

Sainsbury's

Supporting
child literacy with



Save the Children

Christmas is for sharing



Christmas is for sharing

This paper tells the story of Sainsbury's Christmas campaign in 2015.

Trading conditions continued to be tough, so we thought hard about how we could enhance further our Christmas performance of 2014.

We did so by giving the nation a story to share, to help parents spend more time with their children, and to raise money to help with childrens' literacy in partnership with Save The Children.

Our story revived Judith Kerr's much loved cat, Mog, as a movie and a book, creating content that felt like a faithful addition to the Mog canon, but also a wholehearted execution of Sainsbury's idea that Christmas is for Sharing.

We built awareness, earned huge social media engagement, created the most watched UK Christmas ad on YouTube ever, raised over £1.6M for Save The Children and helped Sainsbury's to be the only Big 4 grocer to grow in the run up to Christmas 2015, with more customers served in store than ever before.

This is likely to have driven a Profit ROI in excess of the £24.34 per £1 spent that we achieved in 2014.

The extraordinary collaborations that achieved this are a reminder that when we all share, its not about who 'won' Christmas, because everyone wins.



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Our toughest Christmas ever (again)

It's been a tough few years in grocery retail, unless you are Aldi and Lidl.

This is magnified in the run up to Christmas, a period when some weeks see sales 50% higher than atypical week. There was a lot at stake.

So in recent years, Sainsbury's had upped our game, with Christmas In A Day and 1914 setting new heights of ambition and success. But in 2015 we had to do it all again.



"Tesco, Morrisons, Asda and Sainsbury's margins are unlikely to recover over the next 12 to 18 months due to further price cuts and like-for-like sales declines. They are unlikely to gain back market share before 2017"

Sven Reinke (Vice President & Senior Analyst, Moody's)

"It's been a very difficult year for the major supermarkets, driven by price deflation and compounded by having to respond to the discounters' lower prices. 1% less was spent at grocery tills in the four weeks to 5 December compared with the same period last year, while the volume of items bought slid 0.8%."

Mike Watkins (UK Head of Retailer and Business insight, Nielsen UK)

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**But at Sainsbury's we
like a challenge...**

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2014: what went well, even better if

Our Christmas 2014 campaign was rich in learnings which we used for 2015

Christmas 2014 – what worked well:

Telling a story that the nation cares about; a story that feels relevant and touches all.

The value of generosity - giving customers a way to engage with the campaign to make a difference. Last year's partnership with the Royal British Legion raised £500k from the sale of £1M chocolate bars.

Christmas 2015 – even better if:

Our past two campaigns had surprised the nation, we wanted to create a campaign as different to '1914' as that had been to 'Christmas In A Day' the previous year.

We wanted to create deeper customer participation – a way to bring to life our brand point of view that 'Christmas is for sharing'.



A film to watch



A bar to buy



?

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**Christmas is for sharing,
but what are we sharing
and with whom?**

A cultural insight at the heart of our core family target

We knew that Christmas is about sharing things you love with people you love, but parents spend just 34 minutes a day with their children. Six in ten said they struggle to get the family together as a whole.

Over 60% of parents say that when they do get together, it's normally spent in silence in front of the TV, at the cinema, playing computer games or glued to a mobile or tablet.

A fifth of parents also regularly struggle to get their children out of their bedrooms or away from gadgets like consoles and phones.

So we set ourselves a challenge:

How could Sainsbury's use our Christmas campaign to make a difference to family time together?



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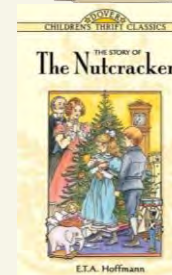
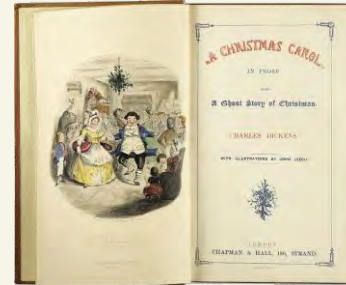
Sainsbury's would give British families something very special to share at Christmas

Christmas is for sharing stories

Throughout the centuries, stories have brought families together.

Today at Christmas they continue to do so as families come together to enjoy timeless family entertainment like *The Gruffalo* and *Elf*.

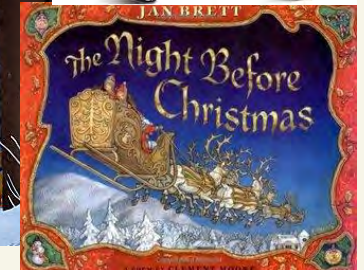
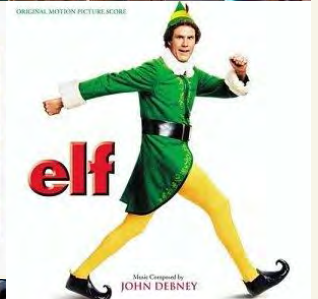
So we decided that Christmas 2015 would revolve around a very special new story.



The Little Match Girl



by Hans Christian Andersen illustrated by Rachel Isadora



A story fit for 2015

As with our previous two Christmas campaigns, this had to be much more than a piece of advertising:

1. We needed a story with timeless & multi-generational appeal

Something that appealed only to children, or only had nostalgia value for their parents would not bring the nation together.

2. We needed to tell our story in a modern way

Parents and children alike still love books. They are in rude health despite the march of technology. But modern storytelling breathes life into classic characters with CGI, most recently shown with the success of Paddington.



3. We needed to spread the good beyond the story itself

A charity partnership could do even more good than the direct effect of helping parents and children share the story we would create.

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1) A story with timeless & multi-generational appeal

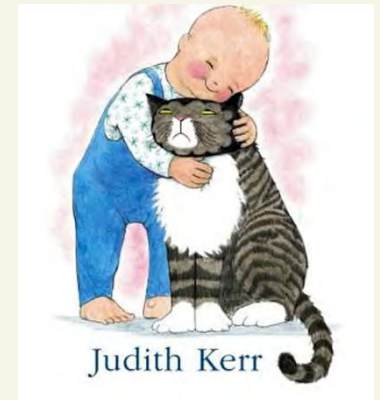
Mog is the nation's best loved cat. She made her first book appearance in 1970. Since then over 4M books have been sold worldwide – the last published in 2002.

