

Boots launches Christmas TV advert featuring the Sugababes



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Press Release Summary: Boots has launched its Christmas TV advert featuring the Sugababes hit single Girls

Press Release Body: **Boots' Christmas TV advert from 2007 won an industry Gold Award in The Campaign Magazine Big Awards.** The company has now launched this year's seasonal advert, and it features the **Sugababes' hit single 'Girls'**.

In 2007 the **Boots** TV advert gave real insight into the lengthy preparations women make when getting ready for that all-important Christmas party. The music that accompanied it was **'Here Come the Girls' by Ernie K Doe**, originally a hit in the 1970s.

This year, **Boots'** new Christmas advert celebrates the art of choosing great gifts for your colleagues this season. The advert shows **Boots** knows that women want to get it right, finding the perfect present at a price they can afford.



Boots has teamed up with the **Sugababes**, the UK's biggest girl band, for this year's campaign. The advert features the trio's recent single **'Girls'**, which includes a

sample of **'Here Come the Girls' by Ernie K Doe**. The **Sugababes** feel-good single has been selling fast in selected Boots stores across the nation, and **Boots** has matched the 10p donation to the **White Ribbon Alliance** for every copy it has rung through its tills.

The theme of the song reflects the feminine traits highlighted in the advert. Set in an office, viewers will see women making lists, lovingly wrapping presents, and even offering themselves up as gifts in a bid to ensure they give the perfect 'Secret Santa' present.

Throughout the commercial viewers are given hints of items that would make ideal Christmas gifts for friends, family and colleagues this year. From beauty products for a bushy-browed boss who receives the '[No7 Eye and Brow Kit](#)' to a colleague who has a soft spot for cuddly toys who receives the '[In the Night Garden](#) Soft Friends Gift Pack', the message is there is something for everyone. With a huge range of [Christmas gifts for 2008](#) under £5 and many presents part of a three for two mix 'n' match offer at Boots this season, 'Secret Santa' has never been so easy.

The office scene was shot over a period of five days in a disused office block. There were 400 women on the site and only 50 men, but everyone had a go at wrapping their own 'Secret Santa' present. In keeping with the theme of their advert, this year more than 2800 staff at **Boots** UK's Nottingham and Feltham support offices will be attempting to break the world record for the largest number of people involved in a 'Secret Santa' on one day.

About

Boots UK is the UK pharmacy-led health and beauty retailing business of Alliance Boots.

Boots

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