

14 March 2024



## JD·WILLIAMS

### **JD Williams teams up with Sky Media and Channel 5 for its new Spring campaign**

- ***Gok Wan, Judi Love and Helen Skelton star in bespoke cross-platform campaign celebrating women***
- ***Retail brand to exclusively sponsor Inspired Living on Channel 5***

9:00 AM, LONDON – Thursday 14<sup>th</sup> March 2024: JD Williams, a leading platform within N Brown Group plc, the inclusive fashion and homeware digital retail platform, today reveals its brand new campaign in collaboration with Sky Media and Channel 5, in a deal negotiated by the7stars, to target its midlife audience.

The partnership will use both JD Williams and Sky Media's rich data capabilities to ensure the campaign is reaching the retail platform's target customer (women aged 45 – 65). This data ecosystem will mean Sky Media can tailor campaign messaging to specific customer groups, maximising the relevance and engagement of the creative.

JD Williams continues to take a stand against the 'invisibility' of midlife women, celebrating their relevance, roles and individuality in its new campaign fronted by the stars of Sky Media's channel portfolio. A series of 10" TV idents, 30" and 60" spots will feature TV personality and comedian, Judi Love (*Out of Order*, Comedy Central), and Channel 5 presenter Helen Skelton (*Springtime on The Farm, Dan and Helen's Pennine Adventure*), being interviewed by fashion guru, Gok Wan. The interview delves into their lives to discuss how their style and fashion confidence has changed in midlife.

From the 15<sup>th</sup> March, JD Williams will also be the exclusive sponsor of Channel 5 content that leans into the theme of Inspired Living; including female-fronted shows such as *The Hotel Inspector* and *Susan Calman's Great British Cities*.

In a creative extension of the TV activity, customers can enjoy longform (10 minute) versions of the interviews on [jdwilliams.co.uk](http://jdwilliams.co.uk). During these, Gok will explore Judi and Helen's individual style using JD Williams' fashion, shapewear and beauty products, and giving viewers a peek into their lives and wardrobes. All aforementioned content has been produced by Sky Media.

Leveraging Sky's full ecosystem of content platforms (linear TV, BVOD, Shortform VOD and AdSmart from Sky), a QR will be used to direct viewers to [jdwilliams.co.uk](http://jdwilliams.co.uk), allowing JD Williams the ability to measure and target its campaign further, as well as gain a deeper understanding of a customer's shopping journey. Meanwhile, measured activation across Sky Media's and Channel 5's digital and social channels, will reinforce the campaign's message and give viewers even more content to explore.

Live from the 14<sup>th</sup> of March, through to the 9<sup>th</sup> of May, the integrated media strategy crafted by the7stars will see the campaign play out across Channel 5 and Sky channels, Global OOH sites, Smooth FM & Heart FM 5, Hearst's Good Housekeeping and Red Magazines as well as paid and organic social.

**Sam Walker, Director of Group Marketing and Creative at N Brown, commented:**

*"JD Williams proudly champions midlife women and we're excited to be launching a campaign with Judi, Helen and Gok to help women feel confident in dressing for midlife style. We understand our customers better than anyone, so we've worked with Sky Media to ensure that our campaign messages are more targeted across Sky's platforms and to benefit from the wealth of data that we'll gain through Sky's ability to engage with their audience. JD Williams is all about making women feel amazing, and we're confident that our new campaign will resonate with our customers."*

**Karin Seymour, Director of Client and Marketing at Sky Media, added:** *"Our JD Williams partnership is a brilliant example of a modern integrated partnership. Production, access to talent and advanced data sharing means that together with Channel 5 and the7Stars, we can drive JD Williams' business forward by connecting and engaging their ideal audience."*

**Peter Dale, VP, UK Ad Sales & Commercial Development, Paramount said:** *"This bespoke creative partnership is a brilliant example of how advertisers can align themselves with Channel 5 and our high-profile talent to engage and entertain viewers through distinctive, effective campaigns."*