The character was part of parents' childhoods (so it didn't have exclusive kid appeal), but also sells strongly to children of today (it didn't have exclusive parent nostalgia appeal).

Mog's author, Judith Kerr is one of the nation's best loved authors who has written stories we have all grown up with like 'The Tiger who came to tea' and 'When Hitler stole pink rabbit'.

Even at the age of 92, Judith was still writing. Would we be able to tempt her to come back into the limelight and write a new book for Sainsbury's Christmas 2015?

A new book for the nation to share.



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2) A story told in a modern way

To make a piece of entertainment that the whole family would enjoy – to get the nation talking, laughing and most importantly, sharing, we needed to give Mog the full movie treatment.

We needed a twist on the classic Mog story arc, to appeal to both adults and children. A plot revolving around a series of unfortunate events would endear Mog to the nation with enough drama to capture attention for the full 3 and a half minutes.

Mog was given the full Paddington CGI treatment and we got the beloved Emma Thompson, to narrate our story to deliver a contemporary tone.

A new movie for the nation to share.



3) A story that spread the good beyond the book and the movie

1 child in 5 leaves primary school unable to read well

This rises to 2 in 5 amongst children from poorer backgrounds and the impact of this on their life chances and future potential can be dramatic.

The UK takes second place in worst children literacy scores in Europe

Only Romania, has more unequal reading attainment among ten-year-olds.

By 2025, 1.5 million children in England will have left primary school unable to read well

Why should we lag behind other European countries when only 10 minutes a day can make a huge difference?



3) A story that spread the good beyond the book and the movie

As with the chocolate bar in 2014, we wanted to give customers a way to engage on a deeper level with the campaign and contribute to a bigger cause.

For this we turned reading *Mog's Christmas Calamity* into a currency that would help in two ways:

- 1) By giving parents and children something to share during Christmas, by sitting down and reading together
- 2) By using sales of the book and the Mog toy to improve the literacy of children who did not have this opportunity.

We partnered with Save the Children, a member of the 'Read on Get on' coalition, which aims to ensure that, by 2025, every child in the UK leaves primary school able to read well.

A cause for the nation to share.



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Mog's Christmas Calamity – a book that lives and breathes *Sharing*

Together with Judith Kerr, we wrote a new story of Mog at Christmas which we published with Harper Collins Children's Books with the ambition to adapt it to the big screen.

We worked together to ensure that the book felt like a genuine addition to the Mog canon, whilst also living and breathing our Christmas theme, that Christmas Is For Sharing.

This balance of brand message and respect for the original creative material is the balance that all 'content marketing' aspires to, but very few content marketers ever achieve.

Have a read of it and judge for yourself.



Launching the campaign

We started long before Christmas

We sought to do something meaningful for children's reading well ahead of launch

The connection between the Sainsbury's Christmas brand campaign and children's literacy is fundamental to a successful launch.

This is a territory around which Sainsbury's had no prior credentials (despite being one of the nation's biggest book retailers). Books for children are an important commercial area for Sainsbury's, and we were already running a Children's Book Awards scheme.

In 2015, we would take the annual Sainsbury's Book Awards in October to new levels and pledge a number of initiatives to get kids reading, from donating books from the shortlist to schools and organisations to colleague donating time to reading with children up and down the country.



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Mog was our most ambitious Christmas launch to date

We launched with a big bang

We launched our three and a half minute movie at 7.15pm simultaneously across 83 commercial stations with all the major TV networks teasing the launch on their respective channels earlier that day. At that exact moment we also launched the movie on Twitter, Facebook and YouTube to reach anyone that wasn't watching TV that evening. And at 7:15pm, in every Sainsbury's store in the land, our colleagues unveiled the Book and Toy for customers to buy.

We extended reach

Digital provided the perfect platform to earn incremental views through YouTube Masthead placements, tapping into the buzz with a promoted trend on Twitter, as well as proving further depth with behind the scenes content and interviews to show how the movie was created. We also tapped into the Christmas spirit by showing it on the big screen at Winter Wonderland in Hyde Park.

We added depth

A campaign hub on our Live Well for Less site housed all the additional content such as behind the scenes footage, interviews and details of Save the Children's work, as well as details of how to participate in the Storyteller campaign. All this content was pushed out across our Social platforms and was cross promoted by Save the Children and Save the Children advocates.

Mog involved store colleagues more than any of our previous Christmas campaigns

Colleagues up and down the country paid visits to local schools to read and give copies of Mog spreading the festive cheer with children. Colleagues would also inspire the children to write their own tales.

Colleagues in Scotland organised a super storyteller competition in partnership with the City of Edinburgh Council and the Museum of Childhood, inviting children to write their own Christmas story.



Colleagues from Sainsbury's Archer Road read Mog to pupils at Greenhill Primary

"We have a great relationship with our local library and look forward to working more closely together in 2016 – because the gift of reading shouldn't only be enjoyed at Christmas."

Michael Bryant (Store Manager at Kinross)

"It was a great way to engage with the local community, spread the Christmas message, and have some fun too!"





Brian Stevenson (Store Manager at Yarm)

Mog inspired teachers and educators to create resources to help children read

Teachers in schools across the country created their own activity and comprehension sheets, using the Mog campaign to help all children better understand stories.

<p>Read and Understand</p> <p>At the beginning of the story the Thomas family are dreaming about their Christmas presents.</p> <p>What are Nicky, Debbie and Mr Thomas dreaming about? What is Mog dreaming about?</p>	<p>Infer What's Not There</p> <p>How is Mog feeling at the beginning of the advert? How does Mog feel at the end of the advert?</p> <p>How does the music help explain Mog's feelings? Big Talk</p>	<p>Reflect and Respond</p> <p>Is the title, 'Mog's Christmas Calamity' a good choice to summarise the story? What technique has the author used in the title? Create an alternative title, you can use poetic devices to help you.</p>
<p>Create Something Great</p> <p>Create a Drama improvisation about your own Christmas calamity.</p> <p>Does someone unexpected visit? How do you react? Did things happen that shouldn't have occurred.</p>	<p>Reflective ★ Reading</p> <p>Text: "Mog's Christmas Calamity" Sainsbury's Advert https://www.youtube.com/watch?v=k0Rn257IPNU</p>	<p>Infer What's Not There</p> <p>What is the message of 'Mog's Christmas Calamity'? What evidence in the clip tells us that this is the main message? Discuss and explain your ideas with your thinking partner.</p>

2. Work in pairs and put these actions in the chronological order of the video :

- A turkey is burning 
- The neighbours are cleaning up and redecorating the house.
- Mog is having a nightmare (a bad dream)
- An old lady is congratulating Mog 
- Mog is guzzling in the arms of Debbie
- The Thomas family and the neighbours are celebrating Christmas together.
- All the members of the Thomas family are sleeping
- Mog is contemplating her Christmas present : an egg, her favourite food
- Mog is trying to escape 
- Mog is pulling the Christmas lights with her toys 

A Cat's Christmas Disaster Setting Description Planning Sheet

Differentiation:

Beginner Setting plan with a word bank. Words such as curtains are included.

