

## Clas Ohlson launches new national TV campaign 'The useful ones'

Swedish modern hardware retailer Clas Ohlson will unveil its new national TV campaign 'The useful ones' on Monday 11<sup>th</sup> November. The first advert will air on ITV during the 9pm drama 'A Mother's Son'.

The campaign concept which was developed by Craven Delaporte and directed by Sebastian Reed is being used across the Clas Ohlson Group in Sweden, Norway and Finland as well as the UK.

The 30 second advert sees a selection of seemingly normal people using super powers and Clas Ohlson products to help perform everyday tasks in magical ways.

UK Marketing Manager, Melissa Titshall says: "Everyone can be a useful one. We want to show our customers that like the useful ones in our advert, they can use our fantastic range of products to discover their own useful powers and be empowered to tackle everyday practical problems around their home. We are really excited about Clas Ohlson reaching the whole of the UK as we launch our biggest marketing campaign yet."

The campaign is primarily featuring on TV but is being supported by campaigns across Clas Ohlson's website, in-stores and via digital and social media channels.

For more information please contact:

Melissa Titshall, UK Marketing Manager: [melissa.titshall@clasohlson.co.uk](mailto:melissa.titshall@clasohlson.co.uk)

Rosie Lewis, UK Communications Officer: [rosie.lewis@clasohlson.co.uk](mailto:rosie.lewis@clasohlson.co.uk)

To watch the advert please visit: <http://www.youtube.com/watch?v=IXESAFrhL8>

