

New January sales campaign for MADE.COM

The January Sale campaign for MADE.COM, which includes TV, print, OOH, online and social channels, will run from 24 December 2016, in the UK, France and Germany for six weeks.

Created by Fabula, it comprises a range of 30-second, 20-second and 10-second spots on TV as well as full and half page print ads and OOH formats. Fabula was briefed to create a sale campaign which would not detract from the brand's design values.

The resulting work is built around the notion of 'The Great Unboxing', with the creative executions championing the feeling of receiving – and then 'unboxing' - a beautiful piece of design you have been eagerly awaiting.



Print layouts show a dancer poised with a pair of scissors, surrounded by boxes, while the TV spots show the same dancer in a jumpsuit, dancing as boxes explode around her and send coloured confetti flying.

In some of the print and TV executions, a statement lime green armchair is seen – typifying the standout design qualities the brand is known for.

As the dancer flicks and kicks various boxes, which explode like fireworks, the voiceover tells us to, “Get unboxing at MADE.COM.”

Win Kwok, brand director MADE.COM, explains, “With this campaign, we are reflecting the personality of the company. The advert is joyful, even playful with a strong focus on design.”

Jennifer Black, MD of Fabula added, “This work brings to life the brand's premium design values – and the fact that

customers will enjoy up to 40% off in January. We sought to show how much customers enjoy its products and the very act of 'unboxing' them."

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