**Zach Al-Moajil Cole at the7stars, added:**

*"This is a great branded-content series with a fabulous talent line-up that both reflects and empowers the audience it serves – magnificent mid-life women. It has been a truly collaborative project and it's great to see the media strategy evolve into a fully integrated, data-fuelled activation incorporating more assets and channels, to really build on the success from last year."*

**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 1,700 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.

### **About Sky Media**

Sky Media is the advertising sales arm of Sky, helping businesses of all shapes and sizes to grow. Through world-class premium content & channels, combined with market-leading data-driven innovations like AdSmart, Sky Media gives brands access to audiences wherever they are, however they watch.

Reaching over 93% of the UK population, Sky Media represents over 130 channels including all of Sky's quality channels and sites including Sky Sports, Sky News, Sky Max, Sky Showcase, Sky Cinema, Sky Arts, Sky Atlantic, Sky Crime, Sky Comedy, Sky Witness, Sky Nature, Sky Documentaries and Sky HISTORY. Sky Media also sells on behalf of a range of renowned broadcasters including Paramount (Channel 5, MTV, Comedy Central), Warner Bros. Discovery (Discovery, Quest, TNT Sports), GREAT!, A+E Networks and AMC Networks.

As Europe's leading direct-to-consumer media and entertainment company and owned by Comcast NBCUniversal, Sky Media has a truly global footprint. So whether local, national or international, new to TV, a startup looking to scale quickly or an established brand; Sky Media's award-winning solutions deliver for brands.

Website: [www.SkyMedia.co.uk](http://www.SkyMedia.co.uk)

LinkedIn: <https://www.linkedin.com/company/sky-media-uk/>

Website: [www.Adsmartfromsky.co.uk](http://www.Adsmartfromsky.co.uk)

LinkedIn: <https://www.linkedin.com/company/adsmart-from-sky/>

### **About the7stars**

Founded in 2005, the7stars is the UK's largest independent media agency. The award-winning agency is recognised for its unique approach and manages over £450m of billings for clients including Gousto, TSB, Associated British Foods, H&M, Nintendo, Entain, AG Barr, Royal Mail and People's Postcode Lottery. Reflecting its innovative company culture, the7stars has been named as one of the top companies to work for by Best Companies for ten consecutive years and is Campaign's Independent Media Agency of the Year.

[www.the7stars.co.uk](http://www.the7stars.co.uk)

### **About Channel 5**

Channel 5 is a multi-award-winning service broadcaster and the UK's third largest commercial TV station. Launched in March 1997, Channel 5 has been part of Paramount Global (formerly ViacomCBS) since its acquisition in September 2014.

Channel 5, its digital brands 5STAR, 5USA, 5SELECT, 5ACTION and on-demand platform My5 offer a diverse range of critically acclaimed, original programmes featuring well-known faces and fresh new talent – from issue-led documentaries, popular factual series and accessible history shows to premium drama and agenda-setting news & current affairs. Channel 5 is the only PSB to air children's content daily through its much-loved programming strand Milkshake! – home to some of the world's favourite pre-school characters.

The free to air broadcaster's agenda-driving commissions and distinctive British programming lead on societal issues from inequality to homelessness and mental health, aiming to tell the story of modern Britain by reflecting the lives of people across the UK.

Channel 5's portfolio significantly increased its share of the UK viewing audience in 2023 (+5%) - the only UK public service broadcaster to do so, marking five consecutive years of growth. Recent industry acclaim for Channel 5 includes winning 2022's Best Factual Show at the viewer voted TV Choice Awards for Springtime on the Farm and 2023's inaugural True Crime Awards for Who Killed Billie Jo? White Nanny Black Child became the first ever documentary to win the Jury Prize at

the 2023 Africa International Film Awards whilst All Creatures Great and Small took home the Stress Buster Award at the Radio Times' Screen Test Awards.