

Mad Myths 4: Brand Refresh

Above is a map of Santa-ish qualities featuring others who 'occupy Santa's Brand Space'. Apparently Hagrid and Henry VIII are close to Santa. This is because they score highly on the dual attributes of Fattiness and Beardiness. You'll see that Paxman's 'beardiness' has increased since 2012.

Here is a short list of the things you should and shouldn't attribute to Santa:

Santa is		*Santa* is not
Fond of children	→	A bit creepy
Generous	→	A mug
Round and jolly	→	Morbidly obese
Rosy cheeked	→	Half-cut

Here is the link to the Santa Brandbook, with a lot of guff about the importance of 'words'...

http://www.quietroom.co.uk/santa_brandbook/one

Happy Christmas, and if you see a half-cut, creepy, fat idiot, it isn't Santa.