

Campagne:

Concept ideeën:

- 1). Timberlands in the mountains.
- 2). Strong shoes for hard workers.
- 3). Mountain of the Timberlands.
- 4). Focus on your footwear.
- 5). Timberland in the shoebox.
- 6). Great for your feet.
- 7). Land of the Timbers.
- 8). Workboots for the professional.
- 9). Guaranteed waterproof leather boots.
- 10). Hard on the outside, soft on the inside. *
- 11). You better move.
- 12). Lots of strong shoes.
- 13). The Timberland Company.
- 14). For every mankind.
- 15). Reach the top of the mountains. *
- 16). Walk with me.
- 17). The weather don't matter. *
- 18). Wear it everywhere.
- 19). Keep up the pace.
- 20). Shoes for everyone.

Reach the top of the mountains. Hard on the outside, soft on the inside.
The weather don't matter. The weather doesn't matter.

Sfeer:

Avontuurlijke sfeer
Sportieve dingen (rennen, bergbeklimmen)
Bergschoenen
Activiteiten
Sterk – (water)bestendig.

Reach the TOP of the mountain

Poster
App
Advertentie
Rubberen armband
Veters site

Gemiddelde leeftijd (30 jaar)