

seen



ISSUE 12

bluechip



READ **seen** TO WIN OUR BLUE CHIP CHRISTMAS HAMPER

Welcome to our Christmas edition of **SEEN**.

SEEN is our monthly collection of innovative or inspirational campaigns from the UK and beyond, and serves as creative food for thought whatever industry or area of marketing you are in.



Just for the festive season we've hidden a number of **SEEN SNOWMEN** throughout this edition, and if you correctly tell us how many there are (don't include the ones on this page or the front cover), you'll go into a draw to win our Christmas Hamper. It's packed with loads of goodies, including a small selection of the premiums and promotions Blue Chip have created this year.

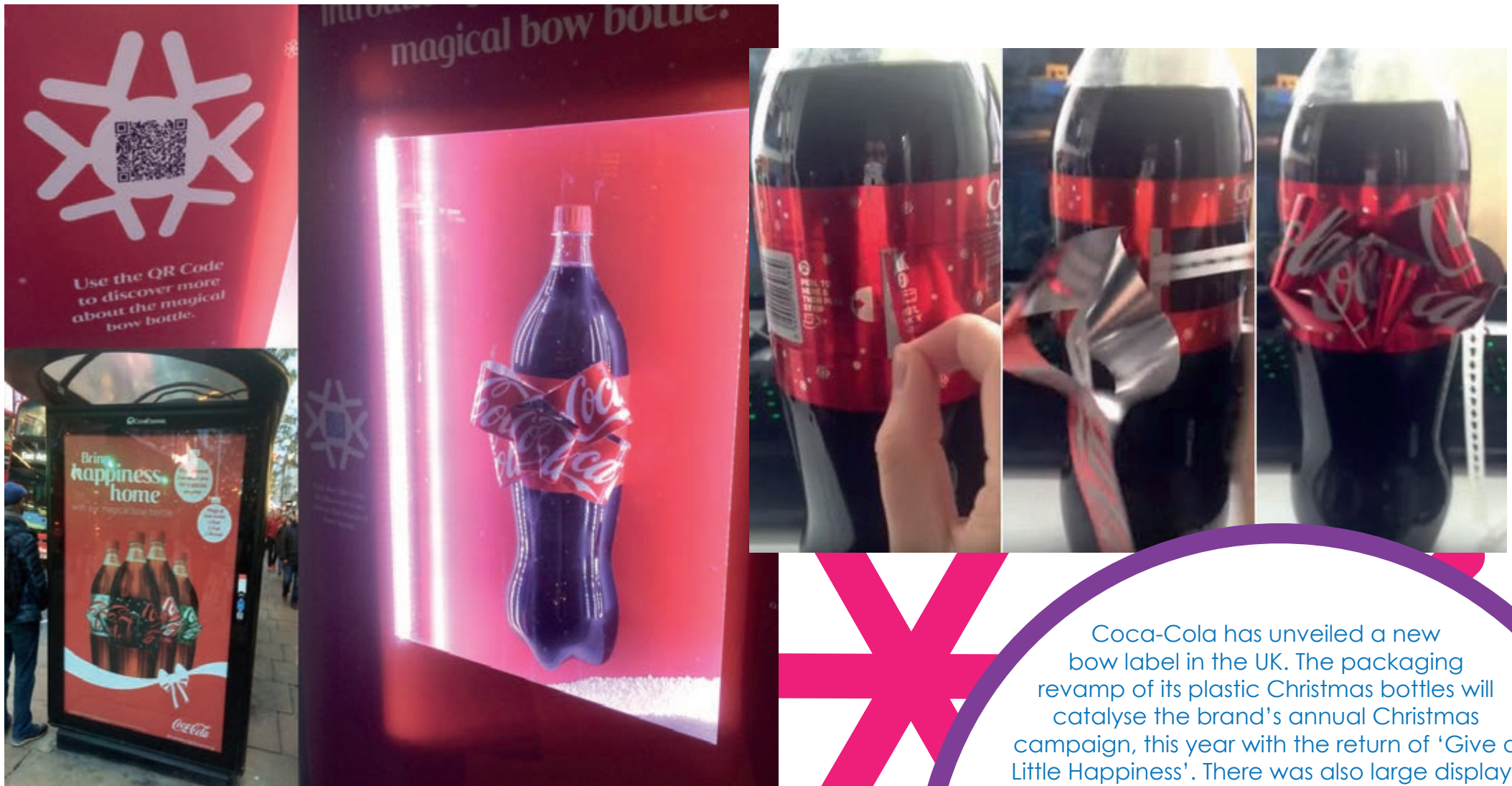
When you think you know how many **SEEN SNOWMEN** there are, just [CLICK HERE](#) to submit your answer and be entered into our draw.

Happy reading and happy Christmas from all the team at **bluechip**



Terms & Conditions: All entries to be received by email by midnight Wednesday 6th January 2016. No purchase necessary. Open to all named direct recipients of the Christmas SEEN edition email provided they are 18 years of age or over. One Christmas Hamper is available, comprising: Muller Rice-Greek Tasty B talking bear; Terraillon Neocook jam scales; Lakeland preserves book; bottle of champagne; bottle of rose champagne; 1 x McCain chip tray; 1 x McCain roasting tray; Selfridges milk chocolate biscuits; Selfridges spiced shortbread; Selfridges panettone; chocolate pralines; brandy butter; chocolate hazelnuts; Christmas condiments trio; Teapigs green teabags; Harvey Nichols butter fudge; Rexel Matador stapler; £10 love2shop voucher; berries dark chocolate; chocolate almonds; Harvey Nichols Christmas pudding; Plenty 6 pack; Kellogg's Crunchy Nut Chocolate Clusters; Kellogg's Rice Krispie Squares Bar; Kellogg's Nutri Grain Bar; Kellogg's Coco Pops bar. Winners will be selected at random from all valid entries by an automated process producing verifiably random results on Thursday 7th January. Any tax liability as a result of entry is the participant's own.

