



Amazon's New Christmas Campaign Shows How Joy is Made in Heart-warming Story About a Father's Love, Directed by Academy Award® Winner Taika Waititi

November 14, 2022

The advert tells the story of a father recreating a life-size version of a treasured snow globe in his garden shed for his child, proving joy is something we make

The 60 second TV advert launches 14th November 2022 in the UK during "Coronation Street" on ITV

View, share and embed the full 150 second advert [\[HERE\]](#)



LONDON — 00.01a.m. — 14th November 2022 — Amazon today launches its 2022 global Christmas advert, directed by Academy Award® winner Taika Waititi (*Jojo Rabbit*, *Thor: Love and Thunder*). Telling the story of a child's affection for a festive snow globe and a father's plan to create joy for his child by making a life-size version of this prized possession, the ad explores the idea that during the festive season, 'joy is made'.

The 60 second advert airs for the first time during the first ad-break of "Coronation Street" on ITV at 8.30pm GMT. As part of a nation-wide TV campaign, a 30 second advert will air on the same day. The full 150 second advert can be viewed [here](#) from 00.01a.m. GMT on 14th November.

The full-length ad opens on a father and daughter in their house at Christmas, and we quickly learn the little girl doesn't like to be parted from her much-loved snow globe. As the father comes to realize the importance of the snow globe to his child, he is inspired to do something very special. With a little help from the community, and the purchase of a simple paper shredder on Amazon which is speedily delivered, the father sets out to create a life-size version of the child's favourite toy.

The ad ends with the unveiling of the family's greenhouse, transformed by Dad into a magical snow globe, complete with a teddy bear dressed as a snowman, swirling snow created by shredded recycled paper and borrowed desk fans, and a mass of magical fairy lights. Once inside, the child is mesmerized. The big reveal demonstrates a father's love through his resourcefulness and inventiveness, determined to make his child's Christmas a magical experience. The advert ends with the simple message: "Joy is made".

"We're constantly inspired by the inventive spirit of Amazon customers and we wanted to tell a story with a different view of generosity and giving at Christmas, and the joy from doing something special for someone you love," said Ed Smith, EU GM of Marketing at Amazon. "We're happy to play a small part in the creation of that joy, but the hero of the story is a father's love for his child."

The advert, produced by advertising agency Lucky Generals and production company Hungry Man, was directed by Academy Award® winning writer, director, and actor Taika Waititi. Originally from New Zealand, Waititi's recent credits include *Thor: Love and Thunder* and *Thor: Ragnarok*, *Jojo Rabbit*, indie films *Hunt for the Wilderpeople*, *What We Do in the Shadows*, *Boy*, and the Oscar® nominated short film *Two Cars, One Night*.

The father is played by New Zealand born Australian actor Jared Turner and the child is played by Anouk Christiansen.

The song featured is "You Hold Me Up", a new release by US Indie artist The Bones of J.R. Jones. Singer, guitarist, and songwriter Jonathon Linaberry created the original track as a way of showing support beyond just conversation to a friend who was going through a tough time.

"We were inspired collaborating with Taika Waititi on this year's TV advert. The passion he had for telling the story of a relationship between father and child, with his trademark charm, and the casting choices he knew would deliver that story, was paramount," said Jo Shoesmith, Head of Global Creative, Amazon.

View, share and embed the full 150 second version of the ad when it goes live at 00.01am on 14th November [here](#), and download stills from the campaign at amazon.co.uk/pr.

The Amazon Christmas Shop is Now Open

To coincide with the launch of Amazon's Christmas campaign, the Amazon Christmas shop is now open offering gift inspiration for your loved ones, catering for various budgets. Customers can browse thousands of ideas through [The Amazon Christmas Shop](#). To find out more, visit amazon.co.uk/Christmas

- Ends -

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Agency & Production

Creative Agency – Lucky Generals

Director – Taika Waititi

Production Company – Hungry Man

Managing Partner – Matt Buels

Producer – Hannah Stone

Production Services - Curious Film

DOP - Mike Berlucchi

Editing House - Cabin Edit limited

Editor - Chan Hatcher & Randy Baublis

Post Production - Black Kite

Colourist - George Kyriacou

VFX - Guillaume Weiss V

Sound House - No. 8

Sound Engineer – Sam Robson

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.co.uk/about and follow @AmazonNewsUK.

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