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Media release

## The Warehouse tells the story of the night before the first day of school in new 30"spot



*Caption: The Warehouse tells the stories of the night before the first day of school in new TVC.*

Watch the new 30" spot here: <https://youtu.be/WfaBkBTvuC4>

High res image here: <https://bit.ly/2YGuNWu>

While the 1<sup>st</sup> of January marks the beginning of the year for most of us, for kids it's a little different – it's not until the first day of school that the new year really begins for them.

The Warehouse marks this calendar milestone in its new in-house TV spot, which shares in the experiences that kids and their parents go through when the new school year arrives.

The Warehouse GM of Marketing, Anna Lawrence says the campaign goes beyond the stationery list requirements to show what it means to families when a child heads back to school.

"On the first day of school a child becomes a whole new person. In every way a bigger kid than they were the year before. There's excitement, emotion and a sense of growing up.

"There's also something new, whether it's a small uniform upgrade and a replenishment of the stationery, or a whole new school with everything required from A to Z."

"These items can be a child's pathway to becoming a bigger kid. And each of these products, with the excitement and possibilities that come with them, can be found at The Warehouse."

The campaign has been executed by The Warehouse Group's in-house creative team, with the help of production company Flying Fish and Ross Brown Photography.

The Warehouse Group Executive Creative Director, Andy Stein says this is the first back to school campaign that The Warehouse has developed in-house since moving to an internal agency model.

"We wanted to take this opportunity to better reflect our customers, their children, and their communities - driven by insights and powered by emotion."

"We've retained our 'One Stop School Shop' message from last year's campaign, but our challenge was to find a way to connect our range, quality, value, and convenience to the emotions that come with the first day of school."

"This creative tells the story of that excitement through a range of children's 'night before' experiences."

The TVC shares in the stories of five children and their families to show how they're preparing for the big day. The story is narrated by William Davis and incorporates te reo Māori. The soundtrack is orchestral and cinematic, taking us through each child's world.

To continue the story, The Warehouse's product-and-price 15" TVCs re-join the children the next morning. The first day of school has arrived and they're leaving their bedrooms with their backpacks filled and their excitement and nervousness at a peak.

The Warehouse will further bring the campaign to life through OOH, digital, social and in-store activation, calling on customers to be ready for day one at the 'One Stop School Shop'.

- ENDS -

## Credits

### **The Warehouse Group**

Jonathan Waecker: Chief Marketing Officer  
Andrew Stein: Executive General Manager Creative Strategy  
Anna Lawrence: General Manager Marketing  
Diane Moore: Head of Marketing Head to Toe  
Birgit Hoeglinger: GM Marketing Communications  
Will Harvey: Integrated Marketing Comms Manager  
Cayden Crombie: Integrated Marketing Comms Specialist  
Diana Hernal: Creative Director  
Jacqueline Comer: Creative  
Troy Rawhiti-Connell: Head of Copy  
Catherine Jacka: Art Director  
Rob Linkhorn: Producer

### **Production Company: Flying Fish**

Executive Producer: James Moore  
Executive Producer: Samantha Attenborough  
Director: Paolo Rotondo  
Sound design: Liquid

Composer: Mike Newport  
Post Production: Mandy VFX

**Stills:**

Producer: Briar Pacey  
Photographer: Ross Brown