Out of Home International Showcases New WAT KITCHEN® Brand

Monday 26 October, 2015

Out of Home International has secured some prime advertising space for WAT KITCHEN® as part of a national campaign to raise awareness of the Asian meals-to-go brand and its nationwide availability at supermarket chain Iceland.

The striking outdoor advertisements are on display on telephone boxes around the country, with many strategically placed in close proximity to Iceland stores. Phone box advertising offers brands a fantastic platform to generate high exposure of their campaigns, targeting residents and shoppers in busy urban areas. This latest campaign, coordinated between Out of Home International and WAT KITCHEN's parent company Crown Foods, highlights the incredible £1 price of WAT KITCHEN's products at Iceland.

WAT KITCHEN is the brand new, colourful range of Asian flavoured 'Chicken & Rice' or 'Chicken & Noodle' meals-to-go; authentic meals made from chicken breast pieces and fresh vegetables with either rice or noodles. The delicious meals are ready to 'heat and eat' in just and a half minutes, with no fuss and no mess.

Managing Director of Out of Home International's parent company **Media Agency Group**, John Kehoe, said:

> "Out of Home International is thrilled to unveil this latest strategic advertising campaign, working with Crown Foods and WAT KITCHEN to promote the exciting new range of Asian meals-to-go through the great medium of phone box advertising. We've worked hard to secure advertising space in some great locations close to several Iceland stores, and we're all very confident that this campaign will be a great success and help to increase awareness of the WAT KITCHEN brand.

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