Out of Home International takes new London restaurant to the Tube

Friday 25 July, 2014

London restaurant Poulet Rouge has appointed Out of Home International to help advertise its new Balham premises.

A four week Underground campaign has been coordinated to launch at Balham Tube station from the week commencing July 28th. A combination of formats, including lift escalator panels (LEPs), 12 sheet and 48 sheet adverts will feature across the Tube station in a proximity campaign.

Specialising in high quality, free range chicken dishes, Poulet Rouge's campaign boldly advertises their "Whole flame-grilled corn fed Goosnargh chicken".

Positioning the campaign at Balham station is an ideal approach to target commuters and visitors to the area. With thousands of people passing through the station each day, targeting the entire station with adverts is an effective way to ensure maximum reach to potential customers.

With an added takeaway incentive encouraging audiences to take advantage of their £10 offer, this is an engaging campaign to appeal to London's hungry commuters.

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

"Advertising on the London Underground is a fantastic format to reach a vast and dynamic audience. The sheer volume of people passing through a station on a daily basis means a campaign has the ability to create substantial impact and become firmly embedded in the minds of consumers."

Media:



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