

PRESS RELEASE
Tuesday 3rd February

CURB™

There's no marketing like snow marketing

New 'snow tagging' technique used to help raise profile of Extreme brand



Tuesday 3rd February. Early yesterday morning, CURB the creative media solutions agency delivered an extremely quick-hit 'snow tagging' campaign for Extreme (the sports channel and high energy lifestyle brand) - in the London snow. Curb, which delivers branding and advertising solutions using only natural materials, rose to the challenge of delivering an instantaneous central London branding blitz.

By midday, over 350 locations including parked cars, post boxes, walls and even Oxford Street itself was branded with the Extreme logo. This was achieved by stamping the Extreme logo into a suitable snowy surface using a laser cut stencil. The stamp, which was developed for Extreme should it snow this winter, leaves a crystal clear outline of the logo.

Al Gosling, who was approached by CURB in the early morning, 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"

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 Curb team then spent the rest of yesterday sitting in hot baths and drinking hot chocolate in order to warm up again!"

Curb specializing in providing brands with new and innovative ways to promote their brands using only natural materials. From 'clean advertising' through to logo's cut in turf, the agency is well respected for its creative abilities.

www.curbmedia.com / www.extreme.com