New Homes Law help First Time House Buyers

Monday 20 January, 2014

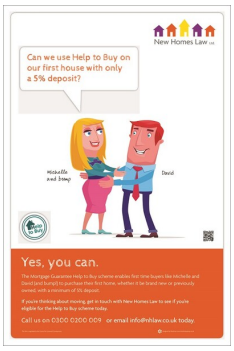
New Homes Law are launching an outdoor advertising initiative to promote the Help to Buy scheme, encouraging first-time house buyers to use their conveyancing services. Working with Out of Home International and marketing agency Mackman Group, New Homes Law will see their campaign run from the 13th January for a total of 2 weeks.

Adverts will be present across Colchester and Chelmsford, with http://www.oohinternational.co.uk/billboard-advertising|4 sheet and 48 sheet billboards establishing a presence for the brand through their local region of Essex.

The advert creative features an animated couple asking “Can we use Help to Buy on our first house with only a 5% deposit?”, followed by the statement “Yes, you can”. The New Homes Law logo stands at the top of the advert, and a contact phone number and email address is presented along the base. The billboards are endorsed by the government-backed ‘Help to Buy’ scheme stamp, and also contain an interactive QR code.

CEO of Out of Home International’s parent company Media Agency Group, Lee Dentith, said: “The combination of 4 sheet and 48 sheet billboards will quickly infiltrate the selected target areas. 4 sheets promise high-frequency visibility across the general public, while 48 sheets offer huge impact and can be seen from afar. 48 sheets are also perfect for targeting road users as they travel during rush hour, as they can be reading the New Homes Law billboards while they are stuck in traffic.”

Media:



Related Sectors:

Home & Garden :: Media & Marketing ::

Related Keywords:

New Homes :: Outdoor :: Advertising :: Billboard :: Government ::

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