WatchWarehouse Hits Over 5.5m TV Viewers This Christmas

Thursday 27 November, 2014

Following on from the success of last year's venture into TV advertising, WatchWarehouse return this year with a branded 10 second advert. The ad will go live just in time for Black Friday sales, running through to the end of December to capture the peak season.

WatchWarehouse aim to engage a wide audience, airing on 14 major Sky and Freeview channels, ranging from Sky News to MTV, hitting over 5.5M viewers and targeting ABC Men, ABC Women and 16-34 year olds. The advert features a strong mix of brands including Casio, Citizen, Guess, Mondaine, Komono, Hugo Boss, Reebok and CAT to cover the demographic.

David Epstein, eCommerce Directior of WatchWarehouse says, "Last year gave us a sense of how powerful a well-executed small scale campaign can be and this year we have raised the bar by reaching out to a larger audience. We have worked closely with our production team to deliver a sharp, on-trend, punchy advert to grab the attention of millions of viewers. Once again we aim to target viewers who will be 'dual-screening' and our new responsive website will make purchasing online through mobile and tablets much easier for our customers."

The advert features a cool, catchy soundtrack which we can guarantee will worm its way into your subconscious.

Company Bio: WatchWarehouse is part of the family run business Peter Burrowes Ltd. Originally Founded in 1910 under J Lewis and Sons and incorporated by Henry Lewis in 1939 to form Peter Burrowes Ltd. Current Managing Director Craig Rebuck is 4th generation and continues to drive the business forward.

In 2007, WatchWarehouse was developed, first as an eBay store. It has since grown its reputation online at www.watchwarehouse.co.uk as the home of fashion, classic and luxury watches ever since.

WatchWarehouse store can be found at INTU Watford, 201 The Harlequin, Watford, WD17 2UB - Tel 01923 627993 www.watchwarehouse.co.uk

-Ends-

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