OOH Campaign for Sheffield Tramlines Festival Arrives in the North

Friday 22 May, 2015

Out of Home International is set to kick off this summer's festival season by launching a new outdoor advertising campaign to promote July's exciting Sheffield inner city music event, Tramlines Festival. 6 sheet and 4 sheet advertisements will be on display across several prime locations in the North of England from 18 May, drumming up interest and increasing anticipation of the annual festival which runs between 24 and 26 July.

The out of home ads carry a striking red, white and blue design, providing information such as the festival's diverse line-up, ticket prices, dates and a website link. The ads will be on show across northern towns and cities, with spots booked in Leeds, Manchester Piccadilly station, Wakefield, Doncaster and Chesterfield. The outdoor ads will appeal to those looking to visit the festival from outside of Sheffield, strategically located in busy areas in order to catch the eye of people on the move.

Now in its seventh year, Tramlines Festival takes place across Shefield city centre, with 200 artists taking over 20 venues and outdoor stages. This year's event is one of the most eclectic yet, set to be headlined by influential American hip-hop group Wu-Tang Clan, electronic duo Basement Jaxx and 90's indie heroes The Charlatans. The likes of Motown legend Martha Reeves, punk band Buzzcocks and former vocalist of The Streets, Mike Skinner, are also set to perform along with hundreds more over the weekend. At just £30 plus booking fee for a weekend ticket, Tramlines is one of the best value festivals around, and with child tickets free for under 12s, it's a great weekend for the whole family. Advance tickets are vailable at www.tramlines.org.uk.

Managing Director of Out of Home International's parent company, Media Agency Group, said: "*Out of Home International is very pleased with this latest outdoor advertising campaign, helping to promote Sheffield's brilliant metropolitan music festival, Tramlines. We're confident that the out of town advertisements will result in increased interest in the event, in an effort to make this year's event the best one yet.*"

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