

John Lewis' Advert Leads to Major Web Response

The annual John Lewis Christmas advert is the unofficial kickoff to the UK holiday season. And this year was no different, as Buster the Boxer bounced his way on to screens across England, Scotland and Wales.

Since 40% of the company's annual profits come from the festive season, did this year's advert actually generate response? Did the creative put John Lewis on the road to securing a piece of consumers' holiday budgets - £24.3B of which will be spent online?



COMPANY'S MOST SHARED ADVERT OF ALL TIME:

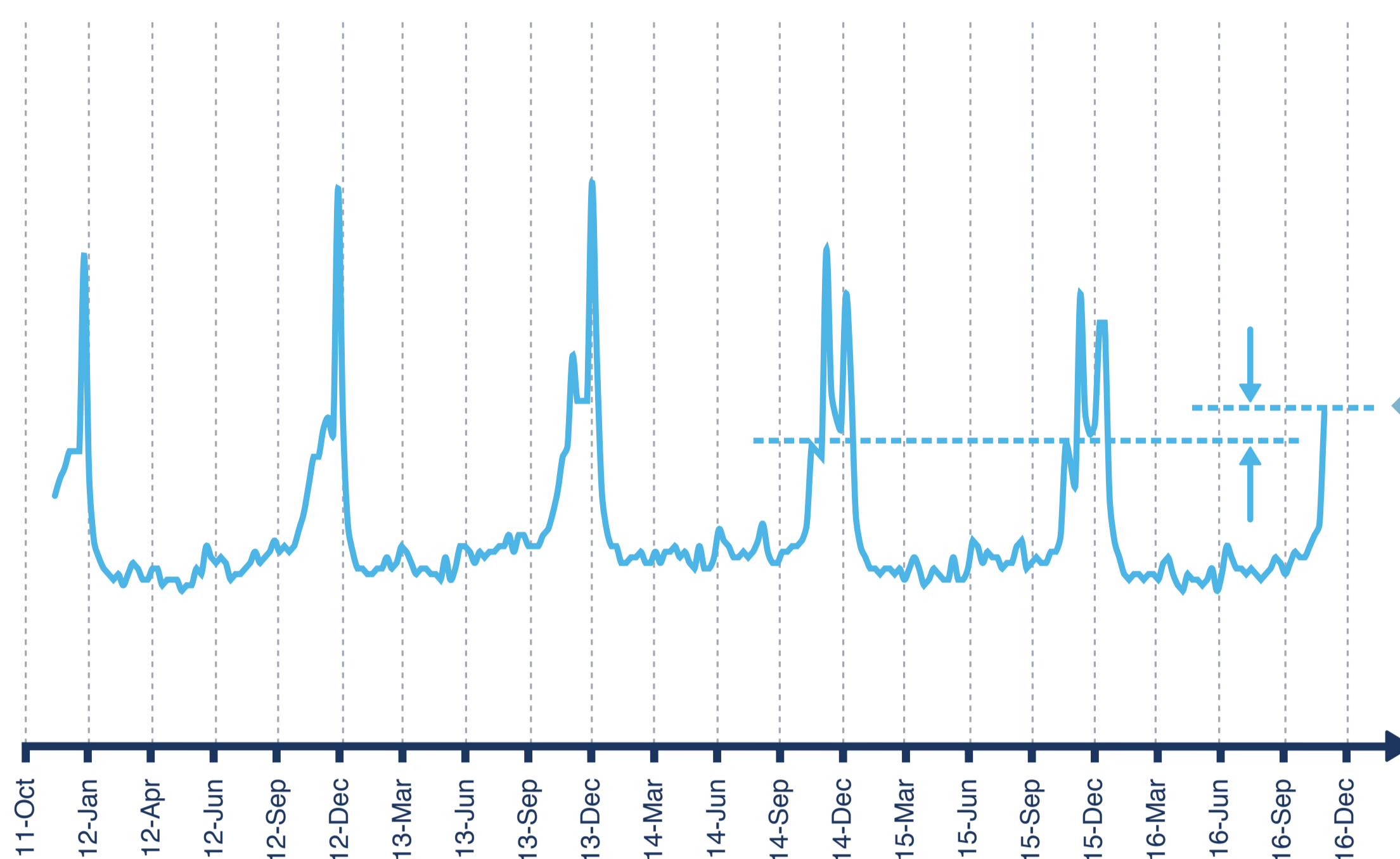
1.75 MILLION

shares and counting...

The Launch: Year-Over-Year

Black Friday has officially crossed the pond, with the holiday peak coming much earlier for retailers. Recognizing this trend, John Lewis launched its TV advert earlier as well, and realized a 13% improvement in web response vs. its '14 and '15 campaigns.

