Digital Advertising from Out Of Home International Gets FactSet Moving in London

Monday 3 March, 2014

FactSet are using digital advertising from Out Of Home International to bring their brand and its services to some of London's biggest outperformers.

From March 3rd, digital full screen ads will be featured on screens inside thirty three key city-based buildings, as part of a four week campaign to promote the multifunctional financial data and software company.

This will correspond with a four week series of content sponsorship banner ads to further brand awareness.

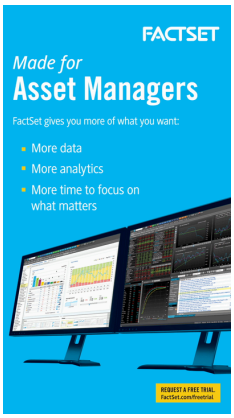
Targeting potential customers by displaying the message 'made for asset managers', the campaign highlights three of FactSet's key features as well as encouraging viewers to request a free trial by visiting the advertised website. Bold colour, striking imagery and FactSet 'Made for Outperformers' branding all combine to create a high-visibility, captivating campaign.

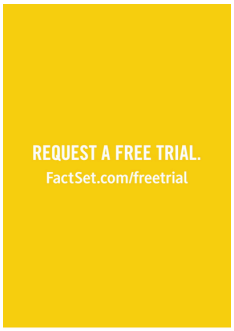
FactSet offer investment professionals streamlined solutions such as desktop analytics, mobile applications and comprehensive data feeds, to help them monitor performance and stay ahead of global market trends.

CEO Lee Dentith, of Out Of Home International's parent company Media Agency Group, said:

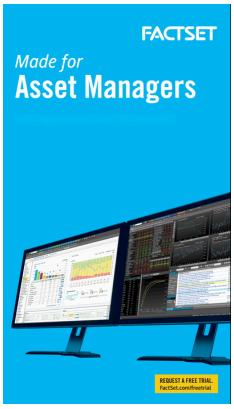
"It is fantastic that FactSet have chosen to be our partner in this digital campaign, which will highlight the ability of digital advertising to create powerful and lasting images. Placed throughout some of the capital's premium office locations, the campaign will firmly establish FactSet in London by engaging with some of the city's biggest investment professionals."

Media:









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