

BMP 4004 – Cohort J - Contemporary Issues in
Marketing

Assignment 2
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Digital Marketing Portfolio and 1,070 Word Reflective
Summary

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DATE OF SUBMISSION:

Contents

Terms on Social Media	3
Introduction	5
AIDA Model	5
Social Media best times to publish content on communication platforms	6
Digital Marketing Ozone Elements	7
Engagement Rate	9
Target Market	10
#Excitable Edgar Campaign	11
#Excitable Edgar Campaign Objective and Measures	12
#Excitable Edgar Campaign Plan	13
Communication 1 John Lewis Website	15
Communication 2 Instagram	17
Communication 3 Facebook	19
Communication 4 Twitter	21
Communication 5 E-Newspaper Metro	23
Communication 6 YouTube	24
Reflection on campaign: 1,000 words	25
Conclusion:	28
References:	29



Terms on Social Media

Analytics – Data which monitors viewers behaviour patterns (Dictionary 2020).

Advertising Campaign – Advertisements which focus on promoting a common theme (McDaniel, Lamb and Hair, 2013).

Advertising Objectives – Communication tasks that companies need to complete for there target markets within a set time frame (McDaniel, Lamb and Hair, 2013).

AIDA Concept – A model that sets out the process of achieving promotional goals Attention, Interest, Desire and Action (McDaniel, Lamb and Hair, 2013)..

Brand – A name term or symbol which identifies the seller's products and differentiates them from other companies (McDaniel, Lamb and Hair, 2013).

Buyer – Customer who purchases goods from a company/brand (McDaniel, Lamb and Hair, 2013).

Campaign Management – Developing a product or service for customer segmentation and then pricing and communicating the offerings through the customer relationship (McDaniel, Lamb and Hair, 2013).

Cost per click – Cost which is connected to clicking on a banner or display advert (McDaniel, Lamb and Hair, 2013).

Engagement – level of communication with customers through social media platforms (McDaniel, Lamb and Hair, 2013).

Engagement Rate – Formula which shows the percentage of viewers who saw the post on social media (Views, comments, shares/total followers x 100 = % of viewers)
(McDaniel, Lamb and Hair, 2013).

E-Commerce - Marketable communications conducted electronically on the Internet (McDaniel, Lamb and Hair, 2013).

Facebook – Social media Platform launched by Mark Zuckerberg in 2004 (Facebook, 2020).

Follower – A person who follows a social media page.

Hashtag – Are used on Social media platforms to link certain words to gain interest (Dictionary, 2020).

Header Image – Paramaniac image which is shown across the top of Social Media pages Facebook and Twitter (Facebook and Twitter ,2020).

Instagram - Social media Platform launched by Kevin Systrom and Mike Krieger in October 2010 (Instagram, 2020).

Likes – A button viewers can press to like a post, comment etc on Social Media (All Social Media Platforms, 2020).

Post – A piece of information which is submitted to social media by a person (All Social Media Platforms, 2020).

Retweet – Information which has been reshared on Social Media (All Social Media Platforms, 2020).

Scheduling – Managing social media platforms to go live at certain times (All Social Media Platforms, 2020).

Share- Information which can be reshared on Social Media (All Social Media Platforms, 2020).

Social Media –_A tool or Service that uses the internet to have a conversation (McDaniel, Lamb and Hair, 2013).

Target Market – A certain group of buyers who are most likely to buy a firm/brands products (McDaniel, Lamb and Hair, 2013).

Twitter - Social media Platform launched by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams in 2006 (Twitter, 2020).

Viewers – People who view different communication platforms (All Social Media Platforms, 2020).

Website - A set of connected web pages placed under one domain name and produced by a person or organization (McDaniel, Lamb and Hair, 2013).

Introduction

This Digital Marketing Portfolio, will be evaluating the John Lewis and Partners 2019 Christmas Campaign #Excitable Edgar (John Lewis, 2019). This Marketing campaign will have five main objectives showing what the company wants to gain from the campaign e.g. increase engagement rates on social media platforms. These objectives will be backed up using different measures e.g. engagement rate formula ($\text{Likes, comments, views} / \text{overall followers} \times 100 = \text{Engagement Rate}$) to see if the campaign was successful (Corporate finance institute, 2020). Research will be conducted using five different marketing communication methods that are used to promote Excitable Edgar campaign. The five methods that will be used for this portfolio will be the John Lewis website, Instagram, Facebook, Twitter, E-newspaper and YouTube.

AIDA Model

The communication methods will be broken down and evaluated using the AIDA Model. This model consists of the following areas-

Attention = Attract the customers attention using different methods such as a sensational YouTube clip, themed newsletter's, graphics on a landing page that directs the customer to the advertisement home page, eye catching images to draw in viewers attention or a personalised email/text (Kotler and Armstrong, 2019).

Interest = Arousing the customers by detailing the product information associated with the campaign through product descriptions on websites and within E-brochure, photos, video clips, social media and sign-up options (Kotler and Armstrong, 2019).

Desire = Persuade customers to buy products when shopping on company websites they is sometime a desire to buy list/ recommendations. Also advertisements which will use the emotional element e.g. children and pets, to engage with customers and encourage people to buy the products. There could be links to the campaigns products and information on social media from events to competitions etc (Kotler and Armstrong, 2019).

Action = The customers are encouraged to purchase the products by using online links to the website to purchase the item. The links that are provided on store websites encourage customers to access their social media pages as well as suggesting to be a follower. There could also be links to other webpages like competitions on Instagram or a song on Spotify (Kotler and Armstrong, 2019).

Social Media best time to publish Content on the communication platforms



All photos sourced from (Michal Wurm, 2019)

According to Wurm (2019) the different Social Media platforms each have a different time and day when they are most productive. Instagram is most productive between 11-1 pm lunchtime and 7-9 pm in the evenings, with Wednesday being the best engagement day over all. YouTube is most productive between 9-11 am and 12-4 pm, with weekends being the best engagement days over all. Facebook is most productive between 1-4 pm, with the weekends being the best engagement days. Twitter is most productive between 12-1 pm lunchtime, with the weekdays having the best engagement rates (Michal Wurm, 2019). Through social media John Lewis can interact with their customers as they are a very important part of the campaign process along with the social media advertisements and the platforms themselves. There are things to consider before deciding which social media platforms need to be chosen as they all have different elements and viewers which can enhance the campaign's success. By segmenting the target market audience for the campaign will allow the company to see which platforms to use to reach the correct market and at what times they will be most likely to access. Social media allows an instant communication element between them and the customer to improve the customer relationship. This type of post could also lead to negativity to the company as someone could post the wrong message (Audrey Mattingly, 2020)

Digital marketing - Ozone Elements

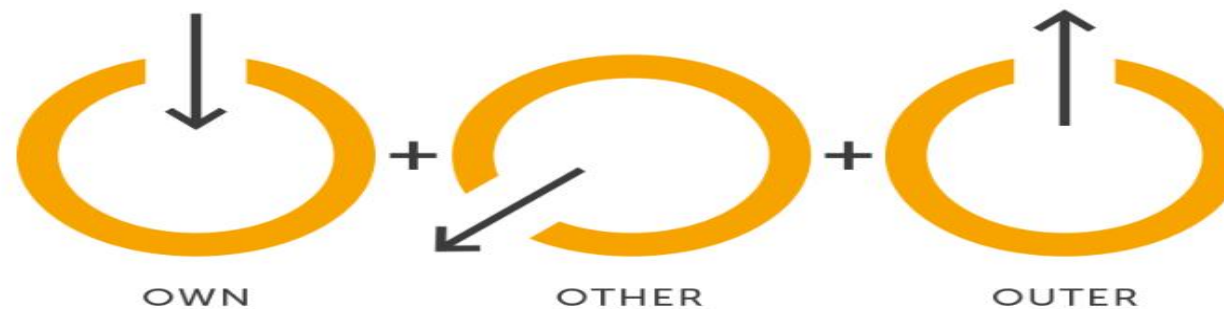
Kotler (2017) Ozone's theory is there to move companies and customers away from traditional marketing and in to the digital era through digital marketing, the three elements Own, Other and Outer sections. These elements intertwine with each other within the process -

Own - The own influence are a person's own views due to past experience and communications with a range of different brands. This influence is based on personal judgment and a personal evaluation of the brand being assessed. Each person has an individual preference toward their favourite brands and often customers are swayed toward certain brands. This can be due to the other and outer elements like word of mouth and advertising on media platforms. These can increase and promote the brand

and encourage people to make purchases and increase the companies sales (Kotler, Kartajaya and Setiawan, 2017).

