

Case Study – Barbour



The Objective

Being founded in the North East and still having their HQ and factory in South Shields, Barbour want to increase their brand awareness and welcome passengers to the ‘Home of Barbour’

The Location

Site 60, Passport Control, International Arrivals

The Execution

Utilising this unmissable 6 sheet, where dwell times are high, with fresh, modern copy, ensures maximum impact and exposure to all international passengers as they arrive at Newcastle Airport

The Outcome

Paul Wilkinson, Global Commercial and Marketing Director, Barbour said *“With our global brand having evolved from the North East we have found Newcastle International Airport to be a great platform to emphasise our regional heritage and raise our profile. Our campaigns over the years have enabled us to impact on passengers as they enter the region and we have been very pleased with the exposure this has given us. We look forward to continuing our relationship with Eye Airports and Newcastle International in the future”*

