

Choisir sa pub

**iRobot**

Robot aspirateur  
Roomba® Série 800

# The Telegraph

New Search

Tuesday 11 November 2014

- Home
  - Video
  - News
  - World
  - Sport
  - Finance**
  - Comment
  - Culture
  - Travel
  - Life
  - Women
  - Fashion
  - Luxury
  - Tech
  - Cars
- Companies
  - Comment
  - Personal Finance
  - ISAs
  - Economics
  - Markets
  - Festival of Business
  - Hot 1000
  - Business Club
  - Money Deals

HOME » FINANCE » NEWS BY SECTOR » EPIC » MARKS & SPENCER GROUP

## Watch: Marks & Spencer's 2014 Christmas advert

M&S drops celebrities for 2014 Christmas advert with focus on two fairies carrying out good deeds across the country



### Related Video



Three reasons to consider buying M&S shares

04 Nov 2014



Marks & Spencer versus Tesco

09 Jan 2014



Three lessons Primark can teach M&S

05 Nov 2013



By **Graham Ruddick**, Retail Editor, video source **Marks & Spencer**

11:27AM GMT 07 Nov 2014

Print this article

Share 839



**Spencer**

11:27AM GMT 07 Nov 2014

28 Comments

Marks & Spencer has dropped celebrities for its 2014 Christmas advert, instead focusing on two fairies carrying out good deeds across the country.

M&S's 2014 advert shows the two fairies - called Magic and Sparkle after the company's tagline - flying around London giving people presents and even playing cupid.

The television advert is backed up by a substantial social media campaign, with M&S running a Twitter account for the fairies that will give people a chance to nominate friends and family who deserve a good deed. During the last week the "two fairies" have given out gifts across the UK, sparking speculation who was behind the idea.

The campaign marks a departure from M&S's tradition of including celebrities in its Christmas adverts. Last year's lavish advert included Rosie Huntington-Whitely, David Gandy and Helena Bonham-Carter. Other celebrities to have appeared in recent M&S adverts include Take That, Stephen Fry, Peter Kay, and Antonio Banderas.

M&S will hope its advert makes a similar impact to John Lewis, whose Monty the Penguin advert has already been viewed millions of times on the internet and has not even made its television debut yet.

**Related Articles**

- [M&S shares soar as clothing business shows signs of recovery](#) 05 Nov 2014
- [Analysis: Marks & Spencer making progress, but sales still falling](#) 05 Nov 2014
- [Watch: John Lewis's 2014 Christmas advert](#) 06 Nov 2014
- [Snow falls on school in Cornwall](#) 03 Nov 2014
- [Three reasons to consider buying M&S shares](#) 04 Nov 2014
- [Marks & Spencer versus Tesco](#) 09 Jan 2014

Patrick Bousquet-Chavanne, executive director of marketing and international at 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 every day and give in to the joyfulness of the festive spirit

Share 839

Facebook 763

Twitter 58

Email

LinkedIn 18

g+1 0

**Marks & Spencer Group**

- Finance »
- Retail and Consumer »
- TV and Radio Video »
- Graham Ruddick »
- Mobile »