Other – The others' influence comes from companies external environments. This could be customers influences which they have been influenced by what they have heard or seen on the different Social Media and digital Marketing platforms. It can also come from the customers close family through word of mouth interactions or communication through digital messaging platforms like messenger. There could also be communication with friends and the larger community through influences they post on media platforms (Kotler, Kartajaya and Setiawan, 2017).

Outer -The outer influence comes from outside sources, which have been deliberately introduced by a certain brand through their advertising campaigns and digital marketing communications like Facebook, Twitter and Instagram. There could be other factors which involve consumer boundaries such as the work force and customer service departments. The brands can still manage and control different elements like media elements as they can be planned and dates can be set. This element still relies on customer satisfaction to create a positive experience of the brand (Kotler, Kartajaya and Setiawan, 2017).



(Mark Truelson, 2019)

Engagement Rate

The engagement rate formula is used within marketing on social media platforms to measure how well a post on social media has been. This is done to see if a company is engaging with their customers/target market efficiently and effectively. These engagement measures are used on social media platforms like Facebook, Instagram and Twitter by gathering customer engagement information through their public shares, likes and comments of a product, service or business. The company can look at the engagement rates within social media platforms to see if their campaign has been successful. Engagement Rate is calculated using the likes, shares and comments / total followers on the account x 100 = Engagement rate for the post. The formula for the engagement rate is shown in the photo below.

$$\text{Engagement Rate (\%)} = \left(\frac{\text{Likes + Comments + Shares}}{\text{Total Followers}} \right) \times 100$$

The engagement rate is very important as it can indicate how engaged a company's page is e.g. John Lewis followers on each social media platform. A company could have thousands of followers but the engagement rate could be really low, this will show that the company is not connecting with its followers. If a celebrity has a high engagement rate a brand could partner with them to increase their own company's engagement rates. The higher the engagement with the customers, the more successful the campaign will be and it will increase the company's visibility.

Target Market

The target market for this campaign is aimed at everyone as it is promoting Christmas and gift giving. John Lewis customers will be more inclined to watch the advert as they have already become loyal to the brand as they have had excellent customer experiences previously. They have made the Advert appealing to all ages as they have drawn in the young using #Excitable Edgar character but they have also expanded in to a range of kids clothing, Toy mascot and story book which would appeal to children and adult buyers who are struggling to get ideas for the younger family members. They have created a reason for the younger generation to shop the merchandise as well as looking at the other toy and clothing ranges. They have also drawn in the generation Z through the campaign's social media platforms. The whole campaign is very fun and engaging with top of the range graphics and music. The Campaign cost around £7 million to make. The song is very catchy and will appeal to all ages as it is easy to listen to and creates a lovely Christmas atmosphere with the over all element of giving. The Song is also sung by a well know band Bastille which will attract their followers and a new generation of ages to watch the campaigns advert (John Lewis, 2019).

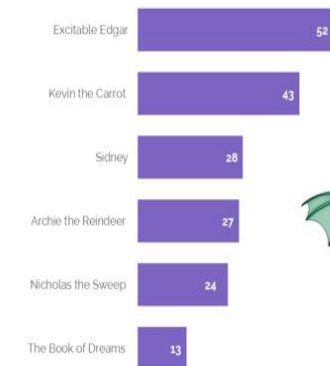
Finally, this portfolio will be followed by a 1,000 word reflection of the John Lewis Christmas Campaign 2019 #Excitable Edgar campaign. This reflection will include a discussion of the importance of the digital marketing tools which have been used throughout this campaign portfolio within the contemporary market, how the AIDA model was used within the campaign process and an evaluation of the methods. This will look at good and bad parts of using each platform for the campaign. Finally this will be followed by a brief conclusion and reference page for the research methods that have been used for this reflection.

#ExcitableEdgar campaign

The John Lewis Christmas Campaign is one of the most talked about Christmas campaigns every year. In 2018 the #Elton John campaign generated huge interest due to the celebrity element that was Elton John. This year #ExcitableEdgar needs to increase customers and profits compared to last years campaign. The objectives are to raise awareness of the new 2019 #ExcitableEdgar Campaign through the use of social media platforms like Facebook, Twitter and Instagram. By posting on these platforms and creating individual pages and hashtags this is widening the target market and viewers. This campaign will encourage people to communicate about the John Lewis products and entice people to view their website and merchandise regarding #ExcitableEdgar. The campaign needs to see an increase in the John Lewis sales over the campaign period compared to last year, to show that the campaign has worked effectively (YouGov, 2019).

Excitable Edgar is Britain's favourite Xmas mascot

For each of the following characters, how much did you like or dislike them in the advert that they appeared in? (% like)

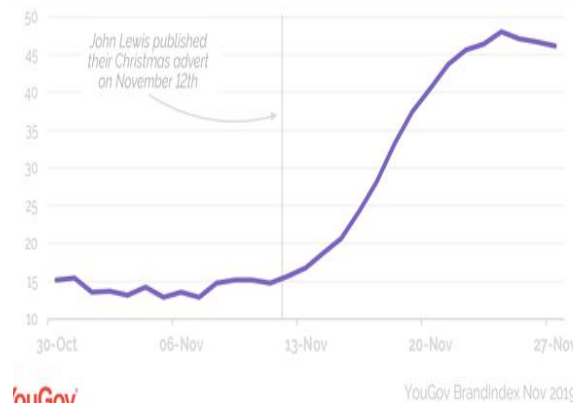


YouGov

16-17 December 2019

UK Ad of the Month - John Lewis

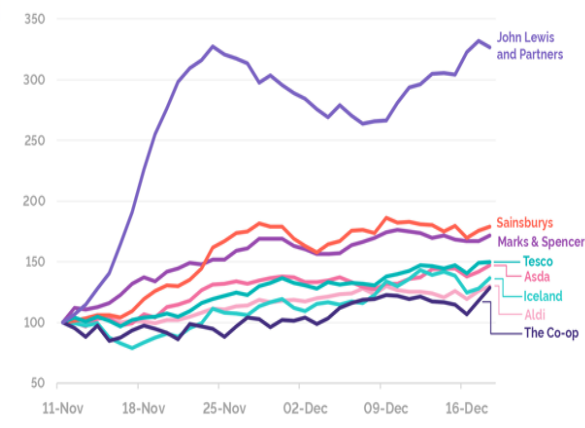
YouGov BrandIndex Ad Awareness Score asks whether someone has seen an advertisement for the brand in the last two weeks. (% - one week moving average shown)



YouGov

Supermarkets: Whose Christmas advert has performed best?

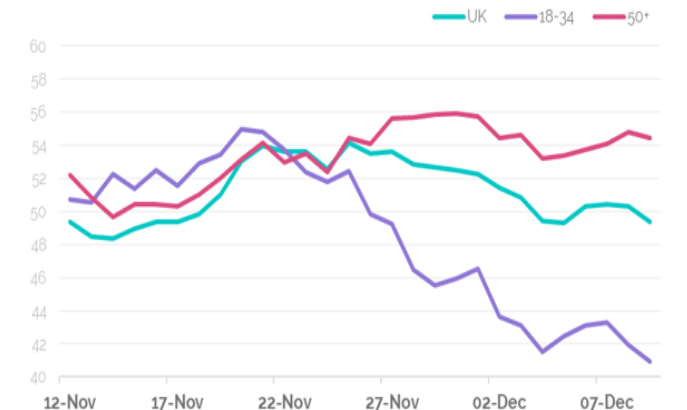
YouGov BrandIndex Ad Awareness asks whether someone has seen an advertisement for the brand in the past two weeks (% data has been indexed to 11th of November)



YouGov

Millennial's impression of John Lewis declines after Christmas advert release

Overall, do you have a positive or negative impression of John Lewis?



YouGov

YouGov BrandIndex December 2019

All photos sourced from (YouGov, 2019)

#ExcitableEdgar Campaign objectives and Measures

Campaign objectives:

- Develop an awareness of #Excitable Edgar Campaign.
- Have an engagement rate of 15% within all the social media platforms.
- Increase website activity over the Christmas Campaign period.
- Engage with all ages from the young generation to the elderly through #ExcitableEdgar Campaign.
- Increase Company sales from last years Elton John Christmas advert 2018 Campaign.

Campaign measures of success:

- Look at how many times #ExcitableEdgar has been used on social media (Twitter, Facebook, 2020)
- Engagement rate will be calculated using likes, Comments and views /overall followers on the page X 100 (McDaniel, Lamb and Hair, 2013).
- Look at number of visits to John Lewis website using Statista for the campaign period Nov- Dec 19 to see if there has been an increase in activity (Statista, 2019).
- YouGov statistics to see engagement age range of customers attracted by the #ExcitableEdgar Advert (YouGov, 2019).
- Company sales from the launch on 14th November- 24th December 2019 and compare with last year between the same dates to get a % increase (John Lewis, 2020).

