

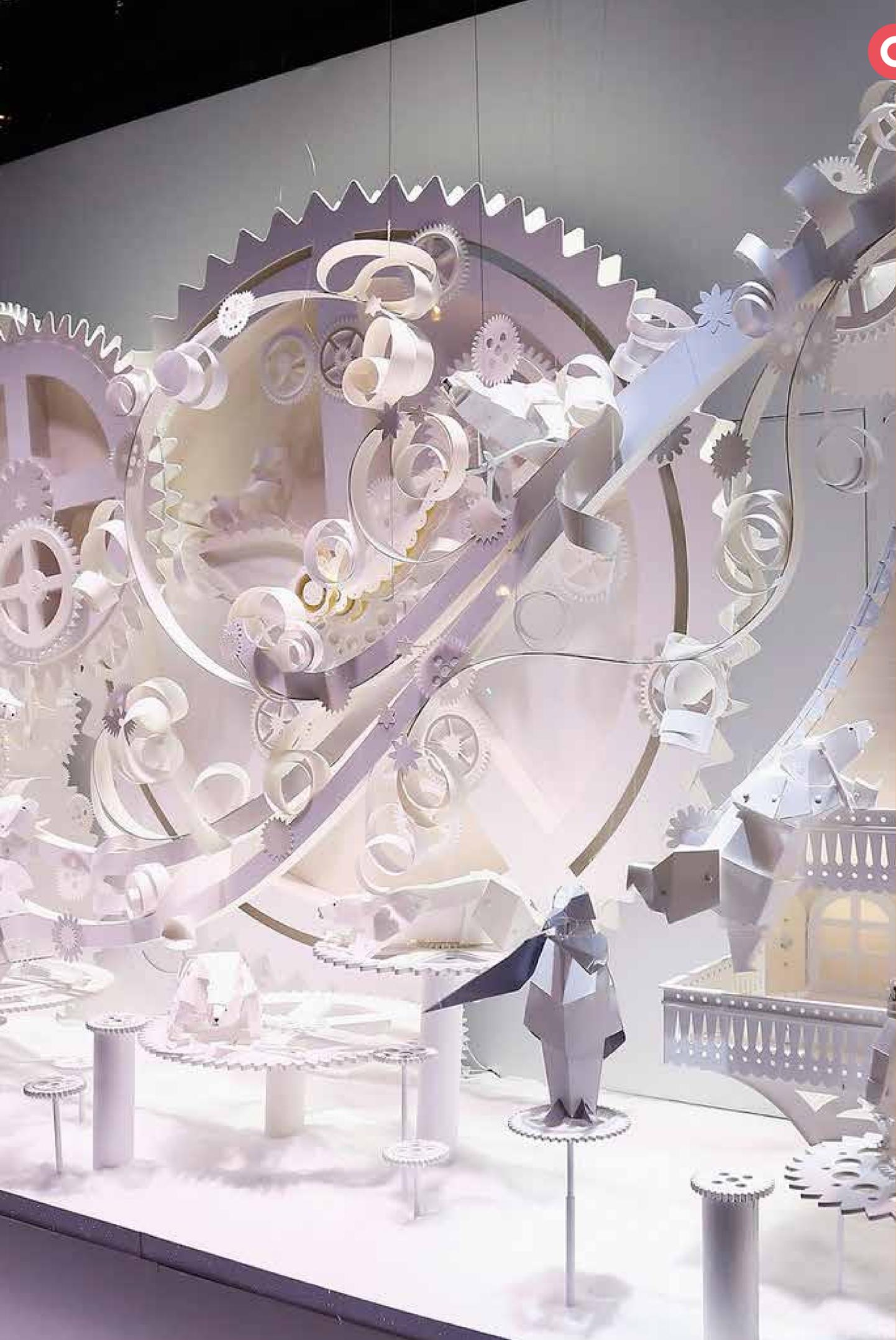
The logo consists of three lowercase letters 'a', 'd', and 'd' in a stylized, rounded font. The first 'a' is a solid red color, while the two 'd's are a lighter pink color. The letters are set against a dark red background with a subtle gradient. There are also two dark red triangles with a yellow-to-orange gradient at their tips, one in the top left and one in the top right.

add

Christmas Retail 2017.

The bottom of the page features several decorative triangles. On the left, there are two triangles pointing upwards, one red and one yellow. On the right, there are two large triangles pointing downwards, one red and one dark red.

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Part 1.

Christmas Modern.

Detailing 2017's key points.

Part 2.

Christmas Retail.

The largest retailers in the UK.

Part 3.

Christmas Inspiration.

Inspirational seasonal design from 2017.