Web Response: 2011-2016



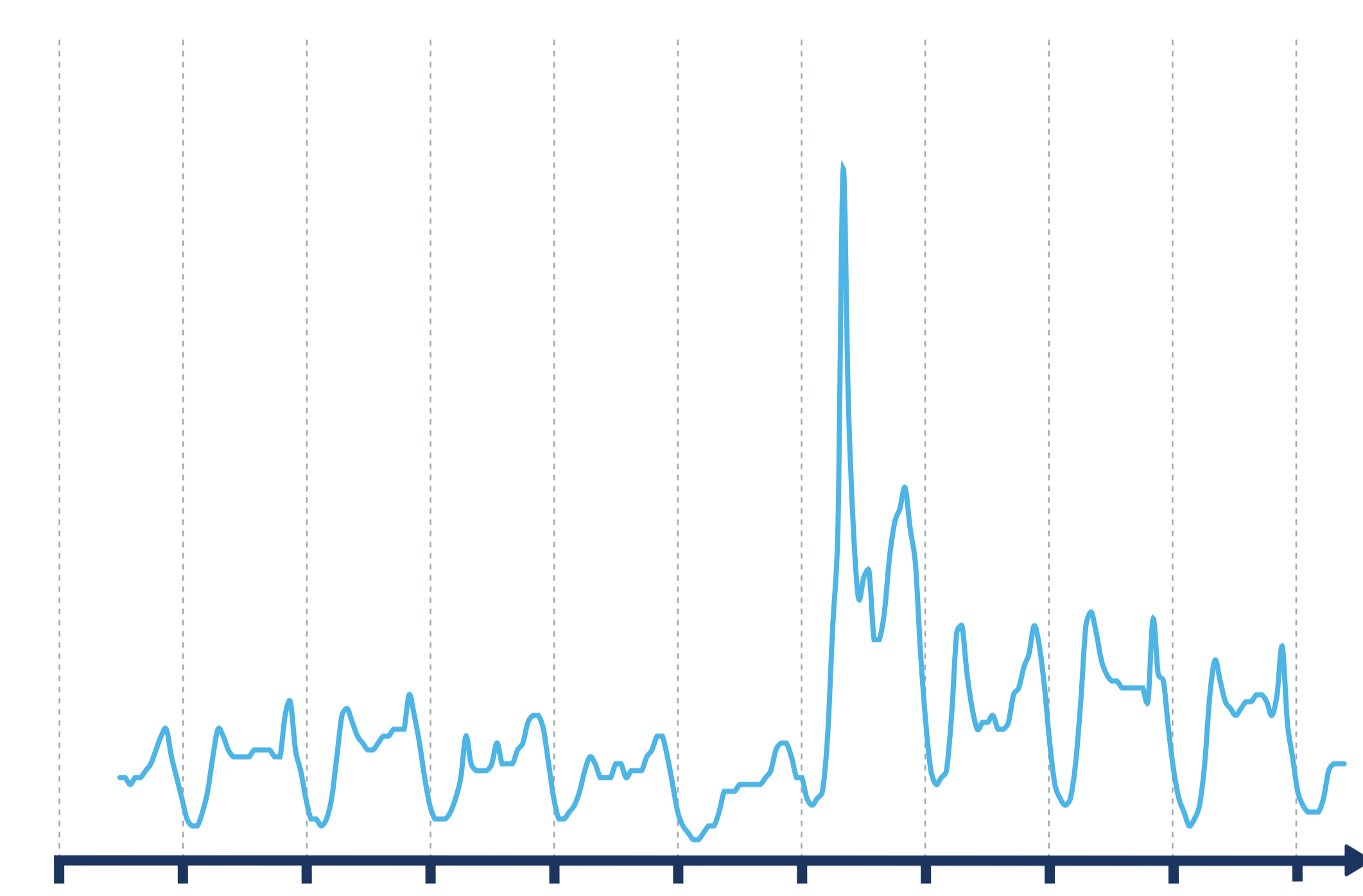
INCREASED WEB RESPONSE



The Launch: Short-Term Impact

John Lewis experienced a **5x increase in search volumes** on the 10 Nov launch. A lot of this response can be attributed to the social media launch, which happened several hours before the TV debut. TV's impact can be seen in the days following, where the baseline is markedly higher due to ongoing airings – especially during ratings monsters like "The X-Factor."

