

Arc'teryx Opens Flagship European Store with London OOH Ad Campaign

Friday 4 September, 2015

Out of Home International is delighted to showcase its latest London-based advertising campaign, working with outdoor clothing and sporting goods company Arc'teryx. The campaign has been coordinated to raise awareness of the opening of the Canadian company's flagship European store in Piccadilly, with its grand opening event set to take place on Saturday 5 and Sunday 6 September.

A range of out of home ad formats have been targeting residents, commuters and tourists in London, with 6 sheet, 12 sheet, phone box and lift and escalator panel ads drawing attention to the grand opening of the new store. By advertising in strategic London locations, the campaign has ensured high exposure of the Arc'teryx brand as it opens its first store in Europe.

Founded in North Vancouver in 1989, Arc'teryx is one of the world's finest outdoor clothing suppliers. Its new 4,000 sq ft store in London will showcase a comprehensive range of products including high-end outdoor clothing, snow-sportswear, footwear, harnesses and other safety equipment. The public grand opening will include product giveaways, demonstrations and complimentary food and drink.

John Kehoe, the Managing Director of Out of Home International's parent company [Media Agency Group](#), said of the new campaign:

"It's a very exciting time for Arc'teryx as it opens its new London store, and it's a true privilege to be involved in this campaign as the brand opens its own European store for the very first time. The [outdoor advertising](#) campaign we've delivered will no doubt prove to be successful as the ads target a lucrative London audience, raising awareness of the store's grand opening event and the Arc'teryx brand in general. It's been a pleasure to work with the company."

Media:



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