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."

Media:



Related Sectors:

Manufacturing, Engineering & Energy :: Motoring ::

Related Keywords:

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

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