respondents were divided into 4 groups (n=1000).

**Christmas
Worshippers**
(36,8%)



**Laid-back
Christmas people**
(29,6%)



**Holiday
harmony seekers**
(19,5%)



Grinches
(14,1%)



Christmas Worshipers

36,8%



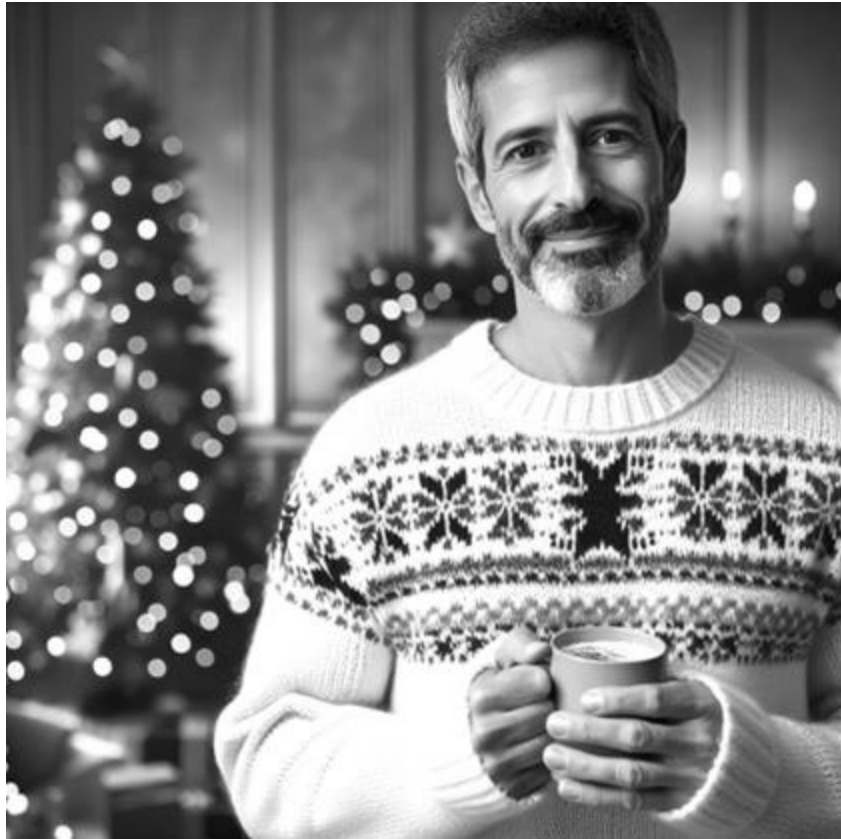
He loves everything about Christmas... even the commercials that add to the festive spirit. He also likes music and visuals in Christmas ads, and he likes them to be emotional, nostalgic and educational.

This is the **youngest group**, with an average age of 43.7 years old in Christmas fans, with a mix of men and women.

14.4% of Christmas Worshipers start preparing as early as November but 37.0% start at the beginning of the Advent season.

Laid-back Christmas people

29,6%



A very interesting group. **Despite the fact that they are the most likely to start getting ready early** (23.6% in November and 46.3% during the Advent period), **they are not influenced by commercials** and do not particularly respond to messages about Christmas, emotions and memories.

This is the most male group (63.9%), with an average age of 45.5 years

Holiday harmony seekers

19,5%



They tend to dislike commercials, but when it comes to Christmas, they expect nostalgia, emotions and memorable music. They don't see the role of advertising in their Christmas mood, but **they appreciate a well done piece of material.**

A more female group (52.8%), with an average age of 50.7.

They do not overdo it, with the majority (31.6%) starting a little before Christmas get in the mood for the holidays a little before Christmas.

Grinches

14,1%



As their name suggests, they are not fans of Christmas or Christmas advertising, and are typically dismissive of this type of content.

34% never feel in the Christmas spirit.

