

## FOLLOW THE CALL

### boot campaign 2019

#### The campaign in general

#### Magic moments

The campaign “FOLLOW THE CALL” is full of magic moments. Moments in which watersports fans follow the call of their passion, the call of the water. And, in connection with the boot logo, the call of boot Düsseldorf, as well.

11 different images illustrate the fascination these moments hold. They depict scenes that emanate transcendence and peace, even when their main characters are in action. Moments of contemplation, of inner reflection, of being completely in the here and now.

The scenes are all located at dream destinations of ambitious watersports fans. Well-known, significant or challenging locations, from Antarctica to the most northern reaches of North America. Locations that seem to have been created specifically to stir up longings in the viewers and invite them to set out, to FOLLOW THE CALL.

#### The images in detail

##### “The Fisherman” image

To be by the water, to be one with nature. Experiencing nature, untouched, authentic and in harmony. Finding out how it feels to be able to feed yourself, to be self-sufficient. The image of the fisherman illustrates the feeling countless sports fishers experience when they follow the call of their passion – regardless of whether they fish for



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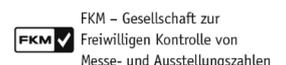
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trout in contemplative silence or engage in the adrenalin rush of sport fishing.

Location: Yellowstone National Park, USA

### **“Canoe” image**

Get on board and view the world from the water’s surface. From one moment to the next, your view changes, your own body becomes a part of the element and follows its motions. Paddling and physical strength give us control, the suitable equipment protects us from the wind and the cold – just like our ice paddler, following his call for adventure through extreme conditions. Location: Antarctica

### **“Windsurfer” image**

Windsurfers love playing with the elements, the marriage of waves and wind. The image of freedom and touch with nature has not lost its significance since the pioneer days of the 1970s: Surfing still counts as the mother of all trend sports. Many of those who start out on the longboard soon want to switch to the shorter funboard. They are following their own call, wanting to master the waves, attempt acrobatic leaps and experience the fascination of gliding.

Location: San Francisco, USA

### **“Diving” image**

Diving is pure magic. The moment you dive below the surface, experiences and feelings promptly change radically: our body is suddenly weightless, sounds are muted, silence begins to spread, the light changes, and the flora and fauna shine in vibrant colours. A different, exciting world opens up and makes many people feel connected, completely being one with nature. And it is not unusual for them to want to return.

Location: Palau, South Sea



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### **“Motor boat” image**

Taking a trip in a motor boat means changing perspectives. Leaving the day behind you and taking a break. Gliding over the waves with apparent ease, driven by unbridled power – motor boat lovers are born performers. People with adventurous spirits who have a penchant for dynamic locomotion, are open towards new experiences and love to accept challenges. On water, motor boats are their perfect vehicle. Hand luggage and victuals for a few days are sufficient – it's the performance that counts.

Location: Shanghai, China

### **“Sail boat” image**

Sailing on a large sailing yacht means infinite freedom. There are no fuel tanks to set limits. The wind almost always blows, and if it takes a break, then never for long. Over to Dover? Why not! Continue down the coast to the South West? An excellent idea. With enough victuals and the right equipment, sailors enjoy complete self-determination. Without a sound, liberated from engine noises, they follow their inner course, being one with the elements.

Location: Dover, England

### **“SUP” image**

Stand-up paddling. The water trend sport of the past years. Stand up, get into the right position, with the right amount of body tension, and then alternate: left, right, left, right. What looks boring at first proves to be awesome once you try it. Whether you like it contemplative and relaxing or you are looking for a demanding water workout, anything is possible. The ambitious paddle up rivers and down wave crests. The chill do a round on the lake after work. Both is perfect – the main thing is to follow your call.

Location: The Caribbean



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### **“Super yacht” image**

For many a dream, for few a reality: Gliding into the evening twilight on a swimming palace at the southern tip of Attica, catching a glimpse of the ancient temple of Poseidon and enjoying this unique moment. You don't necessarily need a super yacht to broaden your own horizon. Anyone who visits boot Düsseldorf this spring can have those or similar experiences. Just follow boot Düsseldorf's call.

Location: Kap Sounion, Greece



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### **“Kite surfer” image**

Kite surfing is always an extreme sport, no matter when or where it is done. Kite surfing in Cape Town in December, however, with a view of Table Mountain, is best left to the professionals. This is when the global greats of the scene meet up and train for the coming season. At this time of year no other place in the world offers such an attractive mixture of strong winds, waves and a metropolis of millions. The greatest possible challenge for any kiter. The greatest possible call. A dream.

Location: Cape Town, South Africa



### **“Wakeboarder” image**

Wakeboarders are a close-knit community. Cool, easygoing, confident types who are extremely creative when they follow their call: The English language Wikipedia entry lists almost fifty different manoeuvres, beginning with “911”, “Air Krypt” and “Air Raley” and ending with “Tweety Bird”, “Vulcan” and “Whirlybird”. The higher the jump, the better the “pop”. In addition, there are about a dozen grab variations, where the board is grabbed during the jump. Inspired by water skiing, surfing and skateboarding, wakeboarding counts as a strenuous and challenging sport that is easy to learn.

Location: Panama City, Panama

## **“Holiday” image**

Holidays are a break. A break from day-to-day life, work and cold weather. We all dream with longing of our perfect holidays, because this is when we can be ourselves. Everyday life itself takes a break, and is replaced by adventures, new impressions, unexpected discoveries and soothing, lasting relaxation. Find inspiration for your own dream amongst the many tourism offers at boot Düsseldorf. And if you want to, you can even book it right away. The perfect place and the appropriate time to find out what your call is.

Location: Thailand

## **FOLLOW THE CALL.**

Source: neuekommunikation



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