Out of Home International and Radio Yorkshire tune in to Leeds

Wednesday 4 June, 2014

Out of Home International is working with Plantagenet Media Services to ensure that the city of Leeds is tuning in to Radio Yorkshire.

Launching on June 2nd, 6 sheet billboards will feature in prominent locations throughout Leeds in a two week campaign to promote the station and its services.

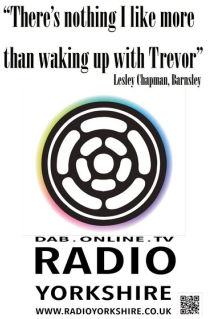
A range of bold, striking designs feature different quotes from listeners explaining why they enjoy the station. Each listener's name and location is included under the quote to add a sense of human interest and personality to the campaign. The adverts boldly read: "DAB. Online. TV, Radio Yorkshire", under the image of a colour-illuminated speaker.

Quotes include: "Terrace Talk and Total Football are my new favourite footy shows", and "There's nothing I like more than waking up with Trevor".

The Radio Yorkshire website address and a QR code are included as a call-to-action for audiences to discover more about the station.

Lee Dentith, CEO of Out of Home International's parent company Media Agency Group, said:
"Six sheet billboard advertising is an effective way to communicate a brand to audiences on the move. Strategically placed in high footfall locations, these billboards will help create a real presence for Radio Yorkshire across Leeds."

Media:



Related Sectors:

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Related Keywords:

Billboard :: 6 Sheets :: Advertising :: Leeds :: Roadside :: Six Sheet ::

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