

Outdoor Ads Encourage Public to Celebrate in Style at Chalke Valley Victory Party

Friday 12 June, 2015

Out of Home International is proud to unveil a new outdoor advertising campaign promoting the largest festival dedicated entirely to history in the UK – The Daily Mail Chalke Valley History Festival. **6 Sheet out of home advertisements** have been featured around various locations since 1 June, helping to spread the word about this exciting and unique festival which takes place 22 – 28 June.

The fantastic artwork focuses on one of the festival's major attractions – the 1940s victory party. This special event takes place on the evening of Saturday 27 June to mark the 70th anniversary of the end of the Second World War. With creative and colourful illustrations coupled with a wealth of information about the victory party, the ads will undoubtedly help to create a buzz about the upcoming festival and encourage the public to celebrate in style at this great event.

Daily Mail Chalke Valley History Festival takes place annually in Salisbury, Wiltshire, and offers a unique blend of talks, discussions and debates alongside a vast living history through-the-ages encampment and stunning warbird air show.

This year, the festival is marking the 75th anniversary of the Battle of Britain and the 70th anniversary of the end of World War Two with a wartime-themed festival weekend. Closing the festival, the weekend's events include air displays, talks from war veterans and a 'dress-up Saturday' before the special celebratory party in the evening. Featuring live performances from the likes of the London Swing Orchestra, it promises to be the perfect way to step back in time and make sure this year's festival is one to remember!

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 coordinated an out of home advertising campaign to mark this year's special wartime-themed Daily Mail Chalke Valley History Festival. The advertisements look fantastic and I'm sure that they'll be very effective in encouraging people to attend what is sure to be a brilliant festival."

Media:



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