



Traditions Shape Stories, Not the Other Way Around

30 interviews in the UK



Traditions don't start with perfect stories—they start with action. Your grandma didn't need a backstory for her pie; she just baked it, and the memories followed.

Instead of overthinking the narrative, start the tradition, let people engage, and the stories will write themselves!



Ah, the Christmas atmosphere!

It's like diving into a mug of hot cocoa - warm, sweet, and oh-so-comforting.

We find ourselves drenched in a sea of nostalgia and excitement, thanks to twinkling lights and cherished traditions.



"The Christmas atmosphere makes me excited and happy, it reminds me a lot about my childhood and my family." (Female, 35)

"Sweet childhood memories!! I feel elated and I'm usually excited to recreate such memories with my kids." (Male, 27)

"Christmas makes me feel joy and happiness because it's the season where everyone feels happy." (Female, 28)



Shopping Shenanigans: The Holiday Hustle!

When it comes to Christmas shopping, think of it as a festive sprint!

We dive headfirst into malls and online stores, spurred on by traditions that beckon more buying than usual. It's like Santa's list, but with extra zeros at the end!



"I love being festive and buying people gifts so I tend to overspend at Christmas."

(Female, 20)

"I tend to spend more and shop more because I have to get my loved ones gifts."

(Female, 28)

"I spend much more on presents as it's a happy time and I want my family to be happy." (Female, 19)

Ho Ho Hold Up!

Christmas ads are everywhere—like glitter at a crafting table. Some folks find them inspirational and helpful, while others just see them as part of the noise in the festive frenzy.

But hey, a good deal is a good deal, right?



"I love the promotional advertisements, they are inspirational and build excitement for the big day." (Female, 42)

"I view the promotional advertisements during Christmas as a helpful way to discover gift ideas and sales." (Male, 38)

"I feel it makes me want to get a good deal."
(Male, 32)



The Good, The Bad, and The Overplayed!

While holiday marketing can be as delightful as a snow day, it can also be as frustrating as untangling Christmas lights.

Repetitive ads and over-the-top promotions can wear down even the most cheerful among us.



"Overly repetitive ads, especially with aggressive sales tactics, can feel exhausting."
(Female, 33)

"Christmas advertising makes me seethe with anger, loathing and a strong wish that the world was free of such nonsense." (Male, 62)

"I feel overwhelmed when I see ads that are too flashy, loud, or pushy." (Female, 35)



Marketing Magic: Messages That Matter!

Amidst the blizzard of ads, certain messages resonate like a warming fire.

Campaigns that emphasize family, kindness, and the joy of giving strike a chord and remind us of the season's true spirit.



"I find messages and marketing strategies that emphasize kindness, generosity, and connection with others to be the most appealing." (Male, 38)

"I find marketing that emphasizes giving back, creating memories, and celebrating togetherness appealing." (Female, 33)

"I appreciate messages that focus on kindness, generosity, and family." (Female, 35)



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It is the best time for traditions. While it might seem that the hardest part of creating a tradition is crafting a compelling story and evoking emotions, the real challenge lies in maintaining consistency—staying true to the core without wavering.

Over time, your brand's tradition will be established and will tell its own tale.