

An Impromptu Choir Beautifully Champions the Power of Community in Teleflora Ad

Through the magic of technology, a woman named Carol can hang out with her granddaughter during the coronavirus-ravaged holidays. But it's a cold substitute for an in-person visit, with the disappointment and melancholy written all over Carol's face as she signs off FaceTime.

Understanding her loneliness, her neighbors pour out of their homes and serenade her with a classic Christmas carol. And this being a commercial, they've also sent a lovely Teleflora arrangement to her doorstep.

As part of its ongoing "Love Out Loud" campaign, Teleflora has launched another of the season's heart-tugging ads, focused on the power of connection during the pandemic.

"Impromptu Choir" joins several spots that specifically link older folks with those around them, bringing to the fore issues like isolation and depression that have intensified during lockdown. Some soul-stirring examples include ads for an Austrian bank, British retailer John Lewis and Kohl's.

The Los Angeles-based Teleflora, via its in-house Wonderful Agency, wanted to illuminate "the heartwarming joys of life—the unexpected gifts of the season and communities coming together," said Danielle Mason, vp, consumer marketing.

The long-form work and its *a cappella* version of "Silent

Night” aims to embody “nostalgic Christmas moments that make the holidays so special, encouraging communities to come together and uplift one another,” said Bobby Pearce, the agency’s chief creative officer.

“Impromptu Choir” will run on YouTube, Facebook and Instagram, along with targeted media buys on connected TV and mobile.

Along with delivering some sweet sentimentality, the campaign serves a shop-local purpose. Teleflora has a network of some 10,000 independent florists, whose businesses hope to get a boost from seasonal gift-giving.

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