

# Thomson unveils large-scale brand takeover with Eye at Gatwick Airport.

Is this the UK's longest Outdoor advert?

## THE DETAILS:

Thomson collaborated with Eye and Gatwick Airport to become the first ever brand to take over the entire back wall of the North Terminal check-in area, and created – potentially - the UK's longest Outdoor advert. The campaign will be in place for a year and has been designed to promote their new 787 Dreamliner and long haul destinations. Covering over 500m<sup>2</sup>, it includes a full wrap of the wall and content – specially created in CGI - across digital and static screens.

With Gatwick's North Terminal delivering 17.5 million passengers annually and flyers opting for long haul destinations, Eye delivered the ideal solution for Thomson to highlight their four new long haul routes to holiday makers throughout the year.

## TESTIMONIAL:

Jeremy Ellis, Marketing & Digital Director at TUI UK & Ireland added “We are proud to be the first UK airline to fly the 787 Dreamliner, offering new travel experiences including being the only airline to fly from Gatwick non-stop to Thailand. This takeover is a first in the North Terminal and gives us the opportunity to highlight the customer benefits of the aircraft right at the point of departure as well as inspiring people who are thinking about where to go next on holiday.”

## KEY FACTS

**Client:** Thomson  
**Date:** Sept 2013 – Sept 2014  
**Campaign:** Thomson Takeover  
**Location:** Gatwick Airport  
**Target Market:** Holidaymakers



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