Out Of Home International re-launches The Boater in Bath

Friday 2 May, 2014

Out Of Home International has partnered with Communications agency Bud to promote the all new dining venture - The Boater.

After undergoing refurbishment, The Boater is advertising its brand new look with a four-sheet billboard campaign, which will launch on May 5th at Bath Spa rail station.

The 16 week promotion will entice customers with its stylish advert design and offer to “explore the all new Boater” with its “four unique bars” and promise of “Bath’s best beer garden.”

Displayed in this high footfall-location, the targeted campaign will effectively reach both locals and visitors to Bath Spa, and encourage them to visit The Boater whilst in the area.

CEO of Out of Home International’s parent company Media Agency Group, Lee Dentith said:

“With The Boater claiming the ‘best beer garden in Bath’ the timing of this poster campaign at the start of May couldn’t be better. We are pleased to be delivering this billboard for The Boater in a key location which is certain to kick its summer season off with a bang.”

Media:



Related Sectors:

Food & Drink :: Leisure & Hobbies ::

Related Keywords:

Billboard :: 4 Sheets :: Billboard Advertising :: Bath :: Outdoor Advertising ::

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