Out of Home International and Quiddi release campaign for Flexi Finance

Tuesday 12 August, 2014

Out of Home International has been hired by Quiddi to promote the latest advertising campaign by insurance company, Flexy Finance.

The campaign will begin on August 11th and will run for 2 weeks. It consists of twenty, 6 sheet posters at different tram stops in Newcastle.

The poster adverts will display clear and concise information on flexible loans, website details and examples of the types of loans on offer. The tagline, ‘Loans shaped your way’ leads on from a borrowing example which is displayed in a speech bubble above a colourful and playful image.

6 Sheet billboard advertising is a sure fire way to get a campaign message seen by a huge urban audience. It ensures visibility in its chosen location and has the benefit of being viewed by a variety of different audiences in busy central areas. Thousands of commuters will see and absorb the poster across tram locations in Newcastle.

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

“Displaying an eye-catching campaign with 6 sheets is a great way to communicate effectively with audiences in the biggest city in the North East. By targeting busy tram stops, this campain will successfully attract attention from Newcastle’s commuters, locals and shoppers alike.”

Media:



Related Sectors:

Personal Finance ::

Related Keywords:

Outdoor :: Billboard :: Advertising :: Tram Stops :: Newcastle :: Campaign :: Media ::

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