



For immediate release

26th March 2019

Homebase appoints Havas Media to oversee its planning and buying business

Appointment follows five-way competitive pitch

Home improvement and garden retailer Homebase has appointed Havas Media to oversee its media planning and buying business.

The appointment follows a five-way competitive pitch.

Havas Media will now partner with Homebase to develop a new approach to media planning and buying, combining brand and performance across on and offline channels to deliver against key business objectives, including increasing market share and brand health. Homebase celebrates its 40th anniversary this year.

Havas will be starting work from the 1st April and have built a team of integrated specialists with a data driven performance mindset that will partner with Homebase to ensure they continue on their growth trajectory.

The Homebase planning and buying account was previously held by Initiative.

Grainne Arnold, Retail Marketing Manager, Homebase said: "We were really impressed by Havas Group Media's data-led planning capability. This, plus the fact that they're great people, makes them our ideal partners as we turnaround and grow our business."

Matt Adams, CEO, Havas Group Media UK & Ireland, added: "We're delighted to be partnering with Homebase on their growth plans. Working together, we will help them win on the high street, as well as advancing their ecommerce presence and strengthening their brand."

ENDS

Notes to Editors:

For more information, please contact the Homebase Press Office on 01908 352460 or email: media.relations@homebase.co.uk

About Havas Media

We are a strategic media and marketing agency designed to create Meaningful Brands by reimagining valuable experiences. Our smart thinking around enhancing customer experience means we deliver high performance, highly optimised user-first solutions to deliver more measurable, meaningful experiences between brands and people. Our clients include BBC, KIA Hyundai, AXA, LG, Emirates, O2, giffgaff and Beats by Dre.

About Homebase

Founded in 1979, Homebase is one of the UK's leading home improvement and garden retailers. The company operates stores across the UK and the Republic of Ireland.

Its product range includes painting and decorating, plants, garden tools and accessories, and kitchens – all available in-store or online at www.homebase.co.uk