

Bath Film Festival is Showcased by Out of Home International

Monday 11 November, 2013

Bath Film Festival is targeting film fanatics in anticipation of the two-week event, with an outdoor campaign coordinated by [Out of Home International](#). Taking place between the 25th November and 8th December, the festival will gain exposure for 2 weeks commencing on the 11th November, with [4 sheet billboards](#) located at Bath Spa railway station.

A multi-coloured photographic montage denotes the festival programme, with the "Bath Film Festival" title presented within a central circle. The event date, website and Twitter handle is featured below, with a collection of partner logos displayed along the advert base.

Bath Film Festival presents a comprehensive programme comprising full-length features, documentaries and short films, offering cherry-pickings of the year's best cinema. The two-week schedule ranges from Italian drama to Japanese anime, and includes Francois Ozon's Cannes nominated 'Jeune et Jolie' and Warp Films' latest export 'For Those in Peril'. Sponsors include Bath and Bath Spa Universities, the Internet Movie Database, Creative England and the BFI.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "By targeting users of Bath Spa station, Bath Film Festival will blanket a geographically appropriate demographic, gaining access to local Bath residents in addition to proximate commuters."

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