Luxury Property Outdoor Campaign Arrives on the Underground

Friday 22 May, 2015

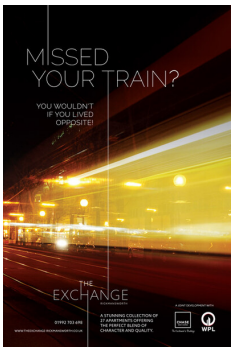
Out of Home International is proud to announce a new long-term outdoor advertising campaign on the famous London Underground network, with stylish 4 sheet advertisements featuring at Rickmansworth Station promoting The Exchange Rickmansworth, a development of luxury apartments opposite the station which has been planned by Chase New Homes.

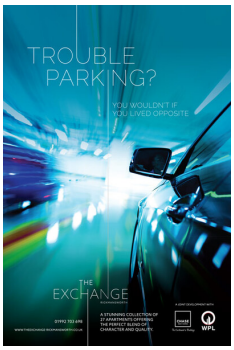
The advertisements use effective images to highlight the close proximity of the new development to the station, with headings 'Missed your train?' and 'Trouble parking?' coupled with 'You wouldn't if you lived opposite.' The ads also feature contact details for enquiries regarding the property. This strategically-located campaign will run for a total of six months from 18 May, and is the ideal way to ignite interest in the new property development. 4 sheet advertising in a busy underground station is the ideal way to guarantee high exposure of a campaign, with high footfall and an ideal target audience.

The new Exchange development consists of 33 luxury apartments opposite Rickmansworth Station, with prospective residents eligible to register their interest online now at www.theexchange-rickmansworth.co.uk. The complex has been developed in partnership with Chase New Homes and Wilson Properties London (WPL).

Managing Director of Out of Home International's parent company Media Agency Group, John Kehoe, said: *"Out of Home International is delighted to announce this new targeted outdoor advertising campaign promoting the exciting Exchange Rickmansworth property development. We're very happy to have secured the ad space in Rickmansworth Underground station, which is the perfect place for the campaign to run, and will undoubtedly help to generate interest and excitement ahead of its upcoming opening."*

Media:





Related Sectors:

Construction & Property :: Media & Marketing :: Transport & Logistics ::

Related Keywords:

London Property :: Advertising :: Outdoor Advertising :: London Underground :: Underground Advertising :: Rickmansworth ::

Scan Me:

Company Contact:

Out of Home International

T. 08451637907
E. lauras@mediaagencygroup.com
W. https://www.oohinternational.co.uk/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.oohinternational.pressat.co.uk