Out Of Home International Brings The Adonis Cabaret Show to Brighton

Wednesday 9 April, 2014

Various Marketing has partnered with one of Media Agency Group's outdoor divisions, Out Of Home International, to promote The Adonis Cabaret Show.

Brighton will be splashed with colour when a series of lamppost banners feature throughout the town from April 7th.

The two week marketing campaign advertises "The funniest and sexiest cabaret show on earth" at Brighton's Oceana Club, as part of a "Girls Only Night".

The fun, striking pink adverts are bound to attract the attention of Brighton's female population both day and night – fitting in perfectly with town's bright and vibrant nightlife.

Event details and pricing is clearly displayed, along with contact information to encourage consumers to find out more and book tickets.

The Adonis Cabaret is the UK's original, largest and longest running male strip show – proving a huge hit with hen parties and girls' nights out up and down the country!

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

"Lamppost banners are the perfect advertising format to create impact in Brighton's thriving streets. These engaging designs are a great way to get people talking and encourage them to consider their next night out at The Adonis Cabaret."

Media:





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