Coca-Cola: Bow Bottle



<https://youtu.be/ZLldd828nvc>

CLICK HERE TO
WATCH VIDEO

Coca-Cola has unveiled a new bow label in the UK. The packaging revamp of its plastic Christmas bottles will catalyse the brand's annual Christmas campaign, this year with the return of 'Give a Little Happiness'. There was also large displays and a giant version of the bow bottle displayed on London's Oxford Street. Celebrating 20 years of 'Holidays Are Coming' UK TV ads, the Coca-Cola Christmas truck has been visiting towns throughout the nation from 20th November in anticipation of the big day.

Temptations: Cat Treats



There aren't too many ways to mitigate the confusion, embarrassment and despair your cat may feel upon being dressed up in festive costumes, photographed and paraded about on human social networks this holiday. But cat treats should do the trick. Temptations, the Mars brand of cat treats, acknowledges that your feline doesn't share your elation at being dressed up, and suggests you apologize promptly for doing so. A new campaign urges cat owners to #SaySorry with treats, and plenty of them.

<https://youtu.be/wMH4xmOeKxc>

**CLICK HERE TO
WATCH VIDEO**

Pringles: Scented Candles



Pringles has created 500 scented candles in 3 flavours that will be sent to pre-selected people to test out ahead of a potential wider launch next year. The candle scents include cheesy cheese, Texas BBQ sauce and festive pigs in blankets.

Harvey Nichols: Avoid Gift Face



Harvey Nichols' 2015 Christmas ad is all about remedying the horrible affliction known as gift face, where you must offer a rictus of glee upon receiving a truly woeful present. The new campaign was based on research suggesting 72% of U.K. adults have admitted to pulling gift face to save the feelings of a loved one and 63% admit to wearing or using an unwanted gift after Christmas to keep up the pretense.

CLICK HERE TO
WATCH VIDEO

<https://youtu.be/PaqWcYn4uBk>

Cadbury: Advent Truck



Liverpool was the first city to see the doors of the first advent truck open with 23 more trucks set to follow suit, travelling across the UK throughout December as part of the most delicious countdown to Christmas. The doors of the first festive lorry were opened in Liverpool to reveal a huge Christmas grotto made entirely out of chocolate, including a chocolate fireplace, table, chair and tree baubles. Visitors to the truck could see a wall-to-wall chocolate lined wonderland with chocolate Christmas trees complete with edible presents and of course Cadbury Advent calendars. The chocolate grotto brings to life the latest Cadbury Christmas TV advert, which shows an Advent calendar formed from 24 Cadbury purple trucks ready to deliver joy across the nation. Every truck represents a different door of the advent calendar, and the Cadbury Chocolate Grotto is just the first of many unique surprises.

Pret Donates Christmas Marketing to Charity



Pret A Manger donated its marketing channels and media to five charities this Christmas, after launching its Christmas sandwich range at a gift-wrapped store. The company wrapped up its shop in London's Broadwick Street as a giant Christmas present, with customers invited to tear their way through to get a free festive sandwich. Prets launched this along with its 'A Little Thank You' campaign. The campaign raises awareness and money for five homelessness charities. They will not use traditional advertising, instead promoting the charities through its shop windows, packaging, team members and social media channels to tell its stories and interact with customers.

Starbucks Launches Christmas #RedCups



Starbucks unveiled its Christmas campaign which featured a four-meter tall Red Cup installation that lit up when activated by tweets. The giant Red Cup installation - that smelt like a gingerbread latte - was at Kings Cross station from 3rd-6th November and gradually lit up as consumers tweeted #RedCups. Tweets with the hashtag also featured across digital display boards throughout Kings Cross. The brand has also created a Red Cup 'hash-flag' which appears whenever #RedCups is tweeted.

IRN-BRU: Christmas Advert



IRN-BRU's newest Christmas ad provides a cheeky alternative to more sentimental Christmas ads on air. 'Jumper' celebrates the gift of giving... with an IRN-BRU twist of course. We see a keen granny gifting her grandson with a knitted homemade treat. Unfortunately, the present is eye-catching for all the wrong reasons. Thankfully, he has a can of IRN-BRU to get him through what could have been an awkward family moment on Christmas Day.

<https://youtu.be/584LFX6-j8w>

**CLICK HERE TO
WATCH VIDEO**

Coca-Cola: Christmas Display



Coca-Cola's Christmas display had a huge footprint in-store in Asda and definitely created stand out. You could even climb inside the driver's seat for a photo. There was also a smaller version of the same display in Tesco to demonstrate how the same display design can translate across smaller stores.



