Nigel Rayment and Out of Home International Get London ready for Royal Ascot

Friday 30 May, 2014

London and Manchester-based Boutique – Nigel Rayment, has teamed up with Out of Home International to promote its collection of Royal Ascot Hats.

A two week campaign will launch on the 2nd June 2014, and will feature as escalator panel advertising throughout three central London underground stations: Marble Arch, Oxford Circus and Bond Street.

The advert displays an image of a model in a striking hat, and features alongside clear, black text in the header and footer to direct audiences to the company's website and London store.

The campaign is perfectly positioned to engage with consumers planning on attending the June Ascot races. A high-impact media format, escalator panels are viewed at a close distance and attract the attention of a moving and often affluent audience – whether regular commuters or visitors to the city.

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

"The proximity positioning of this campaign means it will be absorbed by consumers travelling to some of London's most renowned shopping areas, as well as those in the vicinity of Nigel Rayment's Marble Arch store. Simple and effective, the advert will engage with those looking to add the finishing touch to their Ascot attire."

Media:



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