

## H.Samuel launches new Mr Sparkle Christmas TV ad campaign

Submitted by: pr-sending-enterprises

Tuesday, 9 December 2008

---

H.Samuel launch national, "H.Samuel - Helps You Say It Better", TV Christmas ad campaign. Featuring the magical jewellery expert, 'Mr Sparkle', the ad captures the magic, warmth and joy of Christmas and highlights the history and heritage of H.Samuel. The ads are being displayed for a limited time on the H.Samuel Christmas mini-site.

The campaign stars the popular 'Mr Sparkle' character, who first appeared in last year's Sparkle Finder campaign as the H.Samuel brand ambassador. This year's campaign introduces the new Christmas Collection and builds on H.Samuel's heritage as jewellers (<http://www.hsamuel.co.uk/>) with over 140 years experience.

The animated ads follow 'Mr Sparkle' diligently working through the night choosing from his lifetime collection of unique sparkles secreted in precious jars and carefully stored in his cavernous workshop. The care taken by 'Mr Sparkle' to choose the right sparkle, highlights the quality & craftsmanship that go into every piece of H.Samuel jewellery. The campaign endline is "H.Samuel Christmas Collection - Helps You Say It Better."

The campaign includes a 30 second brand advert and four 10 second product-focused spots featuring a men's Citizen Eco-Drive Chronograph watch (<http://www.hsamuel.co.uk/webstore/browse/N/65+4294967127/>) offer, Forever Diamond 18ct White Gold Fifth Carat Solitaire Ring, a DKNY Ladies Watch (<http://www.hsamuel.co.uk/webstore/browse/N/65+4294967114/>), Glamour Beads and a White Gold Quarter Carat Diamond Gift Set with free Jewellery Box (<http://www.hsamuel.co.uk/webstore/browse/N/193/>).

These magical ads are based on customer feedback. Jeff Jones H.Samuel Brand Controller explained: "We found consumers were both interested in and reassured by our history and experience - from a small shop in Liverpool in 1862, we have grown to 356 stores today because we understand the emotion behind real jewellery for real people, particularly at Christmas."

The campaign was produced by The Moving Picture Company, the experts behind many animation sequences within the Harry Potter films and directed by Jake Mengers, whose advertising credits include: 'Good Stuff' for Fox's Biscuits, Dom & Nic's 'Cityside' for Dairy Crest and Walter Stern's 'Speech Bubbles' for Vodafone. Jake has also worked on numerous feature films including: 'The World Is Not Enough', 'Enemy at the Gates', 'Nutty Professor II' and 'Thunderbirds'.

Mr Sparkle will also feature in Point of Sale brochures and internal communications in stores throughout the country and on the H.Samuel website.

### About H.Samuel

H.Samuel is the nation's favourite High Street Jeweller with over 140 years of experience, 356 outlets and a retail website at [www.hsamuel.co.uk](http://www.hsamuel.co.uk). Featuring a stunning range of jewellery, H. Samuel also has an incredible range of branded watches, collectibles and gifts for all occasions, offering something for every taste and style. H. Samuel is part of Signet Jewelers, the world's largest speciality retail jeweller.

H.Samuel PR contact:  
Tim Lundberg  
Online PR contact  
Signet Trading Ltd  
Imperial Place  
3 Maxwell Road  
Borehamwood  
WD6 1JN  
0208 207 8312  
[www.hsamuel.co.uk](http://www.hsamuel.co.uk)