Out of Home International and Salford Community Leisure encourage residents to get active and join their local gym

Monday 19 January, 2015

Out of Home International are pleased to be working with Salford Community Leisure on a new two-week campaign to promote their great value gym memberships. Launching on Monday 19 January, a mixture of phone box advertisements and 6 sheet posters will be on display around various Salford locations.

The advertisements are striking in their design, with vibrant, bright colours instantly grabbing attention. The tongue-in-cheek image of a partially-eaten apple being measured around the 'waist' gives the campaign a unique and clever look, with the 'feeling the pinch?' slogan highlighting the low cost of gyms in Salford leisure centres.

Salford Community Leisure are offering residents the chance to join the gym at their local leisure centre for as little as 75p per day, with no joining fee and the promises of paying nothing until February.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "*We're happy to be teaming up with Salford Community Leisure to highlight their great gym offers. The campaign is at a great time of year as people look to start 2015 in a healthy and active way.*"

Media:



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