



A Kind Lidl Raccoon Provides A Magical Christmas

Description



LIDL Christmas adverts have brought joy to living rooms for years. This year their magical style is given an extra Christmas sprinkle courtesy of Grammy-nominated composer Charlie Holiday and music supervision company Track and Fields. [“Guide The Way Back Home”](#) is an exclusive new song, composed and sung by the multi-talented Holiday.

The charming and playful advert concerns an empathetic raccoon, seeking to unite a young boy with a teddy bear. Recalling last year’s [“The Story of LIDL Bear”](#) it’s an uplifting spot that captures the whimsical mysteries and togetherness of the holiday season and is **a testament to LIDL’s familial brand name and strong creative vision.**

It was also recently considered [the best of the UK’s Christmas adverts](#) by the Independent newspaper, beating out competitors such as M&S, ASDA and Argos. The advert, which debuted in UK and Irish markets ahead of a Europe-wide release, will be accompanied by the sale of the toy raccoon – which is sure to be a must-have present for kids this Christmas – and the return of Toy Bank, distributing over 80,000 toys to UK kids that might not otherwise receive a gift.

Topliner [Charlie Holiday](#) is an award-winning British producer, songwriter, mixer and activist, currently residing in Berlin. Trained in classical and jazz performance and composition, as well as an accomplished orchestrator, **she creates emotionally resonant and deeply authentic music that rises to any occasion.**

Her recent hits include Diana Ross’s [“I Still Believe”](#) produced alongside Jack Antonoff and written with Autumn Rowe, Ruth-Anne Cunningham and Violet Skies as well as Leon’s [“Come Home to Me”](#) and Jordy’s [“Just Give Me a Minute”](#). Her syncs include collaborations with brands as diverse as Disney+, Apple TV, GHD and Volkswagen.

Feel free to check out her amazing composition and the advert below!

Brand: Lidl | **Agency:** [BBDO](#) | **Film Production Company:** [Zauberberg](#) | **Directors:** [Dorian & Daniel](#)

<https://vimeo.com/881823998/e29268b469?share=copy>