Pringles: Christmas Tree & Selfie Competition



Pringles put up their annual tree made from Pringles cans and asked people to tweet in their selfies with the tree from the 1st December for the chance to win a daily prize. A giant advent calendar for the daily prizes was positioned next to the tree.



direct line
#merryfixmas



Direct Line #MerryFixmas

Direct Line @DirectLine_UK · Dec 1
We're delighted to introduce the #merryfixmas team - fixing your festive dilemmas across the UK throughout December

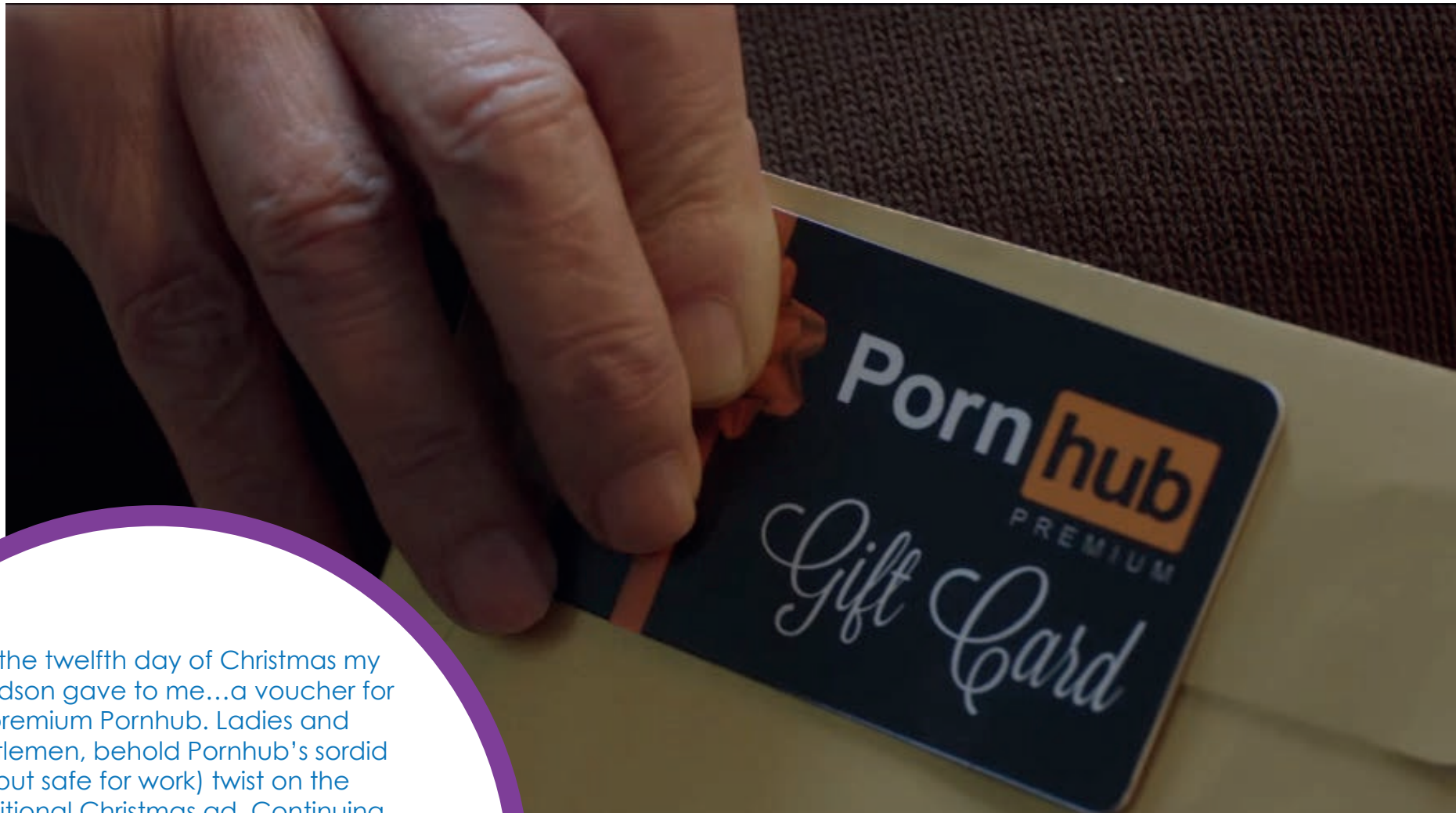
Direct Line Retweeted
DASH | MODE LILY @Mode_Lily · 53m
Thank you very much @DirectLine_UK, now I have my Christmas party dress sorted! Bring it on! 🎄

#merryfixmas



Direct Line launched their #merryfixmas campaign in which their dedicated team set off around the country helping to fix wonky Christmas trees, tangled lights, ruined party clothes and forgotten presents. All you had to do was let them know if you needed anything fixing as you prepared for the festivities by tweeting them using the hashtag #merryfixmas.

Pornhub: Premium Gifting Service



On the twelfth day of Christmas my grandson gave to me...a voucher for premium Pornhub. Ladies and gentlemen, behold Pornhub's sordid (but safe for work) twist on the traditional Christmas ad. Continuing 2016's sad old person trend (thanks John Lewis), Pornhub promotes itself as the perfect gift for grandfather. Welcome to the new generation where ad-free porn can be counted as a Christmas gift.

