Out of Home International Launches New London Underground Campaign with Cancer Research UK

Wednesday 4 March, 2015

Out of Home International has teamed up with Cancer Research UK to show support for the charity's campaign to standardise cigarette packaging to help prevent young people from taking up smoking. This latest out of home advertising campaign will see four posters – two 4 sheet, one 6 sheet and one 12 sheet – located throughout Westminster London Underground Station. Having launched on 2 March, the advertisements are currently on display at the busy tube station and will be for the next four weeks.

The location of the adverts could not be more appropriate, with a major feature of the artwork focusing on the high percentage of MPs across the political spectrum in favour of implementing a law which will see cigarettes sold in plain, standard packs in an attempt to discourage younger generations from taking up the habit of smoking. The advertisements also feature a young child looking at a deliberately enticing cigarette packet, showing how the current branding of packaging can encourage kids to start smoking. With the advert in Cancer Research UK's unique and stand-out pink and purple colour scheme, the various sized posters are sure to catch the eye of commuters, tourists and politicians using Westminster tube tation.

72% of UK voters want cigarettes to be in plain, standard packaging, and January saw the Government announce it would make a final decision in a vote on new laws for cigarette packaging before the next General Election. Cancer Research UK's campaign is aiming to get all tobacco products to be standardised in size and colour, with prominent health warnings remaining and brand names in a standard type face, colour and size.

CEO of **Out of Home International**'s parent company Media Agency Group, Lee Dentith, said: "*It's always a joy to work with a charity who are doing such important work, and we're delighted to have launched this new Underground campaign with Cancer Research UK. Getting the ads in Westminster station is perfect for the charity and the posters will undoubtedly raise awareness of what is a really important issue.*"

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