#Excitable Edgar Campaign plan:

	Stage 1	Stage 2	Stage 3	Stage 4
Communication 1 John Lewis Website (John Lewis, 2020)	Create an individual section within the main website to introduce the Launch of the Christmas Campaign 2019. Launch the Official Campaign 14.11.19	Ensure #ExcitableEdgar is the first thing that people see when they log on to the website. Prioritise the Edgar merchandise to increase sales. (Black Friday sales)	Give customers another perspective of #ExcitableEdgar Advert through a behind the scenes making of the advert section on the website. (Jumper Day)	For the final push of the campaign, with it being Christmas week, ensure all merchandise is in stock and the website is up to date. Everything #ExcitableEdgar.
Communication 2 Social media – Instagram (Instagram, 2020)	Post- Launch 3 new posts in the run up to the launch date using #ExcitableEdgar to entice viewers. Set up a separate page for #Excitable Edgar to enable people to # their posts. Finally launch the official advert on the page and date of the debut on TV during the X Factor.	Post- Post different clips and photos from the advert over the next week to engage the viewers e.g. Villagers clapping and a comment saying bravo you've made it to the weekend. Promote the #Excitable Edgar Merchandise using people's hashtags. Promote Black Friday through #ExcitableEdgar post encouraging viewers to shop Black Friday with a clickable link to shop.	Post- Share Snapchat meet Edgar including a swipe up link which will take you to the snapchat download page so you can use the filter and post to the page using #ExcitableEdgar. Post soundtrack to the Advert and clickable link to the Spotify downloadable link.	In the week up to Christmas increase Instagram activity through posts and reposting merchandise that people have purchased such as the Edgar book, soft toy etc. Also create customer Christmas eve box ideas for children which includes the book, soft toy, pjs etc.
Communication 3 Social media – Facebook (Facebook, 2020)	Post- Launch 3 new posts in the run up to the launch date using #ExcitableEdgar to entice. Create separate page for #ExcitableEdgar enabling people to # their posts. Finally launch the official advert on the page.	Post- Post different clips and photos from the advert over the next week to engage the viewers. Promote Black Friday through #ExcitableEdgar post encouraging viewers to shop black Friday with a clickable link to shop.	Post- Share Snapchat meet Edgar including a swipe up link. Promote decorating the tree through the decoration clip from the advert encouraging views to buy a tree and baubles in store Edgar can be a decoration on the tree too.	In the week up to Christmas increase Facebook activity through posts and reposting merchandise that people have purchased like the Edgar book, soft toy etc. Ideas for Christmas eve box ideas for children which includes the book, soft toy, pjs etc.

	Week 1	Week 2	Week 3	Week 4
Communication 4 Social media – Twitter (Twitter, 2020)	Post- Launch 3 new posts in the run up to the launch date using #ExcitableEdgar to entice viewers. Set up a separate page for #Excitable Edgar to enable people to # their posts. Finally launch the official advert on the page.	Post- Post clips and photos from the advert over the next week to engage the viewers. Promote the #Excitable Edgar Merchandise on the page. Promote Black Friday event using #ExcitableEdgar use a clickable link to the sale for customers to shop.	Post- Promote Snapchat meet Edgar including link to snapchat download page and encourage posting to #ExcitableEdgar. Post soundtrack and clickable link to the Spotify downloadable link. Promote decorating the tree through the advert encouraging views to buy a tree and baubles.	In the week up to Christmas increase Twitter activity through posts and reposting merchandise purchases Edgar book, soft toy etc. Create customer Christmas eve box ideas for children which includes the book, soft toy, pjs etc. Along with Present ideas for the big day.
Communication 5 Online E-Newspaper Metro (Metro, 2020)	Contact Newspapers stating the Launch date for the Christmas Campaign 2019. Sneak preview Article to get people talking. Discuss further advertisements. Article- to launch #Excitable Edgar to let customer know what they can purchase.	Article- Discussing the advert stating the story, song track, people's views and photo clips of the advert to attract peoples attention.	Article- Interesting facts behind the scenes which including the link to the behind the scenes website page. Have some information regarding the Snapchat filter #ExcitableEdgar and clickable link.	Article- Final article/advertisement to round up the campaign and have one last push at getting customers instore through #ExcitableEdgar.
Communication 6 YouTube (YouTube, 2020)	Setup the YouTube page and finalise the upload. Launch the #ExcitableEdgar Campaign Christmas Advert for 2019 on 14.11.19.	Make sure a link to the video is posted on social media platforms a few times during the week. Monitor views and shares.	Make sure a link to the video is posted on social media platforms a few times during the week. Monitor views and shares.	One last push to beat last years 2018 views on YouTube by making sure a link to the video is posted on social media a few times during the week.

Communication 1: John Lewis Website

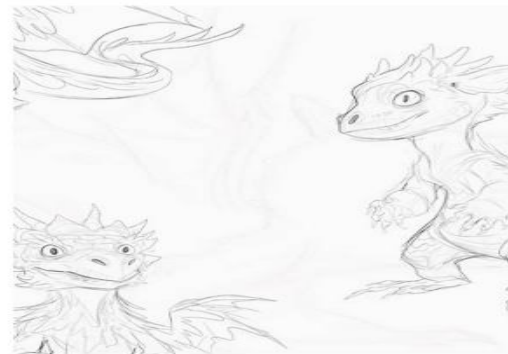
Attention- The typography “The 2019 Christmas Advert” in bold white to compliment the background and allows the writing to stand out. These elements draw in the viewer along with the eye catching Image of Edgar. You are wanting to know what animal Edgar is? Why fire is coming out of his ears? What has he got to do with Christmas? Having “Bastille” in bold also draws in attention of viewers as it is a well known band. The have kept the website background in a deep green to match Edgar and also put in some white spots to reflect snow.



Interest- The clickable advert shows viewers the full advertisement adding another depth to the initial page. The hand drawn Edgar sketches entice customers to click the link to see the behind the scenes making of the advert.

Desire- When watching the advert there is a desire to look if they have merchandise on the website of #ExcitableEdgar. There is a well known band doing the song track. They highlight “Dan Smith” as lead singer and provide a click link to the Bastille “Cant fight this feeling” advert song track on Apple music and Spotify.

Action- They are giving the viewers click options on the advert, behind the scenes look, access to Spotify and apple music. All these elements are creating viewers and potential buyers. The more recognition to the campaign the more people they can draw in which results in higher profits for the company.



This is the John Lewis website showing the launch of the Christmas Campaign. They have a range of items to promote their campaign from advert which is showed above. They have the link to the official Advert song by Bastille which is advertised showing customers they can download the song via Apple Music and Spotify. They also have an effective drawing and description of the picture explaining what is happening in the Advert. There is also an #ExcitableEdgar twitter link which is promoting people to hashtag him on twitter. Finally they promote meet Edgar on Snapchat and provide a link to enable customers to download the app and use the Snapchat filter.

The top of the google search engine for John Lewis Christmas campaign 2019.

Communication 1: John Lewis Website

All sourced from (John Lewis, 2020)



Edgar, an adorable young dragon, is so excited about Christmas that he cannot control the flames from his mouth. He even burns the village Christmas tree, dampening everyone's Christmas spirit. But when his best friend Ava gives him a thoughtful gift just right for an excitable dragon, he realises how much she cares for him.



Number of visits by viewers to the website November and December 2019 was 77,500 people.

Attention- The typography Excitable Edgar in bold brown and green to match with the characters colour. They have gone with a white background to bring out the picture. "Edgar" typology has been adapted to wearing horns like Edgar. The Character has been brought to life on the page using this cute drawing with bold eye catching colours and it is made Christmassy with the use of a Christmas pudding. The Snapchat filter grabs the viewers attention because it is a well known brand which has a big following and it gives the viewers a sample of the filter which will engage the viewers more than just a picture of Edgar as they know what they will be getting from the download. They have also stuck with Edgar background colours and the white spots like snow for Christmas feel.

