

Cabana brings Brasil to Wembley with Out of Home International

Thursday 31 October, 2013

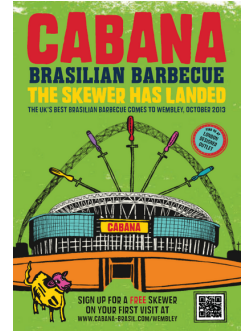
[Out of Home International](#) has been appointed to magnify the launch of Brazilian barbeque restaurant Cabana, which opened a branch at the brand new London Designer Outlet during October 2013. 4 sheet and 6 sheet billboards will be implemented at Wembley Central [London Underground station](#), with a two-week presence commencing on both the 4th November and 2nd December. Wembley Park station will also promote the restaurant from the 18th November, remaining on display for 6 weeks.

A vibrant green background projects an illustration of the restaurant exterior, with the word 'Cabana' dominating the creative in bold, red. The advert states that "the skewer has landed", marketing Cabana as "the UK's best Brazilian Barbecue". A free skewer offer is included along the bottom, with a website and interactive QR code allowing onlookers to explore the brand further.

Already operating three existing restaurants around central London, Cabana is gradually expanding its wingspan to include the new Wembley site, soon to be followed by an Islington branch. Authentic Brazilian street food is served, along with their signature grilled chicken, beef and pork skewers.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentiith, said: "By positioning these easily accessible billboards at major transport hubs in proximity to Cabana, the restaurant will gain high-frequency exposure across both local audiences and visitors entering Wembley from other areas of the city. The advertising location at Wembley Central and Wembley Park ensures that Cabana is exposed across over 1 million monthly passengers, enjoying an influx of travellers thanks to the new London Designer Outlet which is within walking distance of both."

Media:



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