

TRA | think top ten

Top Ten TV ads named in the latest viewer-led research by Think TV and TRA

Once again, New Zealanders have named their favourite ads on TV! The latest results from Think TV and TRA's bi-monthly research saw four new entrants make the top-ten – including an emotive new TVC from Lotto. Oldies, but goodies back on air from Mitre 10 and Pak n'Save also made the list, as well as a new twist on a classic burger.!

[ThinkTV](#), in partnership with [TRA](#) conducted the research between 26th July and 4th August this year. The researched asked viewers the key question 'what is your favourite ad on TV at the moment?' This encouraged candid feedback on which ads had captured the hearts and minds of audiences.

The TRA survey (powered by [Dynata](#)) looked at a nationally representative sample of 1000 New Zealanders aged 18 to 60 years old. Open-ended responses were manually coded to look at frequency of mentions. Survey participants were also asked why they liked their favourite ad, and how it made them feel about what was being advertised.

Brands will be thrilled to hear that youth audiences are highly engaged in the ads they're seeing day-to-day. The research found 43% of 18-24-year olds say TV ads are more entertaining to watch nowadays (the national average across all ages is 37%, with the same proportion believing TV advertising is as entertaining as it's always been).

But there can only be one winner...Lotto's 'Armored Truck' was close last time around (and sneaks into the top ten again), but in this new piece of research, Lotto's 'Lost' has been named as viewers number one ad!

Lotto's Chief Marketing Officer, Annemarie Browne had this to say about the result:

"The Lotto NZ team is absolutely thrilled to see how much New Zealanders have connected with our new Imagine campaign – 'Lost' – and are blown away to have two campaigns voted by New Zealanders in the top ten. It was always going to be hard to trump 'Armour Truck', which Kiwis still love after 18 months in market, so we knew we really had to do something special this time around – which is how 'Lost' was born.

With 'Lost' we tried to create something a bit different that our players could get more involved with and spot something new every time they watched it. Achieving a result like this really proves all that hard work has paid off and we are delighted Kiwis are enjoying seeing 'Lost' on their screens – and the good news is, there is still more to come!

Our incredible team at DDB worked hard to deliver a fresh and emotionally compelling campaign with 'Lost,' which we are all incredibly proud of. This creative was supported by great work by PHD, whose careful planning allowed us to maximise the exposure of our longer commercial to really establish the campaign storyline."

TRA's head of strategy, Carl Sarney, provides commentary on the top ten favourites.

New Zealand's current favorite TVCs:

1. Lotto 'Lost' <https://www.youtube.com/watch?v=hkz4DApaLts>

New in the number one spot, and ahead by a large margin, is the latest in Lotto's 'Imagine' series. This ad was mentioned four and a half times more frequently than the number two ad. It's the kind of ad that gives people more of what they sat in front of the TV for in the first place – entertainment. A dramatic story with emotional highs and lows, along with a moment of humour to ease the tension and an inspiring happy ending. With the whole story centred around the distinctive yellow lotto ticket, brand attribution is also high with 98% of people mentioning 'Lotto' in their description of the ad.

Those who said this ad was their favourite were more likely to be female, and more likely to describe their tastes as mainstream rather than unique.

Zavy social media analysis shows that the ad is generating positive conversation online too. Sentiment is strong at 37% 'very likeable' (Lotto's average has been 24% 'very likeable' over the last year). While brands can achieve strong engagement numbers through investment in social, Zavy also looks at the shares/likes ratio to provide a non-investment-driven view of performance – i.e. for everyone that's given it a casual like, how many thought it was something worth sharing with their friends? This ad performs well above average on the shares/likes ratio too.

"It is a nice message, it is well acted and it is different from anything else on TV"

"It's a real heart-warming ad. Grabs my attention with the storyline and ups and downs"

"It was such a neat happy ending story. Something that made me tear up, I'd love to win lotto so it was nice to see a normal family that won after bad luck."

2. BNZ 'What Ella Wants' https://www.youtube.com/watch?v=QhxLeQsx_qM

Moving up from the number 6 spot in the last survey, BNZ's story of a girl and her father saving for a puppy was liked for depicting good values such as love and kindness, and of course the cute puppy at the end. It left people feeling happy, cheerful and hopeful with a useful message about saving money. 80% of those who described this as their favourite ad were female.

"Because it shows that good things come to those who save, and puts some humanism back into banks who have a reputation of being cold and uncaring."

"Catchy song, nice family values, good relationship."

"I value kindness, and this Dad is going without to be incredibly kind and teaching his daughter the delayed gratification too. Great lessons."

3. Speights 'Dance' https://www.youtube.com/watch?v=ss_WKXpJ5I8

The second favourite ad in the first survey, and holding onto a top 3 spot, Speights 'dance' is liked for its fun, entertaining humour and good acting. Brand attribution has improved with 8 out of 10 mentioning 'Speights' in their description (vs 7 out of 10 in the previous survey). More than half of those who described this as their favourite were aged 45-60.

