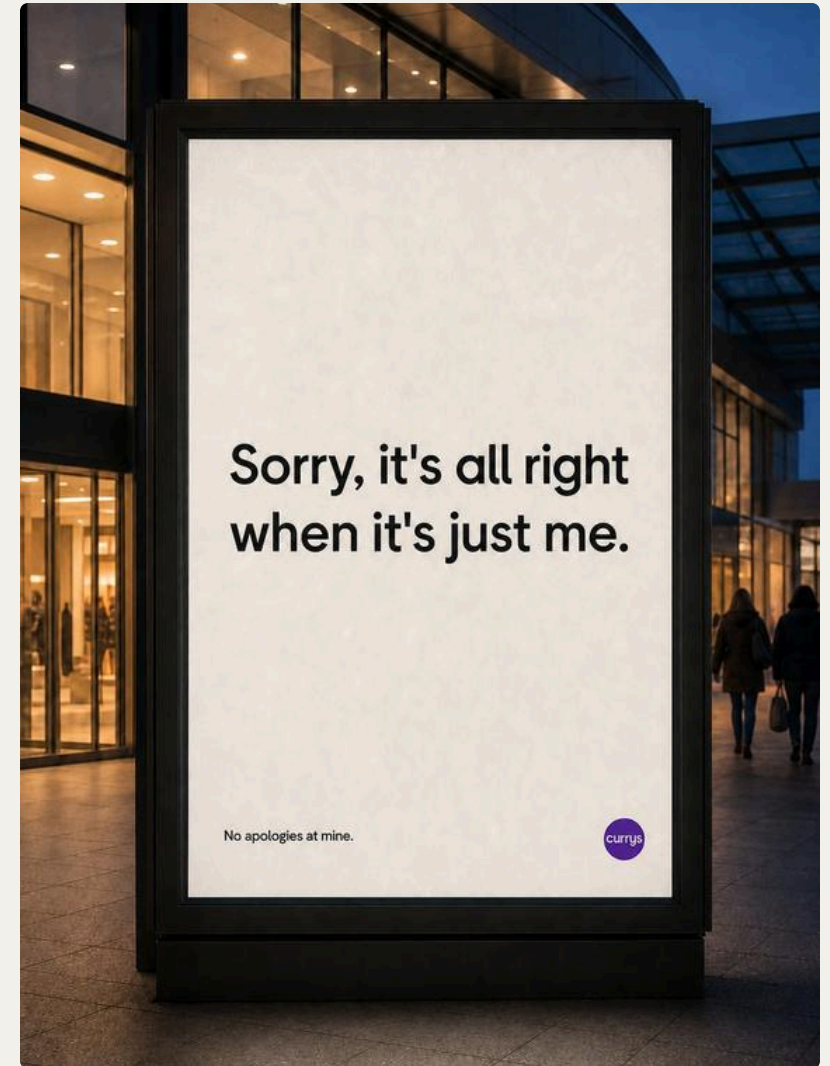


No apologies at mine.

The World Cup isn't watched, it's hosted. Every host has an apology ready. Currys makes the TV and soundbar the one decision you make before anyone else decides whose house it is.

Client **Currys** Hero system **TV + soundbar** Runway **8 weeks pre kick-off**



Shift the World Cup purchase from a functional upgrade to a social one.

OPPORTUNITY A high-intent retail moment where millions reconsider their home viewing setup, and a category that defaults to late-stage price competition.	HUMAN INSIGHT The World Cup isn't just watched, it's hosted. Homes become social venues. People don't want a better TV; they want to be the place others choose to watch.
TENSION Functional need: upgrade viewing quality. Emotional driver: elevate status as a host. Most retailers solve the former.	THE LEAP Reframe Currys as the enabler of matchday hosting. Position TV + soundbar not as a saving but as the complete system required to host at a higher level.

MEASURES · bundle attachment average order value pre-tournament uplift in-store traffic

The apology is the tell. The election is the proof. The empty houses are the image.



