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Habitat launches first TV advertising campaign

By Paul Farley Apr 16, 2015



[Habitat](#) has joined forces with creative communications agency Portas for its first TV advertising campaign, shot by acclaimed photographer and director Miles Aldridge. The campaign, which has the strapline We all look but only some of us see, reinforces Habitat's credentials as a leading design brand.

The integrated campaign taps into the idea that everyone loves to look into other people's homes, but whilst most people would be captivated by what is going on in the house, a Habitat voyeur will be captivated by the products within them.

The campaign launches with a TV ad called The kiss. Shot in Aldridge's signature style of cinematic hyperreal colour, the 20-second spot features a couple kissing in a stylish

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apartment. As they move out of shot, instead of following them, the camera holds its gaze on the Hendricks sofa – the true item of the voyeur’s desire. The sign off #HabitatVoyeur reinforces the campaign’s message and directs the viewer to social media content online.

A follow-up TV ad called Home Alone is due to launch 6th September. The 20-second spot features a man in his underwear dancing around his apartment. The doorbell rings and he moves out of sight, but as the camera holds its gaze it becomes clear that the voyeur’s attention was never on the man in the first place - and was always on the new rose gold Orrico coffee table by Habitat in his lounge.

The TV ad is part of an integrated campaign that includes cinema, digital and social activity. There will be teasers of the TV ad across Habitat’s Instagram and social channels the week of the ad going live, followed by 30-second ads in the cinema and digital versions of the TV ad online. Habitat is also launching #HabitatVoyeur, an online and social extension of the campaign which takes a voyeuristic view into the homes of culturally-influential people.

Jocelyn Dowden, head of marketing for Habitat, says: “Our customers are instinctively drawn to good design and have an insatiable curiosity about interiors. They enjoy taking inspiration from a wide range of influences, not least how other like-minded people live. Customers tell us that they love the Habitat brand for its statement designs and we know that they will identify with the show stopping scenes that will bring out the ‘Habitat voyeur’ in them.”

Anthony Cassidy, creative director, Portas, says: “We wanted to create something which focused on an honest human truth. We all look in people’s windows. Curiosity gets the better of us and everyone is fascinated with looking into how other people live. We wanted to bring that to life in a way which was full of colour and a little bit of tongue-in-cheek humour.”

Director Miles Aldridge adds: “Marilyn Manson once wrote about my work: ‘Miles Aldridge is a peeping tom that has been mistaken for a fashion photographer’. I got the bug from David Lynch who got it from Hitchcock who in turn got it from Edward Hopper. We all like to spy, it is deep in our natures to wonder what is going on behind closed doors.”

Habitat’s first TV ad will air from Sunday 19th April on Channel 4, Sky Adsmart & 4oD.