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 ecnourages 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 wold 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.”

Media:



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

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