

Don't Get Between Mariah Carey and All She Wants for Christmas

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44 mins ago

It's been 25 years since Mariah Carey released her magnum opus, "All I Want for Christmas Is You," and each passing year has seen the track become more of a festive fixture in the holiday season.

To celebrate the song's anniversary and its singer's apparent inability to age, British potato chip brand Walkers has built an entire holiday ad concept around it.

In the spot, from London agency AMV BBD0, we see Carey performing her signature song, then defying her diva image by doling out generous gifts to the crew. But at the craft services table, a conflict is brewing.

"It doesn't get more Christmassy than Mariah Carey singing 'All I Want for Christmas,'" says Wayne Newton, head of marketing for Walkers. "As well as entertaining the nation with a great piece of Christmas storytelling, the campaign brilliantly showcases our products and launches our festive flavors for the season."

The campaign built around the song will promote the core line of Walkers chips, along with five seasonal flavors: pigs in blankets, glazed ham, turkey and stuffing, cheese and cranberry, and Brussels sprouts.

The ad was directed by Joseph Kahn, who has helmed high-profile music videos like Britney Spears' "Toxic," Taylor

Swift's "Bad Blood" and (rounding out his roster of divas) Jennifer Lopez's "Dinero" featuring Cardi B and DJ Khaled.

According to the brand and agency, the ad is part of Carey's push to have her song reach No. 1 on U.K. charts in December for the first time since it came out in 1994.

This marks AMV BBDO's second holiday ad so far this year, with the other being Asda's "Let's Make Christmas Extra Special."

As for Carey, this isn't the first time she's poked a bit of fun at her own diva image. In 2018, she found herself accidentally booked into a hostel but eventually decided to make the most of it in Lucky Generals' ad for Hostelworld,

CREDITS:

Client: Walkers

Wayne Newton, Head of Marketing, Walkers Projects

Fernando Kahane, Marketing Director, Walkers

Ian Maybank, Media & Digital Lead, WE Snacks

Nick Day, Brand Manager, Walkers

Stephen Sharifian, Digital Brand Manager, Walkers

Brief (in one line): Walkers are too good to share—even at Christmas.

Creative Agency: AMV BBDO

Chief Creative Officer: Alex Grieve

Chief Strategy Officer: Craig Mawdsley

Senior Strategy Director: Olivia Stubbings

Managing Partner: Brenda Frixia

Senior Board Account Director: Leona McNally

Account Director: Rachel McEwen

Creative Production Partner: Anita Sasdy

Creative Production Assistant: Frankie Burwell-Wright

Media Agency: OMD UK

Production Company:

UK: Caviar

US: Supply & Demand
Director: Joseph Kahn

AMV Interactive:

Interactive Producer: Rosie Denton

Interactive Creative: Kalle Everland

Production Co. Producer: Nicola Doring

Editor: Scott Cato at The Quarry

Grade: Tom Mangham

Postproduction Company: The Mill

Business Affairs: Michelle Holmes, Senior Business Affairs
Manager

Sound Engineer: Parv Thind

Audio Postproduction: Wave

Hero Talent: Talent Republic

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