

Clipper Ventures and Out of Home International give Ireland an Extraordinary Homecoming

Monday 23 June, 2014

Clipper Ventures is using a high impact outdoor campaign from Out of Home International to promote the Derry~Londonderry stopover in the world's longest ocean race.

Celebrations took place this weekend as the Derry-Londonderry yachting team participating in [Clipper Round the World](#) – 'The Race Of Your Life', sailed victoriously into Ireland after a gruelling 40,000 miles at sea.

During this leg of the race, [48 sheet and Europanel billboards](#) have, and continue to saturate Ireland throughout the second half of June. Belfast, Derry, Carrikfergus, Castlereah, Glengormley and Dublin all house the campaign, which advertises the "extraordinary homecoming" of the Derry-Londonderry-Dorie yacht.

The Clipper Round the World Yacht Race is the only event of its type – inviting anyone, regardless of experience, to become a crew member and join the adventure of circumnavigating the world in an eleven month-long marathon.

The race is divided in to a series of eight legs and crews can decide to race one of them, select a combination of legs or sign up to become a round the world crew member and complete the full circumnavigation.

The use of high impact 48 and Europanel billboards is a fantastic way to demand attention from audiences throughout Ireland, encouraging them to get behind their local crew and support the homecoming event.

The striking, powerful adverts use an image of a yacht with the strapline "No ordinary race, no ordinary crew". The event dates and a website address are also included in the design, as a means of encouraging audiences to discover more about the race thanks to Clipper Ventures' dedicated website.

Lee Dentith, CEO of Out of Home International's parent company [Media Agency Group](#), said: "Roadside billboards provide high quality coverage and frequency, and are perfect for targeting an audience of this scale. This powerful campaign highlights a fantastic event for the whole of Ireland; one which deserves the prominence of this high impact advertising format to ensure Ireland gets behind its crew."

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:: Outdoor Advertising :: 48 Sheet
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