

Marketing at its best

In recent years, the best Christmas advert seems to be the addition to tradition with consumer excitement rising as each of the high street giants releases their festive creation for the year. For 2023, M&S, TK Maxx, Asda, Waitrose, Argos and Very are among those already hitting the screens; with John Lewis dangling the carrot a little longer and promising the imminent release of its glossy production. This retailer has given a teaser which suggests that nostalgia will be at the fore as a youngster and his gran are seen shopping in a vintage-style market.

These star struck productions include favourite names such as Hannah Waddingham, Graham Norton, Michael Buble and Dawn French (to name just a few), making them more than just a hot topic. In fact, so serious is this annual competition, the Daily Mail has launched its own poll '[who has the best Christmas advert this year – great debate](#)', click on the link to view all of the adverts and vote for your favourite.



Seasonal spirit

Jingles is thrilled to be participating in Harrogate Christmas & Gift 2024 and as a company deeply committed to offering great value, the event presents an incredible opportunity to showcase its festive products and connect with valued customers. The company is renowned for its magical ambiance, featuring an array of the latest seasonal themes; and its team can't wait to be part of the show. Be sure to visit Jingles' stand which will be brimming with the latest and greatest in Christmas decorations, lights, trees, plush and more, ensuring attendees experience the true spirit of the season.

Visit Jingles on Stand Q99

Helping hand

Namaste-UK's founder, Sam Brummitt was inspired to help reduce the difficulties faced by producers following a life changing world trip taking in the Indian subcontinent in 1995.

Starting the company in 1997, around 100 producers have been helped to grow and develop, with many of these mutually beneficial working partnerships resulting in long-term trade relationships lasting over 20 years.

The people who make Namaste's products and the planet's resources used are crucial to the company ethos. Recycled resources are favoured, while natural materials are from carefully



managed plantations or by-products from food production. (Pictured: One of Namaste's first partner producers).

Visit Namaste-UK on Stand D5

Cracked it!

Heart and Soul Studio is a global supplier of exquisite paper products for special occasions. It brings people together by adding that extra magic touch to the big moments, and brings a little bit of extra joy to the everyday moments in life. The



company works with retail and catering clients, providing a personalised service to offer off-the-shelf, bespoke, and licensed paper products that fit their budget and brief.

Heart and Soul's wholesale Christmas crackers are available in a wide range of styles and sizes; with innovative designs ranging from modern, contemporary to traditional luxury to suit your store's style. Finally, it has Wholesale Christmas crackers to suit every budget and ALL its

Retail Christmas crackers are eco-friendly, with environmentally friendly materials that can be either reused, recycled or biodegraded.

Visit Heart and Soul on Stand A27