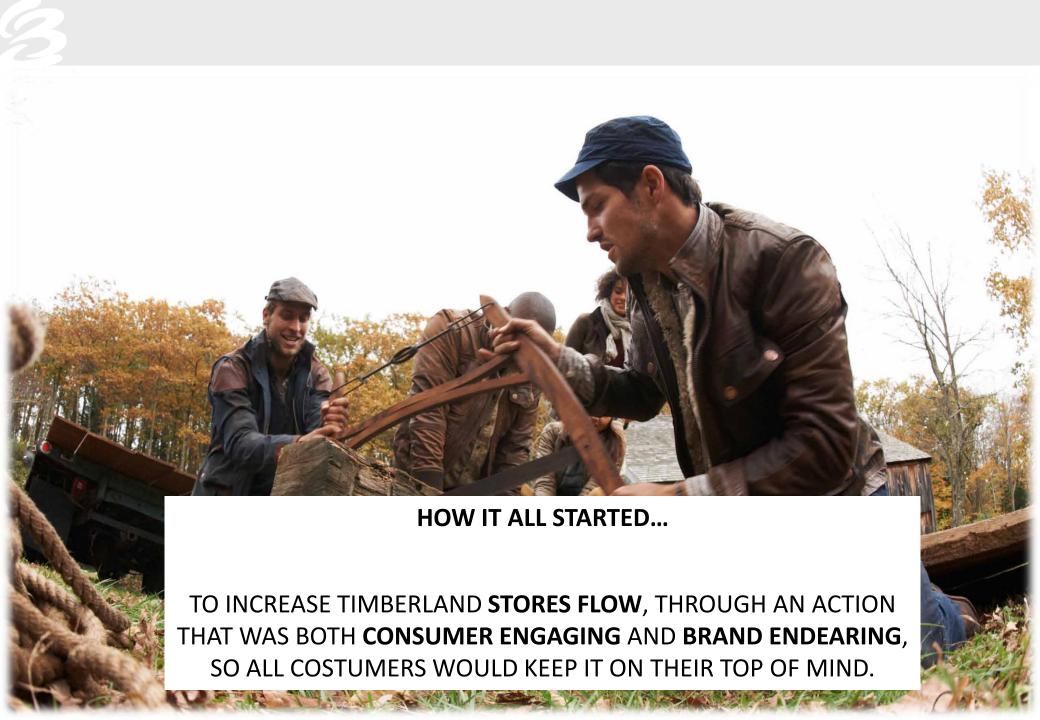
MY TIMBERLAND CAMPAIGN



UNTIL 9th DECEMBER



Timberland &

CHANGE YOUR OLD ADVENTURES FOR NEW ONES

BRING US YOUR OLD TIMBERLANDS, TELL US THEIR STORY AND GET DISCOUNT ON YOUR NEW ONES.

WHAT ARE WE ASKING OUR CLIENTS TO DO?

- BRING US YOUR OLD TIMBERLAND WITH ALL THEIR STORY AND GET SOME NEW ONES WITH DISCOUNT.
- 2. SHARE ADVENTURES
- 3. HELP AFRICA SHOES



KEY TO OUR ACTION: THE MICRO-SITE WWW.MYTIMBERLAND.PT

IT WILL WORK LIKE A "FACEBOOT". (YOU KNOW, FACEBOOK FOR SHOES)

THERE WILL BE A "GALLERY", WHERE ALL HANDED-IN SHOES PICTURES AND HISTORIES WILL BE PRESENTED. HERE WE CAN SHARE OUR ADVENTURES WITH OUR FRIENDS; WE CAN CONSULT OR JUST PEEK IN OTHER PEOPLE ADVENTURES.

THIS MICRO-SITE WILL WORK BASED ON A FACEBOOK APP, WHICH ALLOWS US TO SHARE WHAT WE FIND IN OUR OR A FRIEND'S WALL.

IT ALSO ALLOWS US TO **VOTE** ON THE BEST OR MORE INSPIRED STORIES, BY "LIKING" THEM. IT EVEN ALLOWS US TO ACCESS LOG-INS, FOR COLLECTING DATABASE INFORMATION.

MICROSITE:

- 1. INFO ABOUT CAMPAING
- 2. ADVENTURES + PHOTOS
- 3. SHARING STORYS
- 4. VOTING FOR BEST STORY



EVERY PAIR CAN BE CLOSELY WATCHED, IN FULL DETAIL AND WITH ITS COMPLETE HISTORY.





SHOP MATERIAL

STAND-UP



LEAFLET



AFRICA SHOES BOX





PR

WE WILL SEND A PRESS KIT TO SEVERAL JOURNALISTS, SO THEY TAKE PART ON THE CAMPAIGN, TOO.

THAT WILL ADD SOME BUZZ TO THE ACTION.

THE SAME KIT WILL BE USED AS AN INVITATION FOR CELEBRITIES TO JOIN US IN THIS CAMPAIGN.



STREET ACTION

WE WILL CREATE TWO GIANT BOOTS, TO DO A ROADSHOW IN THE MAJOR SHOPPING MALLS IN THE COUNTRY AND WHERE WE HAVE TIMBERLAND STORES.

IN COLOMBO, WE WILL ALSO HAVE A FLASH MOB WITH SEVERAL DANCERS AROUND THE GIANT BOOT.



RADIO

THE LIVE COPY FORMAT WILL BE ABLE TO MAKE THE CAMPAIGN
BIGGER AND BOLDER, WITH THE HELP OF OUR NEW PARTICIPANTS:
WITH SEVERAL NEW ENTRANCES, THEIR GREAT PERSONALITIES AND CREATIVE
SPIRIT, THE TEAM OF RADIO PROGRAM "MANHÃS DA COMERCIAL"
WILL HAVE NO TROUBLE TURNING THIS ACTION INTO VERY POPULAR
RADIO SPOTS.

AT THE SAME, WE WILL HAVE REGULAR SPOTS, 20 SECONDS, IN THE 2 MAIN POTUGUESES RADIOS: **RADIO COMERCIAL** AND **RFM**.



INTERNET

THE CAMPAING WILL ALSO HAVE A STRONG INTERNET COMMUNICATION, IN GOOGLE AND FACEBOOK.





