

# — Furniture And Choice launches new TV campaign in time for Black Friday

Online retailer Furniture And Choice teams up with McCann Manchester for its first TV ad campaign.



Furniture And Choice - Keep on Living Campaign - [Download images](#)

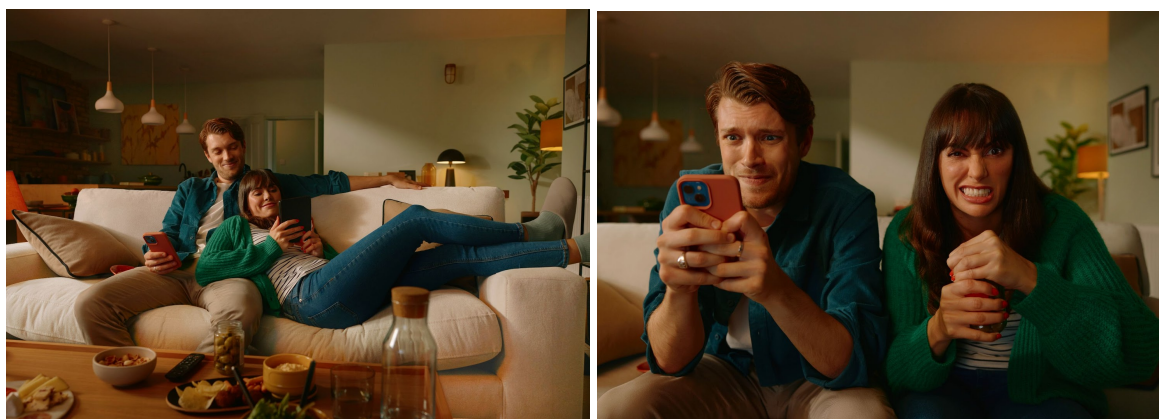
Furniture And Choice release their debut TV ad campaign 'Keep on Living', in partnership with award winning creative agency McCann Manchester.

Launched just in time for Black Friday, the new campaign tackles the fears of online furniture shopping vs free 3-5 days delivery and free returns offered by online retailer Furniture And Choice.

The campaign is directed by Richard Hunter and produced by Dark Energy Productions on location in London. It breaks on 31 October, across TVC, VOD, Sky Performance Solutions, SKY Adsmart, social and digital.

Paul Tinsley, Chief Marketing Officer of Furniture And Choice said: “Keep on Living is because home is where life happens. Shopping for furniture online should be without fear, you can purchase one of our looks with ease and confidence and nothing should get in the way of that. With Richard Hunter’s award winning direction, our ad aims to tackle this feeling in a light-hearted and comedic way.”

[Watch the TV ad here.](#)



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Dan Noller, Executive Creative Director at McCann Manchester: “Buying something you relax on shouldn’t be a stress — that’s something we’ve kept front of mind throughout the process we’ve been through with Furniture And Choice. So, we’re super excited to get ‘Keep on Living’ out there and put the brand on the map with a spot designed to reflect their incredible ease of service and great value products.”

Tom Obbard, Managing Director of Furniture And Choice said: “As an online furniture company, we’re very excited to launch this tv advert as it marks a new phase in our growth as a brand. We wanted this campaign to show how stress-free it is to order furniture on our site. Coming up to Black Friday, buying furniture can come with too many fears and unknowns. We want to take all of those away from you with fast, free delivery and easy, free returns and great customer service.”

**ENDS**

For more information or to contact our PR team, please visit our [Press Centre](#).

### **About Furniture And Choice:**

We're a furniture company that helps you achieve stylish room ideas at feel-good prices. And we back it up with free delivery and free returns. And 0% finance and UK customer service. And thousands of independent 5-star reviews.

We're Furniture And Choice and since 2005 we've made it easy to transform your home.

To find out more, visit <https://www.furniturechoice.co.uk/about-us/>