London Arts Festival Ads Land In Kensington and Chelsea

Tuesday 16 June, 2015

Out of Home International, the specialist outdoor advertising subdivision of Media Agency Group, is delighted to unveil its latest London-based **4 sheet advertisement** campaign with over 20 ads on show to inform residents and visitors of the capital of the upcoming InTRANSIT Festival. The arts and performance festival is set to take place between 19 and 28 June in locations across Kensington and Chelsea.

The eye-catching 4 sheets feature a fantastic illustration by artist Martina Paukova which is part of the walking puzzle 54 CITIES – an InTRANSIT 2015 commission – and highlights the creative nature of the festival. 4 sheet advertising from Out of Home International is a great way to ensure that a campaign is cost-effective and makes a big impact on the streets of busy suburban areas, with a brand or product communicated to potential consumers on the move. Ad space has been secured in some prime Kensington and Chelsea locations, with the 4 sheets on show in Ladbroke Grove, Westbourne Park, Notting Hill Gate, Sloane Square, Earls Court and South Kensington.

InTRANSIT Festival is now in its ninth year, and gives people of all ages the opportunity to explore and enjoy new artistic collaborations in places and spaces across Kensington and Chelsea. The festival is curated by production and design duo 'Neill/Ross' on behalf of festival coordinators the Royal Borough of Kensington and Chelsea Arts and Culture Service, having first launched in 2007 to encourage artists and organisations to make art and performance outside of traditional exhibition spaces. For more information, visit the InTRANSIT Festival website here.

John Kehoe, who is the Managing Director of Out of Home International's parent company Media Agency Group, praised the new campaign saying:

> *"We're very pleased with this latest 4 sheet outdoor campaign to spread the word about the exciting InTRANSIT Festival. The adverts look brilliant and we're all very confident that this campaign will be successful and bring more people to Kensington and Chelsea to check out some truly amazing art and performances."*

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