

LeSports leads the way with Out of Home International

Monday 28 October, 2013

Sportswear retail specialist, LeSports, has appointed [Out of Home International](#) to catapult their brand across drivers heading down Buxton Road in the Derbyshire town of New Mills. From the 4th November, a [48 sheet billboard](#) will be on display to guide onlookers towards Le Sports for a total of 8 weeks.

The 48 sheet creative space immediately projects the LeSports logo from its roadside location, with an accompanying image of the store interior. The advert showcases the shop's specialities of "sports", "leisure" and "fashion", with the strapline "TOP BRANDS at rock bottom prices" positioned above an arrow to point the public towards LeSports. Written directions are also printed along the base.

LeSports offers products from leading brands at affordable prices, including Adidas, Reebok and FILA, and have opted for outdoor advertising to elevate their status amongst the local community. The billboard site is visible to oncoming vehicles, gaining additional dwell time thanks to its location at a traffic light junction.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "48 sheet billboards are an extremely effective method of blanketing specific geographic locations, with the dominating space able to captivate onlookers and inform them of the nearby LeSports store."

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