Part 4.

Christmas Innovation.

Thinking outside of the box.



Christmas Modern.

Traditional,
in a modern way.

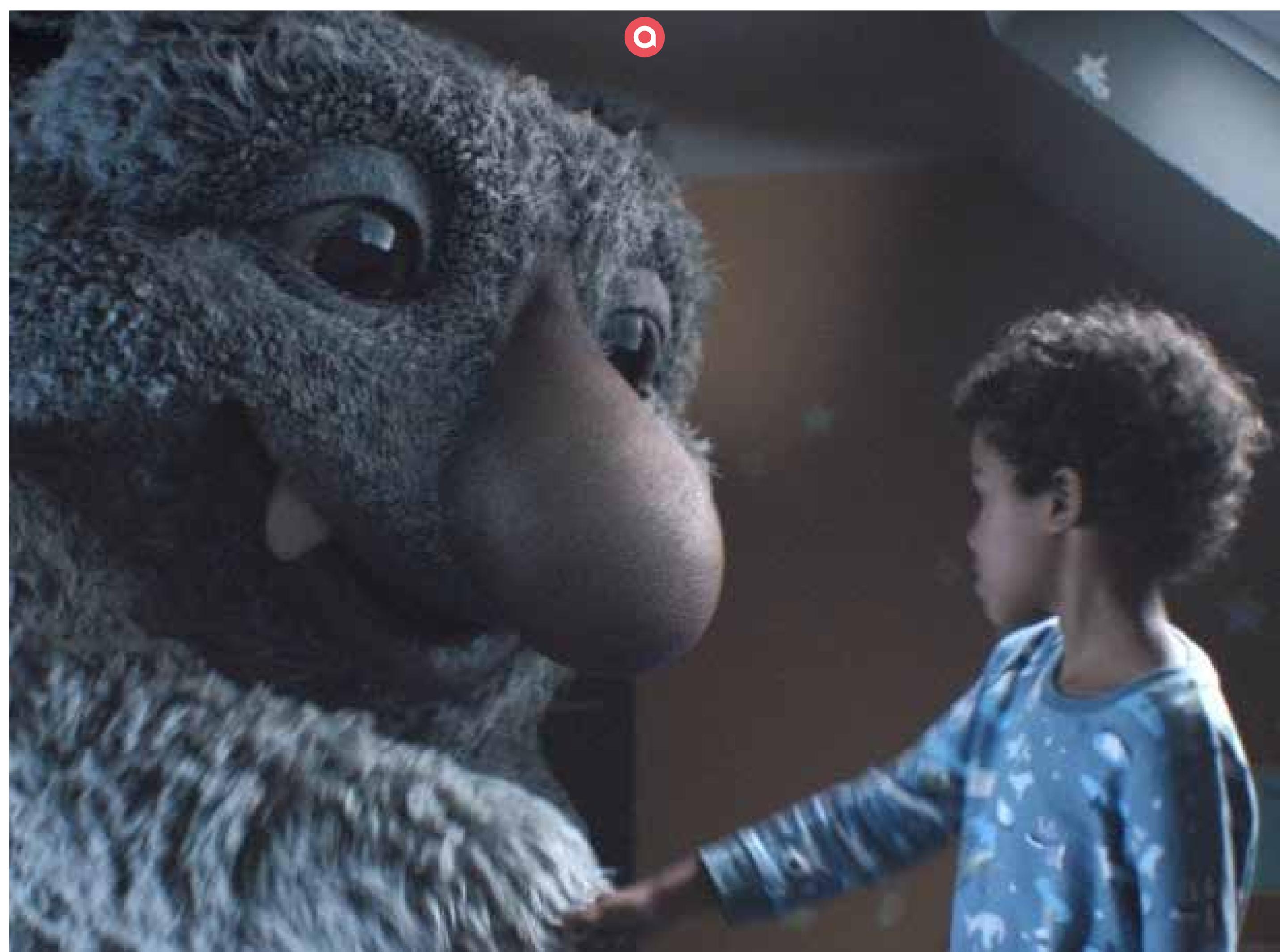
2016 saw a split in how creative for retail was directed over the festive season.

Half the market had a purely traditional take, looking as obviously festive as possible.

The other half did the exact opposite, producing creative that was irreverent and tenuously linked to Christmas, exploring themes like 'A Wild Christmas' and 'Palm Springs Christmas Dinner'.

This year the market has harmonised, with a visual style that can be easily categorised as 'A Modern Christmas'.

Q4 2017 in retail terms was about taking the traditional styling of the season, staying true to its heritage but representing it visually with a modernist aesthetic.