This is the oldest group, with an average age of 52.9. 53.9% of the group are men

👍 *Interesting fact! The research also shows that attitudes to the Christmas spirit are not a function of financial status.*

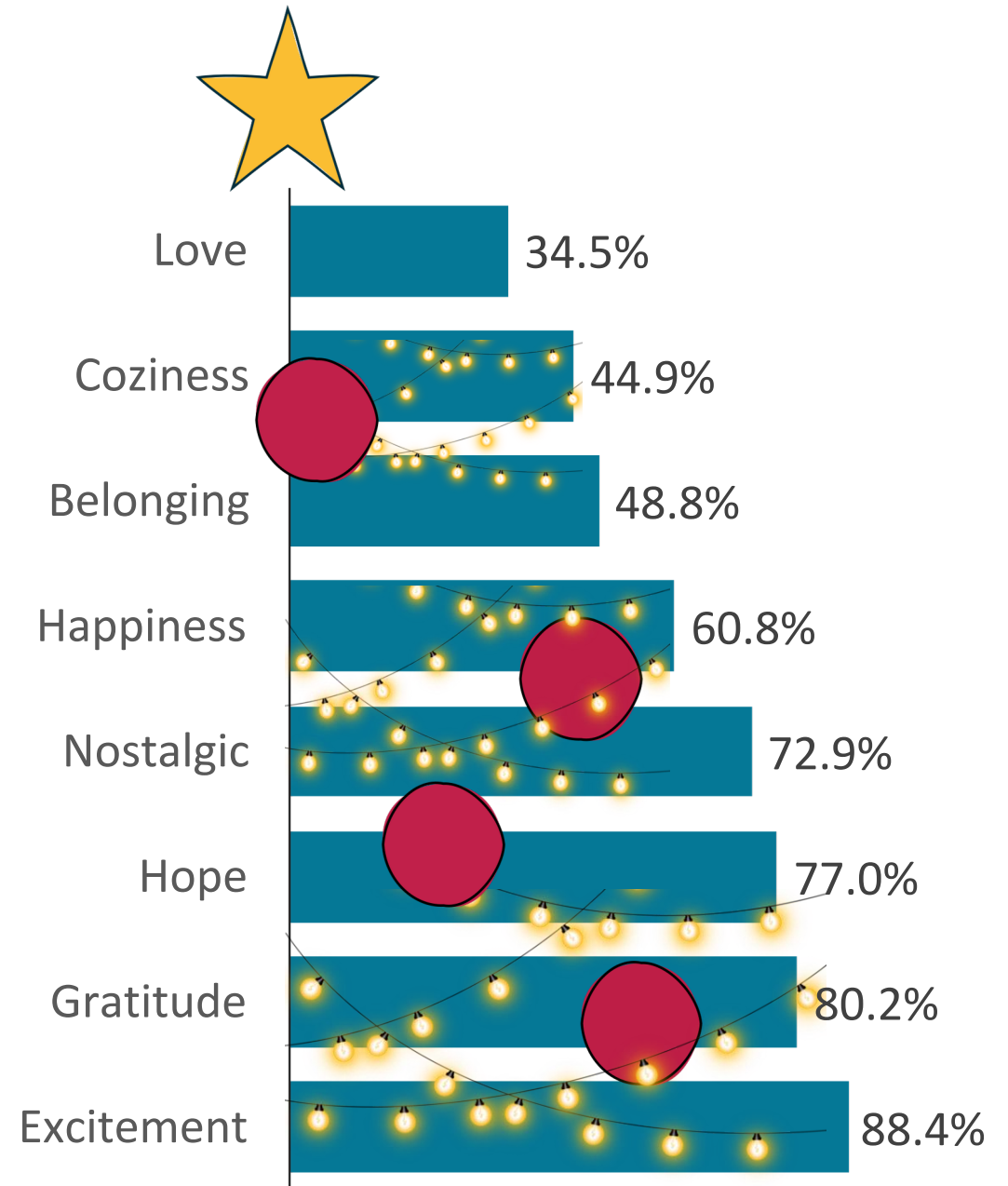
A good commercial

IS EXPECTED TO EVOKE GRATITUDE AND EXCITEMENT.

The majority of respondents to the questionnaire agreed on the emotions that a good Christmas commercial should convey.

In 2024, it was a feeling of excitement, gratitude and hope.

So we looked at whether these emotions really do move consumers. To do this, we used an eye camera and a face scanner to help us understand consumers' true emotions through eye movement and facial expressions.



Advertisements and emotions

The research analysed six different advertisements with different moods and narratives about Christmas 2024.

