

## Barretts Honda Drives into Whitstable with Diverse Outdoor Campaign

Wednesday 23 April, 2014

Car dealers Barretts Honda in Kent, are promoting the efficiency of their cars with a [diverse outdoor campaign](#) from Out Of Home International.

Branded petrol pump handle adverts will feature at a prominent Whitstable petrol station for four weeks from April 21st. The campaign will be reinforced on May 5th, when a further four week campaign will commence.

Using wordplay, Honda Barretts' "more smiles per gallon" adverts highlight the efficiency and performance levels available with their Civic Tourer, Civic and C-V models.

The company's logo and contact information is also displayed, acting as a call to action for consumers to visit their local garage and find out more about the benefits available.

Lee Dentith, CEO of Out Of Home International's parent company, [Media Agency Group](#) said:

"Untraditional advertising offers a memorable and unique format to target key audiences. Strategically placed, the striking red designs will target key and captive consumers; encouraging them to consider Honda Barrett Kent when investing in their next car."

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### Related Sectors:

Manufacturing, Engineering & Energy :: Motoring ::

### Related Keywords:

Outdoor Advertising :: Campaign :: Honda :: Kent :: Advertising :: Diverse Advertising ::

### Scan Me:



## Company Contact:

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