

FOR IMMEDIATE RELEASE

PRESS RELEASE

Dunelm launches its latest Home of Homes campaign

The latest Home of Homes campaign for Autumn 2024 ups the brand's style stakes

London, UK, 16.09.24:

Today, Dunelm, the UK's leading homewares retailer unveils the latest iteration of its Home of Homes campaign 'Easing Into Autumn', showcasing its stylish and extensive product offering.

The campaign, created by global creative agency [Creature London](#) with media support by Goodstuff, aims to surprise and delight customers who have shopped with the brand for years, or are about to for the first time.

Running until 3rd November, the campaign will run across a wide range of platforms, including TV, BVOD, streaming services, cinema, radio, online, print, digital, social and press.

The campaign is designed to resonate with consumers as they prepare to transition into Autumn when we naturally spend more time in our homes and want to get cosy. Dunelm's on-trend yet accessible homeware solutions can be seen throughout – inspiring homeowners and renters to personalise their living spaces with ease and stylish confidence.

The visual and audio-visual elements of the campaign feature an all-new take on dancefloor classic "You're The One That I Want". Dunelm and Creature London, who have worked alongside each other since 2021, have collaborated with award-winning director Sye Allen of [Kode Media](#). Allen brings a new energy and visual feel to the third iteration of this campaign, which dials up humour and style, ensuring Dunelm stand out in a competitive landscape.

The advert follows the story of a young couple preparing their home ahead of the long winter ahead. We see them magically transported into an awe-inspiring Dunelm space, filled with stylish solutions to help them ease into autumn. After they find the items they want, we're brought back to their revamped living room, ready to snuggle down for the season ahead.

Josh Dando, Creative Director at Creature London, said:

It's great to be back in the studio with Dunelm, creating some sweet harmonies with Sye Allen and his friends at KODE. They understood the assignment from the off and we couldn't be happier with the outcome.

Sean McGinty, Marketing Director at Dunelm, said: *"The Home of Homes platform celebrates the quality, style, value and huge range that Dunelm, the UK's No1 homewares retailer, has to offer. Customers told us about the importance of their home as the nights draw in and they inevitably spend more time inside, and therefore our latest campaign takes an editorial and style-led approach to showcasing that Dunelm has everything they need to help them ease into Autumn. Incorporating TV/AV, print, digital, social, influencers, press and some exciting*

partnerships - Dunelm is making it easy, affordable and most importantly enjoyable for the UK to relish their homes this Autumn."

Credits

Brand: Dunelm

Marketing Director: Sean McGinty
Head of Brand and Communications: Georgie Seel
Campaign Planning Manager: Ellie Hughes
Senior Stylist and Art Director: Nicola Roffe
Fran Gee: Creative Interior and Fashion Stylist

Creative Agency: Creature London

Chief Creative Officer: Ben Middleton
Creative Directors: Josh Dando and Steve Dodd
Chief Strategy Officer: Andrew Gibson
Strategy Director: Amy Bowker

Head of Production: Kristie Girvan
Senior Producer: Lilly Alter
Account Director: Ciara O'Brien

Media agency: GoodStuff

Production

Production company: Kode Media
Executive Producer: Jack Goodwin
Director: Sye Allen
Producer: Elliot Tagg
DOP: Miguel Carmenes
Production Designer: Sigita Simkunaite
Service Company: Casa Noir
Producer: Greta Klein

Post

Colour & VFX: No 8
Colourist: Matt Turner
VFX Supervisor/Lead Artist: Jim Allen Courtney Pryce
Producer: Lily Delphine

Sound

Sound: Factory
Sound Design & Mix: Dan Beckwith
Audio Producer: Emily Thomas

Music

Music DLMDD
Music Supervisor: Lizz Harman
Choir Master: Erin McCullough
Composer/Arranger: TDRUMS

ENDS

NOTES TO EDITORS

For more information contact Matt at Ingenuity:
Matthew.thomas@ingenuitylondon.com

About Creature:

Creature London makes work that real people can't help but care about. It strives to understand people in all their glorious unpredictability, to make work that they can't forget. Work that gets talked about in living rooms up and down the country, jingles that get whistled on the bus, slogans that get embedded in culture and campaigns that hit the headlines. Most importantly, it creates campaigns that deliver real results. All fuelled by intelligent misbehaviour.

About Dunelm

Dunelm is the UK's market leader in homewares with a purpose 'to help create the joy of truly feeling at home, now and for generations to come'. Its specialist customer proposition offers value, quality, choice and style across an extensive range of products, spanning multiple homewares and furniture categories and including services such as Made to Measure window treatments.

The business was founded in 1979 by the Adderley family, beginning as a curtains stall on Leicester market before expanding its store footprint. The business has grown to 184 stores across the UK and has developed a successful online offer through dunelm.com which includes home delivery and Click & Collect options. Most stores include Pausa coffee shops, where customers can enjoy a range of hot and cold food and drinks.

From its textiles heritage in areas such as bedding, curtains, cushions, quilts and pillows, Dunelm has built a comprehensive offer as 'The Home of Homes' including furniture, kitchenware, dining, lighting, outdoor, decoration and DIY. The business predominantly sells specialist own-brand products sourced from long-term, committed suppliers.