



## Not On The High Street Launches New 'Celebrate Christmas' Campaign

**1<sup>st</sup> November 2022, London, UK:** Today, online marketplace and small business champion Not On The High Street, is officially launching its Christmas marketing campaign, featuring a new advert, among a broad range of marketing initiatives going live across its owned-channels.

**Christmas Advert:** <https://youtu.be/i2z4ZpkO1Sk>

'Celebrate Christmas', created by New Commercial Arts, brings to life more moments to gift at Christmas, whether buying for a best friend, boyfriend or that poor friend who has their birthday on Christmas Day. It celebrates the small gifts that go a long way, showcasing the phenomenal range of products now available on Not On The High Street. The campaign launches on BVOD, YouTube, and social channels today, bringing the colourful new brand look and feel to life, in true festive glory.

The campaign follows Not On The High Street's recent re-brand campaign, 'Celebrate Life', which is centred around gifting *all* of life's moments, from birthdays to bad days, from milestone moments to last minute dinner parties. With 10,000 brand new products launching in the last three months, and thousands of great value gifts under £30 available, Not On The High Street boasts fresh and unconventional gifting ideas to bring joy to all occasions – the good, the bad and the ugly.

Lorna Brown, Brand and Creative Director at Not On The High Street said: "We are delighted to launch our 'Celebrate Christmas' campaign, a follow-on from Not On The High Street's recent re-brand campaign which celebrates the different people in our lives and the moments that matter. We know value for money is going to be more important than ever this festive season and we want to help our customers by offering a wide range of inspiring, unique gifts to suit every budget, all made by the UK's best small businesses".

Nici Hofer, Founder and Artistic Director at New Commercial Arts said: "In a follow up to our brand campaign 'Celebrate Life', we ramped up the Christmas feels to showcase even more fabulous gift ideas and the joy they can bring. We are thrilled to have worked with Not On The High Street to bring this fun and festive campaign to life".

A number of exciting initiatives will also roll out across wider channels, including online, PR and social media, as part of this year's Christmas campaign.

For more information go to <https://www.notonthehighstreet.com/>

- Ends -

## Notes to Editors

For more information contact: [press@notonthehighstreet.com](mailto:press@notonthehighstreet.com)

## About Not On The High Street

Founded in Richmond, London in 2006, Not On The High Street helps people celebrate life's big and small moments with a huge range of gifts. It's a curated marketplace that connects the best small creative businesses with the world. Bringing together over 4 million customers with over 5,500 small creative businesses selling more than 300,000 products, Not On The High Street offers an extensive selection of joyful designs, affordable gifts and inspiring edits. Selling through Not On The High Street offers small businesses access to an engaged customer base, expert business support and a ready-made tech and data infrastructure.