

ALDI, PENNY AND CO

These are the most relevant Christmas campaigns for 2021

by Helena Birkner

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The Aldi Christmas spot is quite depressing, but it is one of the most important campaigns this year before Christmas


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Parent-child dramas were the motive for two Christmas adverts from major grocers this year. There has been a lot of discussion about Penny's elaborately produced film in recent weeks, and Aldi's holiday spot has a similarly emotional notch. Edeka, on the other hand, devoted itself to the hot topic of climate change in Pixar style. But there were also more lively and classic Christmas campaigns. The We Communications Brand Monitor, which was collected exclusively for HORIZONT Online, shows which are the most relevant in Germany. So much can be revealed: The top 7 all come from the food and drugstore segment.

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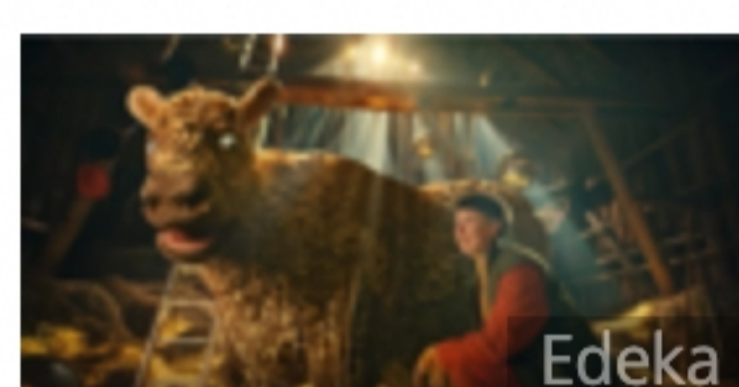

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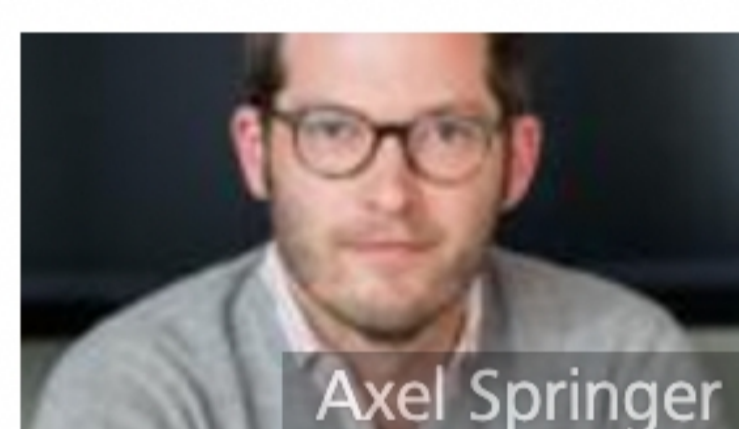
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Julian Reichelt is working on his own platform

Penny and Edeka have already made a name for themselves in the past with highly emotional Christmas spots, for example with a [cartoon on the subject of charity](#) and the now legendary spot [#Heimkommen](#). This year, in addition to the two retail chains mentioned, Aldi was also able to shine with online access figures in the double-digit million range. Nevertheless, none of these three brands emerged as the winners from this year's Brand Monitor evaluation.

Because We Communications not only evaluates the individual campaign videos, but also which retailer is best at addressing its target group via the various communication channels and also playing out its campaign idea appropriately on social media. Because on the Internet - the only advertising space where the spots run in full length away from the cinema screen - what counts above all is the embedding of the message in consistent brand communication.

The retailers examined in 2021 are Aldi, DM, Douglas, Edeka, Kaufland, Penny and Rewe. According to We Communications, Lidl was originally planned as well, but since the Christmas commercial "Der Cringe" was withdrawn due to being too close to the film "Der Joker", it was ignored in the ranking. According to the agency, all communicative online activities of the brands were included in the evaluation of the respective campaigns, both in social media and on the homepage or microsite, if available.

1st place: Kaufland (28 points)



Kaufland has neither the most creative campaign idea nor an overarching purpose. But of all the retailers analyzed, Kaufland is doing best in the 2021 season in playing its Christmas campaign and its message in a diverse and varied way on all its communication channels - and that's what matters in the We Communications Brand Monitor. The main spot "You love Christmas? You get Christmas!" serves as a starting point for many other postings. The story is retold in several short videos and played out not only on YouTube, but also on Instagram and Facebook.

There is also a direct link to the campaign on the homepage, as well as specially shot image material. The videos were also edited in various formats (e.g. upright) so that Kaufland can use the full range of social media. The community management also stands out thanks to a special treat: Kaufland has developed its own campaign GIFS, which are ideal as a response to comments. Kaufland is the deserved winner in 2021.