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Jacamo unveils bold new campaign: “Get The Nod”

Jacamo, the leading menswear brand within N Brown Group, the inclusive fashion and homeware digital retail platform, is unveiling a fresh new creative direction with significant investment behind a new Spring Summer '25 campaign.

Emphasising Jacamo's new elevated fashion offering, the campaign, 'Get The Nod', marks a step change in the brand's creative platform, having appointed Motel as the Group's new creative agency in September 2024. The campaign seeks to connect with Jacamo customers on an emotional level through the power of style recognition amongst men. Aiming to change the culture of men rarely being complimented for their sense of style, the campaign is focused on the positive impact a simple gesture of style acknowledgment – 'The Nod' – can give.

The fully integrated Spring Summer campaign is part of increased investment in the brand's marketing as it returns to linear TV for the first time in five years.

Jacamo has continued to enhance its own-designed product which focuses on relevant trends for every man, and includes the new premium menswear own-label brand, FOLIO. Created to bring a fresh, elevated feel to every man's wardrobe, FOLIO is designed with premium fabrics in clean modern shapes, with a focus on head-to-toe dressing and matching sets that make elevated everyday styling feel easier than ever.

'Get The Nod' launches on the 6th May across linear TV, social, video on demand, digital and out of home.

Rachel Hawkins, Group Head of Brand Marketing at N Brown Group, said:

“It's a really exciting time for Jacamo, as we launch this brand-new creative direction which showcases our elevated menswear offer. We fell in love with 'The Nod' at pitch, energised by the opportunity to change behaviour and normalise style recognition for men. Rich in insight, distinctive and disruptive, whilst raising a smile.

Research told us men put a lot more thought into what they wear than they let on and, deep down, they want it to be noticed. So, we're going to tell him, 'You look great!' through our new campaign, which has video at its heart, bringing 'The Nod' to life in channels and formats that best reach and engage him, and for the first time in several years this will include linear TV.

Our creative achieved the maximum possible effectiveness score amongst our target audience during System 1 creative pre-testing and we can't wait to see the campaign resonate with customers as we go live this week.”

-ENDS-



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About N Brown Group

N Brown is a top 10 UK clothing and footwear digital retail platform, with a home proposition, headquartered in Manchester and employs over 1,400 people nationwide. Through our strategic retail brands including JD Williams, Simply Be and Jacamo, we exist to make our customers look and feel amazing, and take great pride in passionately championing inclusion and serving the under-served. Our customer-first shopping experience, supported by our innovative financial services proposition, is designed to deliver choice, affordability, and value to our customers, and allows us to be truly inclusive and accessible.