

Homebase launches major new campaign starring Gary the tortoise

Milton Keynes, 19 March 2020: Leading home and garden projects retailer Homebase has unveiled its new Easter campaign, built around the theme of 'Grow a whole new Room' as the retailer encourages customers out of their long hibernation and into the garden.

The campaign is the latest instalment under the *Feels Good to be Home* tagline which reflects the insight that when our homes feel good, we feel good, and the garden is no exception. With Spring just around the corner, many people will now be thinking about how they can create an outdoor space that they can enjoy with friends and family, or escape to for some peace and quiet.

The new 30 second TV commercial launches 23 March across all major channels starring 'Gary', a family pet tortoise unable to contain his excitement as he embarks on a mad gallop around the garden, set to the iconic theme music from the TV series *Black Beauty*.



Lisa Tickle, Head of Marketing at Homebase, said: *"We can't think of a better way to kick off our Easter activity than with the launch of our Gary the tortoise campaign. He's already proven a big hit with our team members and represents how we all start to feel when the sun is finally shining, and we can get back outdoors."*

The TV ad was created by Atomic London, who worked with Partizan director Ozzie Pullin and animation directors Red Knuckle to bring Gary the tortoise to life.

Dave Henderson & Guy Bradbury ECD's at Atomic, said: *"It's the time of year when everyone emerges blinking into their gardens and we figured a tortoise would be a great way to illustrate this. We've had enormous fun working out how to make a very slow reptile into a dashing, loveable hero."*

The campaign will be supported online and instore and coincides with Homebase's sponsorship of ITV's *Love your Garden* – a show which surprises people across Britain with transformations to their outdoor living spaces.

ENDS

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About Homebase

Founded in 1979, Homebase is a home and garden projects retailer offering customers the inspiration, expertise and products to create a home they love – all in one place.

Its wide range of products covers garden, decorating, home furnishings, kitchens and bathrooms, alongside complimentary concession from some of the UK's leading brands. Inspirational new store layouts are helping millions of customers combine on-trend collections with the project ideas, practical advice, partners and tools to bring their home and garden visions to life.

Homebase operates 164 stores and 23 standalone Bathstores employing over 6,600 people across the UK and Ireland, whose specialist knowledge sits at the heart of the friendly and inspiring in-store experience Homebase offers its customers.

For more information visit: <https://www.homebase.co.uk/about-us/who-we-are>

About Atomic

Atomic London is an independent creative agency driven by the philosophy of Never Quiet. We make brands hard to ignore, difficult to forget and easily more effective by getting brand and activation working as one.

For more information visit: www.atomic-london.co.uk

CREDITS

BRAND: HOMEBASE

CLIENT: Lisa Tickle & Lindsay Cole

AGENCY: ATOMIC

ECD: Dave Henderson & Guy Bradbury

CREATIVE: Matt & Simon Welch (The Welch Bros)

PLANNER: Steve Hopkins

LEAD PRODUCER: Raluca Anastasiu

SHOOT PRODUCER: Ben Catford

ACC MANAGEMENT: Louise Rudaizky, Lisa Allen-St Hill, Dan Taylor

DESIGN/TYPOGRAPHY: Pete Mould

MEDIA AGENCY: Havas Media Group

MEDIA PLANNING & BUYING: Robyn Flowers, Paz Garcia Minaur, Aisha Bright

PRODUCTION CO: PARTIZAN

DIRECTOR (LIVE ACTION): Ozzie Pullin

DIRECTORS (ANIMATION): Rick & Mario

DoP: Carl Burke

PRODUCERS Dan Wheldon & Leo Green

POST PRODUCTION CO: UNIT

POST PRODUCTION PRODUCER: Isabella Wakley

EXECUTIVE PRODUCER: Pamie Wilkstrom

COLOURIST: Denny Cooper

EDITOR: Ben Harris

MUSIC SUPERVISOR: Dan Neale

MUSIC SUPERVISION & PRODUCTION: Native Music