Out of Home International promotes new Bella Italia restaurant

Tuesday 10 February, 2015

Out of Home International is pleased to announce a new campaign with Italian restaurant chain Bella Italia, promoting their new premises in Bexleyheath, South East London. Launching last week, a large billboard is currently on display at Bexleyheath Rail Station, before two column advertisements run on the streets of Bexleyheath for two weeks from 2 March.

The advertisements are bright, fun and colourful and showcase some of Bella Italia's signature pizza and pasta dishes. The mouth-watering images and social media call-to-actions are sure to drum up interest ahead of the new restaurant's grand opening in March.

Part of the Tragus Group, Bella Italia is a chain of over 80 Italian restaurants operating in the United Kingdom. Their new opening in Bexleyheath will be their first in the suburban district, conveniently located near a cinema and shopping centre.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "*We're very happy to have coordinated this campaign with restaurant chain Bella Italia ahead of their exciting new opening in Bexleyheath. The adverts are vibrant and eye-catching and will no doubt have a great impact on the public.*"

Media:



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