CLICK HERE TO
WATCH VIDEO

<https://youtu.be/jb32Ego033o>

Budweiser: Christmas Jumper



**WIN WITH
BUDWEISER**

for the facts drinkaware.co.uk



**Buy a pack for your
chance to win a
Christmas jumper.**

Click below to automatically be entered in a
prize draw

☐ I have read and agree to the [terms and conditions](#)

Click to enter



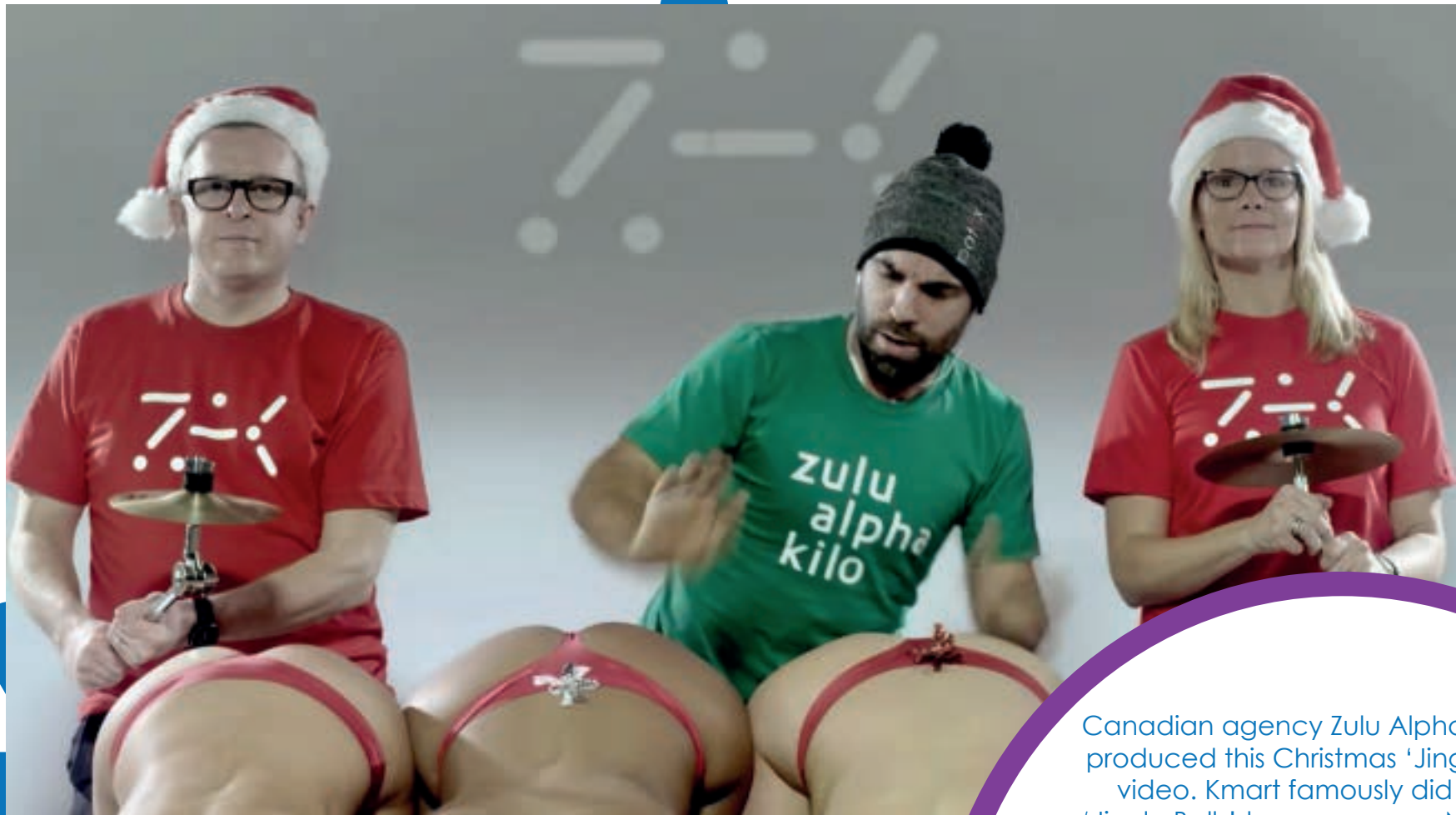
Budweiser has introduced a limited edition pack with a Christmas jumper background. Rolling out across major multiples, the seasonal packs also feature the words 'celebrate responsibly'. Budweiser has also launched a bespoke Christmas 'give back' pack into Asda, with the proceeds from sales donated to RoadSafe.

Marks & Spencer: Adventures In Surprises



Building on its "Adventures in ..." campaign, M&S is launching a multifilm series to showcase its holiday-themed food. The thinking behind this idea was to *make Christmas magical*. In the case of "Adventures in Surprises," the idea was drawn from M&S Christmas products which have little surprises within, like the penguin cake with the penguin face hidden inside and the salmon mousse pearls.

Zulu Alpha Kilo: Christmas Video



<https://youtu.be/jxSDrYZ6zMA>

**CLICK HERE TO
WATCH VIDEO**

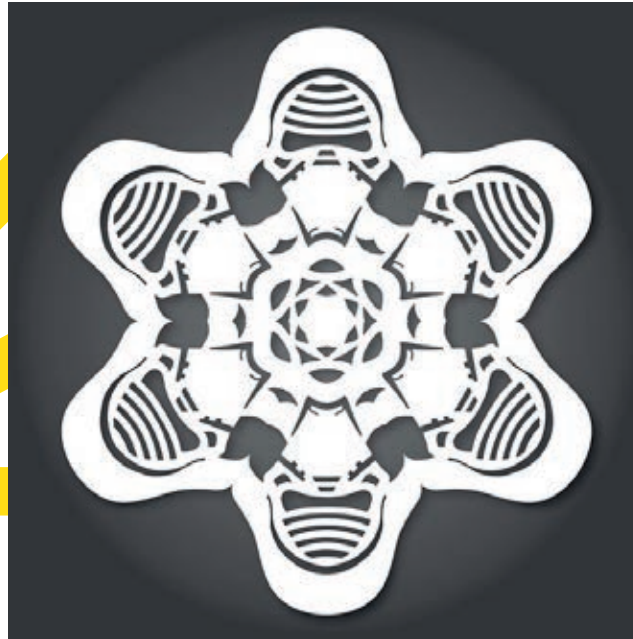
Canadian agency Zulu Alpha Kilo has produced this Christmas 'Jingle Butts' video. Kmart famously did it with 'Jingle Balls' two years ago. Now, Zulu Alpha Kilo has moved on to butts. For its 2015 holiday video, they brought in world-renowned Spanish percussionist and YouTube star Jorge Perez to perform a very cheeky rendition of Jingle Bells.