Web Response: 10-Day Period

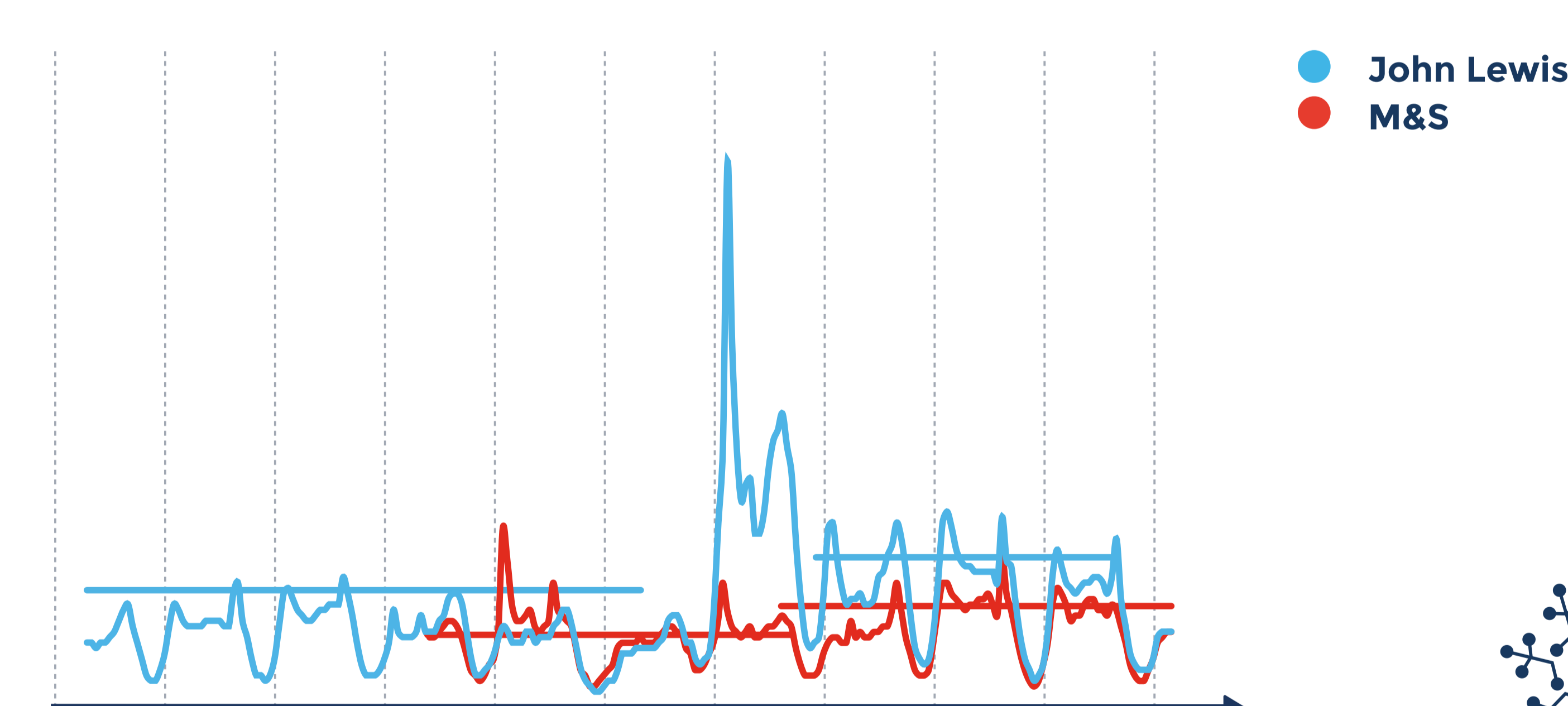


5x INCREASE IN SEARCH

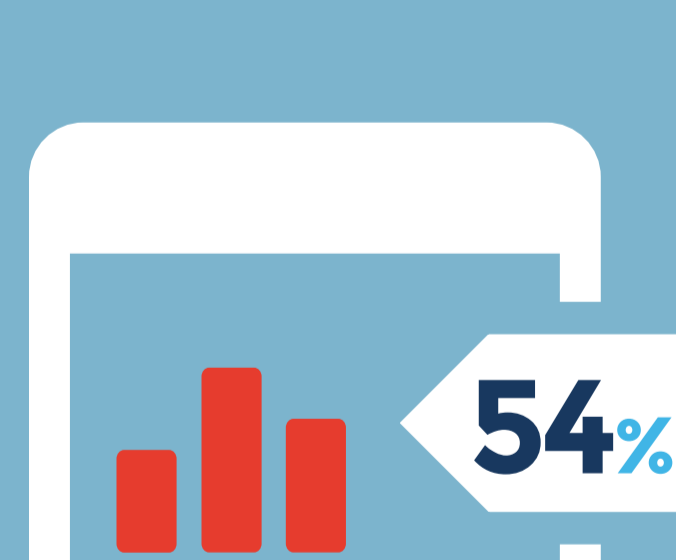
John Lewis vs. M&S

Although M&S took John Lewis' preferred Friday evening slot, John Lewis' advert resulted in significantly greater web response. While M&S displayed a **12% increase** in daily volume, John Lewis saw a **rise of 66%**.

