Out of Home International and Beyond MediSpa introduce CoolSculpting to the London Underground

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Skin care and beauty company, Beyond MediSpa have chosen Out of Home International to launch their latest advertising campaign.

The campaign will begin on July 14th for two weeks, consisting of stair, lift and escalator panels (SLEPs) atKnightsbridge Tube Station in Central London.

The poster adverts will promote Beyond MediSpa and its provision of CoolSculpting treatment. With the tagline; “Say goodbye to stubborn fat with CoolSculpying at Beyond Medispa“, the poster also features contact details and information for the store, which is located in Harvey Nichols – conveniently situated just five minutes from Knightsbridge station.

CoolSculpting by Zeltiq™ is a non-invasive way to gently and effectively reduce fat in targeted areas of the body, resulting in a noticeable, natural-looking fat reduction. As pioneers of CoolSculpting’s introduction into the UK, Beyond MediSpa have more experience treating patients than any other centre in the UK, with proven and consistent results since its launch into Harvey Nichols.

The campaign poster is laid out with neat and simple colours and plain text, making it easy for on-the-go audiences to read and absorb the message.

Advertising on the London Underground with SLEPs is a fantastic way to get your campaign and business message seen by huge urban audiences. They guarantee visibility at busy tube stations and offer extended dwell times to commuters and passengers.

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

“Displaying an eye-catching campaign with tube panels is an ideal way to communicate effectively with your audience on the London Underground. By targeting an affluent audience in this borough of London – which is also located closely to Beyond MediSpa’s store – means the campaign promises to be a hard-hitting success for the business.”

Media:



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