The apology

“Sorry, I’ll shut the curtains. Again.” “Sorry, the good seat’s doing quite a lot of work.” The host already knows a room that works for one person may not work when everyone arrives.



The election

Eight weeks before kick-off, “Who’s got this one?” lands in the group chat. Maya begins to volunteer. A guest gets there first: “Maya’s.” Next fixture, the only question is “Same place?”



The empty houses

At 20:00 a terrace, a flat, a semi, a bungalow, a student house and a farmhouse kitchen all sit conspicuously empty. Their occupants have chosen one door.

The question, the election, the repeat. Then our sign-off.

Everything the group types is ordinary group-chat speech. The campaign never asks the group to judge the host or explain why another home lost. The brand line signs off the behaviour; it never speaks for Maya.

BRAND SIGN-OFF

No apologies at mine.

SAM

Who's got this one?

JAMIE

Ollie's?

MAYA

typing...

SAM

Maya's.

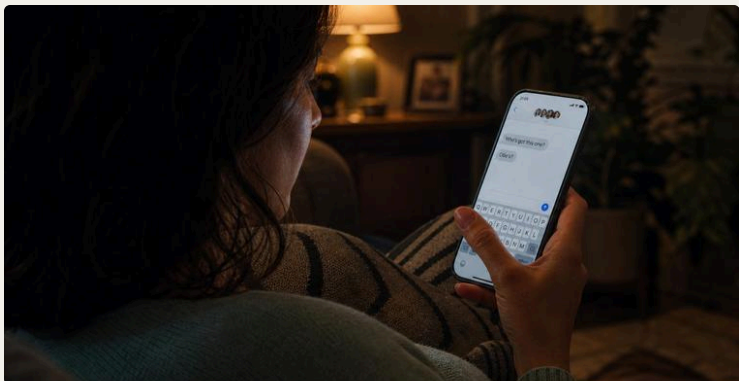
JAMIE · NEXT FIXTURE

Same place?

FILM

Hero film • 60" • "The Empty Houses"

Two apologies, one delivery, one election, then 22 seconds of empty rooms with doorbells accumulating. No football footage. The store is never on screen.



0:00-0:04

"Who's got this one?" "Ollie's?" Maya's thumb waits.



0:04-0:08

"Sorry, the good seat's doing quite a lot of work."



0:08-0:13

Held. "Sorry, it's all right when it's just me."



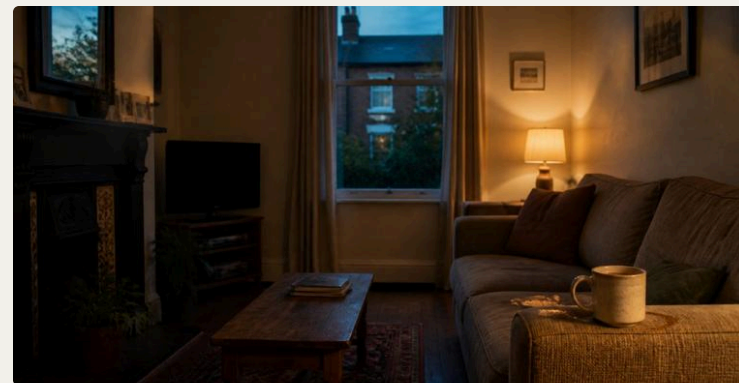
0:13-0:17

TV and soundbar enter through one door as one delivery.



0:17-0:21

Maya starts typing. A guest gets there first: "Maya's."



0:21-0:25

20:00. Empty terrace. A fresh mug. One distant doorbell.

Hero film • continued

Six homes at the same hour. A new doorbell or greeting arrives with every cut until the last bell is Maya's.



0:25-0:29

20:00. Empty flat. The cat has the armchair.



0:29-0:32

20:00. Empty semi. Two empty places on the shoe rack.



