



JOE BROWNS GOES ON 'TELLY' FOR THE FIRST TIME



Two ads to celebrate the essence of Joe Browns for AW23 and Christmas with an invitation to Be Remarkable and to Join the Party.

SNEAK PEAK OF CHRISTMAS AD [HERE](#) THAT AIRS 25 OCTOBER 2023

Joe Browns, the Leeds-based, fashion and homes retailer, announced today (22 October 2023) its first ever TV campaign in its 25 year history.

The campaign uses SkyAd Smart, with targeted ads reaching Sky viewers across the country and runs for four weeks.

The TV 'burst' features two adverts, that the retailer says brings the essence of [Joe Browns](#) and its customers to life.

One shows the journey of a group of friends on their way to a Christmas 'getaway' together. The other, which airs 25 October 2023, allows the viewer to come along to the party as they all celebrate around a table full of festive fayre – including a course of obligatory sprouts.

Positive and uplifting messages appear throughout, telling the story of what Joe Browns and its customers are all about – including:

- For the remarkable, the ones that say yes and see where it takes them.
- The ones who find joy in the journey and marvel at the mayhem.
- The spontaneous ones who find joy in the everyday.
- Those who take the path less travelled, who buy the ticket and take the ride.

The retailer's standout fashion and home product is showcased and celebrated including dresses, outerwear, tailoring, denim and knitwear across both womenswear and menswear.

Commenting Tracey Hepton, marketing director, Joe Browns said: "What better time to make our first foray into TV than our 25th anniversary year."

"We really wanted to showcase what Joe Browns is all about and the attitude to live by that has always been front and central to the success of our brand.

"Through both TV ads we hope we have distilled our ethos in an engaging and relatable way, leaning into the very inspiration of where Joe Browns started, a group of carefree friends spotted enjoying themselves, embracing the moment and having fun."

"As we continue to grow, we are looking at other complimentary routes to communicate and entice customers and share what Joe Browns is all about.

"Part of this of course remains our ever popular catalogue, as well as digital and social channels," added Tracey.

Both ads were shot in Conwy, Wales, on the same coastline the inspiration for the brand originated (Morfa Nefyn).

The full ads will also be hosted on joebrowns.co.uk, alongside digital amplification, CRM, and socials.

Joe Browns worked with Liquid Creative Agency, based in Liverpool, to develop the concept and execute the production of the advert.

It's been a busy 25th anniversary year for Joe Browns who in the last 10 months alone completed a warehouse extension, opened a new franchise operated store in Bowness in June 2023, and announced an ambition to open ten new stores by Dec 2024.

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