



THE CAT'S MEOW

That shows the value of quality creative and well-targeted media buying – creative consultant Simon Robinson

Festive ads have convinced 12% of shoppers to switch

Charlie Taverner & Ellis Hawthorne

More than one in 10 shoppers say they have switched where they will do their Christmas shop after seeing supermarket TV ads – but there's still a big opportunity for retailers, with 33% yet to decide where they will go for the big Christmas shop, according to exclusive new research for The Grocer.

The latest Bridgethorne Shopper Index found 12% of shoppers had changed their mind already, with the ads proving most influential on younger shoppers.

A quarter of those aged 18 to 34 said they had been swayed by an ad, though they were also the least likely to commit to a single retailer.



YouTube views for Sainsbury's ad set to eclipse John Lewis

Ad experts said the 12% switching figure was very high. "That shows the value of quality creative and well-targeted media buying," said creative consultant Simon Robinson. "And by getting out there early in

November you are making sure your message cuts through."

Four-fifths of respondents said they had seen one of the supermarket Christmas ads. Older shoppers have been most exposed to the ads, with

86.6% of over-55s and 91% of retired people seeing at least one.

But three-quarters of young shoppers had also seen an ad, despite being less likely to watch traditional TV ads these days. "Young people see most of their stuff on YouTube and social media," said freelance art director Tony Snow.

Respondents to the survey were not asked which retailer they were switching to. But the Christmas No1 on social media will almost certainly be Sainsbury's ad, featuring Mog the Cat. Viewed 16.5 million times on YouTube in just 10 days it looks set to eclipse both the John Lewis ad and the 17.7 million views for Sainsbury's WWI ad in 2014.

With a third of respondents still not decided on where to do their main Christmas shop, there was all to play for, stressed John Nevens, joint MD at Bridgethorne, with younger age groups without children less likely to have made up their minds, while more of those with families or aged over 55 had decided. "The challenge is to find mechanisms to draw these customers in earlier in the season," Nevens added.



"Turnaround has already been executed," says Nisa

Nisa: Myners' reform bid halted at agm

Nisa insists it is fit for the future despite failing to secure enough member support at its agm this week to pass the corporate governance reforms recommended by Lord Myners.

Nisa said the resolution to change the company's articles of association, which included increasing the level of support a bidder would need to take over the buying group from 50% to 75%, did not receive the necessary 75% majority. It was, however, backed by a majority of members, it said.

The group had already decided not to implement two of Myners' main reform proposals – a 'one member, one vote' system, and removing the member majority on the group's board.

A Nisa spokeswoman said it was no longer in the same difficulties as when Myners made his recommendations in April. "The new management have already executed a turnaround of the business and its culture. Many of the most important recommendations Lord Myners put forward, such as greater transparency and training for board members, we have been able to implement without the articles being changed." +

Calamity for Mog fans as Sainsbury's runs out of toys

Sainsbury's has run out of Mog the cat toys just 10 days after airing its Christmas ad.

Stores will not receive any more deliveries of the limited-edition toy, leaving many shoppers disappointed.

Mog featured in the Sainsbury's Christmas advert in an adaptation of popular children's book Mog's Christmas Calamity by Judith Kerr.

The ad has had more than 16.5 million views on YouTube as The Grocer went to press.

Opportunists have been selling the cuddly toy for up to nine times more than the £10 rrp on eBay.

"The toy wasn't intended to be a collector's item, and we're disappointed people have chosen to exploit a charitable

venture," said a Sainsbury's spokesman on Facebook.

When bought in Sainsbury's, profits from the Mog toy and accompanying book are donated to Save the Children to improve child literacy.

Milton Keynes store manager Greig Spicer said that each of his three Mog deliveries had sold out the same day.