

Homesense

WIP campaign overview

Wieden
Kennedy +



CREATIVE IDEA

**...Homesense has
more of it.**

Lovely bits of simple writing that start close up on
single products before zooming out to reveal
beautiful, stylised rooms full of amazing HS products
...and a bit of magic.

PULL OUT REFERENCES:



STEROIDS!

We start tight on swanky ceramic mixing bowl being mixed by a spoon magically in a stylish kitchen.

VO: **Homesense, it's the TK Maxx home section...**

We slowly start to zoom out and witness an amazing kitchen, with every surface covered in colourful bowls, plates and designer kitchenware cover the floors, counters and shelves.

VO: **But on steroids.**

We now see our lead is smiling, next to him two bowls mix themselves as if by magic.

Title: **There's no place like Homesense.
(Except TK Maxx.)**

Homesense Logo + Quality Homeware. Savvy Prices.



WHIFF

We open close on a lit, floating scented candle, in a stylised setting, hints of red around it. A nose comes into shot to sniff as the VO kicks in.

VO: **If you love the candle section in TK Maxx...**

We rapidly zoom out to reveal a beautifully art directed room full of candles of all shapes and sizes. We see a man reclining on his sofa. He looks around in awe at the candles. Suddenly they all light magically.

VO: **Get a whiff of Homesense.**

Our person starts breathing them in with a deep breath.

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A LOT MORE!

We start tight on a stack of small velvet red cushions...

VO: (whispering) **If it looks like TK Maxx.**

We pull out to reveal a man's head sleeping gently on a the stack of pillows

VO: (still whispering) **Feels like TK Maxx.**

We keep zooming out and reveal the room is full of cushions. There's a rug on the floor, several throws neatly placed over the sofa and beautiful vases on the coffee table.

VO: (still whispering) **But sells more homeware than TK Maxx.**

It's Homesense.

We see a throw (/blanket) unroll itself to keep him toasty.

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CHESTNUTS

We start tight on floating, novelty shiny christmas bauble....

VO: **If you're into TK Maxx Christmas decorations...**

We pull out to reveal a woman sitting proudly in her Christmassy living room, the fancy glasses are out, the fire is roaring and there are toy nutcrackers around her. Think Christmas meets style.

VO: **You'll go chestnuts for Homesense.**

All the nutcrackers crack their nuts in sync.

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