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## Grocer Campaigns of the Year: double gold for QS

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Every December the Grocer magazine brings out its Top Products Survey. Part of this looks at advertising, and awards top campaign by category. And in 2015 QS struck gold twice, with Haribo in confectionary and Young's in frozen food.

On top of this, Haribo was also named most impactful campaign of the year according to research commissioned by the Grocer using Nielsen's TV Brand Effect study.

### Haribo: adults talk like kids

#### Confectionery: sugar

A bag of brightly coloured gummy bears and foam fried eggs brings out the kid in all of us. That's quite literally the case in this ad from Haribo, which inserts adorable kiddie chatter into the mouths of outwardly professional grown-ups on a movie date. Charming with a few chuckles thrown in, all ages can enjoy this and that allows the confectioner to hit all demographics in one TV slot. Clever.

### Young's Gastro

#### Frozen fish

The silky tones of actor Rupert Everett give life to a cat greedily eyeing up his owner's premium fish meals in this ad from Young's to launch its new Gastro range. And the cat isn't the only thing here that's posh. Classical music, a glass of chilled sauvignon and a rather upmarket-looking kitchen all lend this ad a touch of class - exactly what Young's is going for with its high-end fish dishes.

### Nielsen's 30 most impactful ads

RANK	BRAND	Ad name	NET IMPACT
1	Haribo	Grown ups talk like kids: skyscraper	69%
2	Maltesers	Aristocratic women	67%
3	Gaviscon	John and James	66%
4	Walkers	Gary Lineker in hospital	65%
5	M&M's	M&M's dancing	64%
6	Febreze	Locker room	62%
7	Aldi	Challenge	61%
8	Walkers	Gary Lineker out the window	61%
9	Velvet	Forest	60%
10	Aldi	Like brands	60%
11	Corsodyl	Going out	60%
12	Lidl	Espresso taste test	59%
13	Iceland	Grilling	59%
14	Warburtons	Sylvester Stallone pitches	59%
15	Werther's	Caramel shop	59%
16	Weetabix	Breakfast bottled	59%
17	Snickers	Rowan Atkinson Samurai	59%
18	Jacobs	Little Jacob visits	58%
19	Müller	Bear in Greece	58%
20	Cadbury	Choose your Trebor	57%
21	Lidl	Red Bull taste test	57%
22	Kinder	Doctor	57%
23	Walkers	Park bench	57%
24	Jacobs	Little Jacob pulled over	57%
25	Haribo	Grown ups talk like kids: cinema	57%
26	M&M's	Convenience store robbery	57%
27	Coors	Jean-Claude dancing	57%
28	Müller	Picnic chair	57%
29	Dolmio	Dinner in the office	56%
30	Heinz	Little brother	56%

Source: Nielsen. Nielsen TV Brand Effect data recorded 24 hours after a consumer is exposed to the ad in their home. Based on TV viewing of national programming on TV Channels 4, Channel 5 and Sky 1, and between 6pm-midnight. See Impact for the composition of the total audience who remember the ad and see all the correct boxes.