John Lewis: Give A Gift That Means More.

CHRISTMAS 2017
 GIVE A GIFT
 THAT MEANS MORE

The John Lewis Partnership provide a great example of how the high-street looks this Christmas.

The creative seen here takes traditional festive iconography, strips it back to the simplest possible representation and

applies a seasonal and trend relevant colour pallet.

With a focus on VM, the style whist not in line with the extended campaign, is applied consistently and thoughtfully throughout the store.





John Lewis. VM application across store.



Retail has shifted away from novelty in visual communication over the festive period, providing more meaningful and thoughtful campaigns.



Though focused on VM, seasonally appropriate product packaging is highlighted by additional retailer led packaging.





WITH LOVE FROM... WITH LOVE FROM...

YEEZY

SAINT LAURENT
PARIS

MICHAEL KORS

Access

RELAXED SELECTION

Selfridges Bullring Windows.



Selfridges: With Love From Selfridges.

With visual styling inspired by a Christmas Carnival, Selfridges instore campaign looks surprisingly traditional in 2017.

Featuring festive red and gold throughout in different material finishes, the style is given a contemporary twist with modern

street inspired typography.

In terms of message, 'With Love From Selfridges' says Selfridges gifts to shoppers are the products they have sourced specially for the occasion. Available exclusively instore for loved ones.





Selfridges. VM application across store.



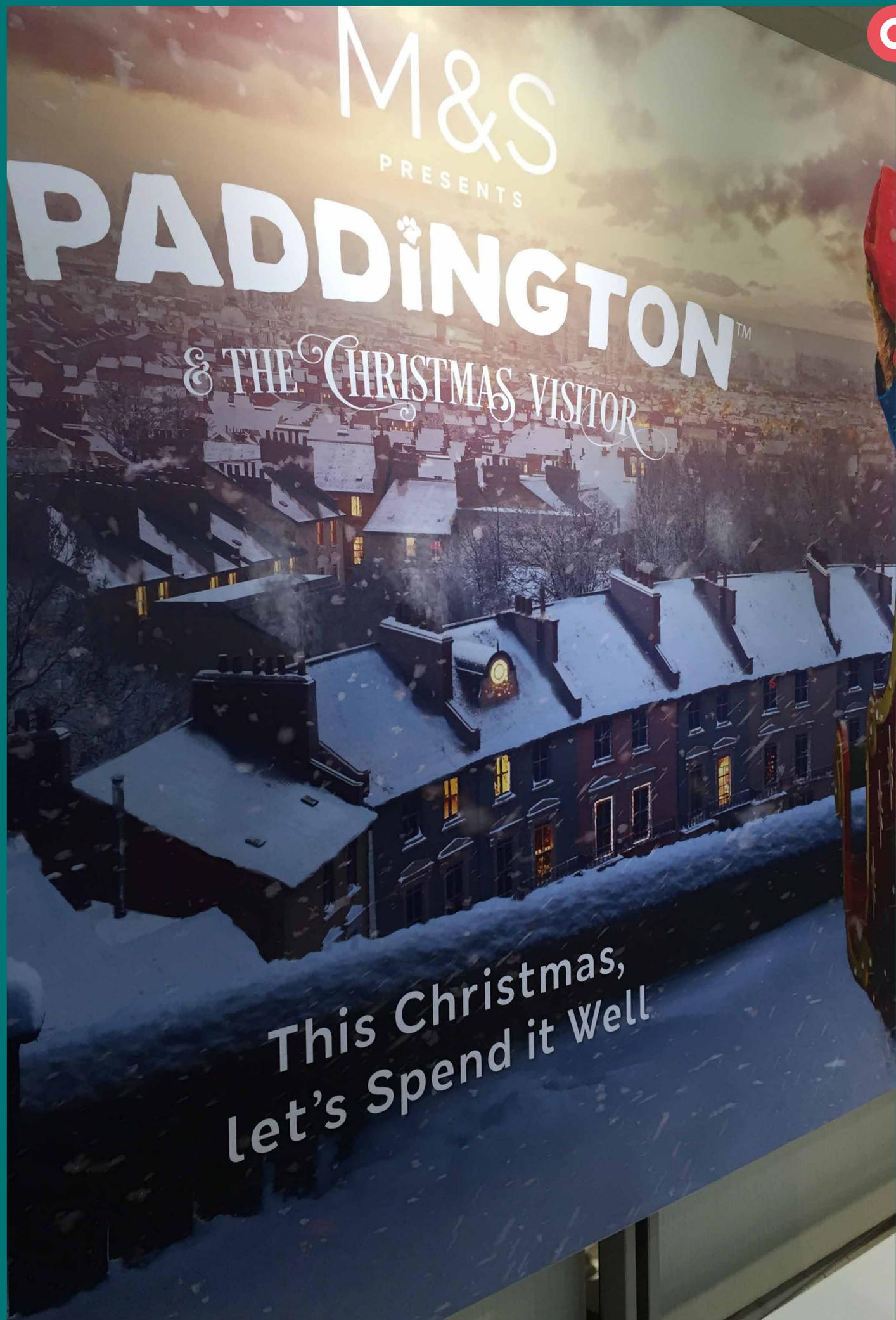
Simple typographic layouts, with variations in material finishes of gold and red.





