

Direction Group promote Fujitsu with Out of Home International

Monday 28 July, 2014

Direction Group LTD have chosen [Out of Home International](#) to launch their latest advertising campaign.

The campaign will begin on July 28th for two weeks and will consist of an FSc scrolling 6 sheet at Old Street Station.

The poster will promote the technology company, Fujitsu with an eye-catching and impressive graphics and a clear and concise message. The tagline reads: 'creating a more connected society.'

Advertising on London Underground stations is a fantastic way to get your campaign and business message seen by huge urban audiences. They guarantee visibility at busy tube stations and offer extended dwell times to commuters and passengers.

Lee Dentith, CEO of Out of Home International's parent company, [Media Agency Group](#) said:

"Displaying an eye-catching campaign at a tube station is an ideal way to communicate effectively with your audience on the London Underground. By targeting an affluent audience in this busy borough of London means the campaign promises to be a hard-hitting success for Direction Group and Fujitsu."

Media:



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