

# TRA | think top ten

## Four new favourites in the TRA ThinkTV Top Ten

[Think TV](#) and [TRA](#)s bi-monthly survey asks New Zealanders to describe their favourite ad on TV. The latest piece of research saw four new entrants move into the top 10, with the most likeable and memorable ads tapping into kiwi cultural codes in clever creative ways.

Sky Sport continues to lead the way with their latest 'life needs more sport' spot taking out NZ's favourite TVC for March.

There are four new entries in the list this month with ASB launching their 'Big Ben' campaign, and Mercury's latest Energy Made Wonderful spot 'Kiss oil goodbye' rising quickly to the leader board. The 'Nothing Compares to Vogels' campaign has gained momentum and landed in 9<sup>th</sup> place, and KFC rounds out the top ten with their 'Girl caught in the sprinkler' promo for hot & spicy popcorn chicken.

The TRA survey (powered by [Dynata](#)) looked at a nationally representative sample of 1000 New Zealanders aged 18 to 60 years old.

- Conducted 9th-18th March 2020
- The majority of responses were collected the week of the 9<sup>th</sup>, when NZ had just 5 confirmed Covid-19 cases and prior to border restrictions.
- It asked respondents 'what is your favourite ad on TV at the moment?'
- The open-ended question encouraged candid feedback from viewers on what ads had caught their attention and stuck in their minds.
- Survey participants were also asked why they liked their favourite ad, and how it made them feel about what was being advertised.
- Responses were manually coded to look at frequency of mentions, resulting in the top ten.

Beyond cut-through and recall, TRA have also used Zavy social media analysis to see whether these favourite ads are also getting people talking. Where possible, we look at how many people have shared it vs how many have liked it, and also the proportion of positive sentiment in the comments. A shares/likes ratio above 10% is regarded as above average.

TRA Head of Strategy, Carl Sarney, provides commentary on the top ten favourite ads.

### **New Zealand's favorite TVCs are:**

#### **1. Sky Sport – Life Needs More Sport Summer -**

[https://www.youtube.com/watch?v=Rkt\\_CO0gZxY](https://www.youtube.com/watch?v=Rkt_CO0gZxY)

This appeared to be a great ad when it first launched, and now for two surveys in a row it's held onto the top position as New Zealand's favourite ad. Two thirds of those who named this as their favourite ad are aged 45-60 and say they have traditional values. Two thirds of them are from outside Auckland. Older regional audiences are important for Sky, so they are connecting with a desirable target.

Humour is the primary appeal, and it plays to other kiwi cultural codes such as connection to nature, and self-determination. With continued air time this could well become an NZ advertising classic.

**Did it get people talking?** Now with almost half a million views on YouTube, it has certainly started conversations, with mostly positive sentiment. Some YouTube commenters have called this "The best ad EVER!!!"

*"The little boy is adorable. It's tongue in cheek humour. It's memorable, fits kiwi life well"*

*"The smile on his face is priceless. Always makes me laugh."*

*"It makes me laugh as it brings back memories of my kids"*

*"It's funny and with the rugby commentary it makes you pay attention"*

*"It's very refreshing to see and I love my sports so I love this advert as every little moment in life can be like playing sport"*

*"The fact that it's set on a beach with golden sand, on a nice sunny day. The music is fun and toddlers are the funniest form of humankind."*

#### **2. Lotto – 'Lost Ticket' <https://youtu.be/hkz4DApaLts>**

Another ad that has remained in our top ten favourites since it launched, and set to become a kiwi classic. An emotionally engaging story that continues to captivate TV audiences, leaving them feeling warm and hopeful. It plays well to the kiwi cultural code of fairness and earned success. The comments indicate that people strongly believe the character truly deserves the win after the struggle she's been through.

Those who said this ad was their favourite are more likely to be family orientated females with traditional values. Almost everyone who mentioned it used 'Lotto' in their description.

Zavy social media analysis shows 37% positive net sentiment, a strong result, with a strong shares/likes ratio of 10%. Many commenters have called this one of Lotto's best ads so far.

*"It made me have low and high emotions from sadness to empathy to happiness. It had a sense of family love and it hit close to home and I felt that connection as it was everyday people"*

*"Because it gets you emotional and it is memorable and on TV all the time"*

*"It makes me happy and cry, it's touching and sweet"*

*"It depicts the generosity of humanity; 'doing the right thing' by being honest"*

*"It made me want to go out and buy a ticket"*

### **3. ASB – 'Big Ben'** <https://www.youtube.com/watch?v=BrGtUnZeb6E>

ASB's latest campaign has become a top three favourite right away. It plays well to the kiwi codes of earned success, self-determination, humour and social equivalence. People said they enjoyed the funny storyline of a big softy bucking stereotypes to forge his own path in life.

A sign of a good ad in a broadcast medium like TV, is achieving broad appeal. There is a very even spread across all demographics among those who named this ad as their favourite. 84% of those who named this as their favourite ad used 'ASB' in their description.

**Did it get people talking?** Zavy social media analysis shows a positive sentiment with a good 6% shares/likes ratio

*"Its clever and subverts expectations while lighting the product/business as good guys"*

*"I rarely pay attention to any commercials and find them annoying but this one is endearing"*

*"It is funny but also shows a sweet side human to Big Ben's personality. the story is lovely and supportive and encouraging. All the things that are generally missed in our community."*

*"It made me feel like ASB has the customers best interest in mind rather than their own"*

### **4. Pak n' Save – 'Stickman'**

<https://www.youtube.com/watch?v=YogyMScWJfk>

Regular favourite, Stickman, has come into his own during the Covid-19 crisis. Having consistently used humour to promote their brand, Pak n' Save have earned the right to continue using humour, easing the tension in an entertaining and enjoyable way.

