

There's no marketing like snow marketing

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After London was hit by the worst snow storm in 20 years, creative media company Mind the Curb jumped at the chance to try something new - using pre-cut stamps to 'brand' the snow! The guerrilla campaign saw over 2,000 stamps being imprinted in 350 locations around London including post boxes, walls and parked cars.

Al Gosling, CEO of Extreme Group, was approached by CURB in the early morning and soon seized the campaign opportunity. Al said "Extreme has a long history of both branding innovation and association with alpine adrenaline living, but its not very often we get to bring these both together onto the streets of London. CURB were able to turn it around in a couple of hours and we were very impressed with what they delivered.

Curb, which delivers branding and advertising solutions using only natural materials, rose to the challenge of delivering an instantaneous central London branding blitz for the sports channel and high energy lifestyle brand.

Anthony Ganjou of Curb said. "We were thrilled for Extreme to give us the go-ahead so quickly as it meant that we had the chance to get out there almost immediately. This has NEVER been done in London before - mainly because it rarely snows - and we wanted to be the first to do it. So our team quickly hit the streets. By midday we had covered central London with the Extreme brand and had also turned a lot of heads. The feedback from people we saw in the streets was really positive. They thought it was fun and clever.

The success of Extreme Group and Extremepie.com can be largely attributed to the endeavour, vision and managing skills of Al Gosling. An entrepreneur from the very beginning, Al's first business venture included selling board shorts out of the back of his old battered red Renault 5 while studying for his exams!

For any enquiries please contact
pr@extremepie.com

