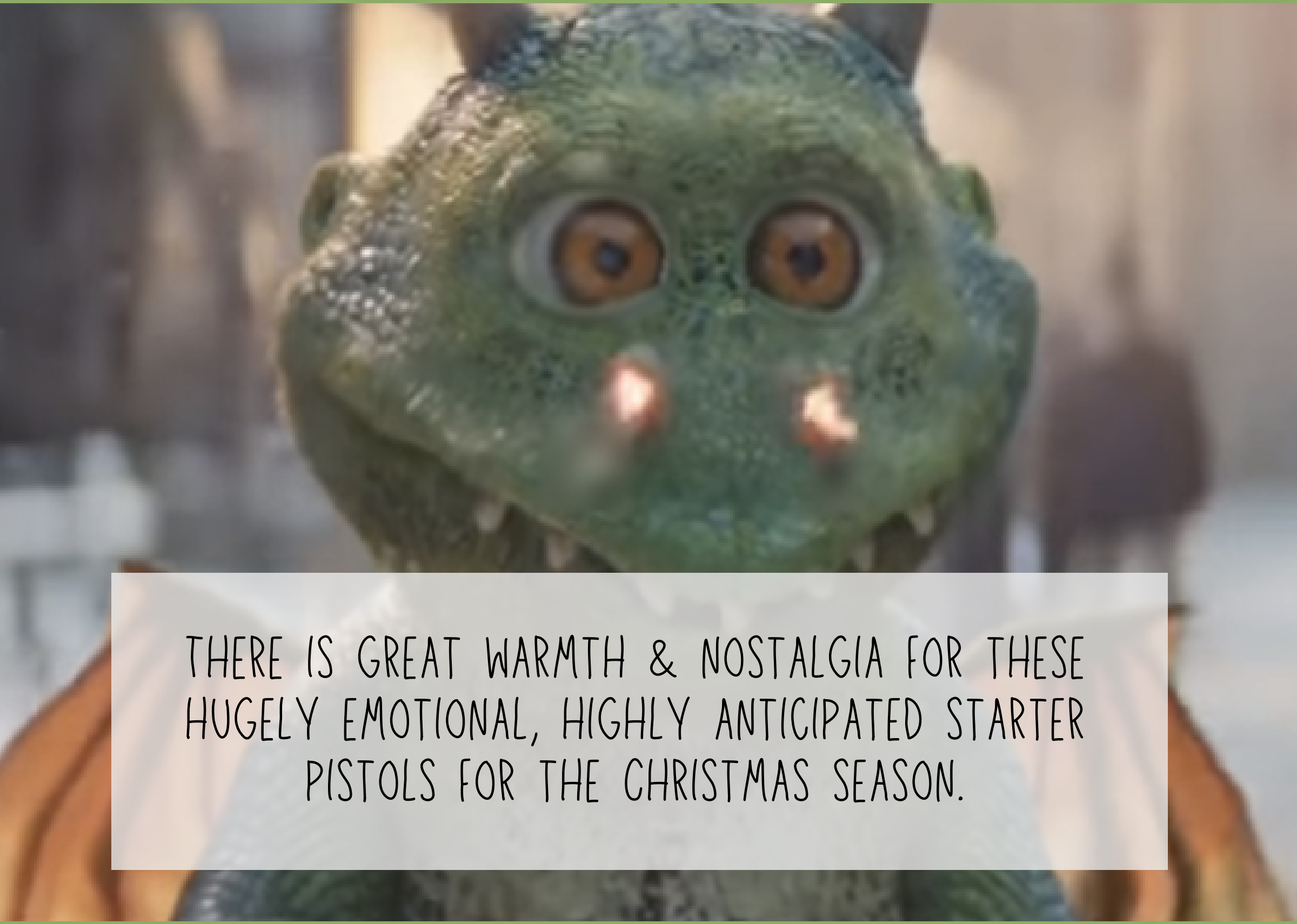




All They Want for Christmas is...Who?

TOP GEN Z LEARNINGS

For once, ads are not just accepted – but eagerly anticipated.