TM

M&S, The Christmas Visitor.



M&S: Paddington & The Christmas Visitor.

Marks and Spencer's headline campaign uniquely tied the communication into a major family film release over the festive period, Paddington 2.

The store sticks rigidly and accurately to a bright red and gold colour pallet, containing

only very subtle references to Paddington Bear (Red Suitcases) throughout the store.

They also offer more information on POS than any of our other examples in this section. Notably the 3 for 2 offer.





M&S. VM application across store.



Right, Paddington Bear's suitcase, merchandised with seasonally appropriate packaging and information based point of sale.





A
Christmas
tale





Joules: A Christmas Tale...

Joules 'A Christmas Tale', is a none festive yet seasonal take on Christmas. It is based around the concept of a children's book being read, over the Christmas period.

The offer is about creating great items and packaging or displaying them with gifting in mind,

as opposed to selling on the back off traditional Christmas styling.

In this opening section, the visual style here is the least obviously festive. It relies more heavily on the illustrative style Joules are famous for, and within that offers a more traditional take on the subject.





There is no explicit reference on any items to the season.

Joules intent is to provide their customers with a fantastic gift that can be used all year round, rather than a festive novelty.



Christmas Retail.



Everyone's
Welcome

Tesco. High level messaging.



Tesco: Everyone's Welcome.

Tesco, Everyone's Welcome. Very clearly marks the UK's largest supermarket as a value destination for Christmas.

Flat red and white card printed POS featuring the snowflake motif, is applied consistently and in volume throughout the store.





Health and Beauty Gifts

Give them something special

Subject to availability. See shelf-edge for details.

5

Household Essential

BRAND OUTLET

Christmas TV Magazines

£4.99

£4.99

£4.99

TESCO

£8 New

Luxury Tinsel £3 each

£3

Tesco. VM application across store.



Tesco. Roof hanging snowflake enhancements.



The mainstream supermarkets are red, white and gold with traditional Christmas iconography. They make every touch point feel as festive as possible.

The disruptors are cold blue and snowy. They use quirky visual humour to stand out from the big four, but not each other.



Sainsbury's. High level messaging.



Sainsbury's: Every Bit Of Christmas.

Sainsbury's produced a snowy wonderland in the modern traditional style, using VM and illustration to enhance seasonal experience rather than provide information or cross sell.





Sainsbury's. VM application across store.



Christmas shop

Fitting rooms

Homes & Gardens

Puzzles

GREAT PRICES

GREAT PRICES

Stationery

3 BUMPER XMAS MAGS
Reveal + Real



Morrisons

Since 1899

Makes it



Morrisons: Christmas, Morrisons Makes It.

Morrison's graphic collateral, in terms of quantity was second only to Sainsbury's.

They went all in on a purely traditional look, with a Christmas wreath the iconic element the program hung off.





Morrisons. VM application across store.



Nutmeg
Clothing designed for life

Get the whole family
Christmas ready

Interestingly Nutmeg breaks with the rest of the store for a glitter and gold feel in graphic collateral.



Every
Lidl thing
for
Christmas





Lidl: Every Lidl Thing For Christmas.

Everything about the Lidl campaign is cheeky, quirky and knowingly different to the big 4.

From photo real imagery to the icy blue background, Lidl set out a clear difference in visual tone.





Lidl. VM application across store.



