Out of Home International and 23.5 Degrees invite Bournemouth to Starbucks

Monday 30 June, 2014

25.5 degrees has appointed Out of Home International to coordinate a promotional campaign for the Bournemouth strand of leading coffee chain Starbucks.

Lamppost banner advertising will brighten up the streets of Bournemouth from June 30th, when a five month campaign of two designs launches in the coastal town.

Advertising the store's new Mocha Coconut and Banana Yoghurt Frappuccinos, the vibrant campaign uses the strapline "Yes to adventure by the sip." Inviting audiences to "come on in", the design features the store's address to aid audiences in visiting their nearest branch.

The enticing campaign combines bright summer colours with product image of a cool, refreshing Frappuccino to target consumers during the summer months and into Autumn.

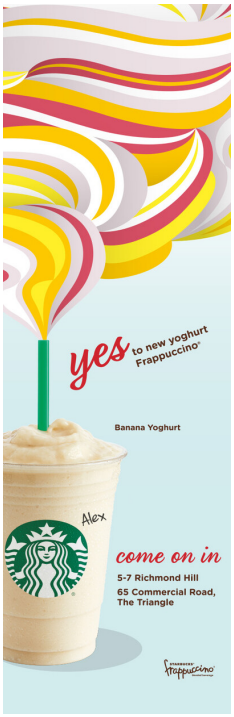
Advertising on lampposts is a fantastic way to break free of traditional advertising formats and ensure high visibility amongst a town or city's crowded streets.

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

"Displaying such an eye-catching campaign as lamppost advertising is an ideal way to demand attention from the town's residents and visitors. Targeting prominent locations throughout Bournemouth, the campaign will effectively entice consumers to discover Starbucks's latest offering."

Media:





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