Altoonative Travel reaches Newcastle United fans with Out of Home International

Thursday 7 November, 2013

Out of Home International and marketing specialists FMA Agency are collaborating over the launch of an outdoor advertising strategy for Newcastle United match travel website Altoonative Travel. The 48 sheet billboard campaign kicks off on the 4th November, running in Newcastle for a total of 4 months in order to establish the brand through the football season.

The headline “Wish you’d left the car at home?” leads into a picture of Newcastle United player Hatem Ben, with the Altoonative Travel website clearly displayed in bold white. Helping fans to “enjoy the match day experience without the hassle of driving”, the advert contains various icons representing other methods of travel, such as cycling, train and walking.

Altoonative Travel contains comprehensive information covering fixture dates and locations, allowing supporters to select their preferred mode of transport and subsequently plan a route. A car sharing portal is also available, allowing match attendees to save on petrol and parking costs.

CEO of Out of Home International’s parent company Media Agency Group, Lee Dentith, said: “Outdoor advertising is a fantastic way of reaching Newcastle United supporters, with a local presence allowing Altoonative Travel to make themselves known amongst a concentrated area of fans. ”

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