Organic Centre Wales keeps Cardiff green with Out of Home International

Wednesday 13 November, 2013

Organic Centre Wales has appointed Out of Home International to project their brand across the capital city of Cardiff, launching a multi-format outdoor strategy to raise regional awareness. A 4-week railway presence will be implemented through 4-sheet billboards at Cardiff Central station from the 18th November, supported by 6 sheet billboards posted through key points in the city. A bus rear advertising campaign will run alongside, commencing on the 25th November for a total of 4 weeks.

A nature-friendly background of blue skies and green grass presents the Organic Centre Wales Organic Champions holding organic produce, encouraging Cardiff to buy “food that doesn’t cost the earth”. The ‘organic’ leaf symbol is followed by the Organic Centre Wales Facebook link, with the advert displayed in both Welsh and English.

CEO of Out of Home International’s parent company Media Agency Group, Lee Dentith, said: “6 sheet billboards and bus rear adverts are an effective way of permeating local communities, and will establish a presence for Organic Centre Wales by appearing in high footfall areas of Cardiff. Railway adverts will enhance the campaign by reaching over 2.2 million monthly Cardiff Central station users, blanketing both residents of Cardiff and incoming passengers.”

Media:



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