Ribena: Interactive Facebook Mobile Content



Ribena have created an interactive Facebook post allowing you to shake your mobile phone to create a snow storm supporting their new Ribena Winter Spice cordial.

Star Wars: Snowflake Decorations



With Christmas and the release of Star Wars: The Force Awakens fast approaching, there is no better way to decorate your house than with these Star Wars-inspired paper snowflakes.

Cadbury: Dairy Milk 10kg Bar



10KG DAIRY MILK BARS!!!!

Warehouse: #GetGifted



Warehouse were handing out gift boxes containing a giant chocolate coin along with a variety of gifts and discounts. These ranged from 20% off instore to a pair of shoes of your choice.

ProTravel: Naughty or Nice



naughty or nice?

are you naughty or nice?

Are you a little bit naughty, or incredibly nice? Here at Protravel we like to be a little bit of both so, this Christmas we're giving away some very special festive gifts. It's up to you which you choose.

If you're feeling nice, on your behalf we'll make a donation to one of our three nominated charities, or if you're feeling naughty, you can claim your own gift of some chocolatey loveliness from Hotel Chocolat.

Simply visit www.prohoho.co.uk, enter your unique access code below and follow the simple instructions.

YOUR UNIQUE CODE: G7HNRT



 **ProTravel**

talktous@protraveluk.co.uk 0345 050 9535 www.protraveluk.co.uk

ProTravel sent out a Christmas mailer directing people to a microsite to decide if they are naughty or nice. Once on the microsite there were boxes to fill in your details for a naughty box or a nice box. The naughty box meant you were claiming some chocolates from Hotel Chocolat. The nice box meant ProTravel made a donation on your behalf to one of their three nominated charities, Cancer Research UK, NSPCC and British Red Cross.

Waitrose: Scented Recipe Cards



These touch and smell recipe cards were spotted attached to some of Waitrose's in-store POS. The idea was you could take away something to capture the essence of the season.



Samsung: Giant Advent Calendar



A giant advent calendar arrived in the heart of London's West End thanks to a partnership between Westminster City Council and Samsung. The calendar is being displayed on an LED screen at Marble Arch linking the retail district of Oxford Street with Winter Wonderland in Hyde Park. The screen displays a festive countdown to Christmas. The advent calendar will run from December 1 until January 1 2016 and will display a New Year countdown following the Christmas one.

Nike: Christmas Air Max 90



It's going to be tough for any Christmas sneaker to top the level of holiday cheer packed into this pair of Nike Air Max 90s. The Air Max 90 Christmas features swoosh-shaped candy cane graphics, ribbons for laces, a festive outsole and gold on the badge at the back.

ASDA: Christmas Ski Lodge



Customers were invited to step inside The Lodge, where they were then transported to a cabin in the snowy mountains. Brand ambassadors dressed in fairisle George jumpers offered tastings of the supermarket's hero lines and key products, as well as a chance to win a Christmas hamper. The roadshow formed part of the grocer's #becauseitschristmas campaign. Customers were also encouraged to dress up in winter props and upload their photo to social media, in order to receive a free print when using the aforementioned hashtag.

