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Marks and Spencer Christmas advert 2014: Watch the Two Fairies spread acts of kindness in festive campaign

Nov 07, 2014 10:27 | By Amber Graafland, Mikey Smith

It comes less than 24 hours after rival John Lewis showcased their £7 million Monty the penguin ad

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Department store Marks and Spencer launched their Christmas campaign today the day after rivals John Lewis.

And - [as first revealed by the Mirror this morning](#) - it does indeed feature two fairies spreading acts of kindness across the country.

The advert will be broadcast for the first time on TV during the X Factor, and shows the fairies, called Magic and Sparkle, as they clock in for a days work at the Fairy Factory.

Set to the classic Julie London version of Fly Me To The Moon, the Christmas advert shows the fairies soaring through the sky waving magic sparkle on the unsuspecting people below and turning washing lines into sparkly party dresses in an attempt to spread Christmas cheer.

Patrick Bousquet, Chayanna Executive Director of Marketing and International at

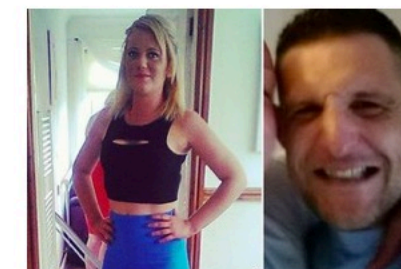


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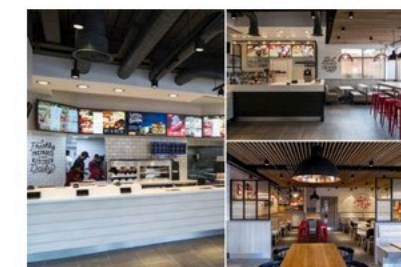
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M&S said: "The magic of Christmas is how it brings out that little part in all of us that wants to believe in the extraordinary."



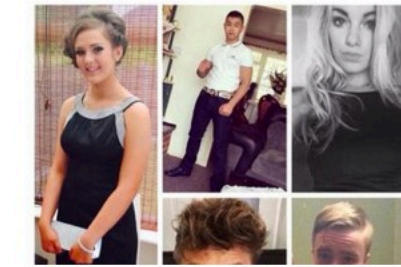
"It's a moment to escape the realities of everyday and give in to the joyfulness of the festive spirit. We wanted to capture that feeling and bring Magic and Sparkle to life in a fun and light hearted way that spreads a little cheer."

A mysterious Twitter account, @thetwofairies, which tweets entirely in rhyme, started delivering gift boxes to strangers in response to wishes posted on the social network on Saturday.

And on Monday, they brought Christmas to Cornish schoolchildren early by turning Landewednack primary school into a winter wonderland, covering the school in 'snow'.

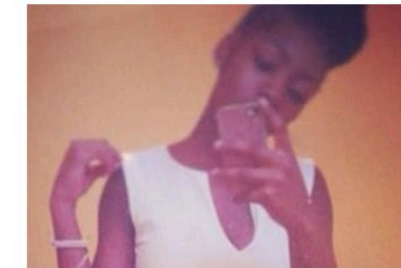


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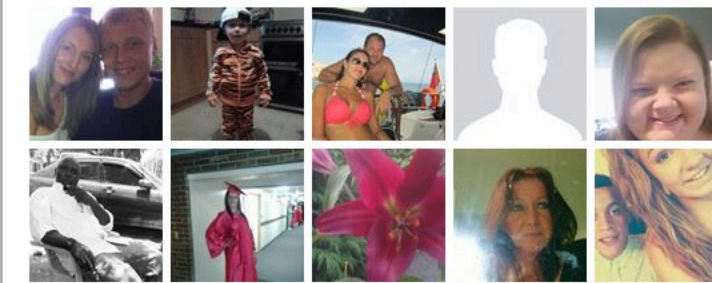
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