



## Campaign Objectives

Gore-Tex approached Concourse Initiatives looking to promote their range of outdoor clothing and footwear to extreme sports enthusiasts and holidaymakers by conducting activity at a major UK venue.

They wanted to show consumers the quality and durability of their products first hand, using a purpose built, interactive simulator, designed to recreate severe weather conditions.

## Activity

Concourse Initiatives suggested running an exhibition at London's Heathrow Airport in order to target holidaymakers and extreme sports fans jetting off on snow sports holidays during the winter months.

Gore-Tex created a unique exhibition space, featuring an interactive weather simulator, designed to test their range of footwear products against the elements. Willing participants wore Gore-Tex boots whilst their feet were subjected to freezing temperatures in order to highlight the product's heat retention qualities.

A promotional team was also on hand to offer assistance, talking through the individual features and benefits of Gore-Tex's full range of outdoor clothing with members of the public.

## Results

The Gore-Tex campaign ran for a week within Heathrow Terminal 1 and due to its central location, was seen by over 35,000 people. A number of people also took part in the weather simulation experiment, which produced very positive feedback overall.

