OOH International Promotes Edwardian Group London Restaurants

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Out of Home International has launched a new advertising campaign on the London Underground network, working alongside hospitality company Edwardian Group London to promote its restaurants. Commencing on the 13 April, the campaign features 4 sheet adverts placed across 15 underground stations. The Kensington and Leicester Square branches of bar and restaurant Scoff & Banter and the Marble Arch and Warren Street-based Steak & Lobster restaurant are both promoted as part of the campaign.

A range of different designs have been used to promote the restaurants, with the Scoff & Banter ad artwork featuring several intriguing cartoons in order to catch the eye of tourists, commuters and locals in the capital. The advert focuses on the 'very British' aspect of the restaurant, with a series of sketches used to promote its sites across the city.

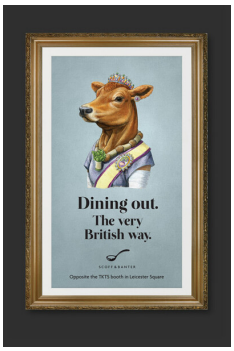
The Steak & Lobster advertisements are in the restaurant's striking red, white and black colour scheme, with dominant and imposing text spreading the message of the restaurant's 'this or that' motto.

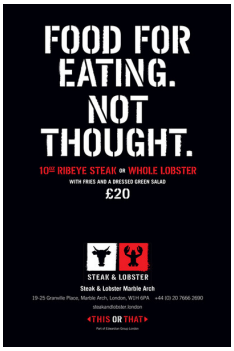
Both are part of Edwardian Group London, one of the UK's largest, privately-owned companies. Edwardian Group London owns and operates Radisson Blu Edwardian hotels, The May Fair Hotel London and a fast-growing range of distinctive restaurant, bar and spa brands. The group owns and runs restaurant concepts including the iconic May Fair Kitchen; contemporary Steak and Lobster and clasically British Scoff and Banter.

For more information, visit Edwardian Group London's website at **www.edwardian.com**.

Managing Director of Out of Home International's parent company Media Agency Group, John Kehoe, said: "*We're delighted to have launched this new three week advertising campaign with Edwardian Group London to promote restaurant chains based in London. Advertising on the London Underground network guarantees high exposure of campaigns, and these eye-catching ads are sure to have an impact on those in the city.*"

Media:





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