Experience London’s New Premier 5-a-Side Football Arena!

Monday 22 February, 2016

Out of Home International has coordinated a new London-based advertising campaign, promoting brand PlayFootball. Describing its facilities as “the future of 5-a-side”, PlayFootball is encouraging those in the capital to get active and participate in the beautiful game whilst experiencing London's premier 5-a-side arena, opening on February 29 at Shepherd's Bush.

Advertising space has been secured in the busy White City London Underground station, with stairwell panels targeting pedestrians as they enter and exit the station. The stylish artwork will appeal to football fans in London, with calls to action encouraging the public to get involved. PlayFootball is also promoting its extensive corporate hospitality offering, sports bar and live football coverage, all of which will be available to the public when the new arena opens.

PlayFootball is an accredited partner of the Football Association (the FA) and its small sided football organisation, and aims to help people of all ages stay active and lead healthier, happier and more socially active lifestyles. PlayFootball's new arena at Shepherd's Bush, with casual pitch hire, 5-a-side leagues and children's parties just three of the great services available at the state-of-the-art football centre which is home to fantastic 3G all weather pitches.

Managing Director of Out of Home International's parent company Media Agency Group, John Kehoe, said:

“Out of Home International is pleased to have coordinated this new campaign with PlayFootball to mark the opening of the new Shepherd's Bush site. It's great to be doing our part to encourage London residents to get involved with 5-a-side football and help them to stay active and healthy. The ads look great and will no doubt catch the eye of underground passengers in White City station.”

You can find out more about what PlayFootball Shepherd's Bush has to offer at http://www.playfootball.net/shepherds-bush or by calling 020 3376 5000.

Media:





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