Easy Setting plan with a word bank. Words such as sizzling are included.

Tricky Setting plan with a word bank. Children to include suitable conjunctions and notes on the cat's appearance.

Expert Setting plan. Children to include suitable conjunctions and notes on the cat's appearance.

Brainbox Setting plan. Children to include suitable similes and notes on the cat's appearance.

Genius Setting plan. Children to include suitable similes, metaphors and personification.

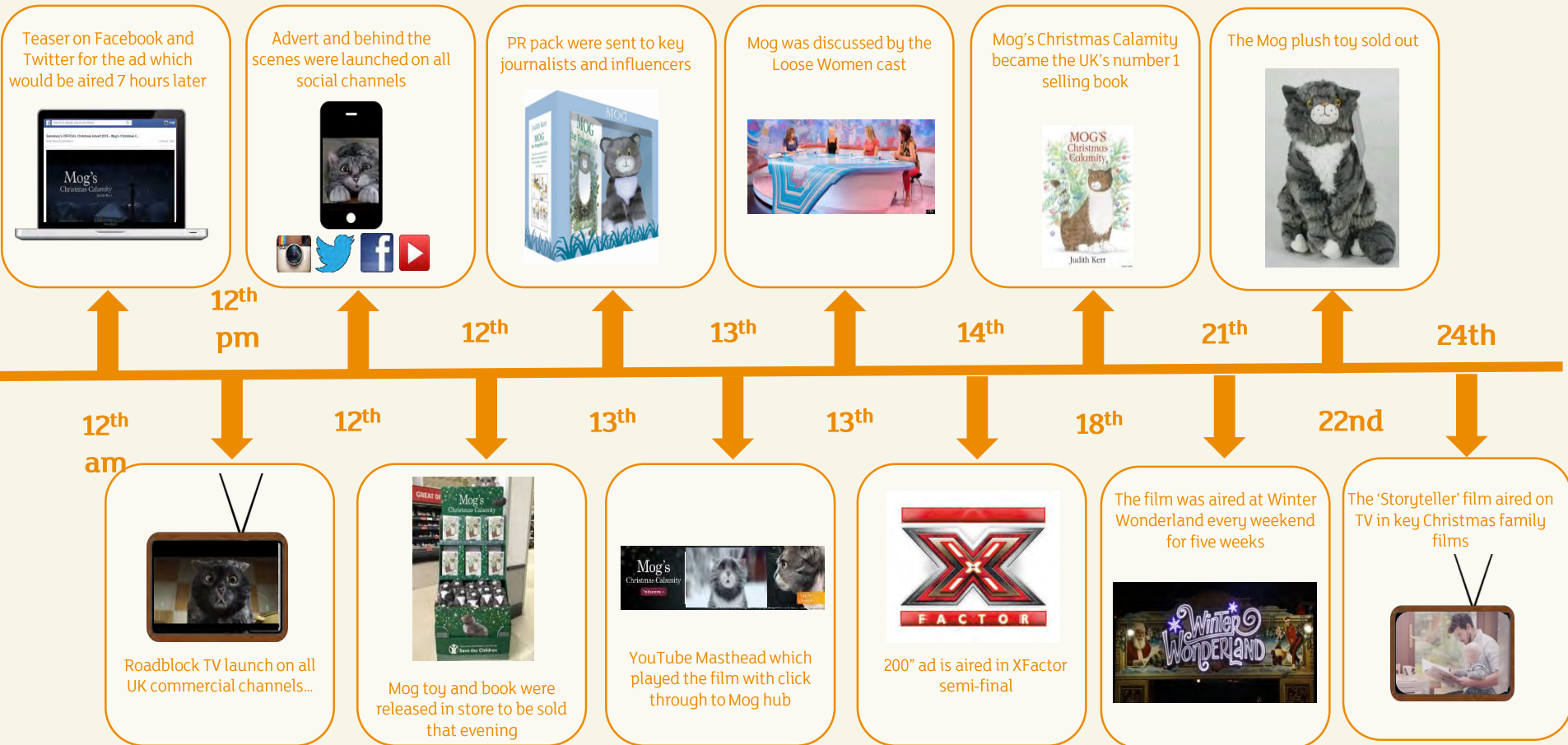
Includes answers.

Teaching Ideas and Resources:

