New Holland Publishers Encourage London to Discover Britain's Best Bakeries

Tuesday 22 April, 2014

New Holland Publishers are promoting "Britain's Best Bakery" with a two week outdoor advertising campaign from Out Of Home International.

Launching on April 21st, 4 sheets and rail passenger panels will be displayed throughout London's underground and overground systems, advertising the cookbook to the city's budding bakers.

Fans of the ITV daytime show will instantly recognise the programme's branding, which is clearly incorporated into the advert. Highlighting the book as containing "over 100 recipes inspired by the best bakeries in Britain", the simple and striking designs are perfect to effectively target London's constantly engaged commuters.

Outdoor advertising is an ideal format to spark interest in the capital's public. Combining underground and overground advertising reinforces New Holland Publishers' message, as well as guaranteeing exposure to travellers both living in, and visiting the city.

Britain's Best Bakery has been airing since 2012, with judges Mich Turner and Peter Sidwell pitting local independent bakers against each other to claim the accolade of "Britain's Best Bakery."

Lee Dentith, CEO of Out Of Home International's parent company Media Agency Group, said:

"The vast range of outdoor advertising formats available means they can be effectively combined to add significant weight to a campaign. Over 150,000 commuters entering the network every hour gives the opportunity for New Holland Publishers to reach a vast and valuable audience in a time when bakeries and home baking are undergoing huge nationwide popularity."

Related Sectors:

Entertainment & Arts :: Food & Drink ::

Related Keywords:

London :: Tube Advertising :: Passenger Panels :: Train :: Advertising :: Tube ::

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