



AI saw mummy kissing Santa Claus



paul loosley

Santa Claus is coming to town, and it's time for some seasonal fun, so he wants you to play a special Christmas game. It goes like this.

Ask AI to do you a Christmas ad. Any subject, sillier the better. Any format TV, Social media, print. Any length, 30", 5", 1'. It's great fun and the cheekier the better. But be warned, I tried Viagra, Tear Gas and I.C.E. but AI said that was naughty. You could lose points.

Below are my entries. A couple of rude 30" TV spots,

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a print ad and some very short sound bite type spots for noodles. All Christmas themed. Note, I haven't edited anything, it's just the way AI wrote them, I've even left in the sad American spelling. That's the only rule.

So let's play 'The Xmas AI Game' and as usual, there are no winners – you eventually just lose the will to live.

**Christmas TV Spot #1**

Product: Sleigh Safe Condoms

"Wrap It Up This Christmas"

Tone: Playful, cheeky, festive fun
[OPEN ON]

A bustling living room on Christmas Eve. Tinsel everywhere, lights twinkling, a couple in matching Christmas jumpers wrapping presents on the floor.

HER: "You sure we've wrapped everything?"

HIM (smirking): "Almost everything."

"This Christmas, remember — it's not just your presents that should be wrapped."

[Sleigh bells jingle outside. Cut to Santa on the roof.]

Santa pulls out a long scroll of names, sighs.

SANTA (grinning): "Better make sure everyone's on the safe list this year."

He reaches into his red sack — not for toys, but a shiny box of Sleigh Safe Condoms.

[CUT TO: Montage]

Quick shots:

Elf putting condoms on candy canes like little hats

Reindeer shaking their heads disapprovingly

Snowman winking at the camera

[VOICEOVER, upbeat and festive:]

"This Christmas, remember — it's not just your presents that should be wrapped."

[LOGO APPEARS with jingle bells:]

Sleigh Safe Condoms — Be Naughty, Stay Nice.

[FINAL TAGLINE ON SCREEN:]

Wrap up for a merry little Christmas.

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Christmas TV Spot #2

Product: LUNA Underwear

Tone: Playful, cheeky, festive fun

Title: "Own Your Comfort"

Length: 30 seconds

[Scene 1 – 0:00-0:06]

Morning light filters into a cozy apartment. A woman in soft, elegant underwear wraps a ribbon around a gift.

VO (warm, confident): "This year, the best gift isn't under the tree..."

[Scene 2 – 0:07-0:14]

Quick cuts: different women laughing, dancing, relaxing — all wearing beautifully comfortable underwear in neutral tones.

VO: "...it's how you feel when you wear it."

[Scene 3 – 0:15-0:22]

Friends toast with coffee mugs; one woman throws on a blazer over her set, ready to head out.

VO: "Confidence that fits.

Comfort that lasts. Moments that

are completely yours."

[Scene 4 – 0:23-0:30]

Snow falls outside as the women share a smile in a mirror's reflection. Logo appears.

VO: "Own your comfort.

Celebrate your shine."

Logo on-screen: LUNA

Underwear — Gift Yourself.



Christmas TV Spot #3

Nostalgic (5 seconds)

Visual: Flashback to childhood — opening gifts, cutting to mom serving noodles.

VO: "Some gifts you can taste."

Logo: Home-Made Holiday Noodles.

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“The best gift isn’t under the tree.”



Christmas TV Spot #4

Pet Ad (5 seconds)

Visual: Dog wearing reindeer ears stares at noodles on table.
VO: “Don’t worry, Santa’s bringing yours too.”
Logo: Pup Ramen — Christmas Edition.



Christmas magazine Ad #1

Brand: LUNA Underwear
Magazine Ad: “Own Your Comfort”

Theme: Modern, confident, Christmas minimalism
Target Audience: Women 20–40, lifestyle / fashion readers
Visual layout:
Main image: A woman standing in soft morning light beside a decorated Christmas tree — wearing an elegant, neutral-toned underwear set and an oversized cardigan.

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Mood: Calm, cozy, confident — no clichés, no sparkle overload. The tree glows subtly in the background.

Color palette: Warm beige, soft gold, ivory, and candlelight tones.

Headline (top center):

“The best gift isn’t under the tree.”

Body copy:

It’s the way you feel when the day begins.

When comfort meets confidence.

When softness becomes strength.

This season, gift yourself something that fits — not just your body, but your spirit.

Tagline (bottom right):

LUNA Underwear — Own Your Comfort.

Call to Action:

Available online and in select boutiques. Holiday Collection 2025.

If you can’t do better than these without AI don’t let the tinsel hit you on the way out.

Merry Christmas. Ho Bloody Ho!

Paul Loosley is an English person who has been in Asia 47 years, 12 as a Creative Director, 25 making TV commercials. And in recent years, a brand consultant. And still, for some strange reason, he can’t shut-up about advertising. Any feedback: [mail p.loosley@gmail.com](mailto:p.loosley@gmail.com) (Please don’t be naughty)