HAVE AN
AMAZING
CHRISTMAS
TOGETHER



FLOWERS

FRUIT & VEG

Super offers

Super fresh

ATC



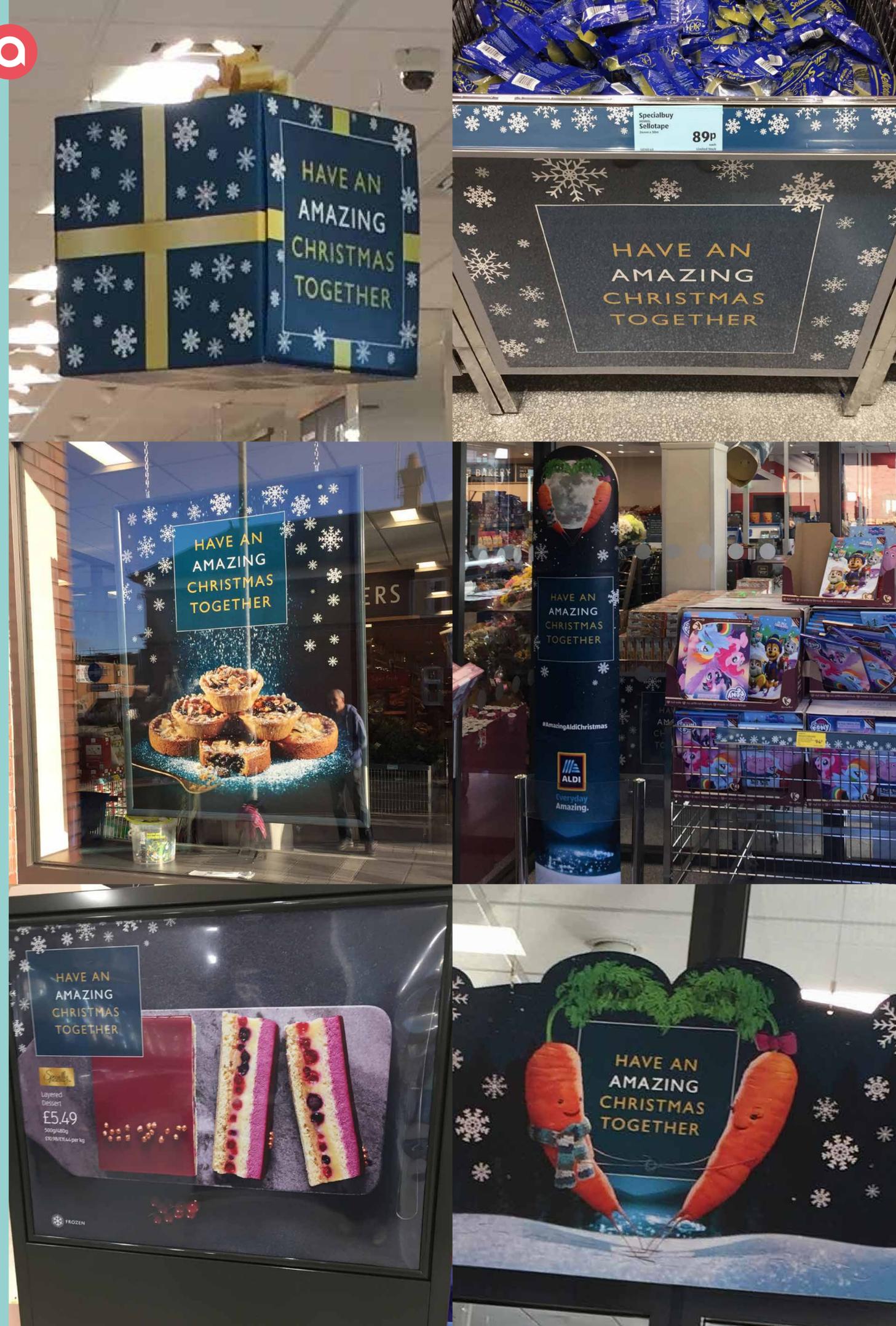
HAVE AN
AMAZING
CHRISTMAS
TOGETHER



Aldi: Have an Christmas Together.

Aldi as with Lidl, intentionally break away from the mainstream in producing a frosty Christmas theme, with two photo real carrots sharing Christmas together.

