

The background of the entire page is an aerial photograph of a city, likely New York City, showing a dense grid of buildings and streets. The lighting is bright, suggesting daytime.

A **ROOM** with a view of the future

A circular badge with a white border and a dark red background. It contains the text '13 Dec 2013' in white.

13
Dec
2013

Christmas And New Year

The Holiday Season is upon us and in 2013 brands have stopped at nothing to show they understand the true spirit and magic of the season through their advertising. From TV, user-generated, to controversial ads gaining huge YouTube viewings, we take a look at 5 of the best campaigns out there this Christmas.

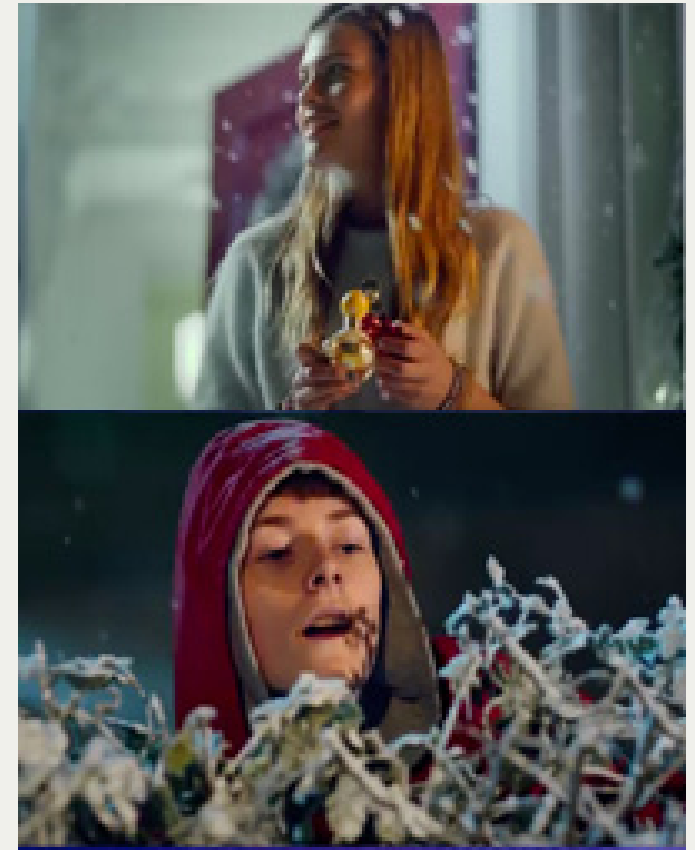
1 Giving

UK retailer Boots caught us off guard this year with a truly emotionally engaging, but low-key ad all about giving.

The ad's narrative turns the idea of a hoodie wearing youth on its head as our pre-conceptions are swept away by his simple act of giving gifts to the people who have been influential in his life.

But the ad still contains all the familiar aspects of the season like snow, color, light and most importantly smiles. It's a great example of how to focus on a clear idea in a simple way.

Boots Ad: [YouTube](#)



Credits: Boots, Agency Mother

2 Walmart Christmas Ad Match

Walmart keep it low-key this year with a series of campaigns that gives a personal perspective to preparing for Christmas.

Walmart sponsor these user-generated testimonials about the brand's products and services.

It's another great example of the importance of user-generated content to big brands.



Credits: Walmart, Growing Up Blackxican

Walmart Ad: [YouTube](#)

3 Family Memories

Retailer Tesco pull at the heart strings by using the perspective of one family's memories of Christmas through their old home movies.

The ad features the family celebrating Christmas in different eras including the 1970s, 80s, 90s , right up to the present day. The fashions may change throughout the eras, but the message remains the same, Christmas is all about family connection.

This warm ad is great inspiration for the emotions that need to be captured in Christmas and New Year images.



Credits: Tesco, Agency Wieden + Kennedy

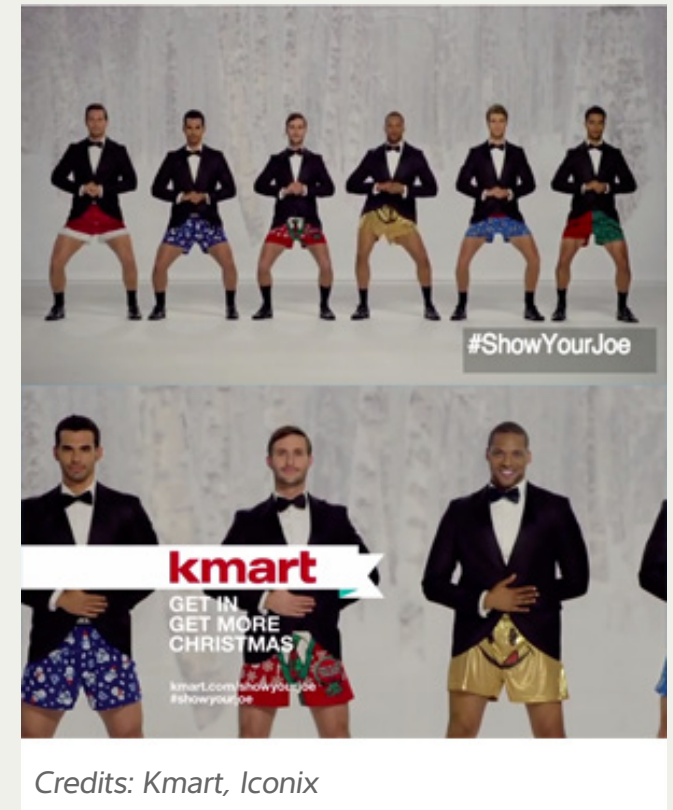
Tesco Ad: [YouTube](#)

4 Don't Forget The Fun

Kmart have focused on the fun factor this Christmas with a cheeky rendition of 'Jingle Bells' featuring young men wearing the store's range of boxer shorts.

'Show Your Joe' is a prime example of how brands can promote products in an abstract way. It might have proved controversial but with 13.5 million hits on YouTube, its certainly grabbed people's attention.

Kmart Ad: [YouTube](#)



5 Glorious Food

Food advertising is a huge aspect of Christmas and whether it is manufactured or home-made, the message is the same... it needs to look fabulous!

From stunning food still-life, to shots of everyday people preparing seasonal food, an audience will engage if the food is a feast for the eyes.

Here are two very different approaches, a Christmas ad from Marks And Spencer and an everyday baking ad from Lurpak. Both are great inspiration for Christmas and New Year imagery.

Marks And Spencer Ad: [YouTube](#)

Lurpak Ad: [YouTube](#)



Credits: Marks And Spencer, Lurpak



Summary

Shooting tips from this weeks trend:

- People respond to images that convey genuine feelings and emotions in a simple way. So try to capture these real moments rather than set them up.
- Real people resonate with an audience, but remember real doesn't mean 'dismal' or 'grungy'. Christmas images need color, light and most of all an emotional connection.
- Think about the best moments of your past Christmas and New Year celebrations and bring some of that to your shots. A personal perspective resonates with a wide audience.
- When shooting emotions and the connections between people, try to be inventive with your angles and viewpoints.
- Still life and food shots must be eye-catching, so bring all the colors and light of the season into these types of shots. Food must get people's mouths watering!