

Internet Pick Of The Week

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CARA WASE, INSIGHT ANALYST 04 DEC 2017

According to a new survey this years Christmas campaign winner is Amazon!

[A survey by Marketing Week](#) of 1,000 people found that [Amazon's Christmas advert was most popular with consumers](#), despite [furore over the ad showing a father delivering Christmas presents rather than Santa](#)

Amazon's ad was enjoyed by 44% of those surveyed, making it twice as popular as John Lewis' ad about Moz the Monster

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