Out Of Home International and Chorley Council Encourage Businesses to Choose Chorley

Monday 24 March, 2014

Chorley Council is encouraging businesses to invest in Chorley with a series of promotional billboards from Out Of Home International.

Choose Chorley adverts will be displayed across key Manchester transport hubs from March 24th as part of a four week campaign.

6 sheet billboards will be featured at Manchester airport's terminal 3, and Manchester Victoria and Piccadilly rail stations.

A four week 48 sheet will also be displayed in the city to target commuters and promote Chorley as a city gateway.

The striking map design highlights Chorley's location, alongside text encouraging audiences to "choose Chorley for business". The campaign also features website information to encouage readers to find out more by visiting choosechorley.co.uk.

The Choose Chorley initaitive has been instigated by the Chorley Council family to promote the town and its central location as a great place to do business.

CEO Lee Dentith, of Out Of Home International's parent company Media Agency Group, said: "Billboard advertising is an ideal way to showcase a message and target key audiences, and placing the Choose Chorley campaign in areas of such prominence and high footfall will ensure reach to business people not only in Manchester, but from around the world."

Media:



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Related Keywords:

6 Sheet :: 48 Sheet :: Billboard :: Advertising :: Advert :: Manchester ::

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