Marks & Spencer Makes Christmas Sweaters Cool With a ’90s Anthem



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It’s that time of year again to break out the Christmas sweaters—or, as they’re known across the pond, jumpers.

ODD London launched a holiday campaign for U.K. retailer Marks & Spencer with an enthusiastic ad honoring everyone’s favorite fuzzy festive garment. In the spot, an office is thoroughly overcome by the holiday spirit as jumper-clad employees can’t resist the urge to dance their hearts out, ignoring those inconvenient phone calls.

The ad is a welcome lighthearted and succinct respite from the sentimentality that abounds on the holiday circuit.

That’s not to say the campaign is limited to this brief blast of merriment.

“From the get-go, we knew wanted to change the way we approached Christmas. We weren’t interested in making a 3-

minute film—it was about creating content that could tell the story across all of M&S' media channels," ODD London executive creative director Nick Stickland said in a statement.

"We also knew we didn't want to be too sentimental; we were far more focused on making the nation jump with joy. After all, who wants to cry at Christmas?"

In addition to the 30-second ad, ODD London also created a series of 55 social edits of the video for different formats, allowing the agency to focus in on different characters (and jumpers).

"Being able to focus on M&S' powerhouse category of knitwear was a strategic gift, and gave us a sharp point to focus on creatively," Stickland added. "It also meant that in a market place and during a season when every retailer claims to be the perfect destination for everything, we could create some disruptive that would stand out."

The agency is also planning a follow-up effort as yuletide season approaches, which will shift the focus to another Marks & Spencer category. Keep the jumpers handy though—it's getting cold outside.

https://www.adweek.com/agencies/marks-spencer-christmas-sweater-jump-around/