Fancy a Brasilian? Ads Promote New Cabana Restaurant in London

Wednesday 27 April, 2016

Transport Media, the transport advertising division of media planning and buying specialist**Media Agency Group**, is continuing its work with Brasilian restaurant **Cabana**. A range of transport and out of home advertising formats are set to promote the newly-opened Newcastle branch of the food chain across the city over the coming months.

Cabana Newcastle is the chain's tenth restaurant in the UK, with several already established locations across London and sites in Leeds and Manchester. It is set to quickly become the North East's home of the Brasilian cocktails, steaks and skewers, with the new restaurant located on the busy Newgate Street.

The new advertisements are vibrant, colourful and eye-catching. The campaign kicks off with 4 sheet posters located in Newcastle station, before high-impact advertising arrives in the form of carriage cards on the Tyne and Wear Metro network next month. Larger 6 sheet posters will be on display in June as Cabana looks to turn up the heat in Newcastle City Centre ahead of the summer period.

Out of home and transport advertising are both fantastic methods of reaching a large urban audience on the move. By targeting Metro passengers Cabana's ads will be seen by those actively seeking a distraction from their journey, while out of home posters are a great way of reaching a local audience in some of the city's busiest areas.

Managing Director of Transport Media's parent company Media Agency Group, John Kehoe, said:

> "Media Agency Group is delighted to be continuing its work with Cabana, raising awareness of the new Newcastle-based restaurant during its initial period of opening. The colourful advertisements will be on show in some key locations across the city and the Metro network, reaching a large and diverse audience. We're looking forward to seeing how the campaign performs over the coming weeks and we're confident that it'll be a great success."

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