

★ CHRISTMAS 2021

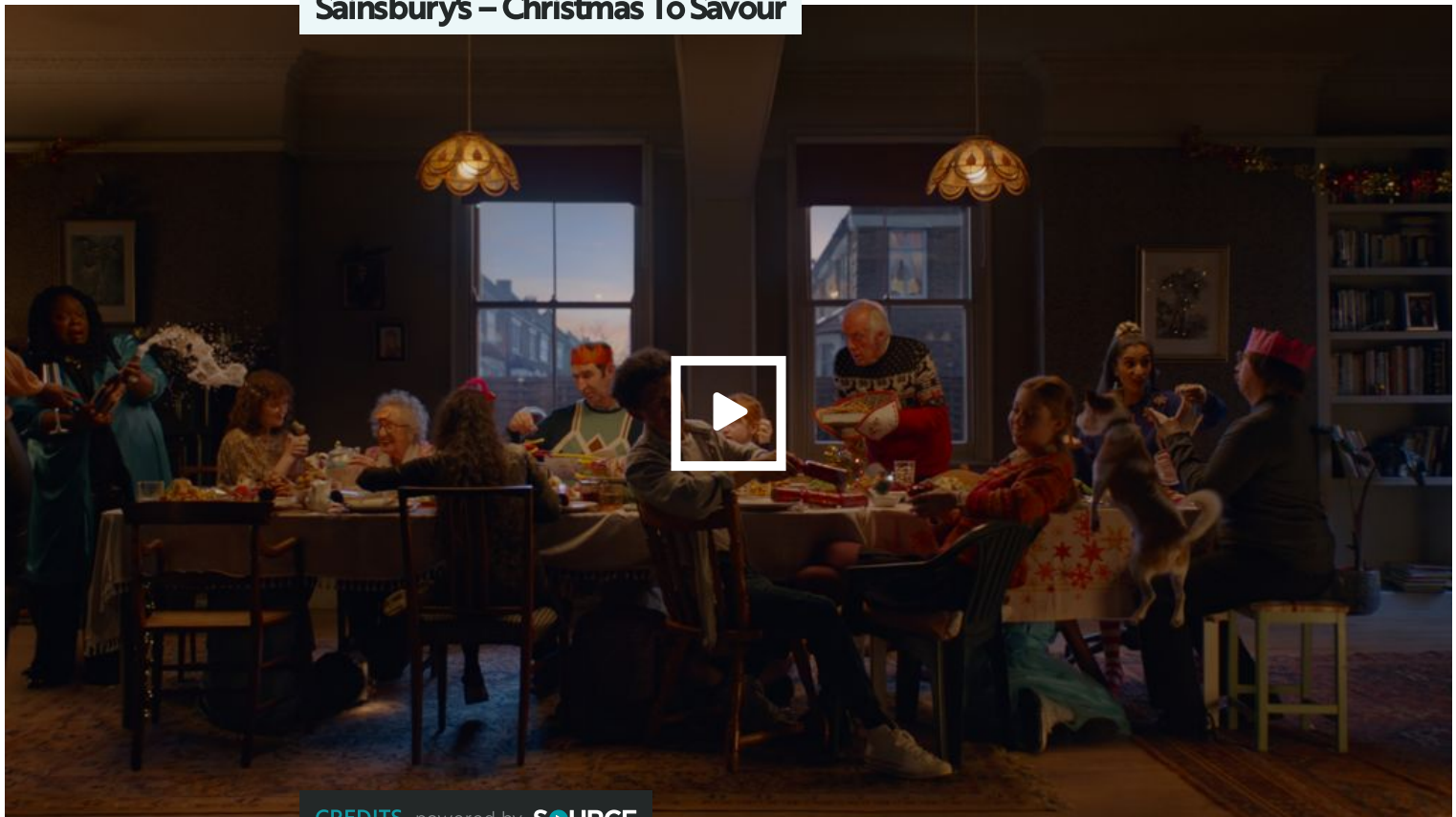
Sainsbury's savoury surprise

Wieden+Kennedy London and Ninian Doff take us over, under and through a raucous festive scene in a celebratory spot that is both a technical and emotional masterclass.



by **JAMIE MADGE**
on 14TH NOVEMBER 2021

Sainsbury's – Christmas To Savour



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So far this year we've had Christmas spots that give a shout-out to the return of relative normality, ads that pinpoint the need for kindness and some that just seem to be a celebration of 'stuff', but none so far have taken as deep a dive into the generation-spanning

madness that many of us have yearned for as Sainsbury's festive offering.

Titled [***A Christmas to Savour***](#), [**Wieden+Kennedy London**](#)'s ambitious commercial takes aim at the combined joys that make the day's celebrations so heartwarming; literally freezing the action to swoop in and out of the variety of smiles on offer.

Backed by Etta James' iconic *At Last*, the camera passes Grandpa cracking an exploding nut, a bottle of Prosecco Rosé spewing forth and, entertainingly, Grandma sporting the name of a drag queen (Bimini Bon Boulash) scrawled on a post-it note for a cheeky round of *Who Am I?*.

A cracking concept is only as good as its execution, and the winning element here is [**Pulse Films' Ninian Doff**](#); utilising his technical and comedic skills to delight with each passing moment, and garnishing it with witty flourishes (the little lad forgetting to freeze-frame) that are familiar to fans of his work.

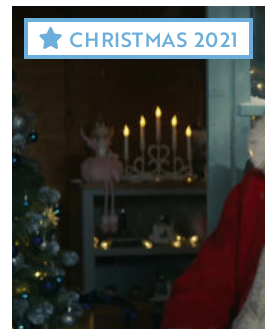
Climaxing with the endline "It's been a long time coming, so let's make it a Christmas to savour" delivered by Stephen Fry, this jolly film is one that's set to be endlessly enjoyed.

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