

Christmas period!!!

Christmas advertising!!!



ГБПОУ ТК № 34 Вареник С.С.





For many people the beginning of December marks the start of the Christmas period. If you haven't started planning your Christmas advertising campaigns already, now is the time to start.

1. Stanford Bookstore!!!

This banner from Stanford bookstore embraces traditional design through using colors and images that are strongly related to Christmas. The clever aspect of this Christmas advertisement is that each bauble offers something different with different target URLs leading to different webpages. This gives viewers the opportunity to choose what they want to visit.

CYBER DEALS

\$100 OFF
DELL COMPUTERS

\$50 OFF
SAMSUNG TABLETS

DELL 7" ANDROID TABLET *
\$99 (REG. \$149.00)

Shop Deals >

FREE STANDARD SHIPPING FOR A LIMITED TIME!**

Season of Style
SHOP APPAREL

Power Up Your Holiday
SHOP TECH

Flurry of Savings
NEW MARKDOWNS
SHOP DEALS

For everyone on your list
SHOP GIFTS

*While supplies last. **Free shipping applies only to standard ground shipping. Oversized handling fee may apply. See more details for shipping times.

2. Coca-Cola



The theme of Coca Cola's Christmas advertising campaign this year is make someone happy. In this banner advertisement we can see this theme presented. The simplicity of the white images and logo on red the red background is not only Christmassy, but can be instantly distinguished as an advertisement from Coca Cola. The added social media element of the hashtag included in the design is a great way to make your advertising go further than the banner as it encourages customers to get involved on social media.



New Year is considered the most popular holiday in every family. At the beginning of December everybody has a festive mood. In the city the streets and shop windows are decorated with bright and motley garlands. A huge Christmas tree is put at the main square. We begin to prepare for the holiday. Many people buy Christmas-tree decorations, tinsel and gifts for each other at New Year's fairs.



3. Lidl



This Christmas advertising campaign from Lidl is traditional in design. The text on the banner says 'A luxurious Christmas doesn't need to cost more! See for yourself...'. This text invites users to hover their mouse over the banner, which then reveals the supermarkets Christmas magazine showcasing their products. This is an interesting way to make your banners more interactive and exciting for viewers.



Above: Screen shot from Lidl's Christmas catalogue that appears when you hover over their Christmas banner.

4. Burberry

Nothing gets your Christmas advertising campaign media attention like celebrity endorsement. This Christmas banner from Burberry features none other than David Beckham's son Romeo Beckham in his modelling debut. Despite Burberry products being the central focus of the banner, we can clearly see that this is a Christmas advertisement from the subtle use of snowflakes in the background and the tagline 'with love' which is often associated to gift giving.



5. ASOS



Internet clothing store ASOS demonstrates that they clearly know their target audience in this Christmas advertising campaign. The focus of this ad is that Christmas is the party season and they are marketing this towards those you would want new outfits for the occasion. Although there is perhaps too much text on the ad, and the call to action is very small, ASOS have managed to create a fun take on the Christmas advertising campaign.

6. *IBM ExperienceOne*

In their Christmas campaign, IBM shows that Christmas adverts can be created for business products too. Their simple, informative banner incorporates Christmas design whilst remaining professional.

The banner features a blue header with the text "IBM ExperienceOne". Below this, the main headline reads "Unwrap the Power of Customer Analytics This Holiday Season" in green. A sub-headline in black text says "See how 10 leading companies use analytics to create an exceptional customer experience." A prominent green button with the word "Download" in white is positioned at the bottom left. The background of the banner shows a close-up of a gift wrapped in light-colored paper with a blue ribbon tied in a bow. The entire banner is set against a red background with white snowflakes.

IBM ExperienceOne

Unwrap the Power of Customer Analytics This Holiday Season

See how 10 leading companies use analytics to create an exceptional customer experience.

Download



7. *Tiffany & Co*



Tiffany & Co. use the iconic wintry setting of a snowy New York for their Christmas advertising campaign. A combination of the beautifully photographed jewellery with the picturesque background give it a feeling of luxury. The simplicity of the banner ad allows Tiffany & Co. to draw on their strength as a brand, recognisable by all.

8. Starbucks

Starbucks are well-known for their drinks range at Christmas. This Christmas advertisement from Starbucks using playful images and the tagline 'Share Joy' embraces the idea of Christmas.



Share
Joy

Come in for the
new holiday favorite,
the Chestnut Praline Latte.



9. KitKat

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This Christmas advertisement from KitKat uses their well known slogan 'take a break' to create a fun Christmas advertising campaign. There's no need to say more – its a campaign that simply works.



10. Pizza Hut

There are plenty of Christmas advertising campaigns that put a twist on the Christmas tree. One example of this is this Christmas advertisement from Pizza Hut that uses a pizza slice as a Christmas tree on a simple red background. This ad shows that you can create effective Christmas advertisements without the need for a lot of text.



All of these Christmas advertising campaigns are very different in their construction, showing that there is no 'one way' to create a successful Christmas advertising campaign. However, some points might be helpful to help you think of designs for your banners:

Use imagery and colours that are associated with the holidays so that viewers can identify that this is your Christmas campaign.

Play on your strengths – showcase the strengths of your brand in your banner design.

Know your audience. What do they want at this time of year? How can you deliver this in your campaigns?

It doesn't matter what line of business you're in, any business can create an appropriate Christmas online advertising campaign.



THE END

New Year

- *However, even there, the welcoming of the New Year is growing in popularity, particularly among younger people who prefer to spend Christmas with kin, but New Year with friends. New Year's parties go all night through.*



2.

What do you want for Christmas?
Christmas? Christmas?
What do you want for Christmas?
Santa's on his way.
I want a bike. I want a bike. I
want a bike to ride.
Ride? Ride!

What do you want for Christmas?
Christmas? Christmas?
What do you want for Christmas?
Santa's on his way.
I want a jump rope. I want a
jump rope. I want a jump rope to
jump.

