



# BIP Survey | 3

## The quality of information in television advertising during the Christmas period



Pressão Baixa

**Survey question:** How would you assess the quality of the information conveyed by the adverts shown on Portuguese TV this Christmas?

**Public availability:** 09 January to 04 March 2026

**Respondents:** 112

**Sample:** non-probability accidental sample (does not allow statistical generalisation)

### Survey insights: Television advertising information during the Christmas period is of good quality

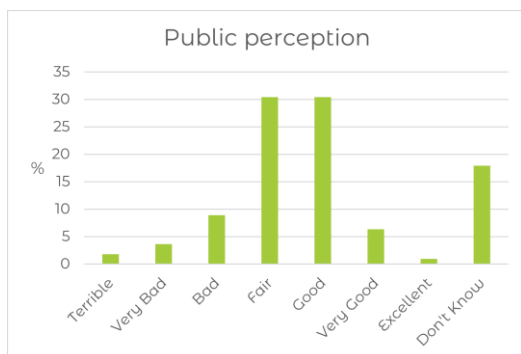


Figure 1 - Perception of the quality of advertising on national television during the 2025 Christmas period

Figure 1, showing the distribution of responses from the 112 participants, indicates that 30.4% of respondents consider the quality of advertising information during the Christmas period to be “Good” – the same proportion of participants who rated it as “Fair”. The positive spectrum (“Good”, “Very Good”, “Excellent”) thus totals 37.6% of responses. It is also noteworthy that “Don’t Know” responses are relatively expressive (17.4%).

Finally, 14.3% of participants had a negative perception (“Terrible”, “Very Bad”, and “Bad”). Concerning the “Education level (Figure 2), of the 112 participants, 96 (85.7%) have higher education qualifications – namely, bachelor’s degree (34.8%), master’s degree (26.8%), and doctorate (24.1%). BIP operates within an academic context, which explains this over-representation, and outreach beyond this community remains at an early stage. This circumstance means that the sample is not representative of the Portuguese population.

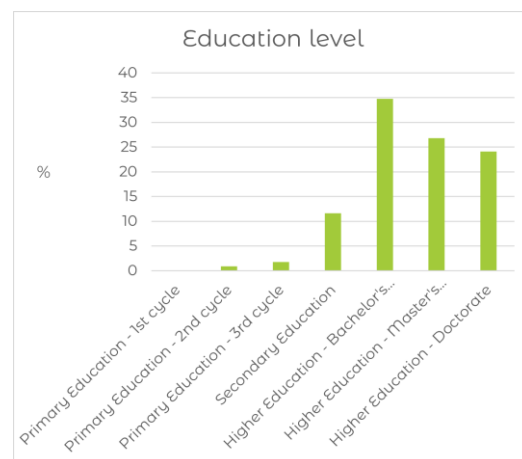


Figure 2 – Distribution of participants by level of education

Thirteen participants (11.6%) report having completed secondary education, and only three (2.7%) have a level of education corresponding to basic education – second and third cycles.

Regarding “Age” (Figure 3), the age groups 30–34 (21), 35–39 (12), 40–44 (13), 45–49 (13), and 50–54 (13) are the most represented.

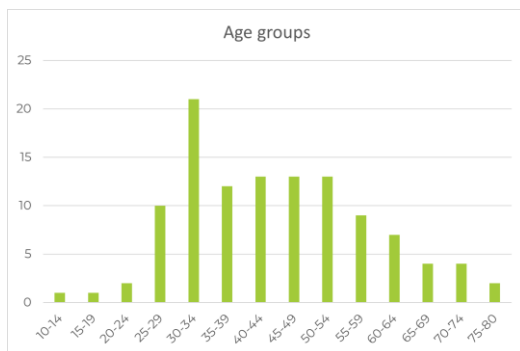


Figure 3 - Distribution of participants by age group, in absolute values

Finally, the variable “Place of residence” (Figure 4) shows that the most represented locations are Porto (37 participants, 33%) and Braga (22 participants, 19.6%). In addition, nearby locations are recorded, such as Vila Nova de Gaia (6.3%), Monção (1.8%), and Guimarães (1.8%). As with the level of education, participants’ place of residence may be related to proximity to the University of Minho, where BIP is based. Nonetheless, participation from Lisbon (8%) should also be noted.

### What research and experts say: the role of emotions

The predominantly positive perception of the quality of advertising information may be related to the specific period

considered (Christmas) and to the type of advertisements developed by brands. Luísa Magalhães, a researcher at CECS and lecturer at the Catholic University, notes that “during Christmas, consumers tend to be more receptive to advertising messages, particularly when these draw on values such as family, solidarity, nostalgia, or tradition. This emotional framing contributes to a more favourable perception of the quality of the information and the message, even when the informational content is not substantially different from other periods”. In addition, the researcher states that, at Christmas, “there is greater tolerance towards advertising compared to other times of the year”, which “contributes to a more favourable and indulgent evaluation of television advertising in the specific context of Christmas”.

The study by Silva and Ribeiro (2024) aligns with this perspective, highlighting the use of emotional appeals, the focus on Christmas-related concepts (such as the family gathered around the table and social interaction), and attention to social causes/current issues. Similarly, Horta (2024) argues that advertisements in the Christmas context become memorable when, among other factors, they trigger emotions and produce a nostalgic effect – and are potentially remembered and discussed long after they have been broadcast. These advertisements sometimes do not focus on the brands’ products, but rather on “positive and joyful aspects of the Christmas spirit”, leading consumers to feel “entertained” rather than pressured to purchase (Horta, 2024, p. 10). In other words, “advertisements that harness the potential of humour and

storytelling thus produce, in consumers' minds, the association between a specific brand and the feeling of wellbeing are, therefore, more likely to be shared and circulated across social networks" (Horta, 2024, p. 6). In the context of measuring advertising effectiveness, this aligns with what Chang and Kinnucan (1991) describe as persistence of effect (retention and cumulative effect) – that is, the prolonged impact of advertising.

Luísa Magalhães explains that the emotional dimension may be relevant to assessing the quality of advertising information because "affective processes that influence the perception, understanding, and retention of the message".

However, "the association between emotion and information quality does not necessarily imply greater rigour or informational depth", as it may "lead to biased evaluations, in which form (emotionally appealing) overrides content (informationally limited)".

The significant proportion of participants who answered "Don't Know" to the survey question (17.4%) may be explained by their level of engagement with traditional media. For instance, in the news context, the Digital News Report 2025 indicates lower engagement with media such as television or print, in favour of social media and video platforms (Newman, 2025). In addition, watching television in the company of others or engaging in practices such as channel switching (zapping) may reduce attention to advertising (Bellman et al., 2012). At this point, Luísa Magalhães notes that the high proportion of "Do not Know" responses suggests that "a portion of

respondents may not have been effectively exposed to the advertisements under analysis, or may have consumed them superficially, without retaining sufficient information to form a judgement". Thus, this percentage "can be understood as a relevant indicator of low attention and media disengagement, reflecting structural transformations in the contemporary communication ecosystem".

## References

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