

DECEMBER 2025

CHRISTMAS EDITION Most Compelling 2025 Commercials

This is the time to grab a Kleenex box as you **watch the most compelling Christmas commercials from TV, YouTube, and social media.**

One critic reported that this year's Christmas commercials are bringing a sense of community and togetherness. They want authenticity, and I agree.

These are the ones that touched my heart the most. [Please email me your favorites](#) with "CHRISTMAS TV" in the subject line.

- **Chevrolet's "Memory Lane"**: 3 minutes and 20 seconds of nostalgic family moments and memories. **Magic closing line:** **The greatest journey is the one we take together.**
- **Home Instead's "Home But Not Alone"** 1-minute commercial featuring "Home Alone" star Macaulay Culkin making his mother's home safer by wrapping her home. Magic closing Line: **Home doesn't have to mean alone.**
- **Apple's "A Critter Carol"**: 2+-minute commercial shot solely on an iPhone 17 Pro features forest creatures discovering a dropped iPhone and creating their own Christmas video with animation. **Magic closing line:** **Friendship is a Gift.**
- **Waitrose's "The Perfect Gift"**: Almost 4-minute story about a widower whose late wife gave him permission to move on as long as it's with movie star **Keira Knightley** (obviously a nice way of telling him that he could never date another woman). The relationship with Keira all starts at a grocery store's cheese counter. **Magic closing line:** **and they ate happily ever after.**
- **John Lewis' "Magic Words: If You Can't Find the Words... Find the Gift"** (British department store chain): a 2-minute story of how a father and his son bond over the memories forged from a shared love of music.
- **Amazon's "In My Life"**: In one minute, this simplistic Beatles tune played on a piano shows three elderly ladies enjoying a joy ride down a hill after all receiving their sleds from Amazon. A group of teenagers looks on with admiration.

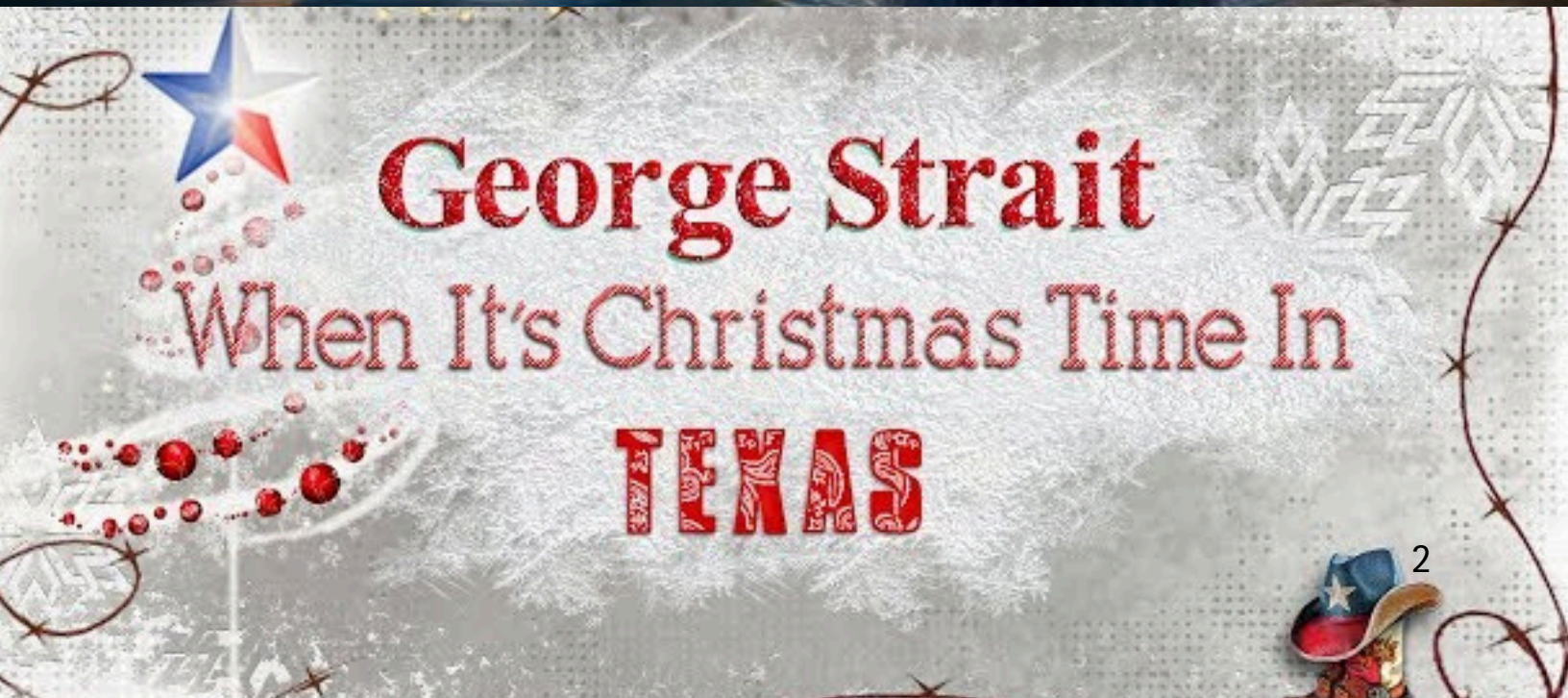
The most controversial ad is the [McDonald's "Most Terrible Time of the Year"](#) commercial, which was created entirely with AI technology. The controversy was so intense that McDonald's turned off the comments on YouTube before finally changing the setting from "Public" to "Private."