The ads of Vodafone, Kifli.hu, Telekom and PENNY. have a slightly longer format, with a strong emphasis on storytelling elements. In contrast, the ads of Coca Cola and Spar are shorter, focusing mainly on creating a Christmas festive atmosphere through visual and musical means.



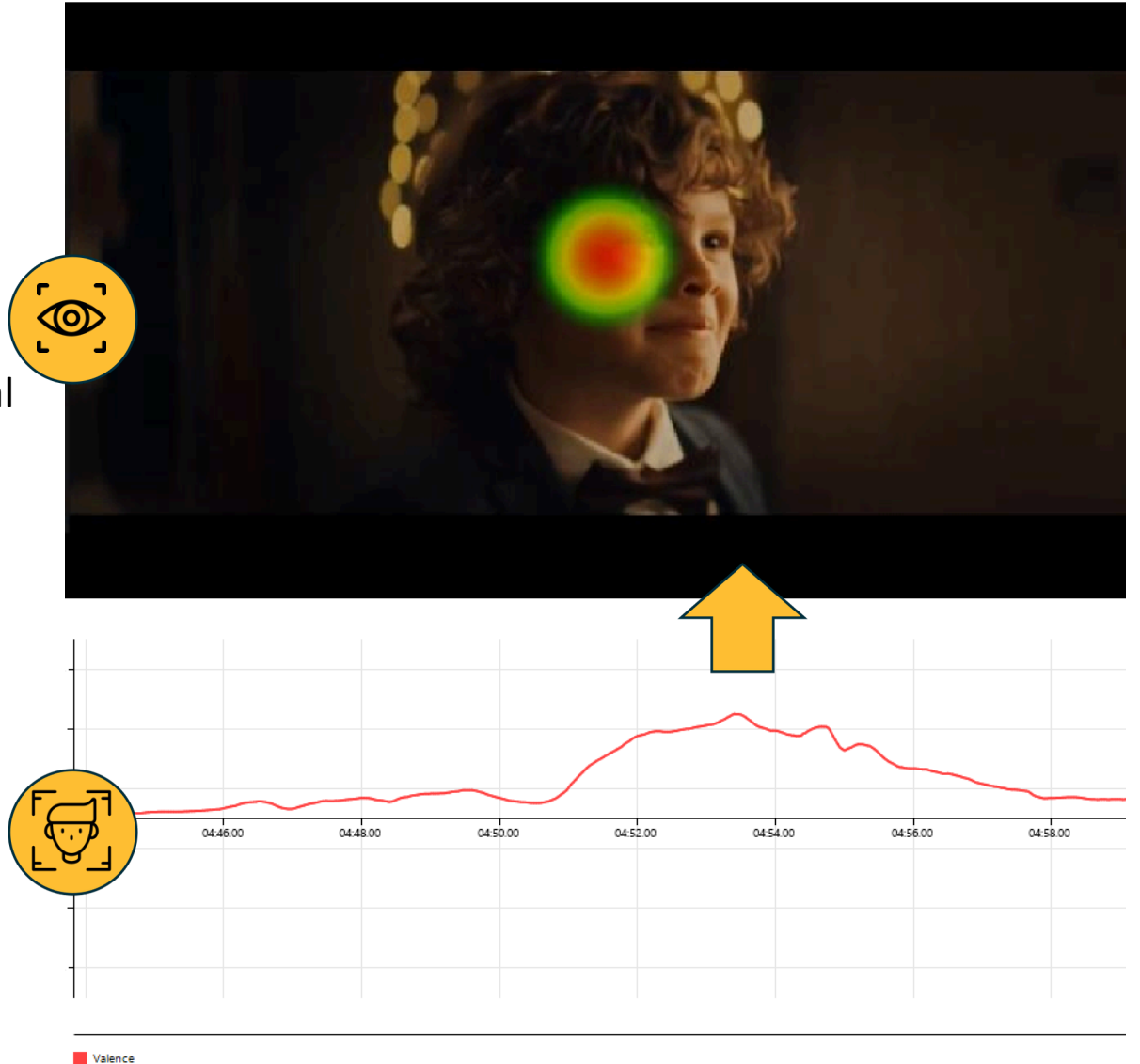
The smile is (also) "sticky"

Our neuromarketing analysis has shown that **story-based ads achieve stronger emotional engagement** compared to mood videos. These emotions are often linked to the behaviour and emotional state of the characters in the ad, which viewers find easily identifiable and appealing.

