

OOH Campaign Promotes Music, Food and Fun at Newark Festival

Monday 15 June, 2015

Out of Home International has been spreading the word about an upcoming weekend of music, food and fun in the East Midlands, with a new out of home advertising campaign promoting this year's exciting Newark Festival. A range of **digital and traditional outdoor formats** will have been spotted this month in busy rail stations across the East Midlands and Lincolnshire; namely Nottingham, Newark Northgate and Grantham.

The campaign features digital 6 sheet advertisements as well as traditional 4 sheet out of home ads, providing high frequency of the campaign and raising awareness of the upcoming festival amongst a targeted local audience. The colourful ads feature a wealth of information including the festival's dates, performing acts, ticket cost and sponsors. By advertising with out of home experts Out of Home International, Newark Festival's campaign will gain a huge reach and engagement with its key audience, leading to an increase of interest in the event as well as ticket sales.

Presented by LHG Live and Newark Town Council, Newark Festival is now in its fourth year and takes place between June 19 and 21. This year's festival, hosted at Riverside Park in Newark, will feature performances from 2014 *The X Factor* finalists Only the Young, previous winner of the show Shayne Ward and a headline performance from Irish pop sensations Boyzone. With tickets priced at just £29.50, the festival offers a weekend of live music, entertainment and something for people of all ages to enjoy.

Managing Director of Out of Home International's parent company Media Agency Group, John Kehoe, said:

"We're very pleased with this latest out of home campaign to promote the upcoming Newark Festival, which promises to be a brilliant weekend and one that whole family can enjoy. The advertisements look great and are no doubt making a big impression on residents in the local area."

Tickets for Newark Festival are available to purchase now at £15 for a Friday ticket and £29.50 for a Saturday ticket. Buy now by visiting www.newarkfestival.co.uk.

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