

# Boots and Eye Airports “help leave sniffles and sneezes at home”

## THE DETAILS

Following a successful Boots Soltan campaign during the summer, the brand and retailer wanted to reach customers at the height of flu season and promote their Cold & Flu Defence product to fend off illness. Boots saw an opportunity to reach passengers flying to and from countries with varying climates, so there was a strong fit for a new campaign. Eye Airports offered a platform to deliver this.

## RESULTS

Eye Airports were able to push the campaign across key digital sites throughout London Gatwick Airport, with selected screens in close proximity to Boots' Gatwick store. The campaign targeted two passenger types: in departures (prevention for cold and flu) and in arrivals (when returning passengers were susceptible to the winter weather). The copy “Help leave sniffles and sneezes at home” reinforced the message and the clean, simple design really caught the eye, proving to be effective and relevant for passengers.

## TESTIMONIAL

Meg Ledger, Client Executive at Talon Outdoor, said: “Having worked together with Eye Airports before, we knew this would be a great fit for the airport environment. We were pleased to target both arriving and departing passengers, while running the ad close to the Boots store made it very impactful.”

**KEY FACTS**  
Client: Boots  
Date: December 2014  
Campaign: Cold & Flu Defence  
Location: Gatwick Airport  
Target Market: Returning & Departing Holidaymakers

help leave sniffles  
and sneezes at home

clinically proven to defend  
against cold and flu



let's feel good



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