**Did it get people talking?** Zavy social media analysis shows that not only is Stickman a loved character on TV, his appearances in social media regularly result in top performing posts.

*"PaknSave are able to laugh at themselves, plus they are truthful - their prices are competitive"*

*"He is funny and his ads always caught my attention"*

*"It's really funny, I laugh out loud when I see it over and over again"*

## 5. Cadbury – 'Mum's Birthday' <https://youtu.be/l0eEgeizNCA>

This is the only ad to have remained a top-ten favourite in every survey since the first one in June 2019. With consistent media presence over the long term, this entertaining and emotionally engaging TV ad continues to work hard at winning fans for Cadbury.

Those most likely to say this is their favourite ad are older females with traditional values.

70% mention 'Cadbury' in their description.

*"The quality of the ad reflects how much we enjoy the product. The ad gives us a lovely feeling, and we then have a lovely feeling for the product."*

*"I enjoy chocolate and the ad brought the same feeling as when eating chocolate"*

*"Emotional in a good way and makes me feel like Cadbury cares"*

The ad was first posted on Cadbury's global YouTube channel over 2 years ago, yet it continues clocking up views and the most recent comments are from just a few days ago.

## 6. AA Insurance – 'Dinosaur vs Unicorn' <https://youtu.be/1w6ShyNNqfY>

With family friendly humour and an uplifting song, this ad leaves people feeling good. Several people also talk about the earlier ads in the 'born free' series with the boy on his tricycle, and a few mentions of the man dancing with his wine glass too.

AA has turned off the comments on YouTube for this ad

*"It's so true to life. I'm a stresser about all these things and it touches a note"*

*"It shows the insurance company is family minded"*

*"It's funny and I like to keep watching"*

*"It always lifts my mood"*

## 7. Mercury – ‘Kiss Oil Goodbye’ <https://www.youtube.com/watch?v=A6SxgKvsBmM>

In the current context of rapidly increasing action on climate change, Mercury has managed to land quite a pointed message against the big oil companies with an ad that’s become a top ten favourite among kiwis. People said they enjoyed the mix of nostalgia and new technology, and the catchy song has helped it stick in people’s mind. This is another ad with broad appeal across the demographics.

**Did it get people talking?** The timing seems to be right for Mercury’s message. It’s certainly got people talking, with a very strong shares/likes ratio of 34% and an overall positive net sentiment.

*“It’s entertaining, captures your attention and when you see it again you still enjoy it”*

*“I feel it hit the right note to go electric. It’s the future and time to move away from oil. Made feel good and we’re heading in the right place”*

*“Yes I would love to own an electric car it would make me feel I am doing good for our country’s clean green image and paying less on fuel for one of our vehicles would be a blessing”*

## 8. Mitre 10 – ‘Sandpit’ [https://www.youtube.com/watch?v=tbKMO7g0\\_Z4](https://www.youtube.com/watch?v=tbKMO7g0_Z4)

An old favourite has been kicked back into life with the reunion of the sandpit kids 12 years later. Seven Sharp ran the story on the 11<sup>th</sup> of February, and it has rekindled memories of this classic ad, that many New Zealanders still think of as their favourite.

**Did it get people talking?** Zavy social media analysis shows that the post on Facebook - showing a before and after picture of the boys - generated 13,718 likes, 2,359 comments and 1,752 shares . This represents a strong 13% shares/like ratio and a very strong 28% positive net sentiment. Many commenters reminisced about the original ad and couldn’t believe it first aired in 2008. It’s still viewed as a great advert with memorable lines.

*“The kids in it are really good and the advert is really funny. It’s old but very funny”*

*“I thought it was clever and played on things NZers know about or think they know that is the Australia and NZ rivalry and DIY and weekends”*

*“I remember it is Mitre 10 even after so many years the kids are grown up”*

## 9. Vogels – ‘Nothing Compares’ <https://www.youtube.com/watch?v=QFUz4RFUy8Q>

Launched in September last year, this campaign has gained some momentum and is now a top ten favourite. People loved the humour, the acting, and many people appreciated that they liked how clear it was about the product being advertised.

All but one person who named this as their favourite mentioned 'Vogels' in their description. This was probably helped along by the main character shouting "My Vogels!" Three times at the start of the ad, plus a pack-shot and a big Vogels logo at the end. It doesn't hurt to be unashamed of branding your ad, and making the product play a central role in the story.

Did it get people talking? Zavy social media analysis shows that this has been a very strong performer with a shares/likes ratio of 31% and 24% positive net sentiment

*"Because its funny Original and quirky. It's not boring. Makes me smile. Plus I really like Vogels"*

*"Because it's creative, inventive, humourous, good actors were used and overall it was a very entertaining ad. You couldn't mistake who the ad was for too"*

*"Because it's funny, draws my attention, and really highlights the product involved"*

*"It implies the guy couldn't live without his morning Vogels toast. The guy plays the character well and I find the ad funny from start to finish"*

#### **10. KFC – 'Girl caught in sprinkler' [short term promo now not available on YouTube]**

A simple and relatable story that appealed to parents of teenagers (and a few younger viewers too).

The reveal of KFC at the end was surprising and unexpected, yet the brand reveal was clear enough that most people mentioned 'KFC' when describing this ad.

*"I thought this ad was funny as the sprinklers turn on the girl sneaking out and the parents are randomly eating KFC popcorn chicken, like wtf. It makes it memorable"*

*"Reminds me of when my kids were young and the things they got up to"*

*"It's short and simple and gets right to the point"*

#### **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](mailto:carl.sarney@tra.co.nz)