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## THE TRINITY MIRROR SOLUTIONS MARKETING/ADVERTISING CAMPAIGN OF THE YEAR



### Winner – John Lewis

# The bear and the hare that made Christmas magic at John Lewis



**“It went from creating an advert to something that is true entertainment, and then integrating with merchandise”**

**Oracle Retail Week Awards judge**

It trended globally within two hours of airing and was the most shared video in the world that November. Bespoke Twitter accounts won thousands of followers and mentions of #BearandHare.

One of the judges said: “John Lewis nailed it with ‘The Bear and the Hare’. It was a fully integrated campaign, truly delivering value. Given the fan base it has generated, it has become more than an ad campaign for a retailer. It’s quite astonishing.

“While it started with [John Lewis’s previous ad] ‘The Journey’, I think the inflection point was with ‘The Bear and the Hare’.”

Another said: “It went from creating an advert to something that is true entertainment, and then integrating with the merchandise. It ticked every box. It was beautifully executed and had a great result.”

John Lewis’s campaigns have now set a standard across the retail industry on what can be done at Christmas beyond a 30-second ad slot.

The rise of social media means that there is now massive hype around the major retailers’ offerings. **PETAH MARIAN**

**J**ohn Lewis has won the marketing/advertising campaign category for the second year in a row after continuing to push the envelope with a fully integrated ad campaign.

The Adam & Eve/DDB-created advert focused on thoughtful gifting by showing the joy of experiencing Christmas for the first time through the eyes of someone who had always missed out – a hibernating bear.

Because the bear never experienced the fun of the festive season the other character in the campaign, the hare, was determined to enable him to enjoy Christmas.

The blockbuster animated advert was created using an animation technique that blended 3D sets with 2D character drawings by Aaron Blaise, who worked on Disney’s *The Lion King*.

One of the judges said: “Doing a cartoon was brilliant and not something that’s really been done before.” Another described the ad as “a creative idea that was incredibly well executed and caught the imagination of a large number of people”.

While the ad racked up 12.2 million YouTube views – three times that of the retail competition combined – it was only the

beginning of the John Lewis campaign.

The characters in the ad came to life in-store through interactive ‘bear caves’ which allowed children to hear a narrated version of the story.

The caves included a woodland setting where families could have their photo taken with stars of the ad.

The retailer also created a range of merchandise themed around the campaign, including alarm clocks, soft toys, pyjamas and bear and hare onesies.

In addition, John Lewis created an e-book, narrated by Lauren Laverne, games and an e-card maker.

Social media users took to Twitter in their droves from the moment the ad premiered in an *X Factor* break – the ad generated 20% more tweets than the show itself.

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