Out of Home International Promotes the Herman Miller Collection

Wednesday 6 May, 2015

Out of Home International is delighted to unveil its latest London-based outdoor advertising campaign, working alongside renowned office furniture manufacturer Herman Miller. 4 sheet and 6 sheet outdoor advertisements promote the Herman Miller Collection, with several ads on display on various spots in the capital throughout May.

The advertisement showcases products that are a part of the fabulous Herman Miller Collection, such as the 1949-designed Noguchi Rudder Table and the Wireframe Sofa Group. Dominated by a stylishly-shot image of the furniture, the advert also carries the message:

"*At Herman Miller, we believe that there is a market for good design. It is what has compelled us to create inventive, design-driven solutions to life's everyday problems for over a century, and it continues to drive us in creating products that are as purposeful as they are beautiful.*"

Outdoor advertising on formats such as 6 sheets is one of the most important ways of communicating a brand, product or business to potential consumers on the move. Launched in strategic locations near busy roads and high-footfall areas, outdoor advertisements from Out of Home International will give Herman Miller an improved brand presence on the streets of London, and will encourage key target audiences to visits its showroom in the city.

The Herman Miller Collection draws on the vision of the company's first ever Design Director George Nelson – arguably the most prolific and influential producer of furniture in the modernist style - who looked to create "a permanent collection designed to meet fully the requirements for modern living." This carefully curated portfolio offers a suite of products to help furnish working environments in a myriad of settings, both elegant and casual.

Managing Director of Out of Home International's parent company Media Agency Group, John Kehoe, said: "*Out of Home International is very pleased to have launched an outdoor advertising campaign with modern office furniture company Herman Miller, helping to promote its stylish Herman Miller Collection across the city of London. We're all confident that the campaign will be a huge success, hopefully leading to us working together again in the future.*"

Media:



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