

Out of Home International help Ryanair take flight in London

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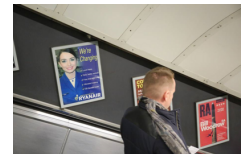
Europe's largest budget airline, Ryanair, has launched a multi-format advertising campaign across the [London Underground network](#), promoting their increased accessibility – such as lower fares and an updated website. Managed by Out of Home International, the initiative will be present across key tube stations, reaching the millions of commuters and tourists who use the London Underground every day.

The advert features a Ryanair hostess alongside the headline 'We're Changing', with the Ryanair logo and website featuring boldly along the base. A bullet point list of the airline's new benefits is displayed below, such as 'Free 2nd cabin bag' and 'Allocated seating'. The creative also provides an additional regional push by promoting the 120 available routes from London Stansted Airport.

Headquartered in Dublin, Ryanair handles over 1,600 [cheap flights](#) every day to 180 destinations spread across 29 countries. Routes are predominantly located within Europe, but the airline also serves 8 airports in Morocco.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "We are extremely proud to be working with one of the UK's favourite airlines and can't wait to see the results of this campaign. Targeting the tube network will have a significant impact on the London public, saturating daily commuting crowds and tapping into their post-Christmas blues with the opportunity to travel, reinforced by Ryanair's new, user-friendly adjustments."

Media:



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Ryanair :: Cheap Flights :: London Underground :: Advertising :: Outdoor :: Tube ::

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