

# *“Tough as Glass”*

HAZMAT divers, smokejumpers, polar researchers—and moms.  
Celebrating those who do **great work** in a tough world.

# The Concept

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From Arctic icebreakers to jackhammer operators; from firefighters who jump from planes to moms of kids who drop everything, Gorilla Glass is made for those who do amazing things under the toughest conditions.

WP BrandStudio will celebrate this spirit through a series of breathtaking, immersive multimedia journeys that entertain *The Washington Post's* readers while heightening engagement with the Gorilla Glass brand. We'll show Gorilla at work and at play under extreme conditions, in the hands of Incredibly Tough influencers and other real-life subjects who speak to the Post's readership of technology enthusiasts, health/ wellness enthusiasts, outdoor enthusiasts and parents.

## Execution

- A pair of themed, immersive multimedia experiences are accessed through a visually compelling entry point
- Each experience tells the stories of real people doing real jobs—drawing connections between those who work and play in extreme environments and those who do the same things closer to home
- Each experience will organically integrate 2–3 of Gorilla Glass's stories
- Each experience will also include a carousel that includes links to additional stories on the Gorilla Glass microsite

Note: Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off call.

# Mock of Entry Point



# The Experiences

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Experiences are composed of a blend of narrative journalism and elements that could include sourced and original photography, video and audio clips, illustrations, maps and lightly animated graphics. Photo and video assets from Gorilla Glass stories would be interwoven into a larger narrative about work under extreme conditions.

