

And now for the next Christmas ad...

We all know that these ads are a kind of fiction but it is difficult not to be drawn to them at the same time! So just for you...

Tonight, M&S launches its 2016 Christmas campaign, with the release of its much anticipated Christmas advert Christmas with Love. Christmas with Love is its most customer-centric campaign to date, with input from thousands of its 32 million customers across the UK to develop the star of their Christmas ad – Mrs Claus.

The ad premiered tonight, Friday 11th November, at 9pm. It is also M&S's most socially immersive campaign to date, launching in the first ad break of Gogglebox to more than three million viewers, alongside landing on YouTube, M&S's website and to its five million Sparks members.