

Miss G Couture Billboard Campaign Brings Style to Manchester

Tuesday 25 March, 2014

Online fashion store Miss G Couture has partnered with Out Of Home International to promote their brand with a high impact [roadside billboard campaign](#).

Launching on March 25th, a striking [96 sheet billboard](#) will be featured on a major Manchester roadside – bringing Miss G Couture to the city.

The two week campaign features the brand's bold and feminine logo, with accompanying images showcasing some of the site's latest products. The website address is clearly displayed and the inclusion of social icons encourages consumers to interact and engage with the brand on social media.

Placing the creative on the most popular of large format billboard advertising ensures a high impact campaign that will undoubtedly make Manchester notice Miss G Couture.

Launched in December 2013, Miss G Couture features an impressive collection of the season's styles and trends, from dresses and shoes to their latest swimwear and VIP ranges.

CEO Lee Dentith, of Out Of Home International's parent company Media Agency Group, said: "Placing a brand on this high-impact billboard format ensures maximum exposure, as well as the opportunity to reach a vast and diverse audience. Locals, commuters and passers-by will all be exposed to Miss G Couture, and we are sure this striking campaign will continue to add to the success and growth of the company."

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