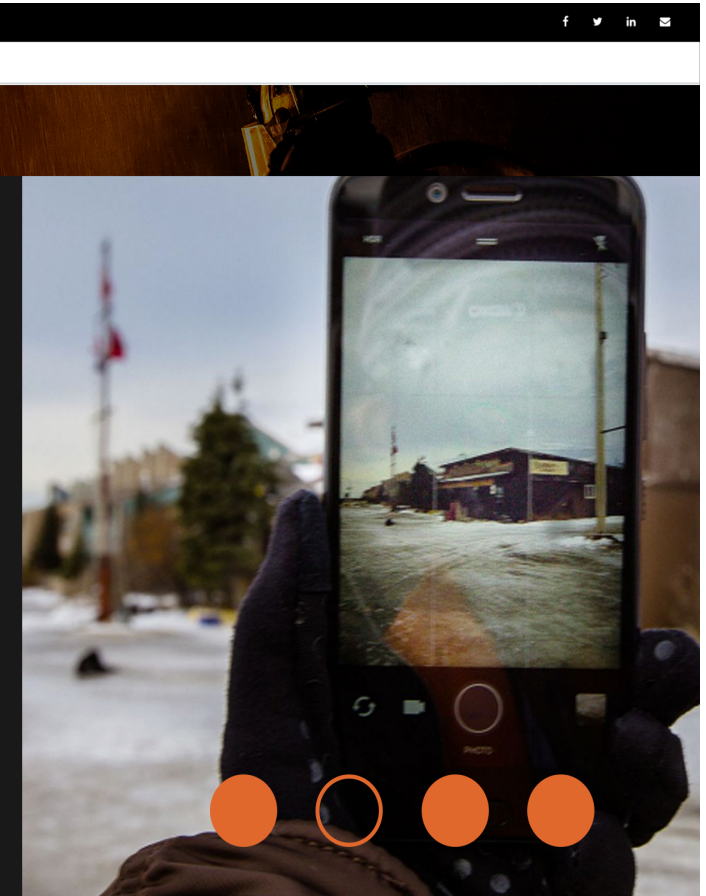
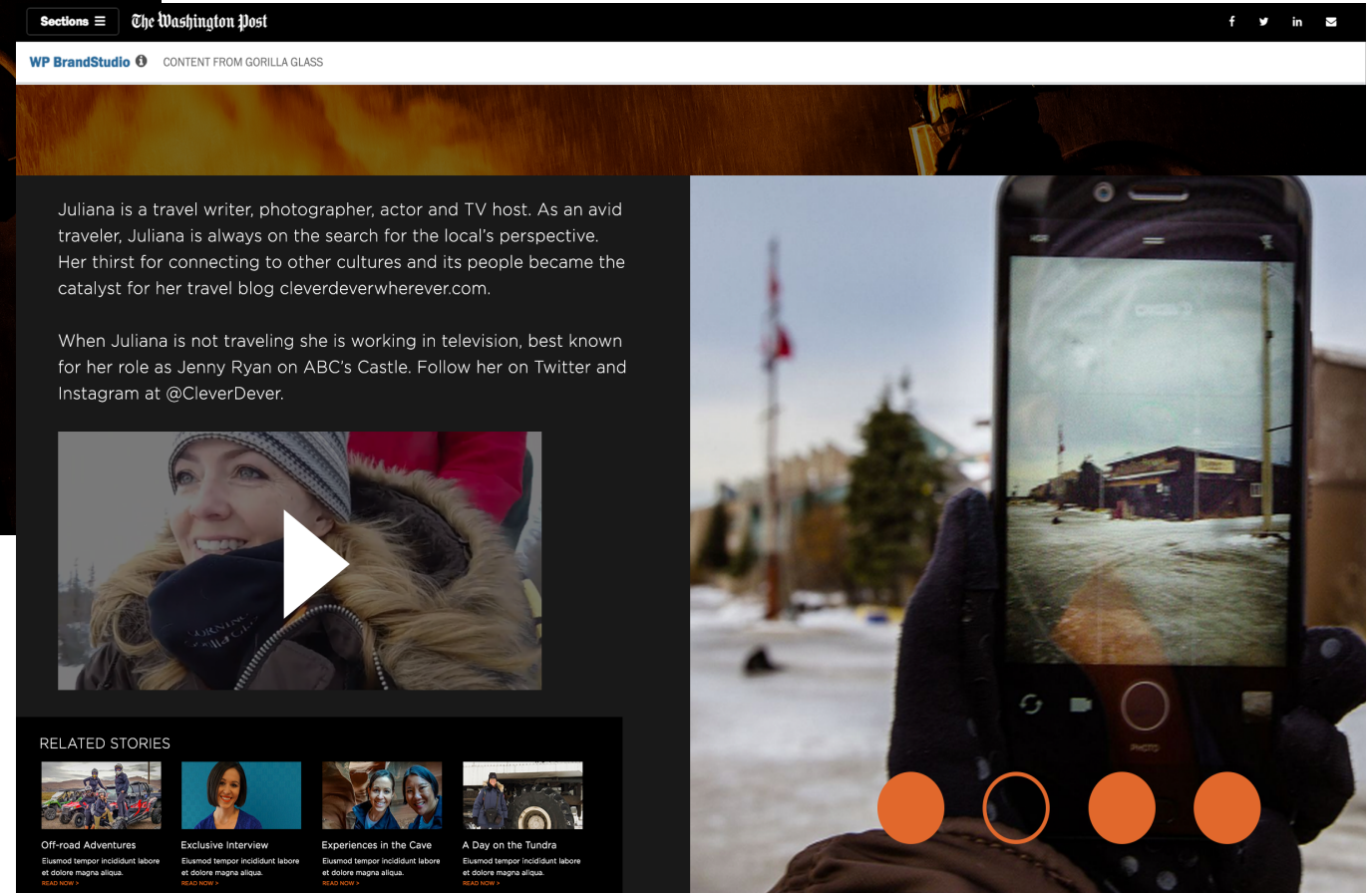
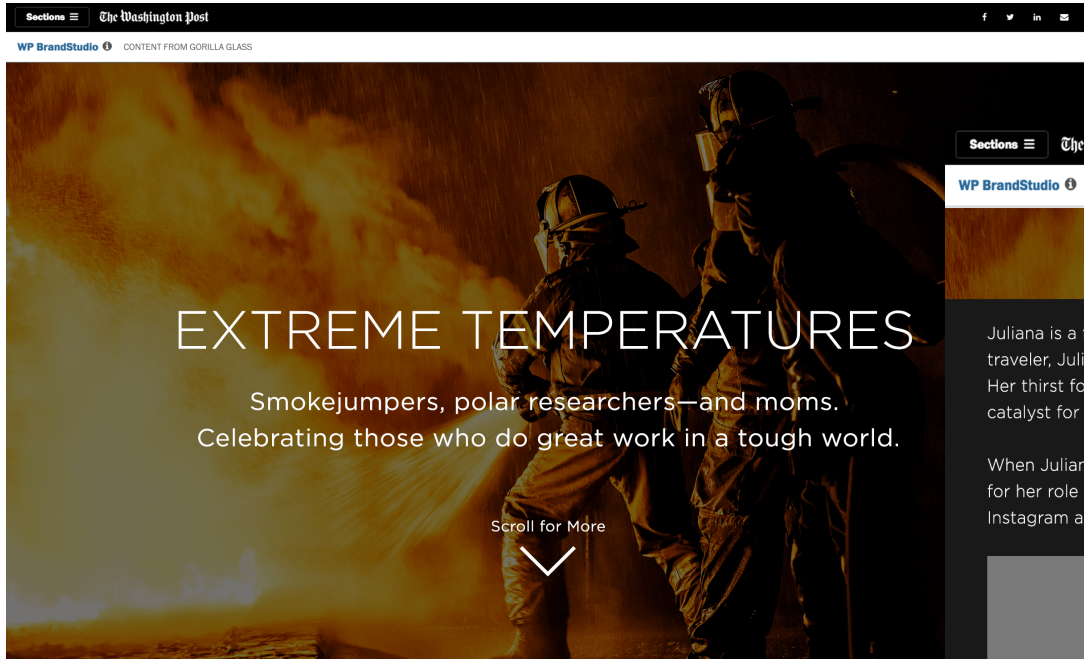
## **Experience 1: Extreme Temperatures**

For firefighting smokejumpers, communications devices that work under super-hot conditions can mean the difference between life and death. At the other end of the spectrum, the men and women who keep the shipping industry moving when ice threatens to shut it down rely on advanced-technology equipment that can handle the cold. We'll create a multimedia narrative about what it's like to work at both temperature extremes, interweaving stories of adventurers as well as everyday workers such as a solar panel designer, a mom with beach-loving kids, an electrical line technician whose phone is constantly subjected to epic drops from icy fingers. We'll organically integrate Gorilla Glass's own stories such as Juliana Dever at the Northern Tundra.

## **Experience 2: Extreme Pressures**

HAZMAT divers who clean up hazardous materials near nuclear sites. Storm chasers who subject themselves to ferocious meteorological conditions. Parents whose phones and laptops are perpetually submerged, scratched and dropped. In a multimedia narrative about what it's like to work under extreme pressure, we'll meet real people who rely on pressure-proof tech to get the job done. We'll meet adventurers as well as everyday people and organically integrate profiles from Gorilla Glass's own year-long, rotating influencer campaign.

# Mock of Immersive Experience



Mocks are for illustrative purposes only

[Link](#) to live BrandStudio immersive experience