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Marks & Spencer wins online battle of the Christmas ads

By Sara Kimberley, campaignlive.co.uk, Wednesday, 26 November 2014 10:19AM [Be the first to comment](#)

Marks & Spencer has won Campaign's hotly contested battle of the Christmas ads, with over 30 per cent of the online votes.



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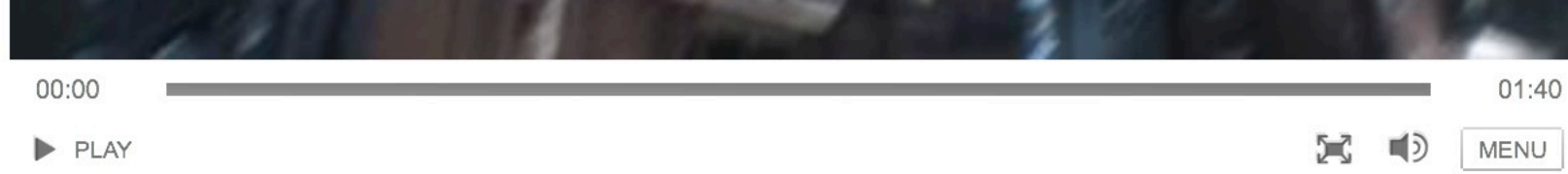
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The "#FollowTheFairies" spot by Rainey Kelly Campbell Roalfe/Y&R received a third of the online votes, over 2,000 in total. The ad captured 33 per cent share of the votes across the two-week period.

Sainsbury's "Christmas is for sharing" by Abbot Mead Vickers BBDO came second with over 1,600 votes and 27 per cent share of the total, while John Lewis' "Monty the Penguin" by Adam & Eve/DDB trailed third with only 15 per cent of the votes.

Tesco's "lights up" by Wieden & Kennedy had the fewest votes of any of the ads in the poll with only 12 votes and a 0.2 per cent share.

See full results below:

Brand	Number of votes	Overall %
Marks and Spencer	2,044	33.89%
Sainsbury's	1,683	27.9%
John Lewis	916	15.19%
Debenhams	363	6.02%
Vodafone	348	5.77%
Boots	276	4.58%
Mulberry	161	2.67%
Asda	73	1.21%
Waitrose	34	0.56%
Littlewoods	32	0.53%
Burberry	28	0.46%
Argos	23	0.38%
Lidl	21	0.35%
Aldi	18	0.3%
Tesco	12	0.2%



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Campaign Viral Chart: Sainsbury's Christmas ad tops the table

Sainsbury's "Christmas is for sharing" by Abbott Mead Vickers BBDO

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Marks & Spencer "#FollowTheFairies" by Rainey Kelly Campbell Roalfe/Y&R

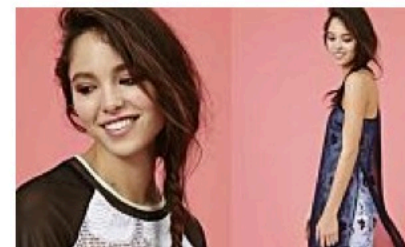
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John Lewis "Monty the penguin" by Adam & Eve/DDB

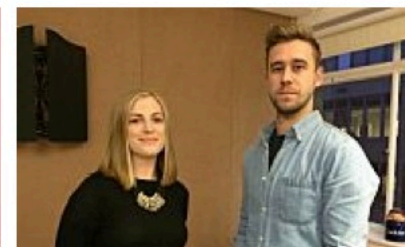
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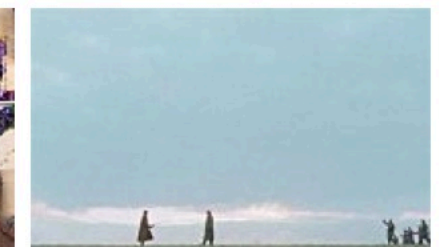
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