

JOHN TRAVOLTA IS A DISCO-DANCING SANTA IN CAPITAL ONE'S HOLIDAY NOD TO 'SATURDAY NIGHT FEVER'

Bryan Buckley directed the minute-long spot, which also features a cameo from Donna Pescow

By Tim Nudd Published On Oct 31, 2023



Editor's Pick

It's November tomorrow, which means the holiday advertising is about to become an avalanche. Here's one of the first spots out of the gate—Capital One's new "Saturday Night Fever" homage with John Travolta as a boogeying Santa Claus.

Bryan Buckley of Hungry Man directed the minute-long spot from agency GSD&M, which begins with a shot of Travolta's walking shoes, just as the iconic 1977 disco film did. Wherever Travolta Claus goes, he spreads cheer—with help from a can of "glitter paint" and his Capital One Quicksilver card.

The whole thing is set to "Stayin' Alive" by the Bee Gees, and there's even a cameo by Donna Pescow, who played Annette in "Saturday Night Fever."



This isn't the first time Travolta has played Santa in a Capital One commercial opposite a co-star from a classic film—he [did it back in 2020](#) with Samuel L. Jackson, in a callback to "Pulp Fiction."

The campaign continues the "What's in your wallet?" tagline, introduced in 2000.

Most Popular



Uber Eats uses classic horror-movie quotes as promo codes—but you have to remember the lines



John Travolta is a disco-dancing Santa in Capital One's holiday nod to 'Saturday Night Fever'



Mtn Dew unleashes your inner beast in dazzling spot directed by Los Perez