Out of Home International launch the Bussey & Armstrong Special Panto Offer

Thursday 28 November, 2013

Bussey & Armstrong Homes are returning to Out of Home International for the launch of their annual outdoor campaign, which habitually sees the company promoting a special festive offer in conjunction with the Darlington Civic Theatre Christmas panto. For 4 weeks commencing on the 2nd December, 48 sheet billboards will project the initiative in Darlington, allowing used panto tickets to be exchanged for Bussey & Armstrong vouchers.

Following on from last year's Sleeping Beauty show, this year's Aladdin panto stands out across the advert in its iconic Disney typography, encouraging new home buyers to exchange their used tickets for "£2000 worth of vouchers". The headline 'Special Panto Offer' stands beside the image of a house exterior, with the company name, website and telephone number printed within a green banner along the base.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "By associating Bussey & Armstrong with the annual Darlington panto, the company will tap into local communities and effectively harness interest from a relevant regional area. The 48-sheet billboard canvas will also ensure high-impact projection for the campaign."

Media:



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