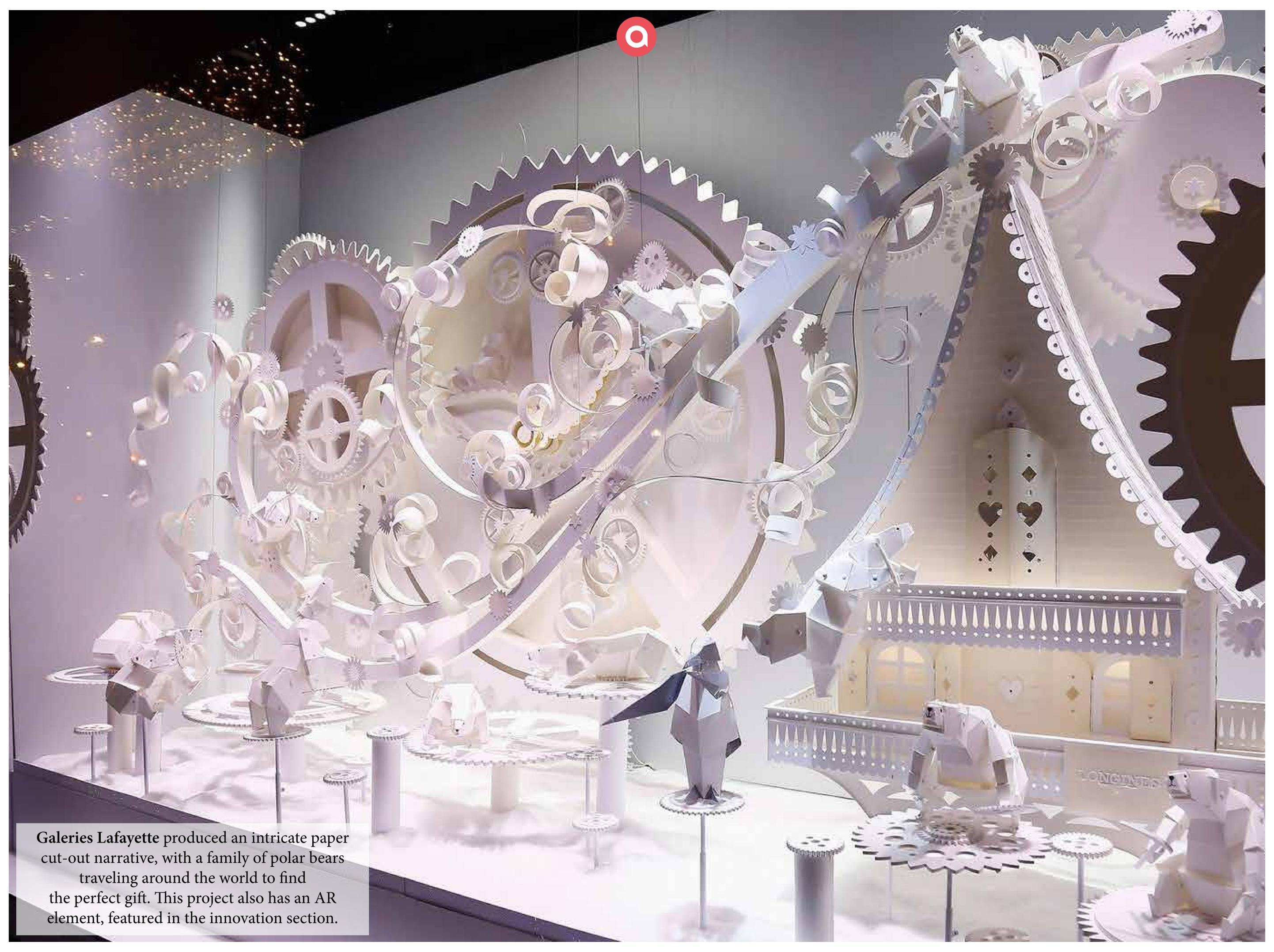




Aldi. VM application across store.



Christmas Inspiration.



Galleries Lafayette produced an intricate paper cut-out narrative, with a family of polar bears traveling around the world to find the perfect gift. This project also has an AR element, featured in the innovation section.



Whittard: Packaging as VM.

The image to the left sees packaging carefully merchandised and used as VM in its self.

The rich colour, pattern and quirky shapes make it clear that this is a special gift-able item without any direct reference to the season.



Charbonnel et Walker, Fine Chocolates
Christmas gift packaging in 2017 , Inspired
by Victorian miniature paper theatres, alive
with colour and celebrates the magic of the
entertainment of yesteryear.



Dobbies: In The Details.

Simple but thoughtful, Dobbies Garden Centres use bauble shaped price tags over the festive period on hero products.





#LovePeaceJoyProject

Barneys New York, tapped a collection of creatives from across genres, for what they call the *Love Peace Joy Project*. The brief was to express the festive season in a none traditional way.

Rob Pruitt is an American artist based in New York City. He has been featured in numerous exhibitions, including at the Museum of Modern Art, Detroit (2015); the Aspen Center for Arts, Dallas Contemporary (2015); the Kunsthalle, Graz (2012); and group exhibitions at the Museum of Modern Art, Venice (both 2009 and 2002); the Guggenheim Museum, New York (2009); and the Contemporary Art Museum, St. Louis (2009).

Please visit TheWorkbooks.com for more information. #LovePeaceJoyProject



On an aspirational level, we see a shift from humorous and quirky design into quality gifting and objects of desire.

Luxury packaging as always has a lavish finish, with evidence of increased investment in graphic illustration.