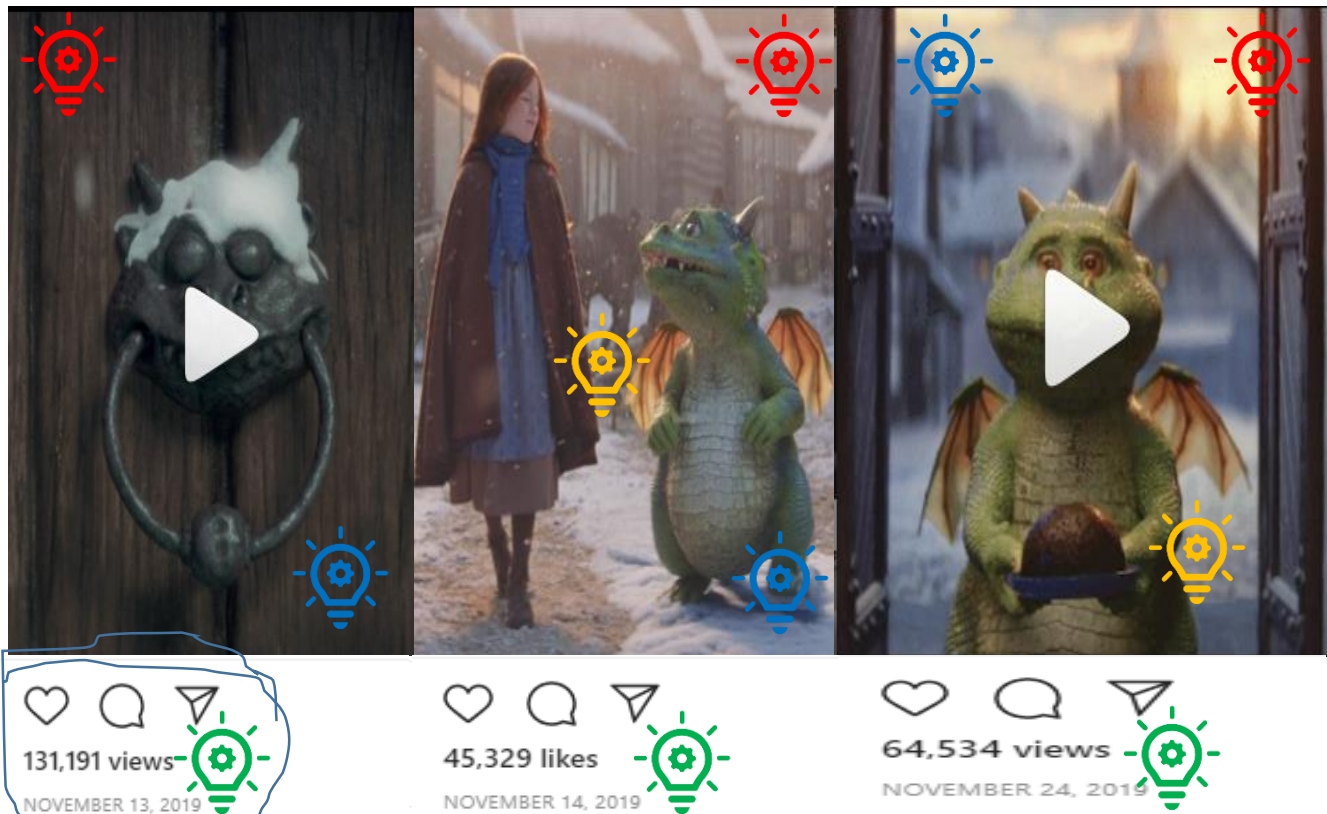
Interest- They have given the viewers a brief background of the character to help the viewer connect with him on another level. There is also a hashtag #ExcitableEdgar which is associated with social media. This is encouraging viewers to post this hashtag over the Christmas period. They have also created a "Meet Edgar Snapchat filter" this is drawing in viewers and attracting them to try the filter and buy into the campaign. Seeing the filter in action is drawing in the viewers.

Desire- By giving viewers information about Edgar they are layering the character and making the viewers want to know more. People will have the desire to post Excitable Edgar hashtags on social media along with their snapchat filter photos. The Snapchat photo is adding the viewer's desire to get the filter and join in with the new campaign.

Action- They are giving the viewers click options on the website to download the Snapchat filter and hashtag #ExcitableEdgar on social media platforms. All these elements are creating viewers and potential buyers. The more recognition to the campaign the more people they can draw in which results in higher profits for the company.



Communication 2: Instagram All sourced from (Instagram, 2020)



This shows the increase of likes in the run up to the launch of the John Lewis & Partners Christmas Advert 2019. The day before there was 9,673 likes as the sneak peak was launched, then the day of the Launch likes went up by 35,665 likes. Even after the Launch the advertisement was still receiving likes on day 10 they had been an increase of 19,191 likes. This shows that the Advent is still receiving attention.

Attention- Due to the post being the Christmas video advert it is drawing more people in as they want to watch what it is as opposed to a photo which most people just flick past. Christmas adverts are a big part of the Christmas process as it is the main way company's draw in their customers. The graphics, colours, song and quality of the video all draw in the viewers as they are using different senses to engage all people to give each individual a sense of Christmas.

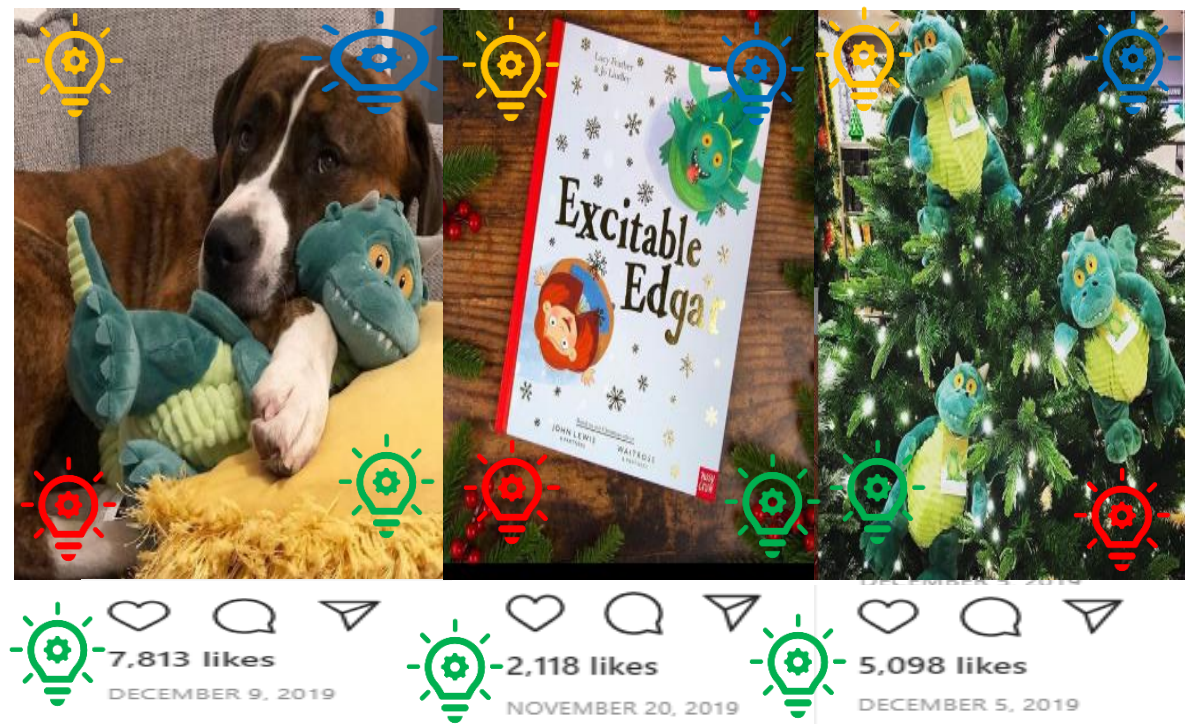
Interest- The high amount of likes on the posts also encourage viewers to watch the posts as they will be wondering what all the fuss is about. This will increase the campaign viewers and potential customers. They start to draw in the viewer's attention by posting an initial sneak peak of the advert on the day before the launch, receiving 131,191 likes. This showed that the clip had caught peoples attention. On the initial launch day the full video post received 45,329 likes. This showed that the initial campaign launch was very popular and was connecting with the viewers. A further 10 days later and the same post was reposted and received increased likes as it went up to 64,534 likes.

Desire- By watching the Christmas advert, it is getting the viewers into the Christmas spirit and giving them the desire to buy presents, put the tree up, make a Christmas pudding and just enjoy Christmas by being together with friends and family.

Action- By watching these ads they are encouraging customers to go online and look for Excitable Edgar on their websites. All these elements are creating viewers and potential buyers. The more recognition of the campaign, the more people they can draw in which results in higher profits for the company.

