



Friday 30<sup>th</sup> October 2009

## **Shop Direct Group launches festive TV advertising campaign**

The UK's largest online and home shopping retailer Shop Direct Group is delighted to announce the launch of its most exciting and comprehensive Christmas advertising campaign to date.

The multi-channel campaign will feature a mix of terrestrial and satellite television adverts for very.co.uk and Littlewoods combined with national press and on-line adverts. The total investment in the campaigns will be over £10 million which reflects the Group's commitment to its multi-brand consumer offer.

The television adverts will start on Sunday 1<sup>st</sup> November 2009 with Littlewoods and Very.co.uk. Filmed at Shepperton Studios, the 40 second very.co.uk advert features celebrities Holly Willoughby and Fearne Cotton who have collaborated to design an exclusive range of womenswear for Very.co.uk. Celebrity ranges are an important part of the very.co.uk brand offering with sales up over 50% season to date.

Commenting on the adverts, Holly Willoughby said:

*"We have really enjoyed working with very.co.uk. It's been such good fun filming the advert with Fearne and I have loved the festive winter wonderland feel!"*

Equally important is the Littlewoods advertisement concept of 'Christmas in manageable bits.' The 40 second advert will promote the message that Littlewoods customers are able to get the best Christmas presents now and pay for them in manageable bits.

The Littlewoods advert stars members of Shop Direct staff and will feature both branded and own-label products. It is estimated that 91% of the population will see the Littlewoods advert at least once during its 104 hours of airtime.

Mark Newton-Jones, Chief Executive of Shop Direct Group, commented:

*"Christmas has always been a really important part of our trading calendar and these campaigns will help reinforce our growing brand awareness in a new multi-brand world. The advertising campaigns illustrate how we can help our customers to have a great Christmas through our manageable payment options, huge product ranges and the latest designs. This year our customers will be able to order from nearly 100,000 items as late as 8pm on December 23<sup>rd</sup> for Christmas Eve delivery."*

-ENDS-

**Notes to editors:**

- Shop Direct Group is the UK's largest online and home shopping retailer with sales of circa £1.7 billion
- The Group has 5m active customers across the business
- Shop Direct employs around 10,500 people
- Brands include Littlewoods, VERY.co.uk, Woolworths.co.uk, Littlewoods Ireland, Littlewoods Europe, Additions, Great Universal, Choice, Kays, Empire Stores and Marshall Ward
- We are the 2<sup>nd</sup> largest online clothing retailer in the UK
- We are the 3<sup>rd</sup> largest furniture retailer in the UK
- We are the 4<sup>th</sup> largest sportswear and electrical retailer in the UK
- Shop online at [www.littlewoods.com](http://www.littlewoods.com), [www.very.co.uk](http://www.very.co.uk) or [www.woolworths.co.uk](http://www.woolworths.co.uk)
- Shop Direct Group Financial Services offers customers a wide range of credit, insurance and warranty products

**Media enquires:**

For further information please contact:

Ann Bryon / Gill Hart at Shop Direct Group on 0844 292 4799  
Alison Poole / Charlotte Kenyon / Teresa Bianchi at Brunswick on 020 7404 5959 or  
[shopdirect@brunswickgroup.com](mailto:shopdirect@brunswickgroup.com)