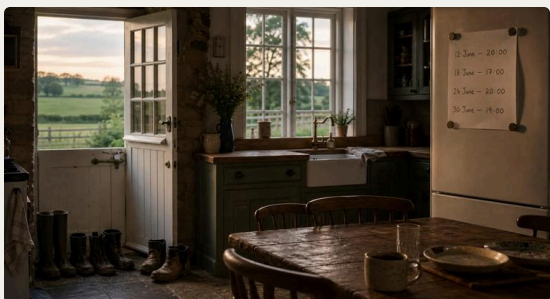
0:32-0:36

20:00. Empty bungalow. Reading glasses open.



0:36-0:39

20:00. Empty student house. "Door was open."



0:39-0:43

20:00. Farmhouse kitchen. A handwritten fixture list.



0:43-0:53

The last bell is Maya's. "Everyone sorted?" "Yeah. Sit down, you."



0:53-1:00

"Same place?" answered by the next doorbell. Currys.

Six homes. One chosen door.

The apology bank

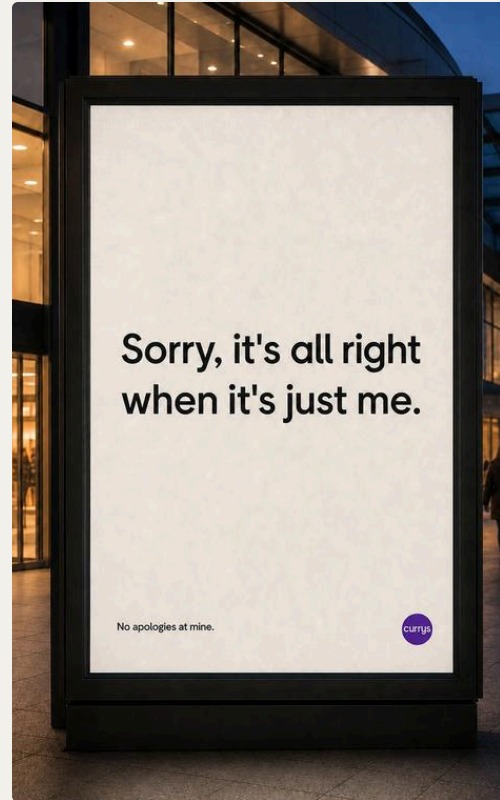
One apology per site. Three are struck with the RETIRED AT CURRYS stamp. The fourth is left alone: it is the reason the campaign exists.



Digital 6-sheet, retail park approach.



Portrait panel, commuter station.



Large format, shopping-centre entrance.
Untouched.



Roadside 48-sheet, store catchments.

The empty houses

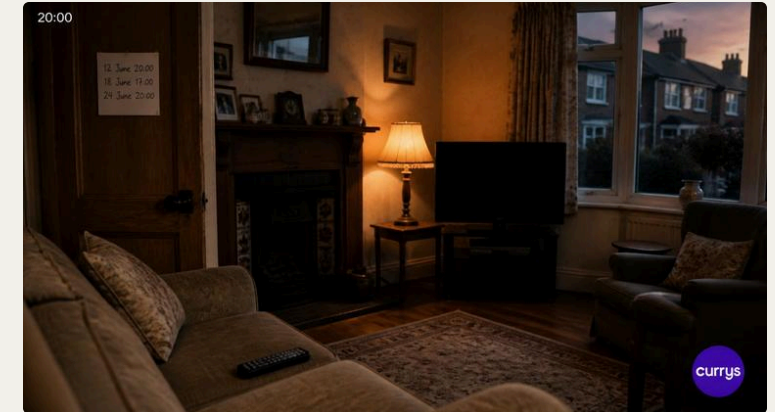
Consecutive panels or a single screen. Each room holds, marked only 20:00, until the guest-authored resolve.



20:00. Terrace.



20:00. Flat.



20:00. Semi.



Resolve: full house.

Maya's.

