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Fairies Magic and Sparkle spread festive joy in M&S Christmas ad

07 Nov 2014 | [Ronan Hegarty](#)

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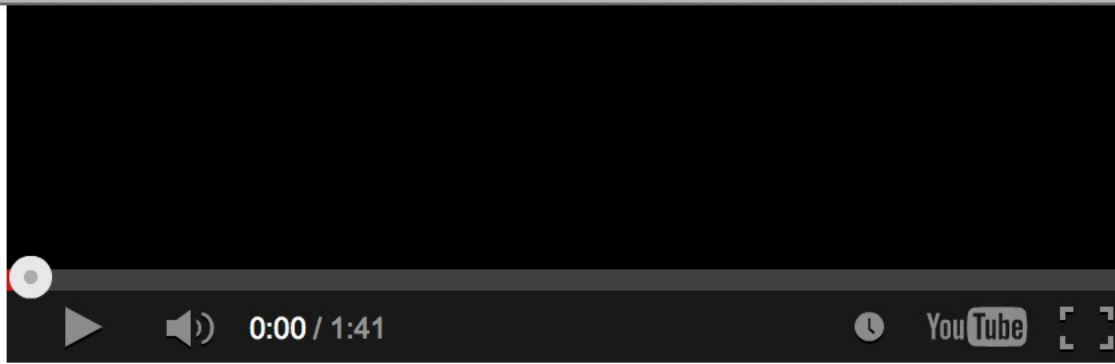
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M&S Christmas TV ad 2014

M&S has ditched the celebs for this year's Christmas advertising as it delivers a new twist to its Magic & Sparkle campaign from last year.

The new ad focuses on two fairies – Magic and Sparkle – who look to spread festive kindness.

Launching on social media today and airing in cinemas and during X Factor on ITV1 tomorrow night – the ad is set to the Julie London version of Fly Me to the Moon. It shows the two fairies clocking in for a day's work – before flying off to sprinkle fairy dust on unsuspecting members of the public – improving presents, upgrading party outfits and bringing a couple together along the way.

The lack of celebrities means the retailer had been able to spread the budget further this year – extending the campaign's digital and social media coverage, said M&S executive director marketing and international Patrick Bousquet-Chavanne.

The retailer this week established the unbranded @TheTwoFairies twitter account, which has already attracted 14,000 followers, along with the FollowtheFairies hashtag. The fairies have spent the last week on undercover missions throughout the UK such as making it snow at a primary school in Cornwall and flying over the Tyne. They have also been responding to posts on Twitter by delivering small acts of kindness to members of the public. This activity is set to continue around the country and in-store in the run-up to Christmas.

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The same theme will run through a series of upcoming food ads that will show the fairies sprucing up Christmas dinner and the retailer's party food.

"The magic of Christmas is how it brings out that little part in all of us that wants to believe in the extraordinary," said Bousquet-Chavanne. "It's a moment to escape the realities of every day and give in 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."

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