English

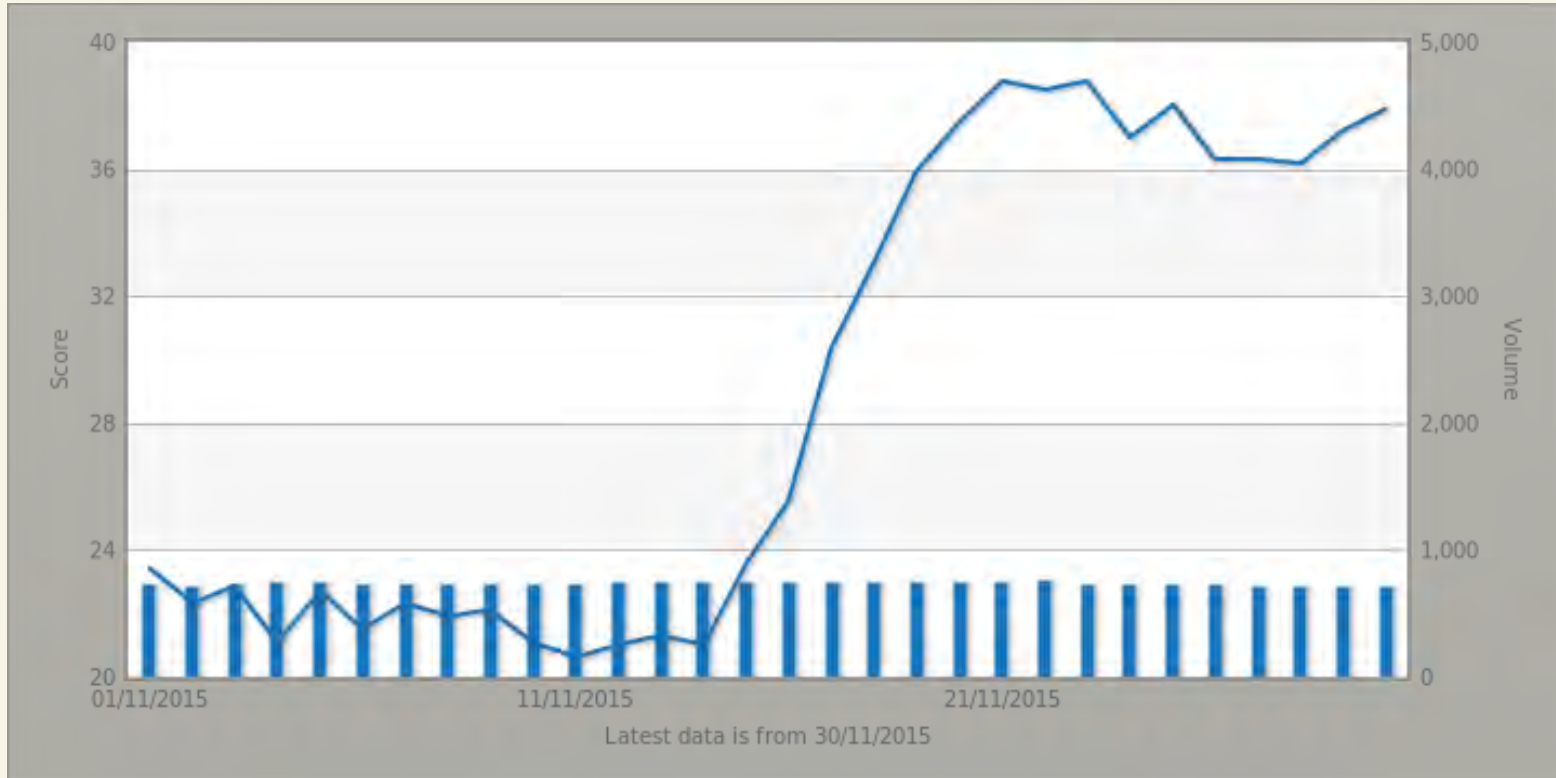
- Write your own story about a Christmas calamity.
- Read [the Mog books](#). Which is your favourite? Why? Can you write a book review of one of them?
- Write a description of one of the family's dreams... or Mog's nightmare.
- Retell the story from Mog's point of view.
- Write some narration for the parts of the film that don't have any.
- Write a character description of Mog.
- Write a newspaper report about Mog, the heroic cat!
- Pause the video at various points and look at Mog's expression (e.g. 0:27, 0:49, 0:55, 0:59, 1:18, 1:27, 1:36, 1:44, 1:59, 2:30, 3:00, 3:20). Could you create some thought bubbles for the character at these points?
- This film is an advert. What are adverts? Why do people / businesses make them? Could you plan and record your own advert for a product?
- Watch the 'Making of...' video and think of questions that you would like to ask the creator of 'Mog' (Judith Kerr):

Our campaign timeline



What effect did Mog have?

Sainsbury's awareness spiked



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Mog set social media alight

Thousands rushed to discuss the 'warm feeling' they felt after watching it, turning the campaign into the most talked about campaign on social channels.

It provoked 10 times more posts (31,119) reaching 16,375,258 internet users compared to competitor's ads who on average triggered only 3, 169 posts, reaching 3,707,327 internet users.

The screenshot shows the Mirror website's homepage with a featured article. The article title is "Sainsbury's Mog the cat is BETTER than John Lewis' Christmas advert, according to Twitter". The author is listed as "BY EDWARD ROBERTS". Below the title, there are social media sharing icons for Facebook, Twitter, Google+, and Pinterest, with a "993 SHARES" count. To the right of the article is a British Airways advertisement offering a 25,000 bonus Avios when you spend £3,000 in the first three months of Cardmembership, with an offer end date of 10 February 2016.

Twitter post by Mel (@pink42) from 1 hour ago. The text reads: "Luv the @Sainsburys Xmas advert #Mog 🐱🎅🏻🎅🏻🎅🏻🎅🏻 #Funny but a real story behind it all. #ChristmasIsForSharing". The post has 1 heart and a retweet icon.

Twitter post by Lucy (@lucyinthesky94x) from 1 hour ago. The text reads: "why am I even sat here laughing and crying at the same time of that advert with that mog cat that sainsburys one I don't even like cats". The post has a retweet icon and a heart icon.

Twitter post by Lily (@lilyfieldsx) from 1 hour ago. The text reads: "Mog on the sainsburys advert is just the best thing I've ever seen". The post has 1 heart and a retweet icon.

Twitter post by Ben Talmage (@Zobdy). The text reads: "Sainsbury's Mog The Cat advert is brilliant. It makes John Lewis' Man On The Moon look more like the Apollo 13 mission! #mogthecat". There is a "Follow" button next to the name.

Twitter post by Petra Hales (@PetraHales). The text reads: "Just seen the Sainsbury's Christmas advert with Mog the cat. Sorry to be controversial but John Lewis who?". There is a "Follow" button next to the name. The timestamp is "7:21 PM - 12 Nov 2015".

It was the fastest reaching Sainsbury's campaign of all time, becoming the most positively talked about Christmas campaign in 2015



MailOnline website screenshot showing the headline: "Sainsbury's Christmas Advert Brings Back Mog The Cat With Help From Legendary Author Judith Kerr". Other headlines include "Inside the theatre of terror: First picture" and "Face of a Paris suicide bomber: identified after his".



The Huffington Post website screenshot with the headline: "Sainsbury's Christmas advert 2015: Mog the cat is instant hit online, but is it better than John Lewis?". A sub-headline reads: "After dividing opinion last year with their controversial advert showing a trace on the Western Front, Sainsbury's full-width advert social media with a heartwarming story to John Kerr's children's book character".



BBC News website screenshot with the headline: "Sainsbury's Christmas advert brings it the best Xmas ad yet?". Other headlines include "Home UK World Business Politics Tech Science Health".



