



**LET IT SNOW**

Square is turned into winter wonderland



**IT'S A WRAP**

Screens help to keep ad's plot a secret



**LITTLE YELPERS**

A bit of Christmas cuteness to help pull in viewers



**MERRILY ON FLY**

Helicopter packed with gifts in place of Santa's sleigh

Pictures: STAN KUJAWA

# Marks & Spencers

## Convict digs up a skull in jail grounds

A POLICE investigation is under way after a human skull was discovered in the grounds of a prison.

The grim find was made by a prisoner who dug up the bones while doing his gardening job at HMP Oakwood, near Featherstone, West Mids.

A source said: "It has really spooked everyone here."

Jail director John McLaughlin said: "At approximately 11am on Friday, July 29, a prisoner found what police believe to be two parts of human bone.

"The fragments were found in an area which has recently seen the construction of our new workshop.

"The fragments are with the police, and we will do all we can to assist with their investigation."

## Rare Turing signing sells for £2,700

A RARE autograph of Enigma code-breaker Alan Turing has been sold at auction for £2,700.

It comes from a visitors' book he signed in 1931 at Abbey Grange, a boarding school he attended in Leeds.

Turing moved on to King's College, Cambridge, and became a leading mathematician.

During the Second World War, he worked at the code-breaking centre of Bletchley Park, Buckinghamshire.

Nottingham auctioneer Richard Davie said: "Autographs of Turing are extremely rare, not least because of his tragically early death at the age of 41."

Gay Turing committed suicide in 1954 after being convicted for indecency.

## Teen injured in 'hammer' horror strike

A BOY of 16 is in hospital with serious head injuries after being attacked with what is thought to have been a hammer.

Detective Inspector Brian Morley said: "We are currently trying to piece together exactly what happened and the possible motive behind this.

"A 16-year-old boy has been badly injured with what we believe could be a hammer."

Police are appealing for witnesses to the assault in the Chapel Street Park area of Levenshulme, Greater Manchester, at around 6pm on Friday.

DI Morley added: "This was a brutal attack. Did you see anything suspicious? Or someone running away?"

exclusive by **Sharon Feinstein**

**THE battle of the Christmas adverts is already hotting up - as Marks & Spencer films its festive offering in the middle of summer.**

The high street giant sprayed streets with fake snow to transform a London square into a winter wonderland.

Our exclusive pictures show how they even brought in a helicopter packed with gifts to put the heat on rival stores.

With just 140 sleeps to go, the chain does not want to be caught napping after it was left on the shelf last year by John Lewis and Sainsbury's.

But bosses insist they are keeping the full plot of December's advert tightly - and seasonally - wrapped.

And while the location in Islington, North London, is close to the home of Foreign Secretary Boris Johnson, insiders reckon it is unlikely the ad will play on the theme of a Merry BreXmas.

Two Georgian terraced houses were decked out in tinsel, complete with Christmas tree in the window - while families were surprised to pull back their curtains and find snow on the ground.

An insider said: "M&S are desperate to

## Store films Christmas ad in summer... but yule have to wait to know the plot

beat John Lewis and Sainsbury's this time round - that's why they've spent a fortune on helicopters and the most picturesque square in London."

The firm is said to have donated thousands of pounds to the Islington Association, while residents were paid up to £3,000 a day for the use of their homes. The street

was locked down for the two weeks of filming, as child actors sweltered in heavy jackets and bobble hats.

Central to the advert's hush-hush storyline is an Australian sheep dog - as animals have proved a hit in previous years. Last year's Sainsbury's tale of Mog the Forgetful Cat won the big-money battle

for ratings, while in 2014 it was John Lewis' penguins that melted viewers' hearts.

This year's M&S offering is said to have gone "in a completely different direction" to last year - when the store released seven stylised shorts that built on its earlier "Art Of" themed adverts.

The Christmas campaign has become a major draw for retailers. Last year John Lewis spent £7million on its bid to win over shoppers.

Its short film, Man on the Moon, got nearly 23million online views - but was still eclipsed by Sainsbury's Mog the Cat, which racked up 26million.

The revamped childhood favourite proved a savvy choice by the supermarket chain, with the much-loved Emma Thompson narrating the story.

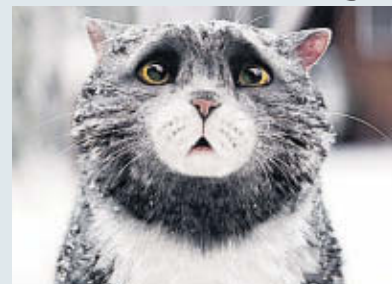
Robert Jones, professor of brand leadership at the University of East Anglia, said: "Christmas ads have become a cultural event in their own right."

Currys PC World hired Hollywood A-lister Jeff Goldblum to give tips on "faking delight" for its £10million 2015 campaign, while fashion firm Burberry featured Romeo Beckham and James Corden in a Billy Elliot tribute.

## Campaigns tug at the heart-strings



**OUT OF THIS WORLD** John Lewis' Man on the Moon pulled in 23 million viewers



**WON BY WHISKER** Sainsbury's Mog the Cat got 26 million clicking their mice