Engagement Rate day before launch day- $131,753 / 632,000 \times 100 = 20.8\%$

Communication 2: Instagram All sourced from (Instagram, 2020)



The Christmas Campaign is being promoted on Instagram using the range of products which have been brought out by John Lewis. They are promoting the cuddly Edgar which is being used to promote decorating the John Lewis Christmas tree and also showing the product is suitable for pets as a Christmas gift that they will love to play and cuddle up with. They are also promoting the Excitable Edgar book which would be a lovely story to read on Christmas Eve. The story could be placed in a Child's Christmas Eve box or wrapped up as a Christmas gift. They have also created a dedicated Instagram page for #ExcitableEdgar, which has 7,314 posts made to the page alone.

Attention- These posts are drawing in the customers attention as they are showing viewers what merchandise is available to buy as well as options as to what can be done with the products. They show fun clips that are engaging, they are suitable for pets as a Christmas present which opens up another potential target market. The photo is very cute and draws in viewers especially pet lovers. The book is lovely and bright, the bold writing and characters stand out on the white snowy background and the hint of Christmas red on the spine of the book and gold shimmering snowflakes really makes the cover. The Edgar tree gives a really fun take on tree decorations but also gives people the thought that they may need to put their tree up or buy one from John Lewis online. The high Likes on the posts also show that they are engaging with the customers.

Interest- The high amount of likes on the posts also encourage viewers to access the website and look at the #ExcitableEdgar merchandise. These posts will increase the campaign viewers and potential customers. They draw in the viewer's attention by cute eye catching photos to appeal to different target markets. These three posts have generated a total of 15,029 likes alone.

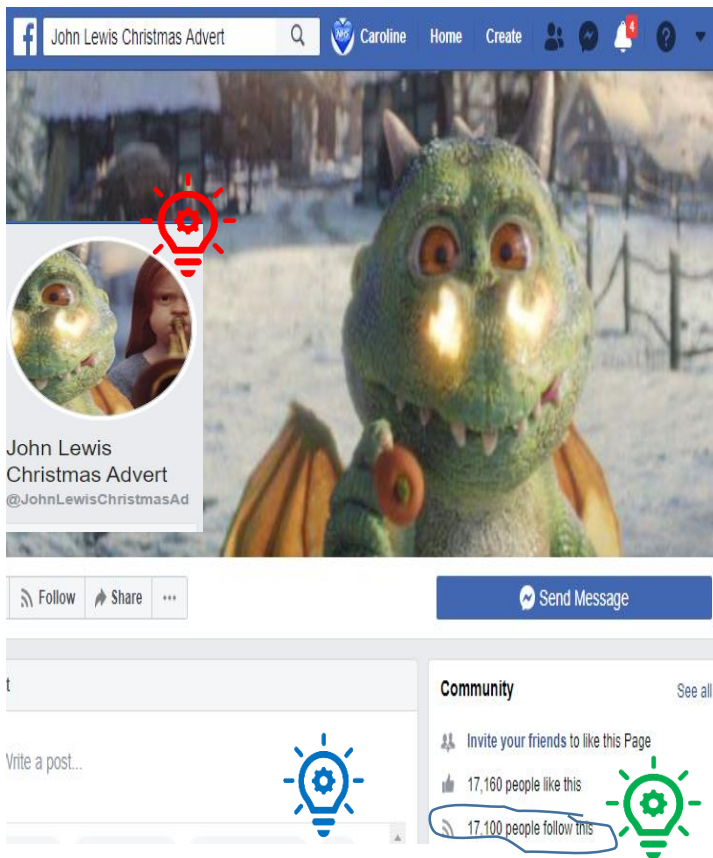
Desire- By seeing the posts it is building up a customer desire to look online for the items shown. This could be the book for a child in the family, an Edgar toy for your pet or child and finally a tree and decorations to make your house feel like Christmas.

Action- By seeing the merchandise in the posts they are encouraging customers to go online and look for ExcitableEdgar on the John Lewis websites. All these elements are creating viewers and potential buyers. The more recognition to the campaign the more people they can draw in which results in higher profits for the company.

Engagement rate of the three posts $15,029 / 631,000 \times 100 = 2.5\%$

Communication 3: Facebook

All soured from (Facebook, 2020)



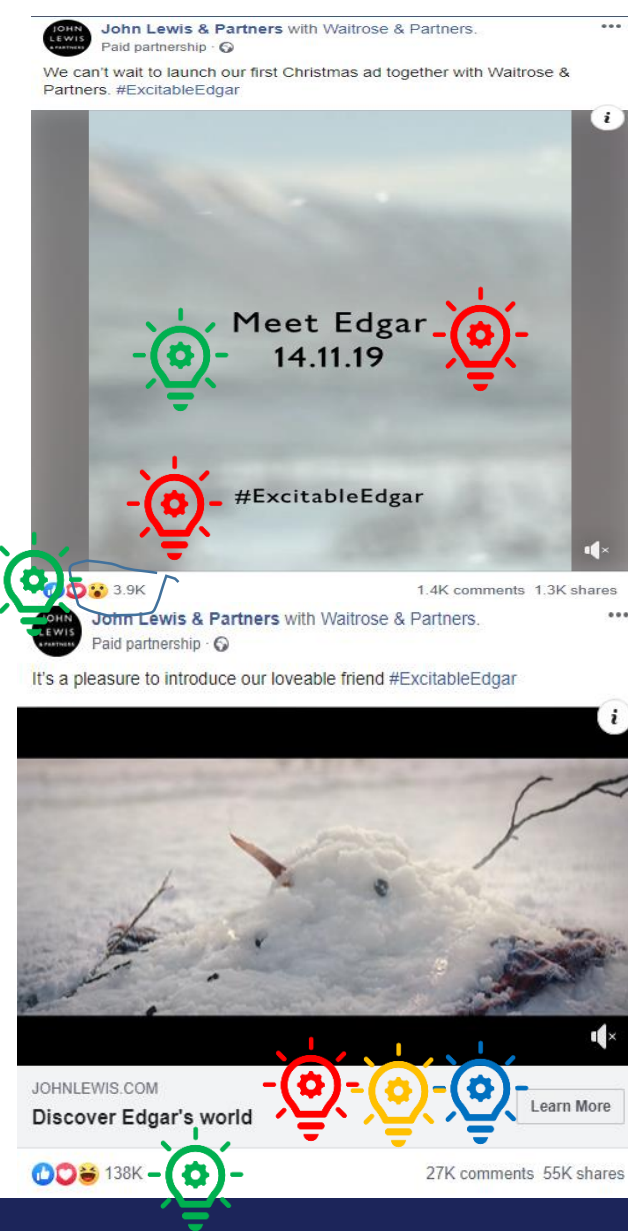
Attention- The Christmas advert individual page will attract people who have engaged with the character and will also draw more people. The viewers will follow the page to receive up to date posts about the campaign. The initial first post from John Lewis showed the initial post on a grey snowy background with bold black font stating “Meet Edgar 14.11.19 and hashtag #ExcitableEdgar.” This is creating excitement around the campaign and wanting to know who Edgar is. On the launch day of the advert, the post was Discover Edgar’s World with a click link to the John Lewis website. This showed information on who Edgar was etc and also encouraged viewers to go online and look at products.

Interest- The high amount of likes on the first post showed 3.9k liked the post with 136k liking the second discover Edgars world post. These posts are encouraging viewers tune in on the 14.11.19 to see who Edgar is and also log on to the website and explore where he lives. Having an individual Facebook page just for Edgar with 17,100 followers will also draw in interest of potential new customers.

Desire- The click link to the discover Edgar's world is encouraging customers to go on to the website and look for Edgar products and potentially see other products they can purchase for Christmas presents.

Action- By using click links its encouraging online viewing on their websites. All these elements are creating viewers and potential buyers. The more recognition to the campaign the more people they can draw in which results in higher profits for the company.

John Lewis has a dedicated Facebook page which is focused on the Christmas Advert. This allows people to see the amount of followers the Campaign has in total. Compared to the official John Lewis Page who will have a much larger following. The page opened before the initial launch to allow then to create a buzz and the advert giving sneak peaks e.g. Meet Edgar 14.11.19 and a #ExcitableEdgar. There is then a follow up to that post with the initial introduction of “Our Loveable Friend #ExcitableEdgar” showing the launch of the Campaign. **Engagement Rate day before launch day- $6,600 / 17,100 \times 100 = 39\%$**



Communication 3: Facebook All soured from (Facebook, 2020)

Attention- Large bold photo of the Snapchat filter grabs the viewers attention as you are engaging the viewers with what they will be getting from the filter download. The filter is fun, good quality and imaginative. They are also promoting the Facebook #ExcitableEdagr page where you can upload your snapchat photos for all to see. They use a fun caption to initially start the post “Fancy trying Edgar’s wings on for size?” They have also stuck with Edgar background colours and the white spots like snow for a Christmas feel. The second post draws in your attention because Edgar is wearing a jumper for Christmas jumper day. They are using Edgar to promote their Christmas jumper range with the caption ”How are you going to stay warm?”