The Express website screenshot with the headline: "Sainsbury's Christmas advert brings it the best Xmas ad yet?". Other headlines include "Home NEWS SHOWBIZ & TV SPORT COMMENT FINANCE TRAVEL ENTERTAINMENT LIFE & STYLE".

Has Sainsbury's won the battle of the Christmas TV ads? Viewers claim hilarious commercial featuring the return of Mog the Cat has put John Lewis and other festive offerings to shame



Mashable website screenshot with the headline: "Sainsbury's charming Christmas advert will put you in the holiday spirit". A sub-headline reads: "After dividing opinion last year with their controversial advert showing a trace on the Western Front, Sainsbury's full-width advert social media with a heartwarming story to John Kerr's children's book character".



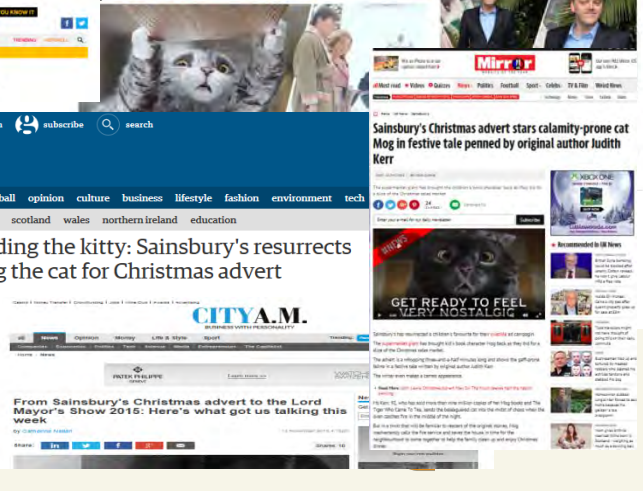
The Mirror website screenshot with the headline: "Sainsbury's Christmas advert stars calamity-prone cat Mog in festive tale penned by original author Judith Kerr". Other headlines include "and save up to £160 when you trade-in" and "Celebrate on speakers".



BuzzFeed website screenshot with the headline: "Sainsbury's New Christmas Advert Stars Mog The Cat And It Is Lovely". A sub-headline reads: "It's also suitable for scrooges as the cat accidentally burns down everything".



Daily Star website screenshot with the headline: "Sainsbury's proved that laughter is better than tears in Christmas adverts". Other headlines include "John Lewis who? People are going crazy for the Sainsbury's Christmas ad" and "THIS super cute Christmas ad will leave you thinking 'John Lewis who?'".



City A.M. website screenshot with the headline: "John Lewis who? People are going crazy for the Sainsbury's Christmas ad". Other headlines include "Raiding the kitty: Sainsbury's resurrects Mog the cat for Christmas advert" and "From Sainsbury's Christmas advert to the Lord Mayor's Show 2015: Here's what got us talking this week".

Claiming victory for Sainsbury's within just the first few days of launch



John Lewis who? People are going crazy for the Sainsbury's Christmas ad

THIS super cute Christmas ad will leave you thinking 'John Lewis who?'



Has Sainsbury's won the battle of the Christmas TV ads? Viewers claim hilarious commercial featuring the return of Mog the Cat has put John Lewis and other festive offerings to shame

- Sainsbury's unveiled their Christmas advert with children's book character
- Mog creator Judith Kerr has written a new story about the calamitous cat
- The new book will be on sale with profits donated to Save The Children

By PHOEBE JACKSON-EDWARDS FOR MAILONLINE



The nation's favourite Christmas advert has been revealed – and it's bad news for John Lewis

Duncan Lindsay for Metro.co.uk Tuesday 1 Dec 2015 4:01 pm


1.2k



'Definitely beats John Lewis' Sainsbury's uplifting Christmas advert is an instant hit

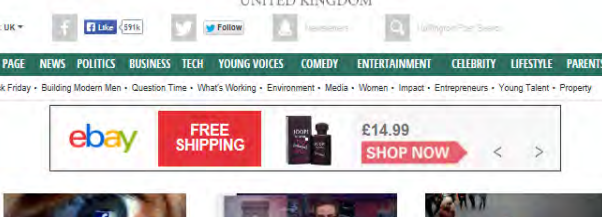
IT'S almost become an annual tradition for John Lewis's emotional Christmas adverts to sweep the nation - but this year they have competition from Sainsbury's and Mog the Forgetful Cat.

By SHAWN KITCHENER
PUBLISHED 07:35, Fri Nov 13, 2015 | UPDATED: 15:08, Fri Nov 13, 2015



Sainsbury's Takes On John Lewis In The Christmas Ad War 'And Wins Hands Down'

The Huffington Post UK | by George Bowker
Posted: 12/11/2015 20:06 GMT | Updated: 13/11/2015 09:59 GMT



Christmas adverts 2015 - Sainsbury's Mog the Cat reviewed: When it comes to John Lewis vs Sainsbury's, this year it's no contest

by Catherine Neelan - 12 November 2015 7:10pm

Catherine Neelan is Breaking News and Communities Editor at City A.M. She is particularly passionate about retail, media of all kind and, of course, breaking news. Catherine also manages contributions to the Expert Voices channel. She can be contacted at catherine.neelan@cityam.com.

Share: 6029



And the numbers backed the words

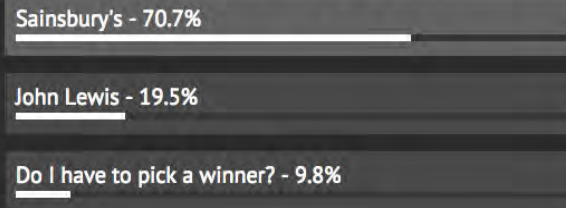
METRO

Which advert is your favourite?

Sainsbury's - Mog's Christmas	59%
Coca Cola - Holidays Are Coming	11%
John Lewis - Man On The Moon	9%
I HATE THEM ALL.	8%
Aldi - Favourite Things	6%
Lidl - School Of Christmas	2%
Tesco - Gluten Free	1%
Asda - #becauseitschristmas	1%
Cadbury - Cadbury Christmas	1%
M & S - The Art Of Christmas	1%
Very.co.uk - The Journey	1%
Morrisons - Handmade Right Here	0%

DAILY Mirror

Which advert did you prefer?



