

Boots launches 2012 Christmas ad



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November 12, 2012, 8:18 am -- /[EPR NETWORK](#)/ -- Boots has revealed its new TV advertising campaign, which sees the company stepping away from its traditional advertising style to create a piece dedicated to a diverse customer base.

The [Christmas 2012 TV advertising campaign](#) features actors recruited from all over the UK to show the rich and diverse range of people that shop at Boots. The new strap line, "[Let's give gifts that keep on giving](#)" emphasises the company's efforts in creating lifelong customers rather than one off purchasers. Boots has started to align all of its services in this way, looking to become an information hub for customers, supported with easy to access customer service.

To this end, Boots are supporting the ad with the roll out of a bespoke Christmas app that allows users to tag their presents with a video message, allowing customers to send their loved ones a thoughtful gift and greeting. Additionally, Boots is also offering other benefits to its customers, including offering triple Advantage Card points during certain weeks in the [run up to Christmas](#).

Boots has also revamped the Pharmacy side of the business which now features information about potential problems and how to fix them rather than information about specific products. This move sees Boots become one of the first large high street stores to become more conscious of their customers' daily needs, trying to accurately assess how they can fit into their customers' lives without being intrusive.

As is communicated in the new Christmas TV ad, Boots is now advancing into providing a more personalised customer experience, looking to make interactions with the company unforgettable.

The TV ad was created by the agency Mother and will be an original 60 second ad followed by separate 30 second story lines.

About Boots

Boots is a leading UK retailer of healthcare products, with information and health advice on a wide spectrum of health topics, along with thousands of products.

Boots The Chemists' Pharmacy Superintendent is responsible for healthcare advice provided in relation to Pharmacy medicines and other healthcare advice located within the Boots Pharmacy pages of Boots.com. Boots.com is the trading name of Boots.com Direct Limited (VAT No. 116 3001 29), a subsidiary of Boots Group PLC. All other information and advice on Boots.com is the responsibility of Boots.com Direct Limited.

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