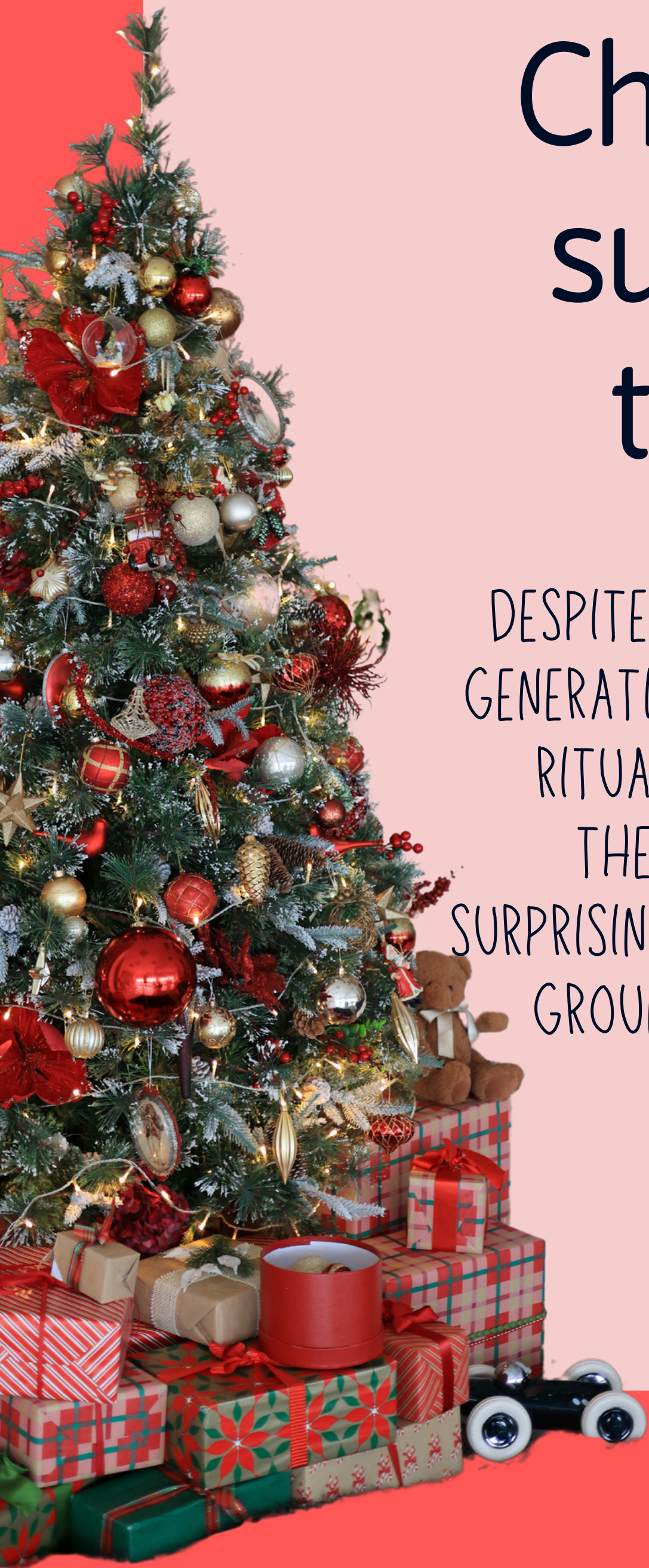


THERE IS GREAT WARMTH & NOSTALGIA FOR THESE HUGELY EMOTIONAL, HIGHLY ANTICIPATED STARTER PISTOLS FOR THE CHRISTMAS SEASON.



"JOHN LEWIS ADS PUT YOU IN THE XMAS SPIRIT, SHARING STORIES ABOUT GOOD SAMARITANS & BEING THOUGHTFUL & CARING AT XMAS. SOMETHING THIS WORLD MISSES AS IT'S FOCUSED ON MATERIALISM, WHEN IN REALITY IT WAS BASED ON SELFLESSNESS & GIVING."





Christmas is surprisingly traditional.

DESPITE THEIR YOUNG AGE, THIS GENERATION EMBRACES NOSTALGIA, RITUAL, AND TRADITION DURING THE HOLIDAYS, EMERGING AS SURPRISING CHAMPIONS OF A MORE GROUNDED, FAMILIAL, AND EVEN PIOUS APPROACH.

"SINGING CAROLS AS A
CHOIR HAS ALWAYS BEEN
A PART OF MY
CHRISTMAS!"



"PUTTING UP MY CHRISTMAS TREE
IS SUCH A SPECIAL TIME EVERY
YEAR! EACH ORNAMENT CARRIES ITS
OWN MEMORY—A STORY FROM THE
PAST."

"I THINK THAT PEOPLE
OFTEN FORGET THAT IT'S
ABOUT FAMILY TIME &
NOT JUST ABOUT OPENING
PRESENTS."





Chocolate acquires a wholesome status at Christmas.

LIKE COMMERCIALS, CHOCOLATE IS
ALSO GIVEN A SPECIAL DISPENSATION
AT CHRISTMAS.

"WE WAKE UP REALLY EARLY
IN THE MORNING BLASTING
CHRISTMAS MUSIC SONGS
OUT LOUD AND OPEN OUR
PRESENTS. OF COURSE WE
EAT CHOCOLATE BOXES FOR
BREAKFAST AND THEN WE
CHILL OUT THE REST OF THE
DAY PLAYING WITH TOYS."

looking for more holiday gems?
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