Printemps celebrate everything that is French and everything that is Christmas, with a traditional Bavarian inspired instore campaign.



Romanticism is key at New Town Plaza. Themed Milky Way in Town, the installation is inspired by the sky at night on Christmas Eve.



Christmas Innovation.



Dyson: Twistmas-Tree.

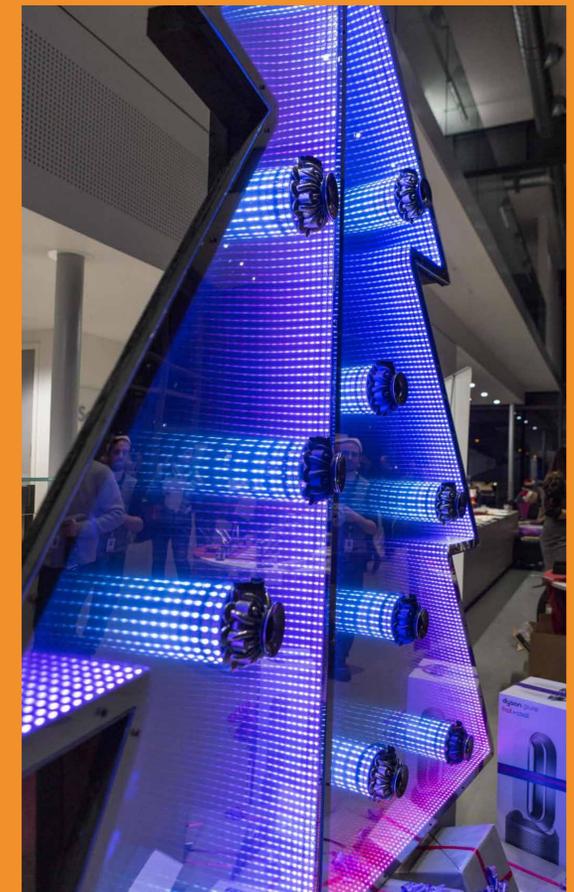
Dyson ran an in-house competition between teams to design the Christmas Tree for their west end store.

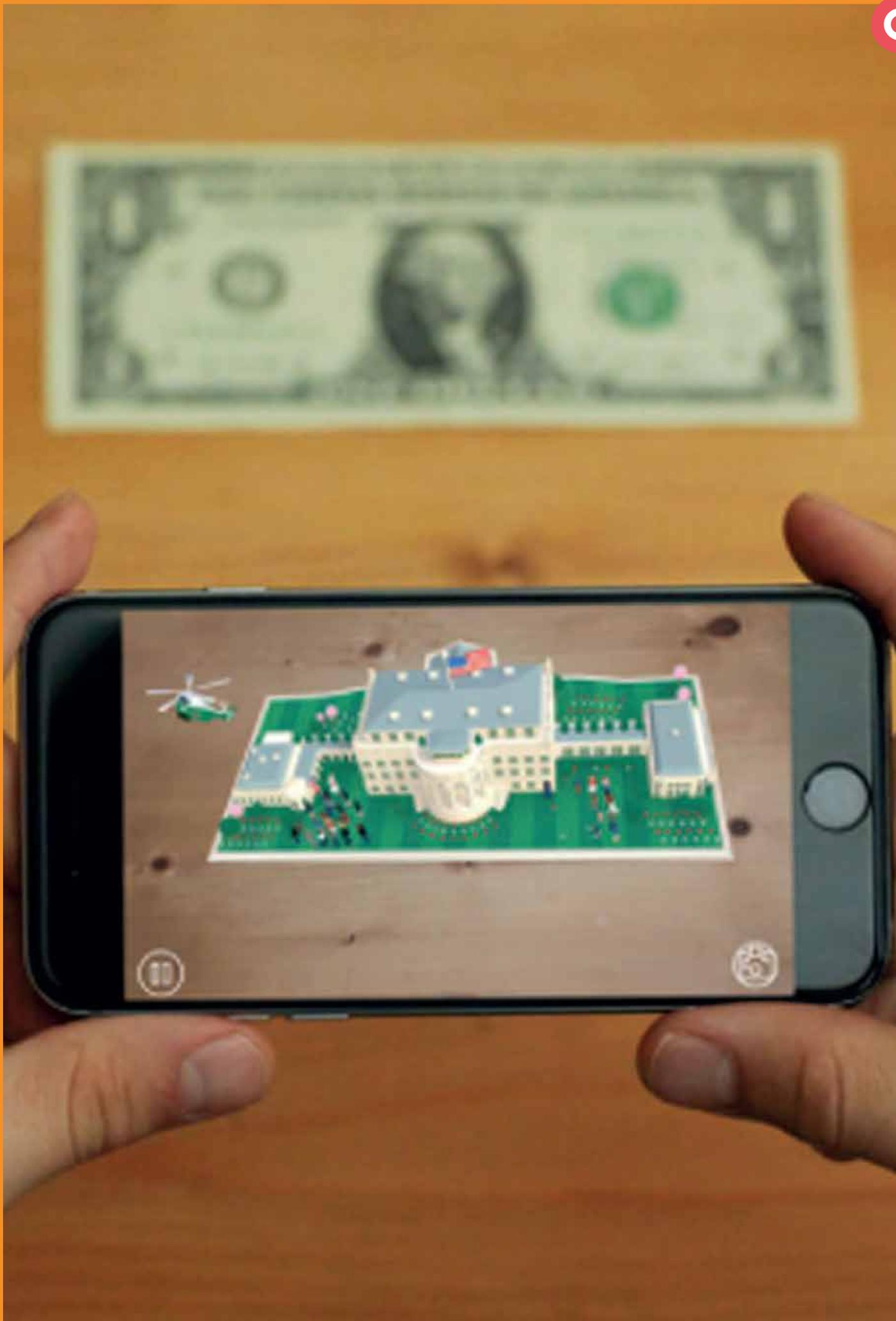
The winning tree was awarded to the aptly-named Infnitree.