Happiness and smiles are easily "transferred" to the to the viewers.

Be where you count

This year's Kifli.hu commercial starts with a general storyline, but the catharsis is brought by the piano playing of the little boy who appears in the film, which briefly enhances the atmosphere, which, however, does not necessarily last until the end of the commercial.



Relationships start then,

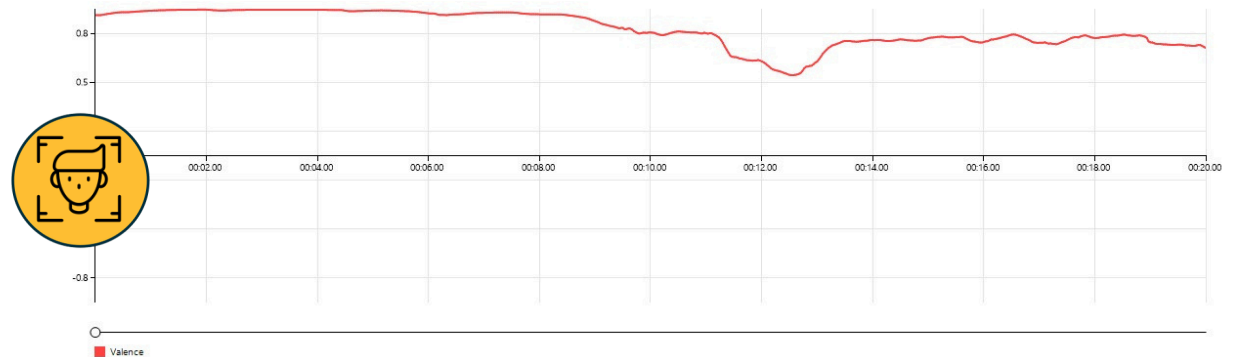
when the barriers come down

After a brief introduction, Telekom's Christmas 2024 commercial continues with "serious" tension, **which can keep viewers in a heightened emotional state almost all the way through.**



The Christmas miracle is for everyone

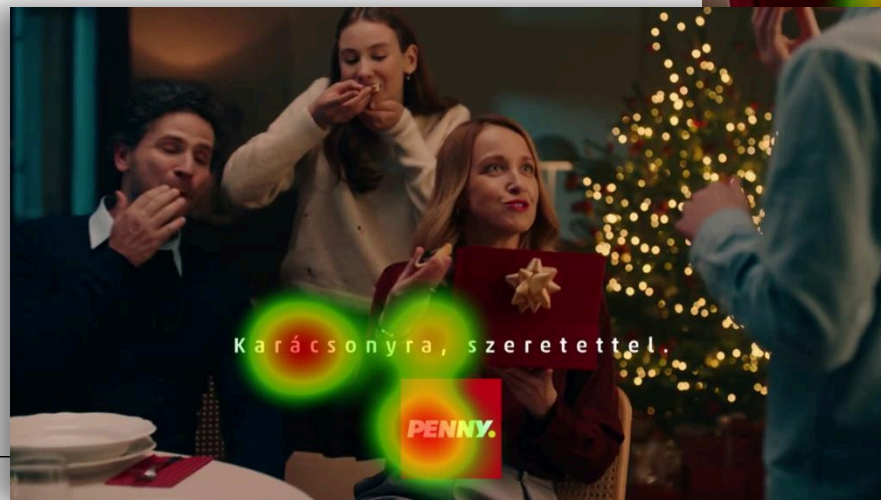
Vodafone's commercial demonstrates the **power of humour**, as the film starts with a generally humorous opening that keeps the viewer's attention active throughout.



For Christmas, with love!

PENNY.'s Christmas 2023 advert was an exciting addition to the season last year and was included in our research.

The film shows that the products and brands hidden in the story work well, capturing the viewers' attention.



Mood videos have a different effect

Measurements with the facial scanner system clearly show that mood videos (e.g. Spar or Coca-Cola) are less likely to trigger emotional responses. Of course, this does not mean that they have no effect, but they do not trigger emotional shocks or immediate effects.



Have a question? Interested in details?

Contact Us! 

hello@thecorelab.hu



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