**More Video**

- Telegraph TV
- News by Sector
- Epic
- Marks & Spencer Group



**WATCH MORE»**

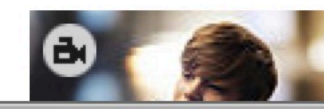


**Watch: On the red carpet at The Hunger Games premiere**  
10 Nov 2014



**Time-lapse: poppy memorial from dawn to dusk**  
11 Nov 2014

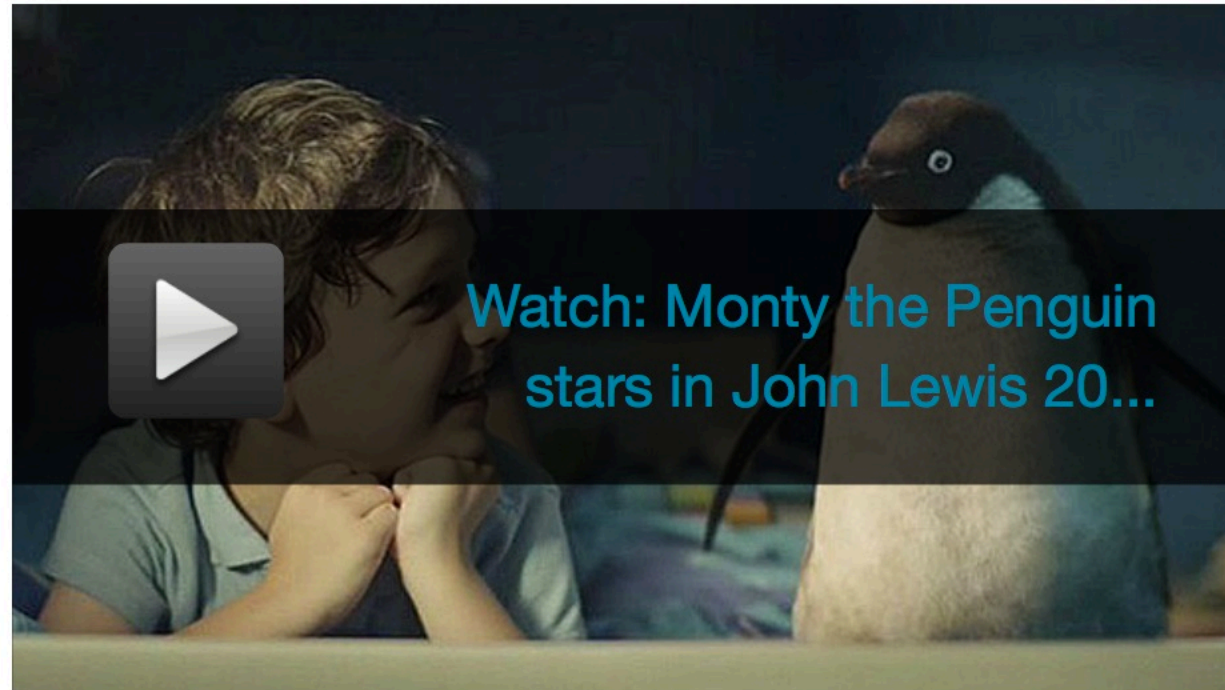
**TELEGRAPH VIDEO**



**Watch: A dancing Romeo Beckham plays Cupid in**

on 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."



M&S is understood to have spent broadly the same amount on this year's campaign as last year, but the lack of celebrities means it is spending more on digital elements of the campaign.

The company desperately needs a successful Christmas to boost its clothing business. M&S food sales are outperforming the traditional supermarkets, but its clothing sales are still falling.

However, Marc Bolland, chief executive, said there were signs of progress this week when the company reported a growth in clothing margins in its interim results.

The Christmas advert will make its TV premiere during the X Factor on Saturday night.

Share 839
 Facebook 763
 Twitter 58
 LinkedIn 18
 g+1 0

#### Ads By Google

#### British Expat In France?

Avoid Needless Tax On £70k+ Pension Download a Free Expat Pension Guide  
your.expatpensionreview.com

#### High Return Inv - France

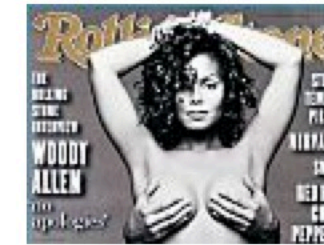


festive Burberry advert

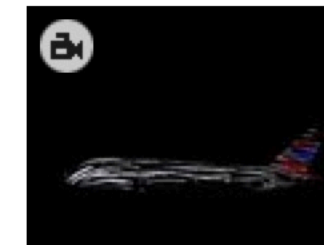


Apple Watch launch: Tim Cook says it's 'the most personal device we've ever created'

#### PROMOTED STORIES



Top Controversial Magazine Covers of All Time  
Learnist



The A380 Comes to Life in this Breathtaking Video from BA  
British Airways

Recommended by Outbrain

#### More From The Web



Next time you transfer money, TransferWise. Students can now save up to 89% when sending money abroad. Bye bye banks.

[View](#)



**FraxinusExcelsior** → jackjones • 4 days ago

No, I'd give it to those fairies.

6 ^ | v • Reply • Share ›



**Son\_of\_Casandra** → FraxinusExcelsior • 4 days ago

Oh you are awful!

3 ^ | v • Reply • Share ›

[Subscribe](#)

[Add Disqus to your site](#)

[Privacy](#)

**DISQUS**

**MORE FROM TELEGRAPH.CO.UK**

**COFFEE LOVERS' GUIDE**



An introduction to the world's major coffee regions

[View](#)

**SME OF THE YEAR**



Myleene Klass meets the man who aims to make the art world accessible

[View](#)

**LIFE JOURNEYS**



Mariella Frostrup reminisces about favourite family trips

[View](#)

**TELEGRAPH MONEY TRANSFER**



The best way to transfer money overseas

[View](#)

[Back to top](#) ^



**HOME**

Finance  
Financial Crisis  
Debt Crisis Live

**Markets**

**Banks and Finance**  
City Diary

**Economics**

Transport  
Media and Telecoms  
Energy

**Retail News**

**Personal Finance**

Your Business  
Investing  
Savings

**Student Finance**

**Jobs**  
Job Search

**Companies**

China business  
Money Deals  
Money Transfers

**Comment**

**Alex**  
Find an IFA

**Contact Us**

Privacy and Cookies  
Advertising  
Fantasy Football

**Tickets**

Announcements  
Reader Prints

**Follow Us**

**Apps**  
 **Epaper**  
**Expatriate**

Promotions  
Subscriber  
Syndication