This features over 1,500 powerful LEDs placed between one mirrored and one partially mirrored surface, creating the effect of two angled tunnels that stretch off to infinity.

The competition runners up are not to be dismissed though.

The Twistmastree, took inspiration from inner workings of clocks and cogs to power a 'countdown to Christmas' clock.





The Whitehouse: AR Christmas Card.

The Whitehouse wanted to get a Christmas card to every citizen of The United States.

As such used they the \$1 bill and an augmented reality app to produce an animated virtual Christmas card.



Often examples of innovation come from one off installation pieces in premium end businesses.

More democratically new opportunities exist in technological advancements being applied as an added layer of value.



Heathrow: Welcome Home Ben Eine.

As part of a wider communication strategy, Heathrow brought in the East End Graphic Artist Ben Eine.

He produced custom welcome home signs for loved ones over the peak travel days into the airport.



The Body Shop: Wild Personalisation.

The Body Shop offered personalized gifting instore with custom printed packaging and limited-edition scents.

For every Christmas gift in a personalised set you purchase, The Body Shop have pledged to restore 1 square meter of rainforest and contribute to the protection of endangered creatures.

Hence the 'Really Wild Christmas' campaign.





J C Penny: The Flight Before Christmas.

The Flight Before Christmas, a pure footfall driver placed front and centre in their flagship Manhattan store.

Visitors could cue (similar to a Santa's Grotto setup) for a virtual Christmas Eve sleigh ride with Santa.





Galleries Lafayette: Polar Bears.

We touch on this example in the inspiration section. Galleries Lafayette also had a second tier to the communication in this amazing VM.

This holiday season, to boost foot traffic and raise awareness of an environmental cause, the store has set up a display called Amazing Arctic Christmas which tells the story of a family of polar bears venturing away from the North Pole, due to melting ice caps.

The polar bears' story is brought to life in front of shoppers' eyes with a mobile experience accessible in-store that uses augmented reality to create an arctic environment indoors. The idea behind the project is to drive customer engagement which often lends itself to more visits, more purchases and higher gross profit over the long term.





This Pack In Four Key Points...



Opportunities
in genuine innovation
are accessible through
new technological
advancements.

Quirky and
humorous design
gave way to quality
gifting and objects
of desire.

Festive creative
is now about
meaningful visual
communication,
less about
novelty.

Supermarkets
produced modern
traditional creative,
while the disruptors
relied on quirky
humour.



Thank you for taking time to read our Christmas 2017 report, in summary both visually and conceptually the message from the High Street was '*A traditional Christmas but in a modern way*'.

Throughout the year we complete a broad range of creative projects for some of the worlds best known retailers and brands.

We would love to hear about your next idea so please contact Adam, Liam and the team using the details below:

adam@addreality.co.uk | liam@addreality.co.uk | +44 (0) 845 576 1173

The background features a dark red-to-purple gradient. In the corners, there are decorative triangles: a dark blue triangle with a yellow-to-orange gradient at the top-left, a dark blue triangle with a yellow-to-orange gradient at the top-right, a dark blue triangle with a yellow-to-orange gradient at the bottom-left, and a dark blue triangle with a yellow-to-orange gradient at the bottom-right.

add

Christmas Retail 2017.