

# Clarks Village

## THE AIM:

To raise awareness of Clarks Village Designer Shopping Outlet by welcoming passengers arriving into Bristol airport at the end of their summer holidays with a fully branded arrivals hall.

## THE DETAILS:

The 22 metre long branded baggage carousel and surrounding areas, including digital branding, have been carefully designed to provide travellers with a taste of “Village Life” as well as highlighting the fantastic selection of brands and the fact that the shopping village is just 25 miles and less than an hour’s drive from the airport.

The branded carousel will be in place for six months and is set to welcome international arriving passengers to the airport over the busy summer season.

## TESTIMONIAL:

“We have had a huge amount of fun creating the artwork for this campaign. We wanted to inspire passengers by injecting a little Clarks Village personality in the baggage reclaim area. At Clarks Village, shoppers enjoy a relaxed and leisurely experience – something we could all do with when we’ve just arrived home”

*Lucy Graham, Marketing Manager at Clarks Village*

## KEY FACTS

Client: **Clarks Village**

Date: **Summer 2015**

Campaign: **Arrivals Welcome**

Location: **Bristol Airport**

Target Audience:

**Arriving Passengers**