Kit Kat: Blank Christmas Advert

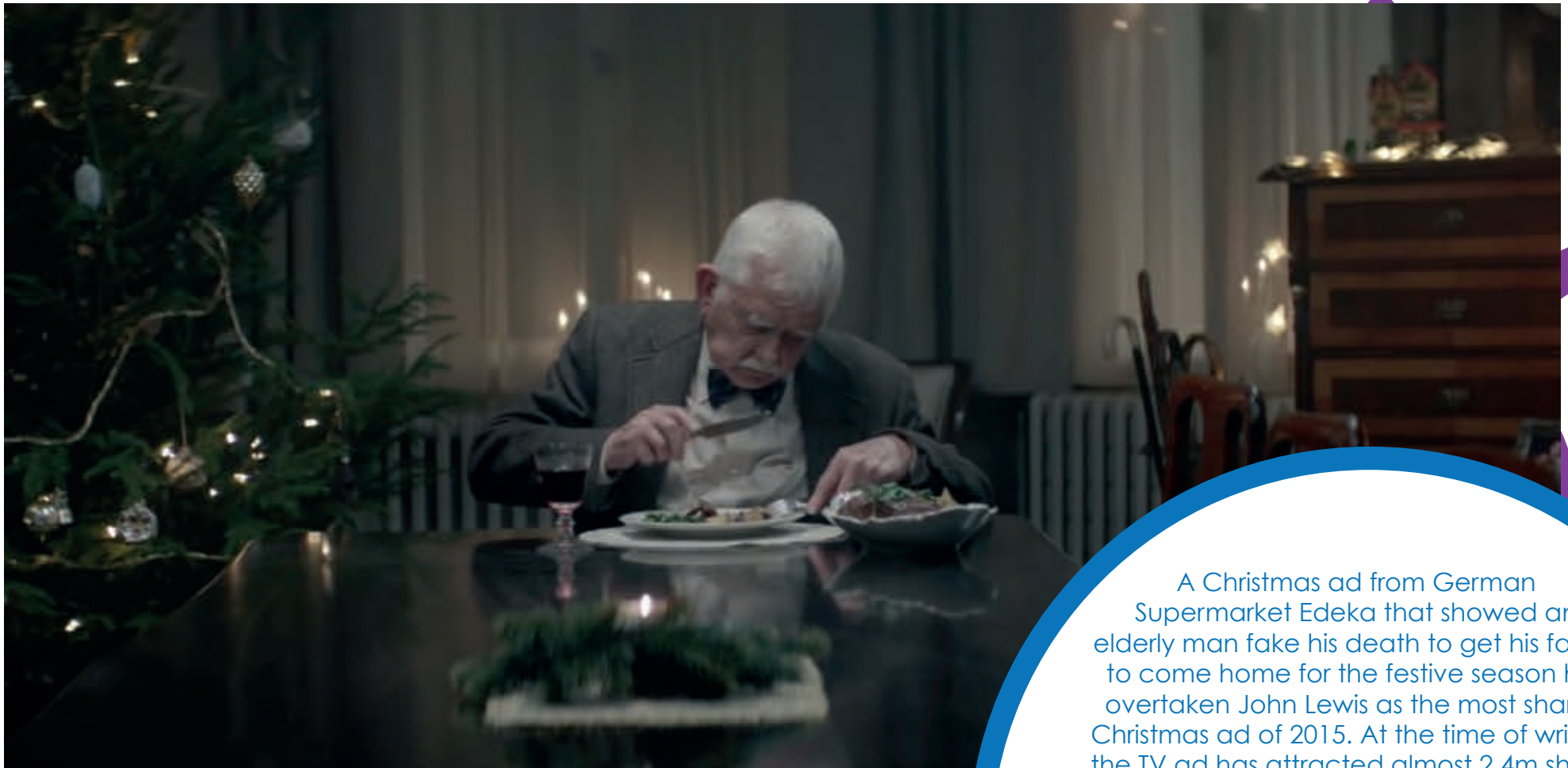


<https://youtu.be/bHR-i2jbcIc>

**CLICK HERE TO
WATCH VIDEO**

KitKat encourages people to take a break with their blank TV ad. They developed a blank, audio-only spot free from 'celebrities selling Christmas turkeys' to encourage people to take a break amid the barrage of festive madness.

Edeka: Most Shared Christmas Ad



A Christmas ad from German Supermarket Edeka that showed an elderly man fake his death to get his family to come home for the festive season has overtaken John Lewis as the most shared Christmas ad of 2015. At the time of writing, the TV ad has attracted almost 2.4m shares putting it well ahead of John Lewis's ManOnTheMoon which has managed a total of 1.3m shares. Sainsbury's effort is currently in third place with 917,907 shares. The rather extreme tear-jerking advert generated a flurry of activity on social media, with mixed reviews.

<https://youtu.be/V6-0kYhqoRo>

**CLICK HERE TO
WATCH VIDEO**

ASDA: Taste of London Event



Asda is the supermarket sponsor for The Taste of London event and welcomed visitors to its Extra Special Festive Lodge. The UK's first sweet and savoury edible Christmas house is big enough for a family to sit inside. At 3.5m tall and 2mx2m wide, it was constructed with all of Asda supermarket's Christmas food and drink products, including 1,200 mince pies, 30 lobsters, 75kg Parmesan, 30kg maple smoked salmon and 3,000 sprouts. An additional garden patch was also created from cabbage and broccoli, and never-before-seen lobster flowers.

Burger King: Christmas Packaging



Burger King has rolled out new festive product offerings and limited-edition Christmas packaging in the UK. The Christmas packaging range celebrates the season with reindeer and mistletoe-clad coffee cups, Santa's belly-inspired sandwich wraps and joyful takeaway bags. The new packaging and Winter Whopperland menu follows other recent successful global launches, including the Halloween Whopper sandwich, Peace Day Burger and Proud Whopper sandwich, all of which featured limited-edition packaging.

Not On The High Street: Colour Saturday



Online marketplace Not On The High Street celebrated its first Colour Saturday campaign (a rival to Black Friday) with an event at London's Old Spitalfields Market. The company used a branded sleigh and a five-metre high interactive Christmas tree comprised of several multicoloured blocks, while built-in screens showcased a selection of products and stories from Not On The High Street's partner retailers. On Colour Saturday itself, the three cities were each surprised with a 'colour moment' which consisted of a huge scattering of multicoloured confetti and a gathering of the brand's supporters.



The Body Shop: 24 Days of Happiness



The Body Shop has launched a giant 24 Days of Happiness calendar at its store in Westfield White City. The calendar is offering Christmas shoppers the opportunity to win daily prizes, such as afternoon tea at The Ritz, theatre tickets, shopping sprees and Body Shop gifts. Guests can trace their fingers over the digital bow to unlock presents. Once the door has been opened, the advent calendar dispenses a 'you've won' card, which the winner can use to claim their treat at the till point.

Virgin Trains: Children's Designs



Two of Virgin's trains have been transformed to showcase children's Christmas designs. The train's red exterior has been replaced to reflect the season, and a Pendolino model has been transformed into a Penguilino. Meanwhile the Class 91 has come to be known as Claus 91. The bespoke Christmas designs are the work of nine-year old Amber Maxfield and 11-year old Madeleine Deakin, who won a nationwide Christmas train design competition for primary school children.