Web Response: Companies



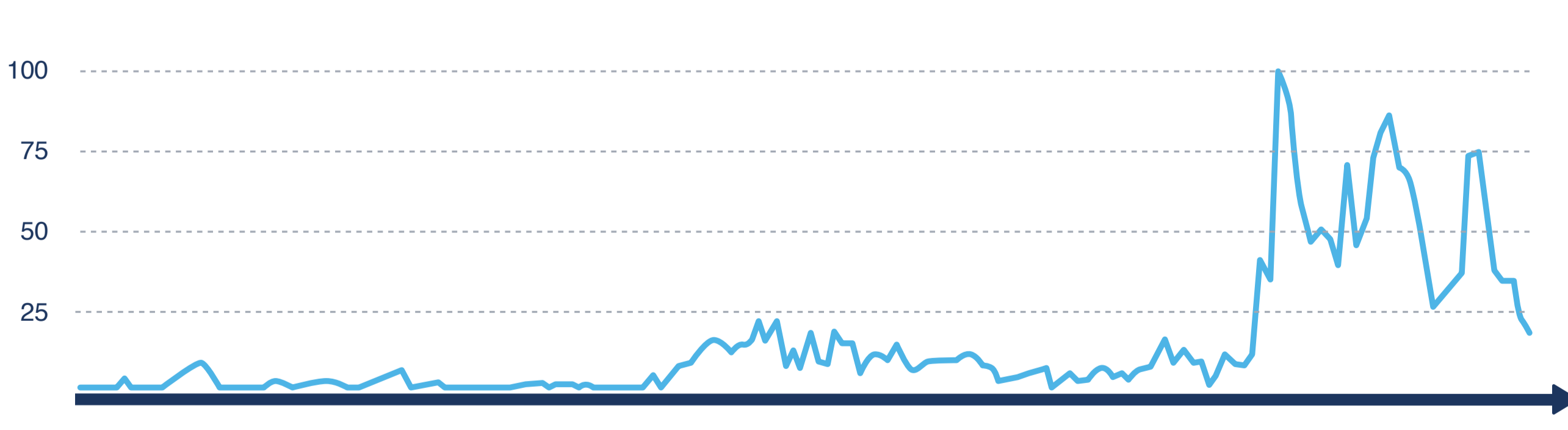
54% MORE WEB RESPONSE VS. M&S



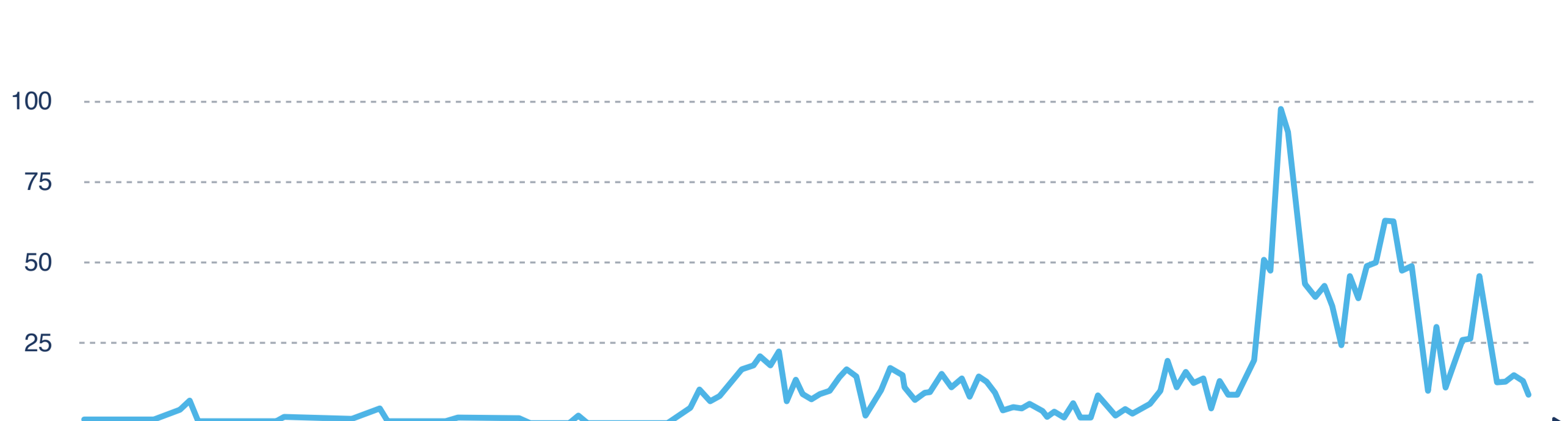
Who Sings that Song?

London-based Vaults, the band responsible for the advert's song - One Day I'll Fly Away - also enjoyed a surge in web response due to TV, immediately post-launch and days after.

Band Search



Song Search



About TVSquared

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