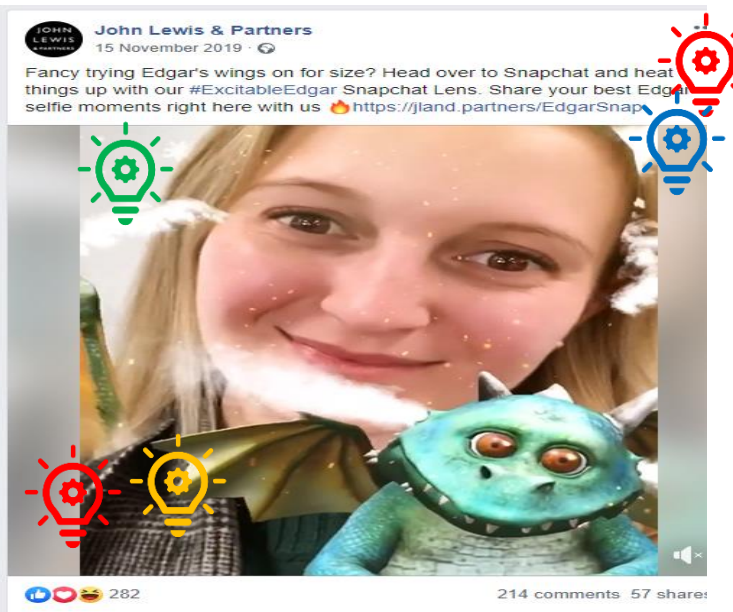
Interest- There is also a hashtag #ExcitableEdgar within the post which is associated with social media. Seeing the filter in action is drawing in the viewers. This is to encouraging viewers to post their snapchat hashtag pictures over the Christmas period. The Edgar jumper picture also makes you read the caption and look at why he is wearing one. As well as the Save the Children sponsor information where people can research more information regarding the Christmas jumper day.

Desire- By giving viewers information about Christmas jumper day they are increasing viewers desire to buy John Lewis jumpers. This also reminds people who have forgotten and need to make last minute purchases which will be through the website. The #ExcitableEdgar hashtag is used again to encourage people to post their jumper day pictures on social media along with there snapchat filter photos. The Snapchat photo is adding to the viewers desire to get the filter and join in with the new campaign with their Christmas jumpers on.

Action- This is a full day event where people of all ages join in. They are giving the viewers click options on the website to download the Snapchat filter and hashtag #ExcitableEdgar social media using the click link. All these elements are creating viewers and potential buyers. The more recognition to the campaign the more people they can draw in which results in higher profits for the company.

Engagement Rate Christmas Jumper day - $1,720 / 17,100 \times 100 = 10\%$

John Lewis are promoting the Snapchat filter using a picture showing the filter in process with a clickable link which takes you to the downloadable Snapchat page, This post has had 262 likes. The campaign is also being used to promote Christmas Jumper day which is a national event in which people dress up for school/work and donate to Save the Children UK. This is encouraging people to support the event and buy your Christmas Jumpers from John Lewis like Edgar. They are also promoting the Waitrose Christmas Pudding which is on of the John Lewis partners which is associated with the campaign.



Communication 4: Twitter All soured from (Twitter, 2020)

Attention- The Christmas advert individual page will attract people who have engaged with the character and will also draw more people. The viewers will follow the page to receive up to date posts about the campaign. The page's background photo has a grey snowy background with a bold black font stating "Meet Edgar 14.11.19 and hashtag #ExcitableEdgar" this is creating excitement around the campaigns launch date and wanting to know who Edgar is. The Bastille sound track post engages their followers to watch the advert. Posting the premiere of the Christmas advert on the twitter pages encourages people to tune in to the X Factor and watch the premiere.

Interest- The page has 5,485 followers with the hashtag #ExcitableEdgar. Posting the premiere of the Christmas advert is attracting people to watch the program to increase views as well as watching the initial advert. Having Bastille in the post will attract more viewers to tune into the advert or download.

Desire- When watching the advert there is a desire to look if they have merchandise on the website of #ExcitableEdgar. There is a well known band doing the song track and by providing a click link to the Bastille "Cant fight this feeling" song track they can increase viewers.

Action- They are giving the viewers click options on the advert. All these elements are creating viewers and potential buyers. The more recognition to the campaign the more people they can draw in which results in higher profits for the company

#ExcitableEdgar has his own Twitter page with the initial Meet Edgar 14.11.19 as the front cover. People are able to post photos and see what is happening regarding the initial campaign. We can see that the page has gained 5,485 followers during the campaign. There was a post regarding the premiere of the Christmas Advert which was shown on ITV via The X Factor Celebrity which has had 452 likes. They have also posted a click link to the official Song download of "Can't fight this feeling" on Spotify by Bastille. **Engagement Rate TV premiere X Factor 491/ 5483 x 100=9%**



Communication 4: Twitter

Engagement Rate put tree up clip- $9,932/394,600 \times 100 = 2.5\%$

Attention- These posts are drawing in the customers attention as they are showing viewers what merchandise is available to buy as well as options as to what can be done with the products. They are showing fun clips that are engaging. They are opening up potential target markets. The book is lovely and bright, the bold writing and characters stand out on the white snowy background and the hint of Christmas red on the spine of the book and gold shimmering snowflakes really makes the cover. The Edgar toy is cute and cuddly perfect for children. The tree post attracts viewers and encourages them to put their tree up using a clip from the advert with the catchy caption "Time to dust off the baubles and put up the tree". They make a cute little joke at the end saying "keep excitable dragons at a safe distance". The writing stands out in the clip in bold white font. They are also getting people's attention by advertising the advert through "Black Friday". Saying Ava is hunting for great offers with #ExcitableEdgar and provides the online link.

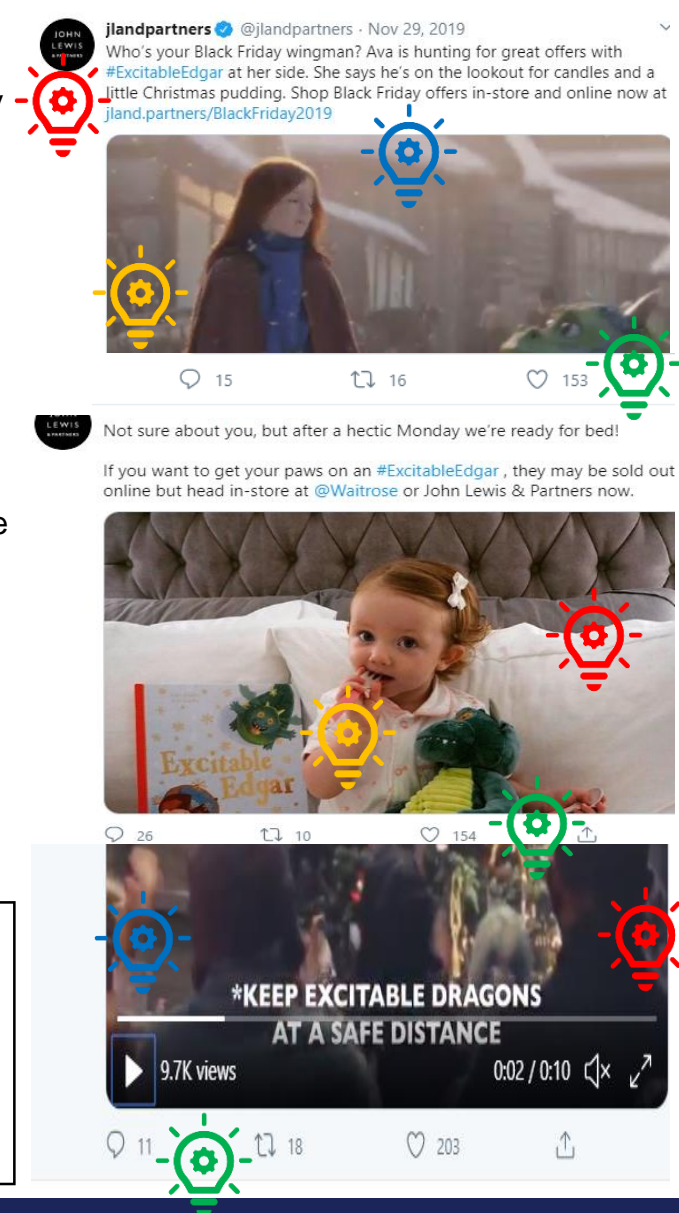
Interest- The high amount of likes on the posts also encourages viewers to access the website and look at the #ExcitableEdgar merchandise. These posts will increase the campaign viewers and potential customers. They grab the viewer's attention with cute eye catching photos to appeal to different target markets. The tree post got 9.7k of views. By using #ExcitableEdgar to promote Black Friday they are engaging more followers to purchase Edgar Merchandise as well as promoting the Black Friday offers.