"It's heart-warming and enjoyable to watch. With a can do kiwi attitude and comedy"

"Turns the blokey narrative of beer upside down by showing a guy doing something vulnerable but still making the act look totally savage"

"Favourite beer, mates helping mates, great music, not flashy, very laidback but sweet"

4. Nova 'Broadband' https://www.youtube.com/watch?v=H1_49kf1Ft8

Up from number 10 in the first survey, the rhyming wordplay continues to entertain audiences and with 9 out of 10 people mentioning the brand name in their description, it should be achieving results for Nova. People not only described it as entertaining, but also interesting and informative. Those who mentioned this ad were more likely to be aged 45-60 or have mainstream tastes.

"Its catchy. Well made. It's an ad that has always stayed in my memory"

"It's humorous, engaging and charming in a down to earth everyday way whilst being clever and visually appealing with a simple message."

5. Mitre 10 'Roy, Kong's out again' <https://www.youtube.com/watch?v=V0BrC4dwm04>

First airing in June 2018, Kong the donkey has had a bit more air-time lately and is back in the top ten favourites (it was at 21st position in the previous survey). Those mentioning this ad are likely to be in the South Island. Humour is the primary driver of appeal, and with 8 out of 10 mentioning 'Mitre 10' in their description of this ad, the love is being directed in the right place.

"It is amusing, clever and the solution to the problem is somewhat unexpected which adds a touch of brilliance to it"

"Fun and the local mitre 10 has linked the advert by building a Kong inside the shop"

6. Pak n'Save 'Stickman' <https://www.youtube.com/watch?v=0LIMdtSiiz0&list=PLwt4HZ1SwS4VJ8GCgDLD9YmhCj-c8pIPm&index=3>

Only just missing out on the top ten at 11th place in the last survey, this time Stickman is at number 6. Now running for over a decade, Pak n'Save's cheeky black & yellow character is a

firm fixture in New Zealand television. And he's firmly fixed to the brand too, with "Pak n'Save" included in every single description of the stickman ads. He's got broad appeal across the demographics, and when it comes to household income he does his job well as a champion of low prices with almost half of those picking Stickman as their favourite ad earning less than \$50,000 per year.

Zavy analysis shows that Pak n'Save's top performing social media post over the last quarter included the Stickman character made famous on TV.

"It is cheeky and simple but gets the message across very effectively"

"The ads are regularly changed and they always seem to come up with some amusing animated message that is entertaining and informative"

"The concept is simple and humour is clean"

7. Cadbury 'Mums Birthday' <https://www.youtube.com/watch?v=l0eEgeizNCA>

This was at the number one spot previously and remains a top ten favourite. Brand attribution is improving with more air-time, now at 7 out of 10 from 6 out of 10 at the last survey. When asked why they liked it, more than a third mentioned the quality of acting. People say it leaves them feeling happy and warm towards Cadbury. Those most likely to say this is their favourite ad were female, aged 45-60, with traditional values.

"It's cute. I like that she's thoughtful buying her mum a gift. And the shopkeeper who lets her buy it without real money is so kiwi & friendly"

"it's just so different from other ads, the handing over of her precious items including her unicorn and for the dairy owner to give it back to her as change - so sweet."

8. Meridian 'Wind. Water. Sun.' <https://www.youtube.com/watch?v=VOTt28gzdZU>

Dropping from third position since the last survey, use of humour is helping this message about the environment get noticed and remembered, with broad appeal across the demographics. Brand attribution has crept up with more air time from 4 out of 10 people mentioning 'Meridian' in their description of this ad to 5 out of 10.

Zavy shows this ad has also achieved a strong shares/likes ratio in social media.

"Funny, simple, relevant and not hard selling electricity"

"Me and the kids always laugh when the ice cream falls on his head"

9. Lotto Powerball 'Armoured Truck' <https://vimeo.com/256500380>

With Lotto's new ad out front as a strong favourite, the love lives on for their previous ad too. Helped along by the presence of the distinctive yellow ticket, everybody who mentioned this ad mentioned 'Lotto' in their description. The shares/likes ratio isn't quite as strong as the new 'lost ticket' spot, but is still above average.

"They are engaging, and hit the heart strings as well as the funny bone"

"It's wholesome and amazing"

10. McDonald's 'Big Mac with Bacon' [this promo now over, so no video link available]

Everything's better with bacon, right? Perhaps humour is the bacon of kiwi advertising. Rounding out the top ten favourites is these maccas-loving mates giving us a giggle along with the simple message that you can now get a Big Mac with bacon. Everybody who mentioned this ad mentioned "McDonalds" in their description. The same two likeable characters are now being used to promote the all-day menu.

"Funny. Charismatic actors."

"It's funny and well scripted. Actors have great comic timing"

"Just light hearted and simple way to advertise the burger"

Stay tuned for the next set of results in October.

About Think TV

A collective voice for the industry to promote the scale and effectiveness of television advertising in New Zealand. Members include TVNZ, Mediaworks and Sky.

About TRA

TRA is an insight agency. We combine our understanding of human behaviour with intelligent data capability to help organisations navigate uncertainty and answer the big questions they are facing.

For further information about the survey and results, contact carl.sarney@tra.co.nz

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