SHARE THE VOTE



BuzzFeed

Which Christmas advert do you prefer?



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Making Mog's Christmas Calamity the most viewed UK Christmas advert ever on YouTube



Sainsbury's OFFICIAL Christmas Advert 2015 – Mog's Christmas Calamity



29,443,814

With just under **30 million views**, Mog's Christmas calamity has broken records, to become the most viewed UK Christmas ad on YouTube, ever.

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Triggering customers' curiosity to see more



Our behind the scenes content drove 988k views with no paid support.

This extra content achieved more views than the main TV ads for Tesco (945k), Waitrose (32k), Lidl (164k), Asda (161k) and Morrisons (63k)



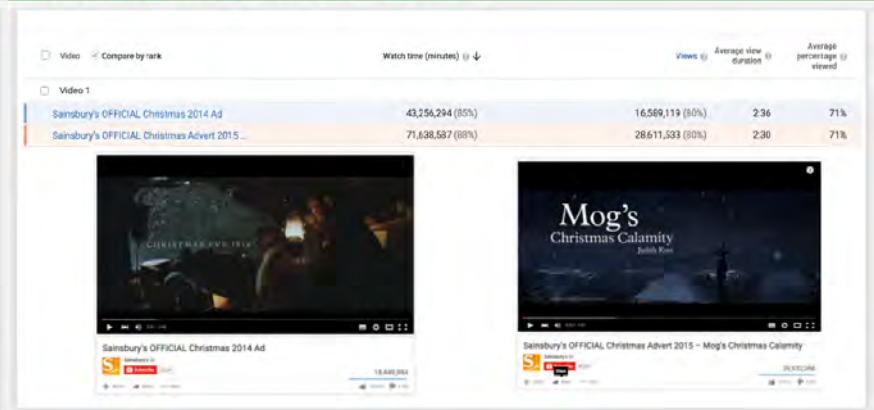
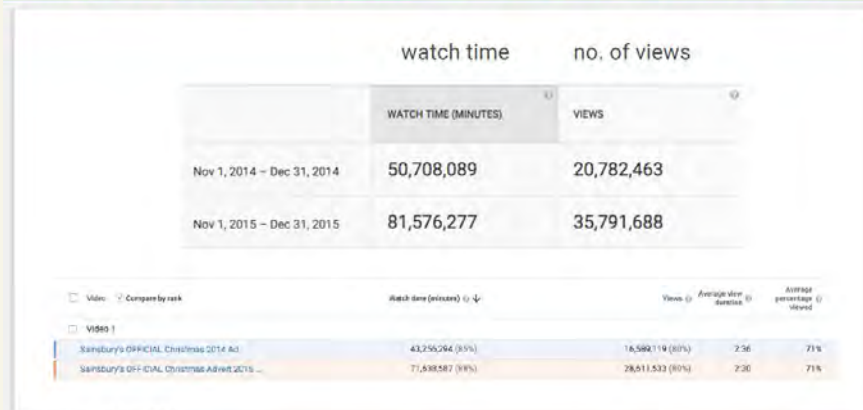
988k views



Google data showed Mog movie changed the overall shape of YouTube views

This year we saw an increase Views and Watch time video

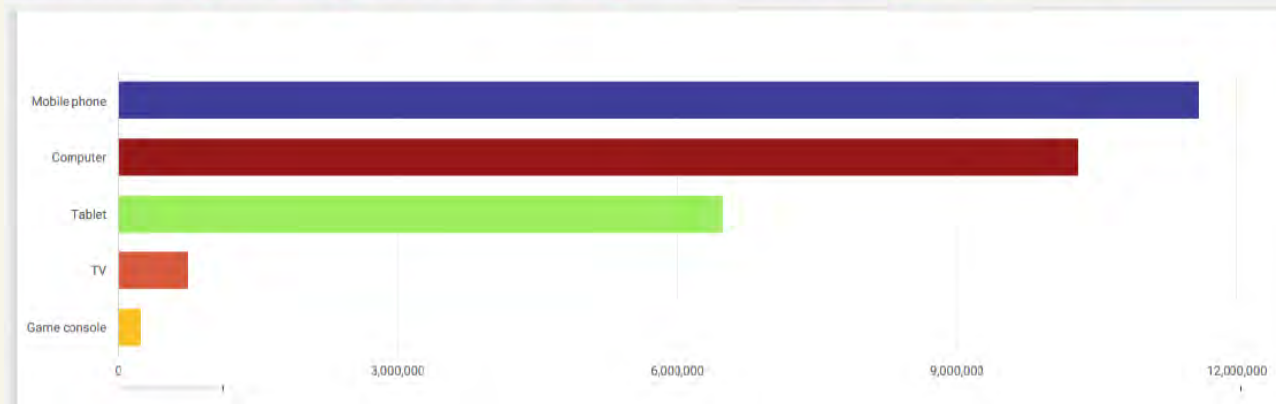
And Mog was driving the growth



Source: Google internal data

And Mog was a huge success on mobile and smartphone:

Sainsbury's Mog views were predominantly on mobile



Source: Google

Within days, Mog's Christmas Calamity became the best selling book in the UK reaching comparable figures to JK Rowling

The Guardian website screenshot shows the article 'Mog's Christmas resurrection shoots to No 1'. The headline reads: 'Judith Kerr's beloved picture book cat, killed off in 2002 and now revived for charity, has topped the UK book charts'. Below the headline is a colorful illustration of a Christmas dinner table with children and a cat. To the right, there is a 'Most popular' section with three items: 'Mali attack: gunmen take 170 hostages at Bamako hotel', 'Transgender woman found dead in all-male prison', and 'Muslim databases and 'abid dogs': Trump'.

450K books ran off the shelves making Mog's Christmas Calamity the best selling book in the UK for 4 weeks in a row in both adults and children's charts. From launch day, we were selling more than one Mog book every 2 seconds.

