# Drag queen Tayce stars as a gnome in ASDA's Christmas ad



ASDA has opted for a groundbreaking change in this year's Christmas advertising campaign by featuring Tayce, a popular British drag queen, known for her participation in RuPaul's Drag Race UK. This is a far cry from its previous campaigns, like last year's which included the smooth sounds of Michael Bublé.

The advert, released earlier in the week, has quickly gained traction online, amassing over a million views on YouTube within just three days. It has sparked significant discussion across social media platforms, with many users praising ASDA's daring approach. The choice to feature a drag artist in a leading supermarket’s Christmas campaign is a first in the UK, and it seems to have struck a chord with consumers. Comments celebrating the advert have been enthusiastic, with viewers expressing delight and even suggesting new ideas inspired by the advert such as the pun "Gnome Alone."

In the advert, Tayce has been made into a gnome, part of an army of gnomes getting a snowed-in store ready for Christmas. She is critiquing the ASDA fashion line, in particular a sparkly dress, which she celebrates as 'lush'.

While the reception has been overwhelmingly positive, not all responses have been filled with holiday cheer. Some comments from inside ASDA suggest potential internal unease, with an employee remarking on perceived disconnect between the festive fantasy portrayed and the logistical realities faced by store workers, particularly in light of staffing changes.

Nevertheless, ASDA’s decision to feature Tayce has been viewed by industry observers as a potential catalyst for further diversity and creativity in advertising. Dylan Davey, Tayce's manager at The Social Inc, emphasises the significance of ASDA’s casting choice. He describes it as a reflection of drag culture’s rising mainstream appeal and anticipates that other major brands might follow suit, embracing a wider range of talent and perspectives in future campaigns.

Besides, Christmas needs a bit of sparkle and who brings sparkle more than drag queens?

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.thepinknews.com/2024/11/07/asda-christmas-advert-drag-race-uk-tayce/> - Corroborates ASDA's decision to feature Tayce, a popular British drag queen from RuPaul's Drag Race UK, in their Christmas advert.
* <https://www.thepinknews.com/2024/11/07/asda-christmas-advert-drag-race-uk-tayce/> - Supports the claim that the advert has sparked significant discussion and praise across social media platforms.
* <https://www.youtube.com/watch?v=tAYQxoceXVs> - Provides evidence of the advert's popularity, with over a million views on YouTube and comments celebrating the advert.
* <https://www.thepinknews.com/2024/11/07/asda-christmas-advert-drag-race-uk-tayce/> - Describes Tayce's role in the advert, leading a group of holiday 'heroes' and bringing glamour and festive cheer to ASDA stores.
* <https://www.thepinknews.com/2024/11/07/asda-christmas-advert-drag-race-uk-tayce/> - Highlights the energetic and colourful presentation of the commercial, emblematic of drag artistry's vibrant image.
* <https://www.thepinknews.com/2024/11/07/asda-christmas-advert-drag-race-uk-tayce/> - Mentions the potential internal unease within ASDA, with comments from employees about the disconnect between the festive fantasy and logistical realities.
* <https://www.thepinknews.com/2024/11/07/asda-christmas-advert-drag-race-uk-tayce/> - Supports the view that ASDA’s decision to feature Tayce is seen as a catalyst for further diversity and creativity in advertising.
* <https://www.thepinknews.com/2024/11/07/asda-christmas-advert-drag-race-uk-tayce/> - Quotes Dylan Davey, Tayce's manager, on the significance of ASDA’s casting choice and its reflection of drag culture’s rising mainstream appeal.
* <https://www.campaignlive.co.uk/article/asda-picks-taika-waititi-direct-michael-buble-fronted-christmas-ad/1836705> - Corroborates the previous year's campaign featuring Michael Bublé, highlighting the change in this year's approach.