



**Friday 22<sup>nd</sup> March 2024:**

### **Matalan celebrates fabulous but frantic family life with launch of new brand platform**

- *Matalan unveils new multi million-pound brand platform, showing families that “we get it, we’ve got you”*
- *Integrated campaign includes TV, Out of Home, Audio, Connected TV, digital video, in-store activity, social media campaign, and a multi-media partnership*
- *Campaign marks the next step in Matalan’s long-term transformation*

Matalan, the leading fashion and homeware omnichannel value retailer, today unveiled a new brand platform, showing families across the UK that “we get you, and we’ve got you.” The multi million-pound campaign marks further progress in Matalan’s transformation led by CEO Jo Whitfield and her new leadership team.

The new brand platform and creative, led by McCann Manchester, celebrates the reality of everyday family moments. Its launch is being marked with a kick off campaign, which includes series of TV adverts, the first of which will go live on Friday 22<sup>nd</sup> March; in-store activations; and a social media campaign. The first of the four TV adverts, which goes live today, features a family trying to go for a family walk, highlighting the fabulous but frantic reality of the scramble and chaos needed to get ‘this lot’ out of the door on time. This campaign is the first of a series of activations, all demonstrating that Matalan truly understands family life.

Havas Media UK led the media strategy and buying for the launch campaign, brokering an extensive partnership with Global and securing lead spots on Heart and Smooth FM. It features on-air activity, social branded content, listener competitions, in-store activity, and the involvement of well-loved talent Josie Gibson, Zoe Hardman, Dev Griffin – with more to follow – who will celebrate the reality behind perfect family moments. Real customer stories will be at the heart of the campaign, with Global network listeners asked to share their family mishap stories to give us a glimpse of real family life.

The brand platform, which was developed over the course of nine months, marks the next major step in Matalan’s long-term journey to return to its family-first roots and cement its position as the first choice for its Matalan families who want great value and hassle-free shopping.

It builds on the progress already made by Matalan’s leadership team. This includes a £35m investment to lower the prices of more than 700 products, the extension of its core clothing range to size 22 across all womenswear plus selected brands up to a size 32 exclusively online, as well as the launch of new third party brands on its online store.

**Ali Jones, Chief Customer and Omnichannel Officer, Matalan, said:** “Life for so many families has always been a fabulous but frantic juggling act, often filled with difficult trade-offs. Right now, it’s harder than ever. We’ve spent time getting really close to our customers and understanding them more deeply. Through this campaign we want to show those families that we get them, and we’ve got them – with a choice of stylish products at great value and a hassle free-shopping experience that fits their lives.

She continued: "Nearly 40 years ago, our company was built by a family, for families. This brand platform and campaign is us getting back to those family-first, value roots. It marks another significant step forward in our journey to build a modern, stronger Matalan."

**Imogen Tazzyman, Executive Creative Director, McCann Manchester:** "We're absolutely buzzing to get our new Matalan work out into the wild. None of us enjoy watching those picture perfect lives that don't look anything like our own, so it was an absolute delight to work with the team to bring to life an idea that embraces family life in all its glory."

**Lucy Barnes, Joint General Manager, Havas Media UK:** "In an age where reaching audiences is effortless, yet forging genuine connections challenging, we're thrilled to unveil this campaign. By collaborating with McCann and Matalan, we've shaped the brand platform using sharper audience insights and robust data. The smart choices we are making for the campaign will elevate Matalan's brand, redefine its identity, and enhance engagement across platforms, ultimately making Matalan more meaningful and distinctive throughout the customer journey for families across Britain."

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**About Matalan:**

Matalan is a leading UK and international fashion and homeware retailer, with a mission to be the first choice for outstanding family value. With a large store network in excess of 270 UK and international stores and integrated e-commerce platform, Matalan is a trusted brand which puts its customer at the heart of its business and delivers unrivalled product choice and exceptional style and quality to over 11 million loyal shoppers every year. Matalan is famously committed to offering a compelling value focused fashion and home offering, that continues to help millions of UK household budgets go further.