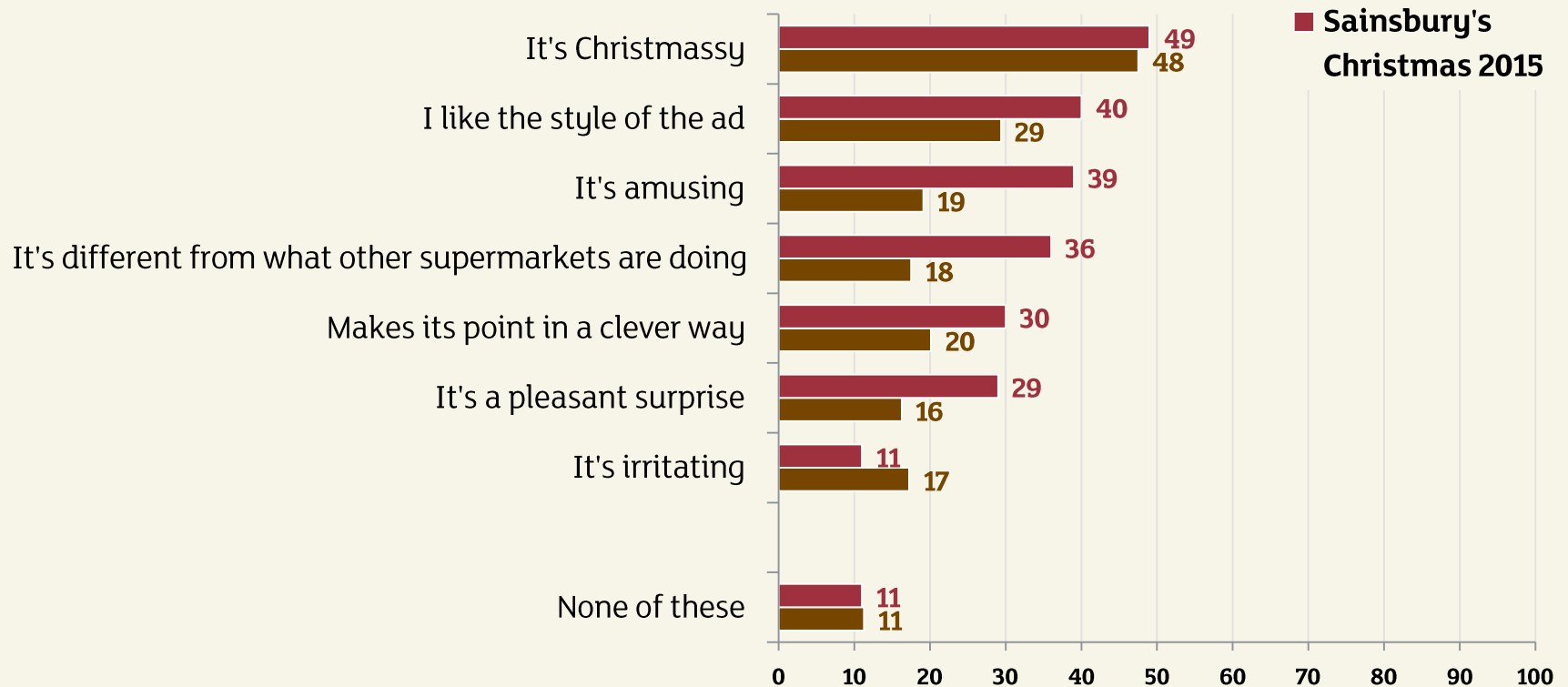
We were the first children's book since JK Rowling in 2007 to sell over 100k in one week.

The book was even translated into braille after the requests from parents with visual impaired children who loved the ad.

City A.M. website screenshot showing the article 'Sainsbury's Christmas advert 2015: 39 Mog the Cat books sold each minute since launch' by Catherine Nellan, dated 18 November 2015 10:50am. The article title is prominently displayed in blue and black text. A 'NEWS TICKET' section offers a morning update in the inbox with a sign-up form.



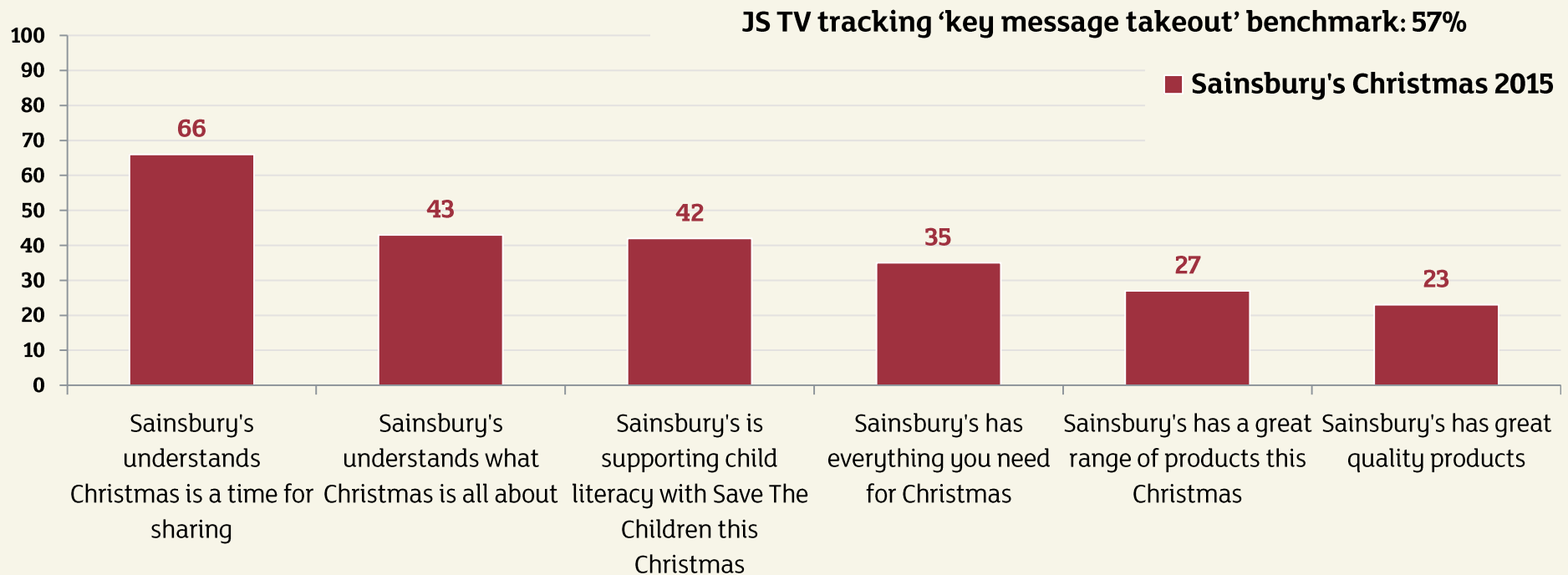
The campaign overtook competitors in all positive brand metrics



Competitor average includes John Lewis, Waitrose, M&S, Tesco, Asda, Morrisons, Aldi and Lidl



And worked hard at getting both brand and charity message across driving relevancy



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**A campaign that worked hard
for both cause and business**

We made a real difference for Save the Children

The campaign helped raise over **£1.6 million** for Save the Children to support their literacy work in the UK and the Read On. Get On. campaign of which they are a founder.

