

## Dobbies launches new long-term creative direction

UK garden centre retailer, Dobbies, has unveiled a new strategic and creative platform, “*This Is Garden Living*”, to drive year-round footfall.

The new approach, developed in partnership with creative agency **elvis**, is Dobbies’ first long-term brand platform, designed to evolve and grow over the seasons and years. Signalling a shift from seasonal campaigns, the campaign will replace Dobbies’ previous spring-focussed approach with an all-year-round strategy that spans the gardening calendar.

The creative direction is brought to life for the spring / summer season across digital out-of-home, radio, digital, social, and in-store channels, and is live from Thursday 20 March – the first day of Spring.

“*This Is Garden Living*” defines what garden living looks like across different seasons, cultural moments, and product categories, leaning on Dobbies reputation for providing quality products, expert advice, inspiring in-store experiences, and accessible price points.

Created primarily to drive footfall, the campaign is built on insight from **elvis**, which found that while people feel relaxed in their outdoor spaces, relaxation means more than simply sitting back. Whether it’s growing plants and flowers, watching wildlife, harvesting homegrown produce, cooking, playing, or entertaining friends and family, ‘garden living’ is as diverse as the people who enjoy it.

**Kirsty Rockey, Head of Brand, Dobbies Garden Centres**, said: “When we came to develop our new strategic and creative platform, we saw a real opportunity to make the concept of ‘garden living’ our own.

“It’s more than just gardening, it’s about creating a space to relax, connect, and enjoy life. The team has done a brilliant job of bringing this to life with a platform that’s both inspiring and relevant. ‘*This Is Garden Living*’ perfectly captures what gives Dobbies relevance, and why people keep coming back to us.”

The campaign is supported by media planning and buying from EssenceMediacom, PPC by Clean Digital, and PR by Frame.

### About Dobbies

Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh. This year Dobbies celebrates 160 years of helping British gardeners to grow.

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.