Arla Foods: Milk Bottle Christmas Tree



Dairy company Arla Foods UK began its festive White Wednesdays campaign by unveiling a milk bottle Christmas tree on London's South Bank. The installation is backlit and flowing with milk. The initiative focuses on the four Wednesdays in December and promises unexpected stunts, as well as print ads, digital advertising, in-store POS and PR.

TGI Fridays: VR Christmas Experience

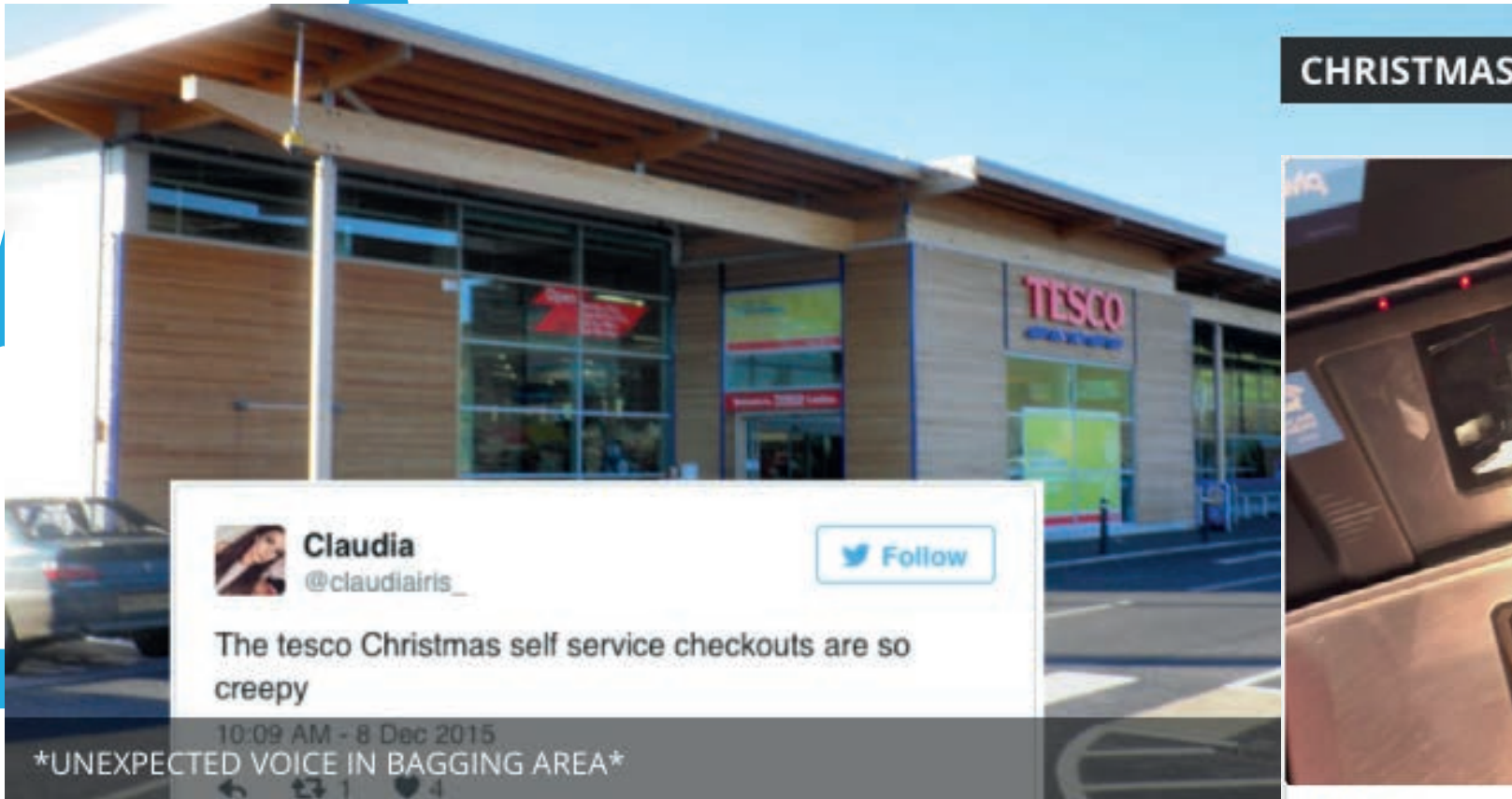


As part of the brand's #JingleEffect campaign, a 360-degree virtual reality (VR) experience has been visiting a number of TGI Fridays restaurants this Christmas. Participants are transported to Lapland Province, where a sled pulled by 10 huskies rides them around the snow-capped landscape. The Oculus VR headsets provide a real-life experience and has been devised by the restaurant chain after it conducted research that revealed dog sledding is the Christmas activity UK adults would most like to try.

