Paradise Wildlife Park Launches Motorway Advertising with Out Of Home International

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Paradise Wildlife Park in Hertfordshire is making sure motorists don't miss out, with a motorway advertising campaign from Out Of Home International.

Striking motorway banner ads will be displayed along the M25 at Junction 25 from April 7th in a five month promotional campaign to help families discover the fun of the park.

When it comes to a family day out, getting lost is never part of the agenda. These bold banner ads ensure that the day starts off the right way, with clear instructions directing drivers to exit the motorway at the "next left" or "next right" in order to reach the park.

The high-impact design and use of family-friendly images ensures that the adverts stand out in the drab motorway landscape, enticing travellers with the promise of "fun for all the family" and the opportunity to see firm animal favourites such as lions, tigers and jaguars.

Launched at the perfect time to engage with families planning Easter and summer excursions, advertising on this highly noticeable format will ensure reach to the park's target audience in its target location.

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

"Motorway advertising enables fantastic reach, meaning that Paradise Wildlife Park will be noticed by millions of people each month. Roadside advertising is one of the most effective ways to reach mass audiences; helping to create a real presence for the park as well as providing some welcome directions to drivers."

Media:





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