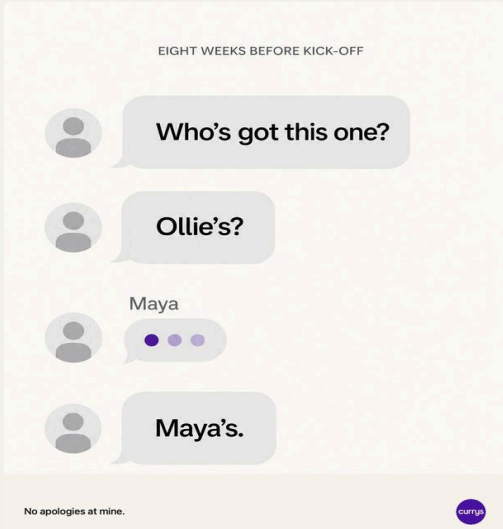
No apologies at mine.

Resolve: plain field.

Three rooms shown here; the film holds six. One chosen door.

The election starts eight weeks early

The question, the empty houses, the apology bank. Two shown on device. Every tile at its own ratio.



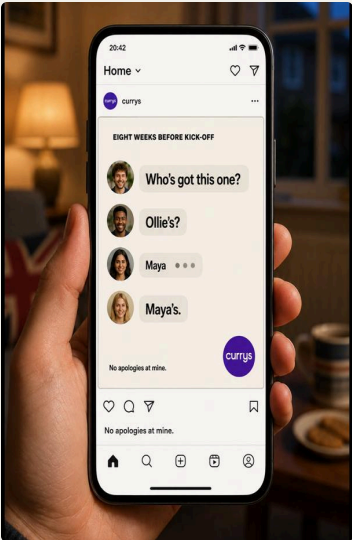
The election, 4:5. Maya is typing; a guest answers first.



The Empty Houses, 9:16. Four rooms, one door.



Apology carousel, 1:1, card 1 of 4.



On device: the election post in feed.



On device: the Empty Houses, full-screen vertical.

Bring your guest list. Try TV and soundbar together.



Live bay: one TV and soundbar, three named floor positions.



Joined-Up Wall: the fallback where a staffed bay is not available.

- 1** A colleague welcomes you to a live bay and demonstrates one paired system.
- 2** You experience it from three plainly named places: the sofa end, the side chair, the one by the door. Picture and dialogue in one continuous demonstration.
- 3** No scoring, no marks, no stamp, no card. Nothing certifies your room. The demonstration opens a normal conversation about eligible pairs.
- 4** Any invitation belongs in your own group chat.

BUNDLE

Room for Everyone

TV + soundbar, chosen together for picture and dialogue. Equal weight in film, retail, social and product. Never a saving, never a television with an optional extra.

Say-it-out-loud test: “We’re looking at Room for Everyone.”

ROLL-OUT

Three phases, one objective per phase

8 weeks pre

60" hero and the election post. Apology posters and Empty Houses OOH/DOOH. Room for Everyone displays and the store demonstration open.

BRING THE DECISION
FORWARD

Tournament

30" cutdown, Empty Houses social, apology carousel. OOH near stores. Social moves to Bring your guest list and Room for Everyone.

STORE VISITS · COMPLETE
SYSTEMS

Knockouts

Shortest apologies, “Maya’s.”, “Same place?”, the 30". Store walk-through and Joined-Up Wall prominent.

PEAK INTENT WITHOUT
PRICE



Every execution mapped to the brief's four measures

P is a primary contribution, S supporting. Reporting distinguishes exposed stores and media regions against previous-cycle baselines.

EXECUTION	BUNDLE ATTACHMENT	AVERAGE ORDER VALUE	PRE-TOURNAMENT UPLIFT	IN-STORE TRAFFIC
60" hero / 30" cutdown	S	S	P	S
Apology OOH	S	S	S	P
Empty Houses OOH/DOOH	.	.	P	S
Election and Empty Houses social	.	.	P	S
Apology carousel	P	S	S	S
Bring your guest list social	S	S	S	P
In-store demonstration	P	P	S	P
Joined-Up Wall	P	P	S	S
Room for Everyone	P	P	S	S