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Also receiving backlash was Coca-Cola's AI-produced commercial, "[Holidays Are Coming](#)."

The best and most authentic Texas-style commercial is the simplicity of the **H-E-B** ad featuring Texan **George Strait's** "[It's Christmas Time in Texas](#)." The boy riding with his mother sees a hay bale with a face but no nose, so they stop, and he plants a carrot to serve as a nose.



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Not-So-Smart Tantrum: Heisman Runner-Up Disproves that "All PR is GOOD PR"

Vanderbilt's quarterback, **Diego Pavia**, was less than a good sport when finishing second in the 2025 Heisman Trophy race, losing to Indiana Hoosiers quarterback **Fernando Mendoza**.

Each has led his team to its best-ever record, with Indiana finishing ranked #1 at 13-0 and Vanderbilt celebrating a 10-2 record.

Yet Pavia's competitive spirit got the best of him on Saturday evening, December 13, when he learned he would not take home the coveted trophy.

"F-All the voters," he wrote on social media, with a thumbs-down emoji.

On Sunday night, Pavia issued an apology that was crafted by either a crisis manager or the Vanderbilt athletic department.

Unfortunately, the damage had already been done. While NFL teams will be impressed by his skills, competitive spirit, and team leadership, many will now be wary of how he may represent them in public following a disappointing performance.

The best advice I've given my clients when angered and frustrated:

1. Realize that what you say and write will live forever, particularly if you send it on video or social media.
2. Make your words sweet instead of bitter because sweet tastes far better than bitter when you are forced to eat them later.

Diego Pavia may have gotten his message off his chest, but his poor judgment may very well cost him tens of millions of dollars in his future career.

To quote a wise man, "If he had his seed back, I bet he'd farm differently the next time around."



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Smart Move: Buc-ee's Kills a Potential Competitor in Hillsboro

I recall driving through Hillsboro a couple of years ago and noticing that a travel center was under construction at the southwest corner of I-35 and Highway 77 north of Hillsboro.

Something caught my eye as I traveled over Highway 77, I saw a **Buc-ee's** "future location" sign on the northeast corner of the intersection, indicating that the two travel centers would be catty-corner to each other.

I wondered how that first travel center might survive, and how it could compete with what would become the largest Buc-ee's in Texas, with 124 gas pumps.

Driving through Hillsboro this past Saturday, I received my answer. It appears that other travel center began construction and, then, upon learning Buc-ee's was on the way, never completed the center and apparently never opened.

That's how powerful Buc-ee's is. My question for you today: **How powerful is YOUR brand?** Are your competitors afraid of you? What do you need to change?



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Here's a great example to study: Home Depot vs. Ace Hardware

The then-owner of **Westlake Ace Hardware in Arlington** spoke at an event about 15 years ago and shared how **Home Depot HELPED** his business.

HELPED it? Yes, it did.

When Home Depot first announced it would open a location in Arlington, approximately two miles from this man's Ace Hardware, he was initially scared. **Then, he committed to becoming the world's #1 authority on Home Depot grand openings.**

For the entire year leading up to the Home Depot opening, this man drove to every Home Depot grand opening in Texas and adjacent states. He discovered four facts:

Home Depot had a specific grand opening model that it never deviated from

- A **32-page direct mail circular** preceded each opening
- The prices of featured items were **identical each time**
- The only difference from one opening to another was **the front and back covers** of the direct mail circular, which gave the location and contact information This man was brilliant.

He responded to Home Depot by:

- **Identifying the 30-40 best products** that he and Home Depot both carried
- **Marking down those items to be priced at 10% below** Home Depot's advertised prices
- **Maintaining normal margins** on all other items
- **Running a double truck** (two full pages side by side) in his local newspaper the day before the Home Depot opening, with the message, "**Your Westlake Ace Arlington Hardware Store has the lowest prices. Compare our prices with ANYONE!**"

The result? The local Ace Hardware Store enjoyed its **largest weekend sales and greatest profits EVER** on the grand opening weekend of Home Depot!

Just remember: **A local business can be smarter and far more nimble than a national retailer.**

Please call Fletch at 817-205-2334 to discuss how we can help you beat larger competitors!



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TIEBRAKER

Take a lesson from my friends at the Savannah Bananas

1. Create FANS instead of customers – RAVING FANS are even better
2. Make your fans so intensely loyal that they will become your advertising
3. Remove every pinch point (Bananas owner Jesse Cole says to "Eliminate Friction") that could frustrate your fans

Merry Christmas!

