

TOUS teams up with Emma Roberts to find “the almost perfect gift”



Emma Roberts and the iconic TOUS round box star in the campaign with a musical theme

Leading up to the festive season, Spanish jewelry brand TOUS has launched a new campaign to tell the story of the “almost perfect gift”.

The campaign marks TOUS’ first musical in which actress Emma Roberts shares a story that celebrates the joy of giving, while making fun of the brand’s round box and how hard it is to wrap.

With a touch of comic whimsy, the campaign celebrates the excitement of finding and giving that “almost perfect gift”. Featuring a specially created song and dance choreography, the holiday initiative aims to convince the audience that they don’t need to worry about wrapping because what really matters is what’s inside. Hence the tagline: *Hard to wrap, easy to love*.

Holiday goes around the world will get the opportunity to sing and dance along. To generate awareness and expand reach, the campaign will be broadcast on television in Spain, Mexico, Portugal and Russia and shown in cinemas in Poland, Ukraine and the Czech Republic. It will continue to promote interest via digital media, external media and global press.

Additionally, social influencers from across the globe will endorse the challenge of wrapping “the almost perfect gift”, through the #tousunboxing challenge, which will be live on Instagram during the month of December. To establish momentum, Emma Roberts will initiate the challenge through her personal account.