<https://youtu.be/vOu3oVODNkU>

CLICK HERE TO
WATCH VIDEO

Tesco: Self Service Checkouts



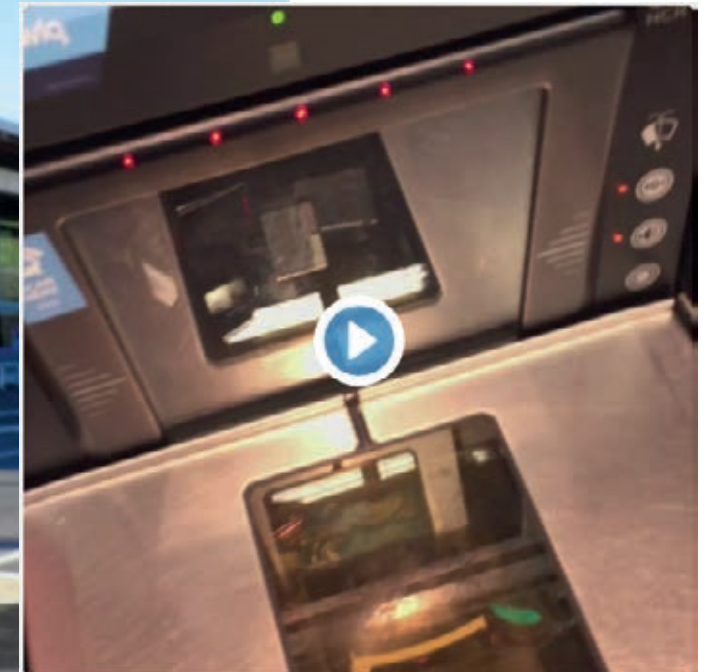
Claudia
@claudiairis_

Follow

The tesco Christmas self service checkouts are so creepy

10:09 AM - 8 Dec 2015

UNEXPECTED VOICE IN BAGGING AREA



Math
@Mathlondon

Follow

@Tesco #selfservice wish merry #Christmas 🎅🎄🎅🎄

4:30 PM - 8 Dec 2015 · London, England, United Kingdom

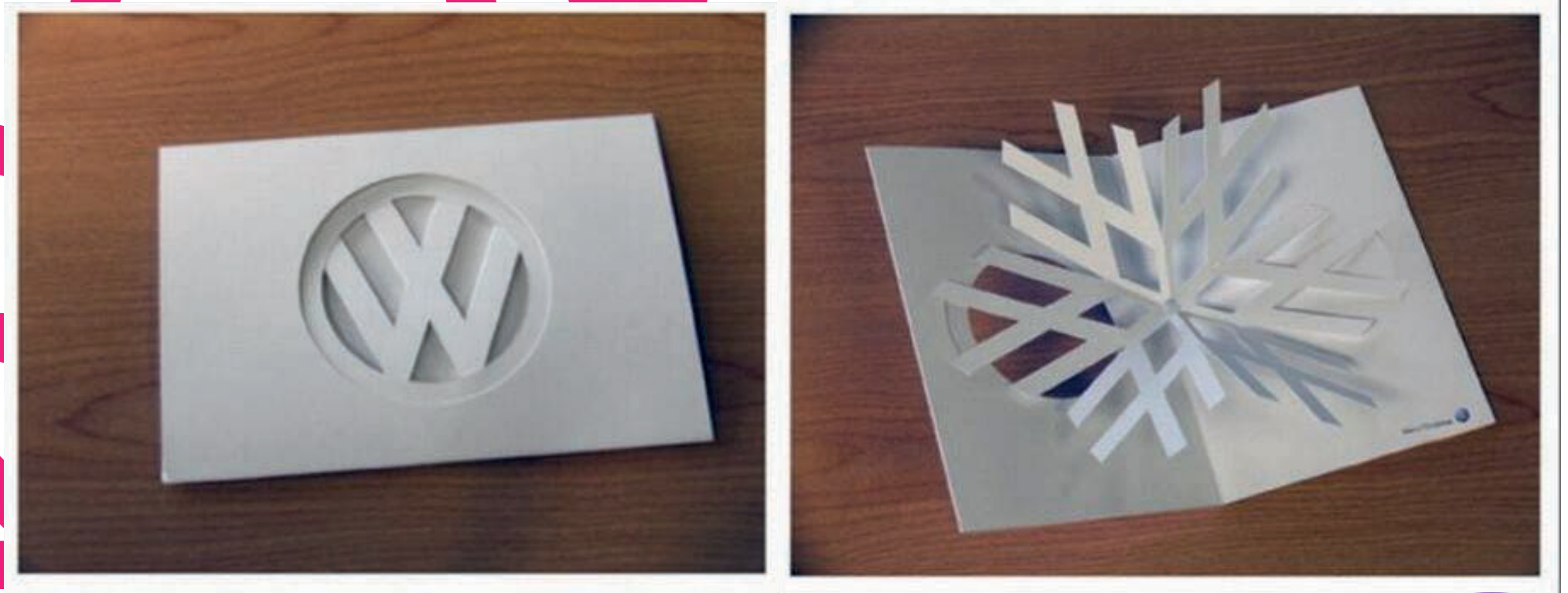
3

Tesco self service checkouts have been given a festive voice over wishing customers a merry Christmas after they have completed their purchase.

CLICK HERE TO
WATCH VIDEO

<https://goo.gl/v6L40G>

Volkswagen: Christmas Card



Really clever Christmas card idea for Volkswagen which turns the VW logo into a pop-up snowflake once opened.

Dyson: V6 Experiential Stand



Dyson created an event to demonstrate their new V6 product. The event created mini areas and scenarios that demonstrated how the V6 could be used, along with a clean-up challenge to tidy up a Christmas decorated room using the V6 for your opportunity to win one.



Don't forget...

If you want to enter our prize draw to WIN our Blue Chip Christmas Hamper, just tell us how many **SEEN SNOWMEN** you spotted (don't include the ones on the front cover or intro page).

CLICK HERE

to submit your answer and be entered into our draw.



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If you're looking for inspiration, why not ask us about our collaborative workshops? We've worked with some of the UK's biggest brands to unlock their creativity and to co-create big ideas that everyone gets to take pride in.

For more information, call our Client Development Director
Ian Morgan on 0161 833 4300.