Desire- By seeing the posts it is building up a customer desire to shop Black Friday offers by shopping online. This could also be buying the Edgar merchandise for family children.

Action- By seeing the merchandise in the posts they are encouraging customers to go online and look for ExcitableEdgar on the John Lewis websites. All these elements are creating viewers and potential buyers. The more recognition to the campaign the more people they can draw in which results in higher profits for the company.

All sourced from (Twitter, 2020)

John Lewis are using #ExcitableEdgar to promote lots of different products through their twitter posts. They firstly promoted the Excitable Edgar soft toy and book which received 154 likes. The post showed an adorable little girl which was encouraging people to buy for their younger family members. On 29th November, Black Friday, they posted a cute Edgar post suggesting that people went and shopped the sales and to look out for candles and Christmas puddings. This was promoting both John Lewis and Waitrose. There was also a link provided to enable customers to purchase items online through their website that received 153 likes. On the first of December, they encouraged people to put up their Christmas trees and dust off the old baubles. This is also encouraging people to purchase trees and decorations if they had not yet done so. This received 9.7k views.




Communication 5: E-Newspaper

Engagement Rate for the Christmas advert $3,500 / 135,600 \times 100 = 2.6\%$

All sourced from (Metro, 2020)
John Lewis might have dropped a hint about their Christmas 2019 advert with mysterious Excitable Edgar teaser

Comment

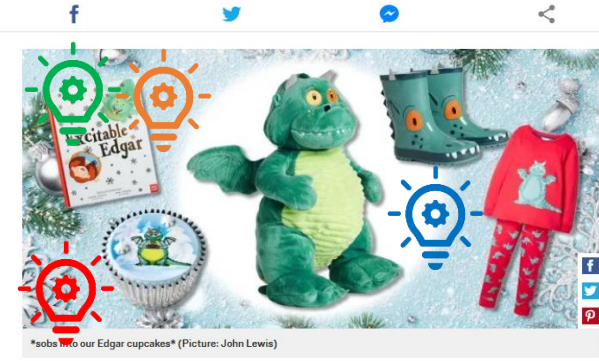
 Sarah Deen Tuesday 12 Nov 2019 12:21 pm



Where to buy John Lewis' Excitable Edgar toy and other merchandise from the Christmas advert

Comment

 Jessica Lindsay Thursday 14 Nov 2019 6:33 am



Attention- The typography that is used to engage viewers is enticing and eye catching, as the headlines are in a bold black font which stands out on the white background. Using the words "Mysterious Excitable Edgar teaser" and "Excitable Edgar merchandise", these headlines make the viewer want to read the article to find out what the hints are to the 2019 John Lewis Christmas Advert and see what the merchandise is. These elements draw in the viewer along with the eye catching Images of the Excitable Edgar merchandise and prices of the products. The advert also draws in the viewers attention because they can watch the advert it adds another element to the newspaper.

Interest- The clickable advert shows viewers the full advertisement adding another depth to the initial article. The Photo of the merchandise gives customers a peek at the merchandise. There is also a price list for the products and where you can purchase them. These elements entice customers to shop the online John Lewis products.

Desire- When watching the advert, there is a desire to look if they have merchandise on the website of #ExcitableEdgar. Showing the viewers the product and prices persuades them to access the website and look at buying the products.

Action- They are giving the viewers click options on the advert to enable them to watch the advert. The Article is giving the viewer all the information to purchase the Edgar products. All these elements are creating viewers and potential buyers. The more recognition to the campaign the more people they can draw in which results in higher profits for the company.


The Metro E-newspaper is also being used to promote the Excitable Edgar campaign. The newspaper will be seen worldwide as it shows up on the Google search engine. The article is giving the public a run down of merchandise which can be purchased at John Lewis and Waitrose for Christmas presents. They have also included a link to the official Christmas advert which you can click the link to watch this is also networking the campaign to a wider market. The article is giving the public a run down of merchandise with a price list of each items. This has also been teamed with which retailer will be supplying the products e.g. clothing John Lewis and Food Waitrose.


Some things are available at Waitrose, others from John Lewis, and some from both. Here's what you can get and where:


- Cuddly Edgar toy** – £15 at both retailers
- Excitable Edgar Story Book** – £9.99 at both retailers
- Waitrose Christmas Pudding 400g** £8 – at both retailers (John Lewis in shops only)
- Edgar character children's pyjamas** – £17 to £19 at John Lewis
- Edgar character children's wellington boots** – £16 to £19 at John Lewis
- Edgar character children's slippers** – £16 to £19 at John Lewis
- Edgar Cupcake** – £2.50 for a pack of two at Waitrose
- Chocolate Edgars** – £3.50 for a pack of four at Waitrose
- Edgar Gingerbread Biscuit** – £1.50 at Waitrose




Communication 6: YouTube All soured from (YouTube, 2020)

 **Attention-** The typography states “ Christmas 2019 Ad” to show viewers that it is the official advert. The Advert is on a full screen and is very colourful and fun. It engages all ages as there are elements to cover everyone's views. They still keep in the #ExcitableEdgar hashtag which can be found on all related communication methods. You can also gain access to the John Lewis Page via the link and subscribe the future posts.

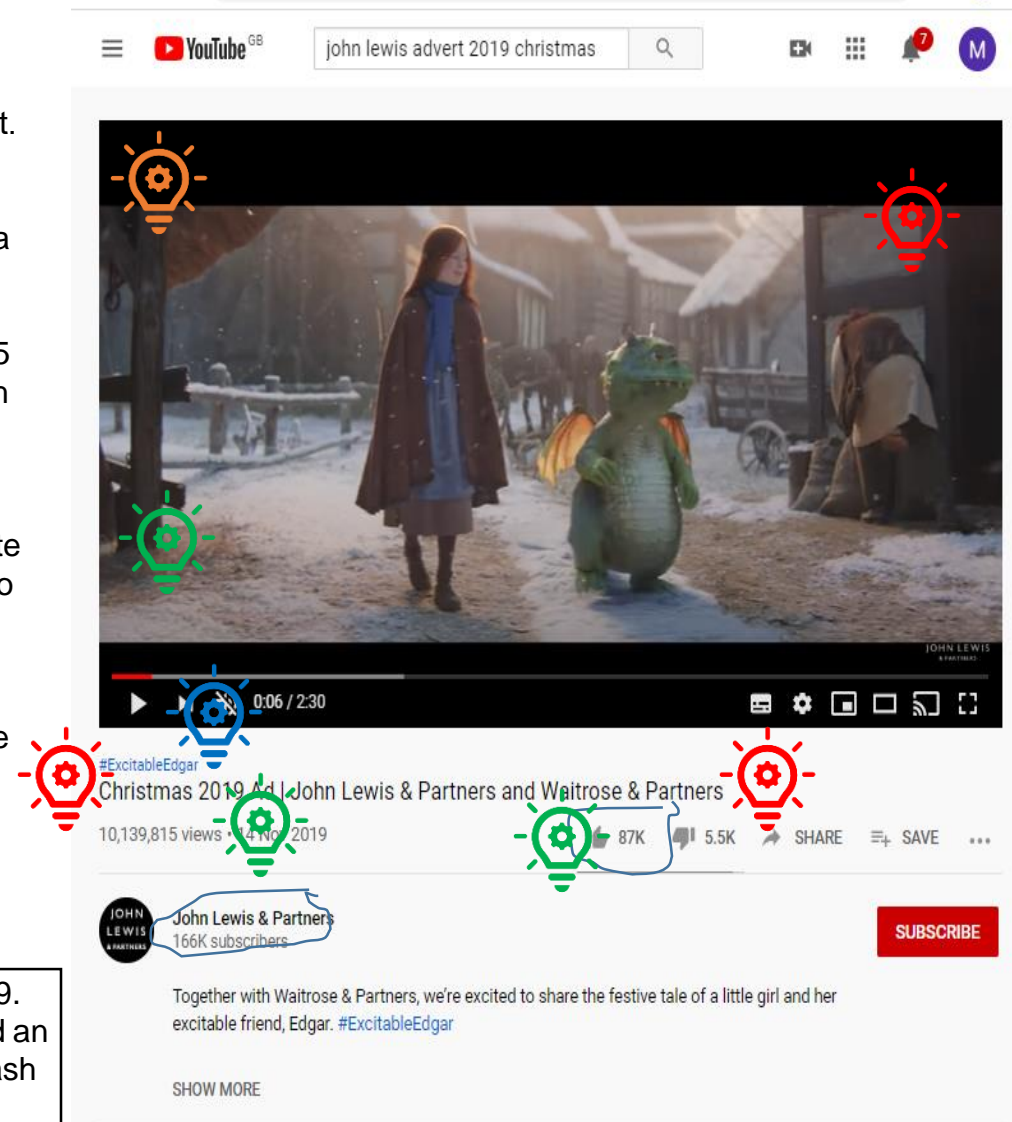
 **Interest-** The full advertisement showing the story of Edgar. The post shows it has had 10,139,815 views and 87k likes. The high amount of views on the posts also encourage other viewers to watch the video as they will be wondering what all the fuss is about. This will increase the campaign viewers and potential customers who will look at the Edgar merchandise.

