Freeze Festival turns up the heat with Out of Home International

Friday 22 November, 2013

Branding agency Vision 9 and Out of Home International are collaborating to project London's Freeze Festival, coordinating an outdoor advertising initiative through the district of Clapham.

Freeze Festival will advertise on the London Underground to showcase its combination of contemporary music and winter sports, with 4 sheet billboards and lift escalator panels being implemented at Clapham North, Clapham South and Clapham Common stations. Phone box adverts in the area will also project the festival, with concentrated coverage being provided by a mobile Advan. The campaign will be in place for 2 weeks commencing on the 18th November, overlapping into the start of Freeze Festival which will take place from the 27th November to the 1st December.

An illustrated ski slope fills the advert background, with the Freeze logo printed boldly across the top. Operating in association with the Metro newspaper, Freeze contains the publication logo in addition to other event partners such as Relentless energy drinks and Kiss FM. The festival line-up, date and location are placed into the design, with a list of scheduled sporting events and additional entertainment.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "Taking place at Clapham Common, Freeze Festival will acquire proximity coverage by targeting the closest London Underground stations. Lift escalator panels will target every passenger as they enter and exit the stations, reaching local residents in addition to commuters from elsewhere in London. 4 sheet billboards will support the campaign, offering quick exposure across fast-paced tube users."

Media:



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Related Keywords:

Clapham :: Freeze Festival :: Phone Box :: Outdoor :: London Underground :: Billboard :: Advan :: Advertising ::

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