



# Marks & Spencer's Festive Fairies for Holiday

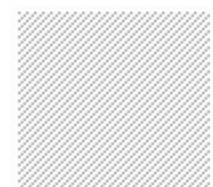
By Kenneth Richard | The Impressionist

M&S is bringing joy and surprises to the holiday this season with magic and sparkle. 'Magic & Sparkle' fairies that is as they are the names of the pair of hardworking Christmas fairies created by London agency RKCR Y&R to promote the retailer and brighten up the UK's Christmas.

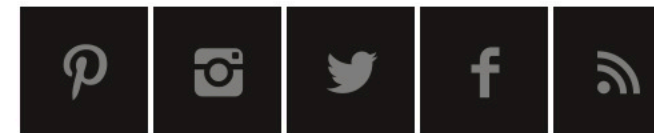
In the TV spot set to the classic Julie London version of 'Fly Me to the Moon', the duo of fairies clock in at the Fairy Factory and proceed to soar over UK cities performing random acts of kindness including finding lost cats, helping couples unite, and prompting children to find joy outside rather than glued to electronics.

The spot, directed by Independent's Philippe Andre, is just a part of the campaign including social and guerrilla, which kicked off via Twitter @TheTwoFairies. For the past week the fairies have been busy in the real world keeping the nation guessing as to their identities while responding to those posting about life's daily challenges with random acts of kindness. They've delivered fresh snow to Britain's most southerly elementary school in Cornwall, salvaged failed dinner plans, helped rain-soaked commuters, and have even been sighted in flight above the River Tyne in Newcastle.

"The real magic has not been driven by us but by the spirit of generosity the two fairies have ignited in the social community. People have not been wishing for themselves, instead they've taken genuine pleasure in kindness to others." explains Patrick Bousquet-Chavanne, Executive Director of Marketing and International at M&S.



*"The magic of Christmas is how it brings out that little part*



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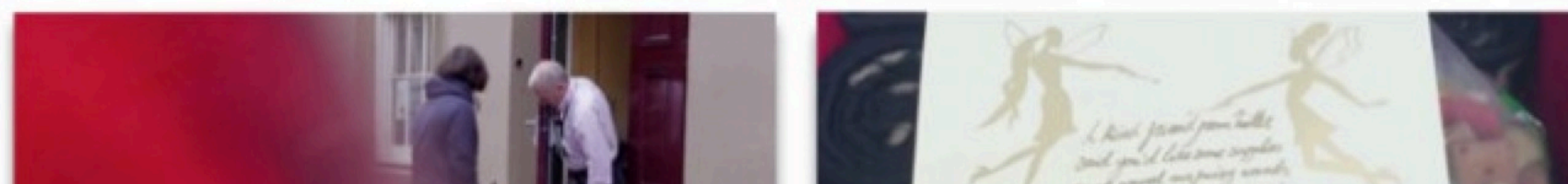
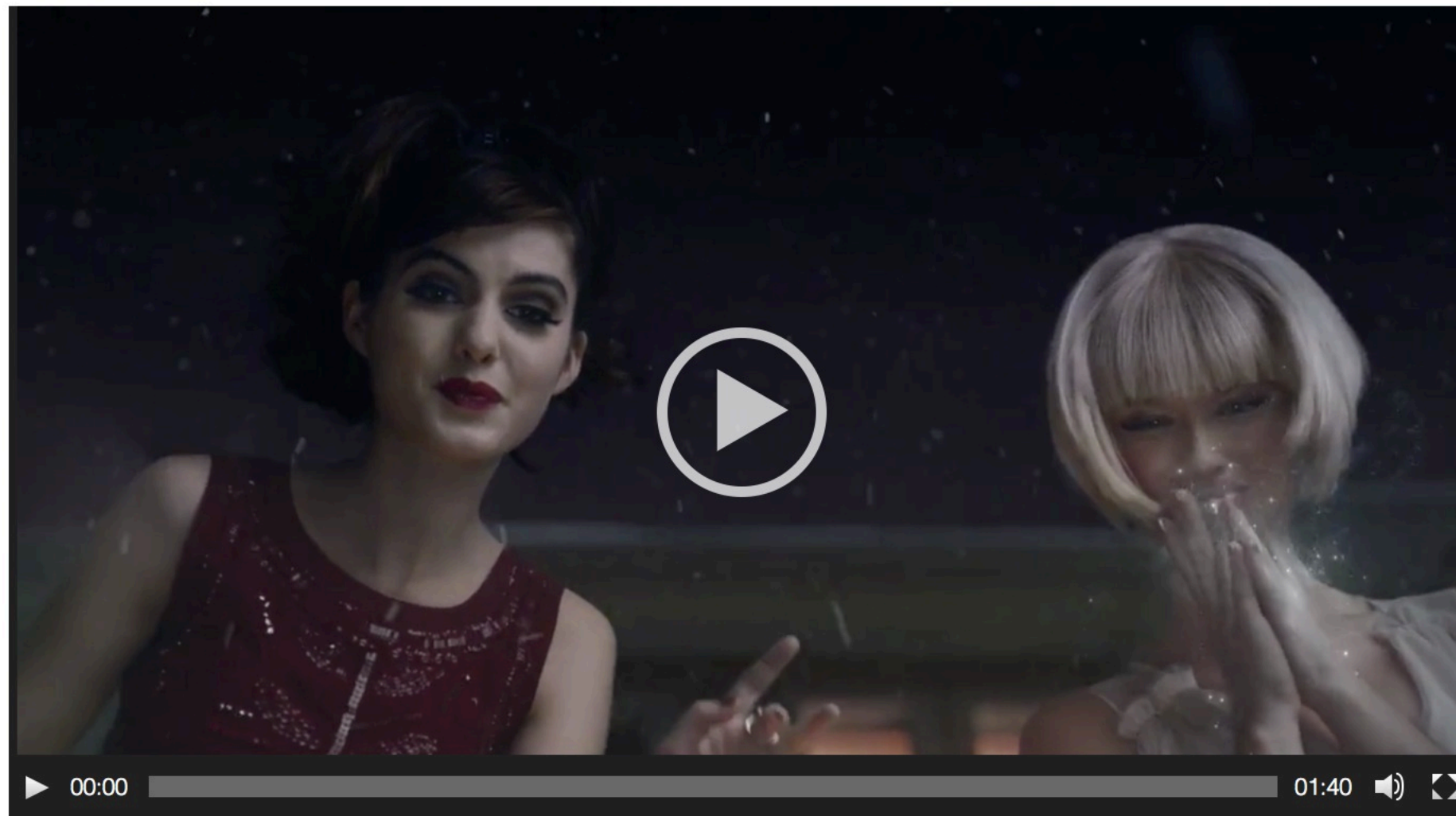
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*“The magic of Christmas is how it brings out that little part in all of us that wants to believe in the extraordinary. It’s a moment to escape the realities of every day and give in to the joyfulness of the festive spirit. We wanted to capture that feeling and bring Magic and Sparkle to life in a fun and lighthearted way that spreads a little cheer.”*

*Patrick Bousquet-Chavanne*



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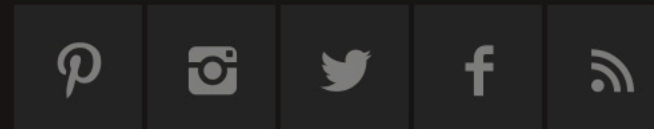
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