

CineCity Film Festival hits Brighton with Out of Home International

Tuesday 12 November, 2013

Brighton's CineCity film festival is launching an outdoor campaign with [Out of Home International](#), showcasing the event in key hotspots across the city. Running from the 14th November to the 1st December, CineCity will be promoted on [phone box adverts](#) throughout the festival, including sites at Sainsbury's superstore and along the major transport corridor of Queens Road.

The creative contains artwork from Jan Švankmajer along the top half, integrating the exhibition title, date and location, with an endorsement from the Arts Council England logo. The phone box lower half presents CineCity, backed by a film still from Švankmajer's first feature film "Alice". The festival date and website are printed below the event logo, with partner logos featured alongside.

In its 11th year of operation, CineCity is committed to presenting the finest collection of international cinema, with premieres of upcoming releases running alongside cherished archives. The 2013 edition welcomes celebrated author and Fight Club director Chuck Palahniuk for a Q&A session, and dedicates a retrospective selection of shorts by Czech filmmaker Jan Švankmajer.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "Promoting the festival while it happens will generate instant call-to-action for those in the Brighton area, with phone box adverts acting as the perfect device to access hard-to-reach urban audiences."

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