

## **Dobbies gears up for busiest season of the year with new Spring campaign**

Dobbies, the UK's leading garden centre retailer, has unveiled a new advertising campaign, "Spring's OUR thing", developed in partnership with creative agency, elvis.

Launching during National Gardening Week (29 April – 5 May), the campaign has been developed based on insight that people feel more optimistic in Spring than any other season. This is supported with research from Dobbies by Censuswide, which shows that 71%<sup>[1]</sup> of Brits say being close to nature helps them relax and 41% of respondents who use their garden for activities say being in the garden brightens their mood.

Positioning Dobbies as champions of garden living; being in and enjoying your garden space to work, play and grow, the campaign showcases new product ranges and aims to increase awareness, putting Dobbies front of mind, and encouraging customers to visit during the Spring season.

The campaign features a quirky, humorous 30-second film, which will run across multiple media platforms. Featuring a character in various gardens while interacting with different gardeners and products, the film showcases the breadth of garden living products available in stores.

**Kirsty Rockey, Head of Brand, Dobbies Garden Centres**, said: "We know that people feel more optimistic in Spring than at any other time of year and that many are looking forward to seeing their gardens bouncing back to life.

"Our campaign demonstrates how liberating and rejuvenating being in touch with nature can be, and motivates customers to make the most of it. As champions of garden living, we want to remind people that Dobbies is the place to go for all they need to make the most of their gardens this Springtime."

Watch the Spring's OUR thing ad here: [Dobbies - Spring's OUR Thing \(youtube.com\)](https://www.youtube.com/watch?v=...)

Dobbies is the UK's leading garden centre retailer, with 3,800 colleagues and 77 stores.

*\*The research was conducted by Censuswide with 2007 nat rep consumers in UK 16+ between 22 March-25 March 2024. Censuswide abide by and employ members of the Market Research Society, which is based on the ESOMAR principles and are members of The British Polling Council.*

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### **Notes to editor**

#### **About Dobbies**

Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh.

It is the UK's leading garden centre retailer, with 3,800 colleagues and 77 stores.

Dobbies shares its passion for gardens and plants through own brand and branded products, concession partners and services. Many stores also feature a restaurant or coffee shop, where customers can enjoy refreshments or meals in a relaxed and welcoming environment.

Dobbies champions garden living all-year-round and offers a calendar of events and experiences that bring people and communities together.

<sup>[1]</sup> 'Strongly agree' and 'Somewhat agree' responses combined