The funds will help to recruit and place reading volunteers giving thousands of children, who are falling behind in their reading, tailored one-to-one help throughout the year to catch up with their classmates and read confidently.

The funds will also help teach parents skills they need to support their children's reading progress at home.



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We drove sales defying all market predictions

Sainsbury's was the only one of the "big four" grocers to increase its market share over the festive period

Sainsbury's gained almost 1% market share (16.1% to 17% from 12w/e 11.10.15 to 12w/e 03.01.16)

Sainsbury's Christmas sales were best out of big four

Sales volumes rose 2.6% to more than 30 million transactions in the week leading up to Christmas, putting £36 million more through the tills in 2015 compared to 2014.

This was enough to put Sainsbury's back into second position overtaking Asda who lost 2.4% market share.

Our Christmas advertising campaign *Mog's Christmas Calamity* was a huge success, with nearly 37 million online views and the exclusive *Mog's Christmas Calamity* book topping the UK bestselling book charts for four consecutive weeks. The charitable donation from the sales of the *Mog's Christmas Calamity* book and soft toy, on behalf of Sainsbury's, Judith Kerr and HarperCollins Children's Books totalled more than £1.5m and will be donated to support Save the Children's work to improve child literacy in the UK.

theguardian

Sainsbury's Christmas sales better than expected

Chief executive Mike Coupe uses trading update to explain the logic of a potential bid for Argos owner Home Retail Group



Sainsbury's Christmas advertising campaign featured Mog the cat. The ad was viewed almost 37m times online. Photograph: Sainsbury's/PA

"While sales and profits are down on the same time last year, both volume and market share are up – showing that Sainsbury's is adapting better than most to the current environment."

John Ibbotson (Director of Retail Vision)

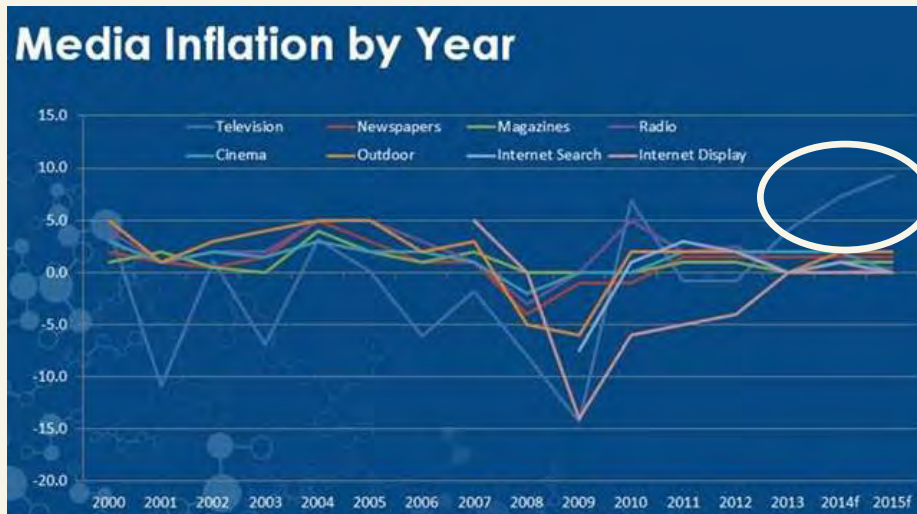
Sainsbury's
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Mog helped us make the most of a tough media and trading environment

We continued our strategy of moving towards emotional brand support, away from tactical promotional support, both year on year in our stores and versus our competitors:

Media spend split	2014 %	2015 %	% YOY
Brand	29%	31%	+2%
Food	38%	39%	+1%
Promo	33%	30%	-3%

Our media spend was flat year on year, but media inflation reduced exposure in market:



And again we were outspent by our competitors, both new and old:

Supermarkets	Total spend 28 th Oct – 31 Dec
1. Aldi	£26.2M
2. Asda	£18.1M
3. Lidl	£14.1M
4. Morrison's	£13.4M
5. Sainsbury's	£13.6M

The campaign is likely to have driven significant profit ROI

Econometric analysis of Christmas 2015 has not yet been conducted

So at time of writing we do not have a definitive ROI figure to share in this paper.

Our 2014 Christmas campaign delivered a profit ROI of £24.34 per £1 spent, but our 2015 business results have been stronger, on a media spend that is flat year on year.

Sainsbury's Quarterly published trading statements show relative performance at Christmas in 2014 and 2015:

Christmas 2014:

- Total Retail sales for third quarter down 0.4 per cent (excl fuel), down 2.5 per cent (inc fuel)
- Like-for-like Retail sales for third quarter down 1.7 per cent (excl fuel), down 3.9 per cent (inc fuel)
- Over 29.5 million customer transactions in the seven days before Christmas

Christmas 2015:

- Total Retail sales for third quarter up 0.8 per cent (excl fuel), down 0.7 per cent (inc fuel)
- Like-for-like Retail sales for third quarter down 0.4 per cent (excl fuel), down 1.8 per cent (inc fuel)
- Over 30 million customer transactions in the seven days before Christmas (up 2.6 per cent year-on-year)

It is therefore reasonable to assume a Profit ROI for the 2015 Christmas campaign equal to, or in excess of £24.34 per £1 spent.

Conclusion - Christmas is for sharing



This has been a story of sharing.

Of parents sharing stories with children. Of Sainsbury's customers sharing their spend with Save The Children. Of Sainsbury's store colleagues sharing their time and energy to make this one of our greatest ever campaigns. Of all our agencies sharing their expertise and creativity with us and one another. Of Judith Kerr sharing her character. And of us sharing what we have learned with the marketing community.

Because this story isn't about who 'won' Christmas. This story is about how Marketing can place a generosity of spirit and extraordinary collaboration at the heart of all our efforts, to achieve extraordinary things.

Because if we do that, then we all win.

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