

Out of Home International bring The Fairways Hotel to Bridgend

Monday 3 February, 2014

Porthcawl's The Fairways Hotel is targeting residents of the nearby town of Bridgend with a billboard campaign from [Out Of Home International](#). Launching on the 27th of January and displaying for 8 weeks, the striking [48-sheet billboard advert](#) hopes to increase awareness of the hotel's reputation as an excellent wedding venue.

The simple-but-effective layout, featuring a single large image of the Fairways Hotel, will certainly stand out to couples in Bridgend looking for the perfect place to hold their upcoming nuptials, stating in clear text 'Porthcawl's Premier Wedding Venue' with an instruction to call for information.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "It brings us great pleasure to promote the Fairways Hotel, and we hope the advert spurs the people of Bridgend to discover more about this beautiful venue, located almost on their doorstep."

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