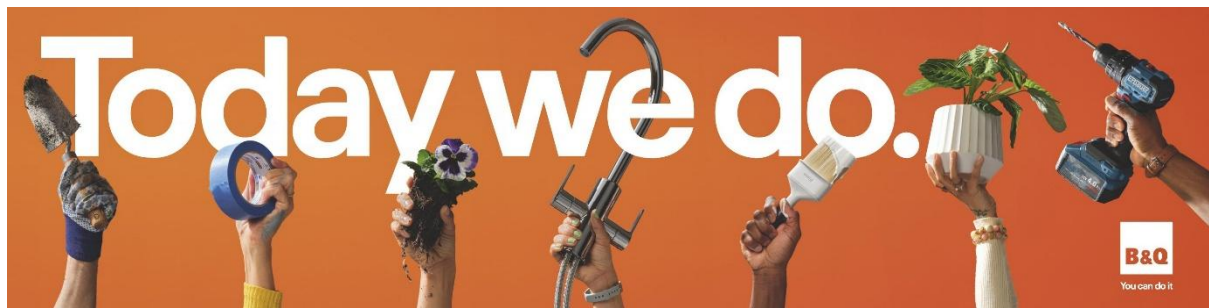


B&Q and Leo UK rally the nation from DIY dreaming to doing in 'Today We Do!'



27th February 2026, London, UK: B&Q have today unveiled 'Today We Do!', a new integrated campaign and brand platform from Leo UK that encourages the nation to move from dreaming about home improvement to start doing.

From panelling to paint refreshes or bigger home improvement projects, the campaign taps into the surge of DIY inspiration flooding social feeds and is built on the insight that while Britain is great at saving or 'pinning' ideas, it's more hesitant at starting them. 'Today We Do!' reframes DIY from something that is daunting, a chore, or high stakes into something much more achievable, and possibly fun along the way. The campaign positions B&Q as the catalyst that turns intention into action.

At the heart of the campaign is a 40-second hero film, launching during the BRIT Awards and a 60-second film on YouTube on Saturday 28th February. Set on a crisp weekend morning, the film opens on a crowd of people on the brink of action. An everyday home improver takes on the role of unlikely leader, riding a lawnmower as he delivers an emphatic rallying speech that urges the nation to begin their DIY plans. As tools are raised and momentum builds, the film lands with the motivating call to action, "Today, we do." The film will be supported by 30, 20, 15 and 6s cutdowns.

Watch 60-second YouTube film

<https://youtu.be/p6-6PwKJPa0>

The rallying cry continues cross OOH and social with executions designed around prompting action. The creative features hands gripping home improvement tools against B&Q's signature orange background, paired with motivational slogans such as "Today we do" and "Crack on", encouraging the nation to move from planning to action.



The campaign positions B&Q as the multi-specialist retailer with the range, value and expertise to help anyone turn their home improvement ambitions into reality, whether they are renters or homeowners, first-timers or experienced DIYers.

The work marks the latest evolution of B&Q's iconic 'You Can Do It' platform, with further chapters rolling out across multiple home improvement moments throughout the year, with a campaign focusing on Garden DIY in the works for Spring.

All Media planning and buying was handled by Dentsu.

Mark Elwood, chief creative officer, Leo UK, said: "When home improvement inspiration is everywhere, what people really need is the confidence to get started. 'Today We Do' delivers that in bucketloads, refreshing B&Q's iconic platform into a rallying cry that inspires the nation to get stuck in."

Katherine Paterson, Marketing Director, B&Q added: "Our latest campaign pays homage to the B&Q customers of which there are over 20 million, and our invaluable colleagues across our 300 stores. It speaks to the passion we share with our communities in creating homes people love and enjoy."

Our famous 'You Can Do It' mindset has always empowered people to take action - 'Today We Do' takes this a step further by motivating everyone to start. Whether a total beginner or an expert home diy-er, we want to empower those who do to do more, and those who dream but don't to start! Our customers bring the ambition and vision, and we make it easier by bringing inspiration, the tools and products, and the knowledge and expertise to get it done."

ENDS

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About Leo Burnett

Leo Burnett UK is a creative agency that specialises in bringing the power of populist creativity to its clients. The agency brings people together from advertising, digital, social and brand activation backgrounds, united by a passion for problem solving and building brands that people love. Clients include McDonald's, Premier Inn, TUI, Kellogg's and Vision Express. Leo Burnett is part of Publicis Groupe UK. www.leoburnett.co.uk • Twitter @LeoBurnettUK • Instagram @LeoBurnettUK

About B&Q

B&Q is the UK's leading home improvement and garden living retailer with 318 stores throughout the UK and Ireland, offering great prices, with over 2 million products available to order at diy.com for home delivery or click and collect.

For trade professionals, B&Q TradePoint offers exclusive membership to those in trades such as electricians, plasterers, fitters, plumbers, roofers, decorators, joiners, tilers, builders, landscapers and facilities and maintenance professionals. TradePoint members have exclusive access to dedicated TradePoint counters at around 200 B&Q stores as well as to Tradepoint.co.uk.

B&Q launched the UK's first home improvement marketplace in March 2022, adding additional choice for consumers. The Marketplace offers a unique, integrated experience with in-store returns for many products and, as of July 2025, Click + Collect options too. B&Q's Marketplace at diy.com offers over 2 million products from over 2,000 third-party sellers alongside products for sale from B&Q.

Their team of more than 20,000 colleagues of all ages are respected nationwide for providing great home improvement help to customers. They're the beating heart of B&Q and their iconic orange aprons are worn with pride.

Every year, more than 20 million people improve their homes and make life better with B&Q, and every year the company achieves ever-higher standards for sustainable operations and sourcing, and supports our local communities, including funding B&Q Foundation grants and Shelter's DIY Skills Advisors. For more information on our community initiatives visit <https://www.diy.com/corporate/community>

B&Q is part of Kingfisher plc, the international home improvement company, operating over 1,900 stores in 8 countries across Europe.

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