 **Desire-** When watching the advert there is a desire to look if they have merchandise on the website of #ExcitableEdgar. There is a well known band doing the song track this can encourage viewers to look up the band Bastille and the song they have done “Cant fight this feeling”

 **Action-** Having the advert on YouTube is creating more viewers and potential buyers. The more recognition to the campaign the more people they can draw in which results in higher profits for the company.

Engagement Rate $10,221,315 / 166,000 \times 100 = 6,157.4\%$

On The John Lewis official YouTube channel the Christmas Advert was launched on 14th November 2019. The post has had a massive 10,139,815 views and 87,000 likes. Within the post they have also provided an #ExcitableEdgar hashtag for there twitter page. This is promoting people to go to that page as well as hash tagging the advert.



Reflection Summary of John Lewis Excitable Edgar campaign 2019 (1070 words)

This reflective summary will focus on the John Lewis 2019 Christmas campaign #Excitable Edgar. Due to the Christmas period, this campaign was trying to reach out to all ages and generations (John Lewis, 2019). The communication methods used during the campaign were John Lewis Website, Instagram, Facebook, Twitter, Metro E-Newspaper and YouTube. According to Kross and Chandhok (2019) 2.8 billion people use social media for an average of 50 minutes a day and this is constantly increasing. Due to technology changing constantly, businesses need to stay up to date with social media trends, as well as enhancing their digital marketing services to reach potential customers (Kross and Chandhok, 2019).

The objectives and measures in this campaign were used to monitor communication methods within the campaign to see if they were successful. Objective 1 was achieved as there were hundreds of posts on social media including #ExcitableEdgar. Chaffey and Ellis Chadwick (2019) stated since 2013, hashtags were used to create connections between social media and a campaign. However, since the campaign finished, people were still posting #Edgar merchandise on Instagram in May (Instagram, 2020). Objective 2 having an engagement rate of 15%, across all social media using the following formula:

$$\text{Likes} + \text{Comments} + \text{Shares} / \text{total follower} \times 100 = \text{percentage engagement rate} \text{ (McDaniel et al, 2013).}$$

Over different platforms and types of posts, there were different engagement rates, ranging from 2.5% upwards. Engagement rate for Communication 1, John Lewis Website, could not be measured accurately, but the website had 77,500 visits over the Christmas period (Statista, 2020). Communication 2, Instagram, had a rate of 20.8% for the pre-launch post, but posts showing the merchandise only achieved 2.5% engagement. The highest rate was posted on a Wednesday which according to Wurm

(2019), is when Instagram is most productive. Communication 3, Facebook, had an engagement rate of 39% for the pre-launch post, but then engagement rates for Christmas jumper day dropped to 10% engagement. This was posted on a Friday at 11.14 am, which, according to Wurm (2019), Facebook is most productive a Friday but between 1-4 pm. This post was done at the wrong time of day as people are less likely to see due to being at work. Communication 4 Twitter had the lowest engagement rate with 2.9% and 9%. Both posts were uploaded on a Saturday, the best day for engagement, according to Wurm (2019), although this was not the case here. Communication 6 YouTube saw an engagement rate of 6,157.4%. This could not be assessed accurately as the links for the advert are accessible everywhere through communications 1-5. These videos can be accessed 24/7 worldwide, with average viewing around 40 minutes (Avocado Social, 2019). Procentese et al (2019) stated social media is part of everyday lifestyles. Businesses use social media to keep customers informed, a survey on 1,500 marketers showed 72% of the marketer's priority was engaging customers through social media (Jaakonmäki et al, 2017). Objective 3 to increase website activity was achieved as statistics showed over the seven-week Christmas period John Lewis attracted the highest number of page visitors, 77.5k, which then decreased to 24.2k visits in April 2020 (Statista, 2020). Objective 4 to engage all generations was achieved on some levels. Even though they were trying to bring in a younger target market, the company still struggled to engage them, creating an aging customer base. YouGov statistics showed 43% of 18 to 34-year-olds and 48% of over 50's had positive views of John Lewis, but 18% of 18-34's wasn't aware of the brand. The engagement of millennials dipped by 4.7% since advert release and over 50's increased by 1.7% (YouGov, 2019). This evidence suggests even though positive feedback was generated, it did not have a lasting impact. Finally, Objective 5 was to increase company sales compared to last year's campaign. The financial reports of gross sales over the seven-week Christmas period for John Lewis were down by 1.8% compared to last year, but online sales went up by 1.4%. A 10.0% increase in demand for products was also seen during Black Friday sales compared to last year (John Lewis, 2020).

The AIDA model is used by businesses worldwide to promote services and products by creating awareness on social media platforms (Mumtaz, 2019). Throughout the campaign, John Lewis have made sure they utilise the AIDA model, ensuring each post caught the customers **Attention**, allowing the brand to stand out and attract customers. They have created **Interest** through social media and encouraged customers to want to find more information regarding the campaign. The customer **Desire** changed the interest into wanting to access the website to make a purchase. Finally the **Action** is to ensure the customers buy the products or services via easy purchase options through click links (Corporate Finance Institute, 2020). In the six communication methods within the portfolio, John Lewis were able to incorporate all the elements into each.

At the end of a campaign, it is important to look at strengths and weaknesses this allows problems to be addressed and improved in future campaigns (Dransfield et al, 2004). The main strength was creating Edgar, who appealed to all generations and was voted Christmas Mascot of 2019 (YouGov, 2019). This allowed for the creation of Edgar merchandise, attracting a new range of customers (John Lewis, 2020). Edgar also promoted other campaigns, such as Black Friday. A slight weakness was John Lewis had to apologise for Edgar traumatising children, after melting Olaf, possibly having a negative impact on merchandise sales (Mirror, 2019). Another weakness is that no John Lewis products were advertised during the advert and no Edgar adult orientated merchandise went on sale (John Lewis, 2020). The advert was a strength winning best performing advert of 2019 (YouGov, 2019) The advert was presented with high quality graphics, engaging and fun storyline and soundtrack sung by popular band Bastille, although it was very expensive at £7 million (John Lewis, 2020). Using various social media platforms in the campaign was a strength as they could engage with people worldwide. The hashtags, individual Edgar pages and Snapchat filters created a connection between the campaign and younger generation (John Lewis, 2020). A weakness is that they are relying on people to engage in social media to promote the campaign, although the advert was successful, there was a decrease in sales of 1.8% over Christmas compared to last year (John Lewis, 2020). In conclusion, the overall campaign has been successful but there were a few weaknesses which could be addressed to improve the overall success of the campaign even further.

Conclusion

In conclusion, to the portfolio and reflective summary, the communication methods have been used efficiently to promote the #Excitable Edgar Christmas Campaign to the target market. It was found that digital media was rising constantly. This meant that businesses needed to be up to date with the current trends for the younger generation, through social media platforms and Snapchat, as they are very popular and easily accessible to the younger generation. The Edgar Mascot appeals to everyone as he is a lovable character, which can help engage the target market. A description of the AIDA model steps - Attention, Interest, Desire and Action have been addressed. Along with where AIDA has been used, engagement rates have been used throughout the communications 1-6 to show the success in engaging customers. The best times to publish on Social Media has been discussed within the reflection for each social media communication method 2, 3, 4 and 6. The Four stage campaign plan shows what each communication 1-6 would be doing over each stage to make the campaign successful and engage customers. To conclude the portfolio, a reflective summary has been enclosed to discuss the campaign in more detail, analysing the objectives in detail and backed up using evidence of the campaign measurements to see if the campaign had been a success. Finally, an evaluation of the campaign's strengths and weaknesses which could help to increase overall knowledge of what they can do better in future Christmas campaigns to increase customer engagement and sales over the Christmas period.

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