

## Ealing's festivals get in full swing with Out of Home International

Tuesday 17 June, 2014

Ealing Council is kicking off the area's festival fever with an outdoor advertising campaign from [Out of Home International](#).

Launching the week commencing June 16th, [4 sheet billboards](#) will be displayed at Ealing rail station for four weeks.

Promising a summer full of entertainment, the campaign advertises Ealing's seven festivals, including; Ealing Beer Festival, Acton Carnival and the Ealing Jazz Festival.

The colourful design demands attention from locals and visitors passing through the station, with the format of 4 sheet billboards acting as an ideal platform to project the localised campaign to a vast and varied audience.

A compact size allows the campaign to resonate with people at a personal level and encourages them to book tickets through [ealingsummer.com](#). Social icons are also included as a means of inspiring social interaction and widening the potential reach of the campaign to consumers from further afield.

The festivals offer a great opportunity for people from across London to enjoy fantastic line ups across the world of music and comedy. Acts this year include David Baddiel, Paul Chaudhry, and Kerry Godliman – star of Ricky Gervais' 'Derek'.

Lee Dentith, CEO of Out of Home International's parent company Media Agency Group, said:  
"With such a variety of festivals on offer, this campaign is unique in its ability to target and engage with a wide consumer base. Positioning the adverts at Ealing rail station will ensure maximum reach to these potential consumers, throughout Ealing and London."

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### Related Sectors:

Entertainment & Arts :: Leisure & Hobbies ::

### Related Keywords:

4 Sheet :: Billboard :: Billboard Advertising :: Rail Station :: Outdoor ::

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## Company Contact:

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