Pashn and Warmzilla partner to disrupt home heating sector

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FOR RELEASE AFTER 0730 ON 18TH SEPTEMBER 2023

WarmZilla is coming! The dinosaur-fronted disruptor about to shake up the home services sector.

WARMZILLA Launches new TV led campaign planned and bought by Pashn Media with kick off spot in Lorraine today at 09.10 on ITV. The account is a £2.5m win for Pashn founded in 2022 by Adam Hopkinson and David Swannell and is coming to air following a competitive pitch for both media and creative. The creative and production account was won and executed by The Growth Foundation.

Swansea, Wales - Leading industry innovator, Warmzilla, has announced the launch of its first TV campaign, poised to redefine the way home service brands connect with their audiences in the modern era and is set to further disrupt an industry sector that has remained untouched for too long

“With the constant evolution of the competitive landscape, it's crucial for our brand to stay ahead of the curve,” states MATTHEW POWELL, FOUNDER, WARMZILLA. “Our services are not just other options in the market; they are game-changers which include a mixture of gas boilers, renewables and home care plans. All online, stress free. Our new campaign embodies our commitment to continue providing the Home services industry with groundbreaking solutions.”

“We already love working with Matthew and his team.” says Adam Hopkinson, MD, Pashn, “ Warmzilla are a great client to work with and have assembled an entrepreneurial team that are pulling in the same direction. The creative direction of TGF combined with the planning and strategy of Pashn will really get this campaign into the minds of the audience we are targeting”

The Growth Foundation are experts at helping businesses grow, in this case through memorable, standout advertising. “We wanted to create an ad that makes WarmZilla easy to remember when you need a new boiler, which can be a worrying, costly process that isn’t easy to navigate.” says Chief Creative Officer Jamie Romain. “But more than anything, we wanted to represent the attitude of the brand, which is experienced, but also friendly and fun. And you don’t get to see women over 50 dancing in ads very often.” Rachel Gleaves, who’s worked with Victoria Wood and Peter Kay certainly gave it everything in her performance.

The campaign will launch on Air on the 18th September 2023 and continue through to next year. Additional creatives will be aired from December onwards.

The campaign success is being measured by Adalyser, and as with all Pashn campaigns will be being optimized to campaign specific outcomes.

WarmZilla is here. Old guard of the home services business beware, there’s a dinosaur coming for you.

A link to the TV commercial is here : https://youtu.be/P2foaHFPM4Q

For further information, or to schedule an interview with Matthew Powell, please contact:

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About Pashn:

Founded in 2022, Pashn is a media planning and buying agency focusing on brands who are as

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Warmzilla :: Pashn :: Media :: Agency :: Marketing :: Entrepreneur :: Disruption :: Start-Up :: Scale-Up :: Success :: Adam Hopkinson :: LDTRT ::

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passionate about advertising as they are. With its headquarters in Bristol, the company has continuously set benchmarks in the industry, empowering brands with a hunger for measurable results and sustainable growth through data-driven insights, cutting-edge technology, and innovative campaign strategies. For more information, visit www.pashn.media.

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