Out of Home International take Simply Fish on the Underground

Wednesday 4 February, 2015

Out of Home International is continuing its working relationship with Camden seafood restaurant Simply Fish by launching a new campaign focused on the London Underground. Running for 13 weeks from 2 February, four stair, lift and escalator panels (SLEPs) will be displayed prominently in Camden Town Tube Station.

The SLEPs will highlight the restaurant's 'fish for everyone' concept, with the stylish and minimalist design sure to catch the eye of Camden visitors and locals looking for a delicious meal in the area. SLEPs are a great way to give a brand high-frequency coverage of London Underground stations, targeting every passenger who enters and exits the station. Large audience volumes and extended passenger dwell time as they ascend or descend from stations are just two of the many benefits to advertising with SLEPs.

Simply Fish opened in 2012 on Camden's bustling Inverness Street, quickly establishing itself as a welcome addition to the area's dining scene. The restaurant serves the freshest dayboat caught fish and tailor-made seafood choices, offering customers a unique taste everytime which is accessible and affordable.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "*We're really pleased to be working once again with Camden's Simply Fish restaurant. With SLEPs located in the town's tube station I've got no doubt that the campaign will encourage commuters and tourists to visit a restaurant with a unique and special approach to seafood.*"

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